

CEOs secrets to save time + focus on what matters.



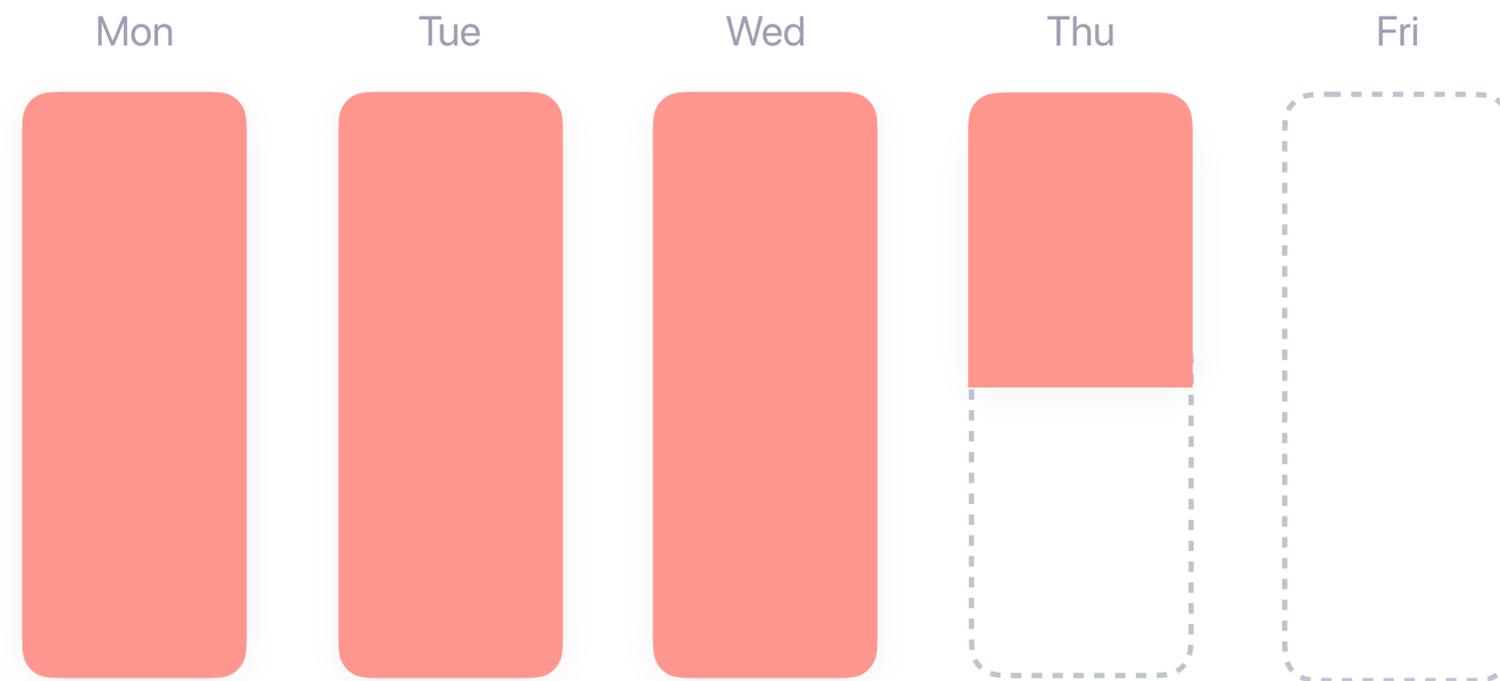
By Alice Default

CEO + co-founder at Double

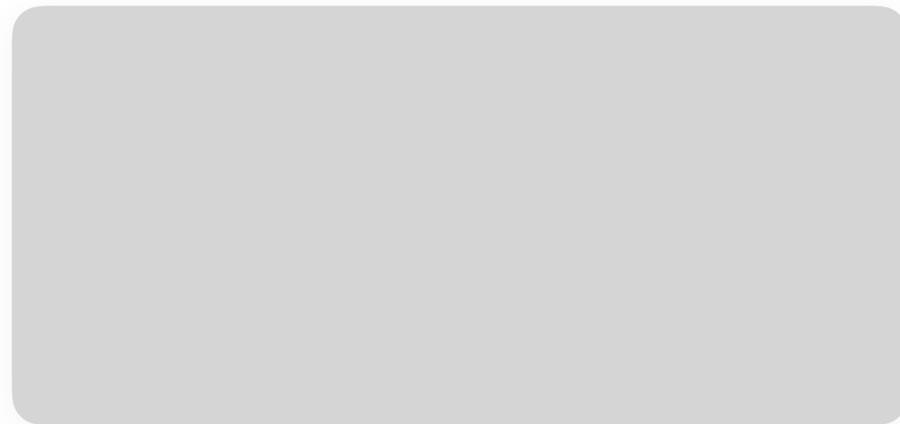
Time is your most precious resource...

30%

of executives' time at work is spent on tasks that have low value or that could have been delegated.



... and it's not a good moment to waste it



Special COVID-19 gift

- 👤 Keep you, your family, and your team safe
- 📈 Keep your business alive
- 👩 Keep your team motivated
- 😓 Deal with stress, anxiety, and uncertainty
- 😍 Keep your customers, partners, suppliers satisfied
- 💸 Keep your cash burn low
- 💰 Find new ways to extend your runway or raise money
- 🛏 Get some rest
- 📺 Finish that Netflix show
- 🧻 Find some toilet paper

...



Your usual workload



Working longer hours is not going to be enough.

Get more done with the time you have

Let's dive into actionable tips you can follow today to save time, stolen from the 100+ CEOs in our beta program.

#1 — Know when to get things done vs. be there for your team

#2 — Build strong processes + routines

#3 — Become obsessed with your calendar

Where I come from

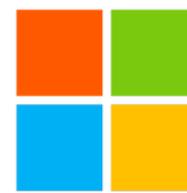
My team and I have been thinking about productivity + working remote for years.



Front
Paris + SF



Sunrise
Paris + NYC
+ all over the world



Outlook Mobile
Seattle + NYC + SF
+ London + India



Double
NYC + SF +
Toronto + Wisconsin

A bit about me



We help CEOs save time by matching them with a remote assistant, empowered by great tech.

Nice people in our beta:





Let's dive into it

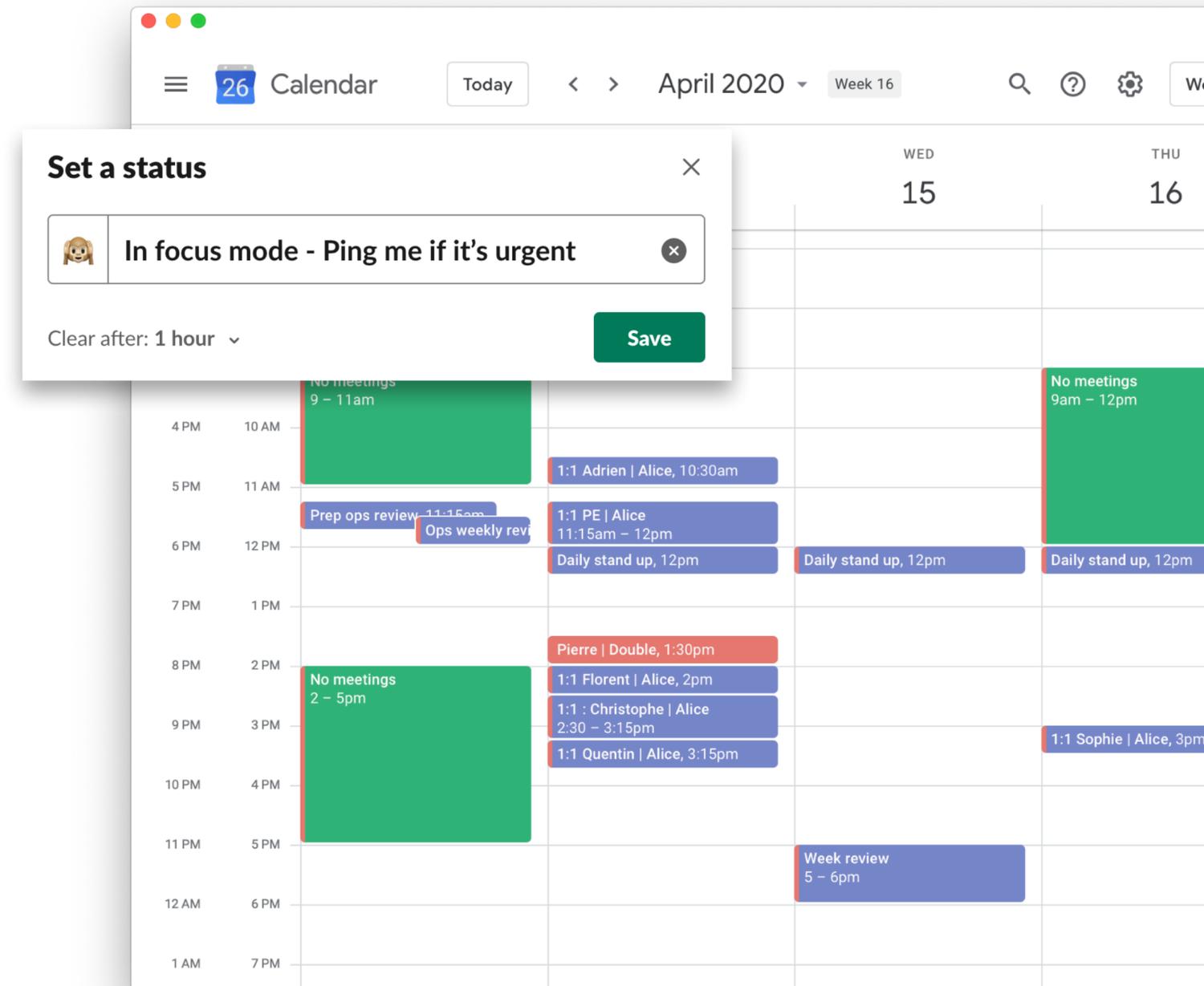
#1

**Know when to get things
done vs. be there for your
team**

Know when to get things done

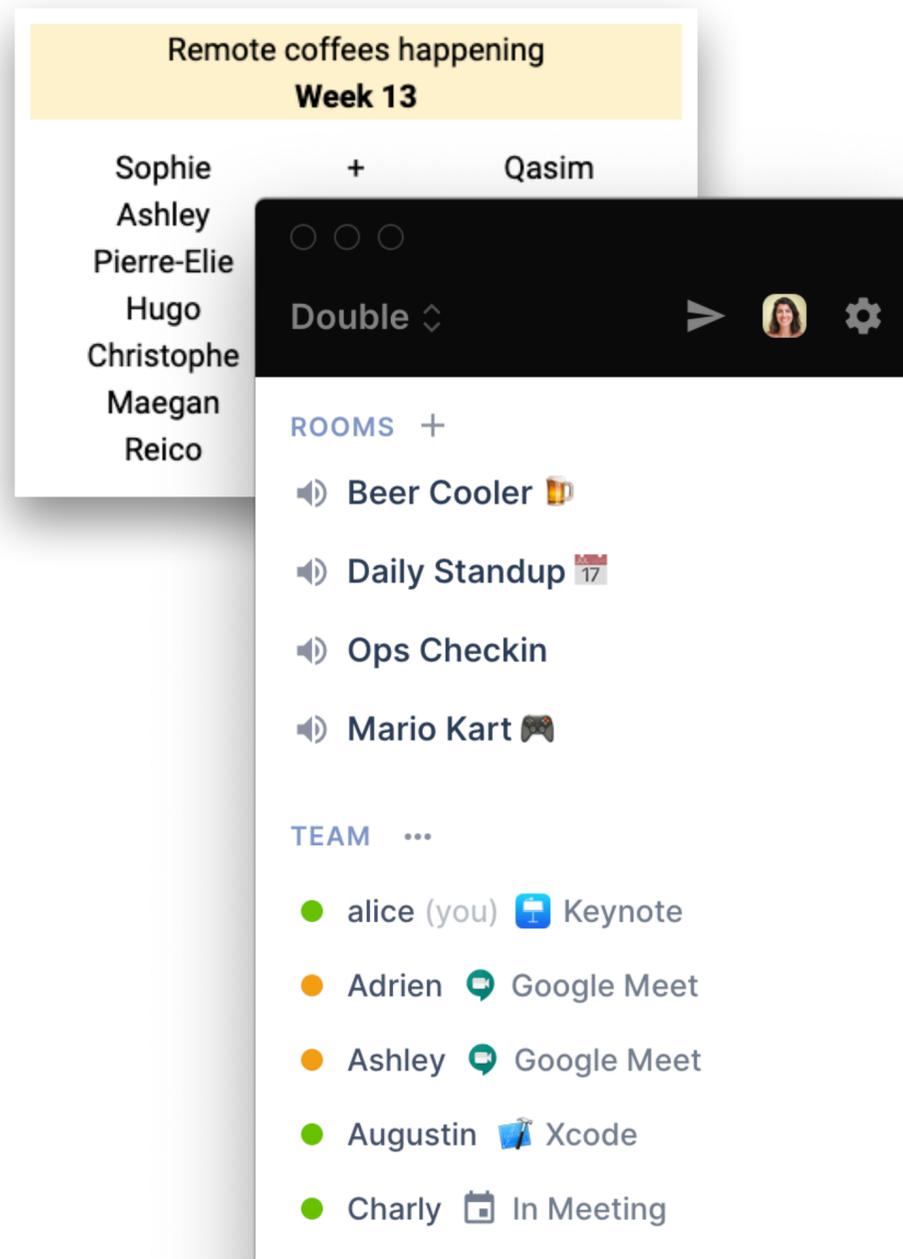
Working remote is a great opportunity to introduce **focus time** to your team.

- Set rules for you and your team: no-meeting Wednesdays, no meetings before 12pm, ...
- Block at least 1h30 on your calendar a few times per week.
- Turn off **all notifications** on desktop and mobile (email, Slack, ...).
- Use **“Do Not Disturb”** on Slack to be reachable if there’s anything urgent.



Know when to connect

Have moments when you are fully present for your team, and group moments where you answer non-urgent questions.



- Have an open video call that everyone can join at any time to encourage random interactions (Google Meet, Tandem, Whereby...)
- Set office hours on these video calls and take turns with co-founders.
- Schedule time with different people on the team to chat about non-work related topics.
- Encourage team to keep non urgent questions for 1:1s (keep all questions in shared 1:1 doc)

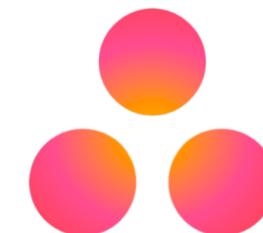
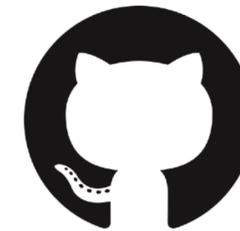
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**It's all about processes
and routines**

Build your communication framework

Being remote is a great opportunity to rethink how you communicate and share information in your team.

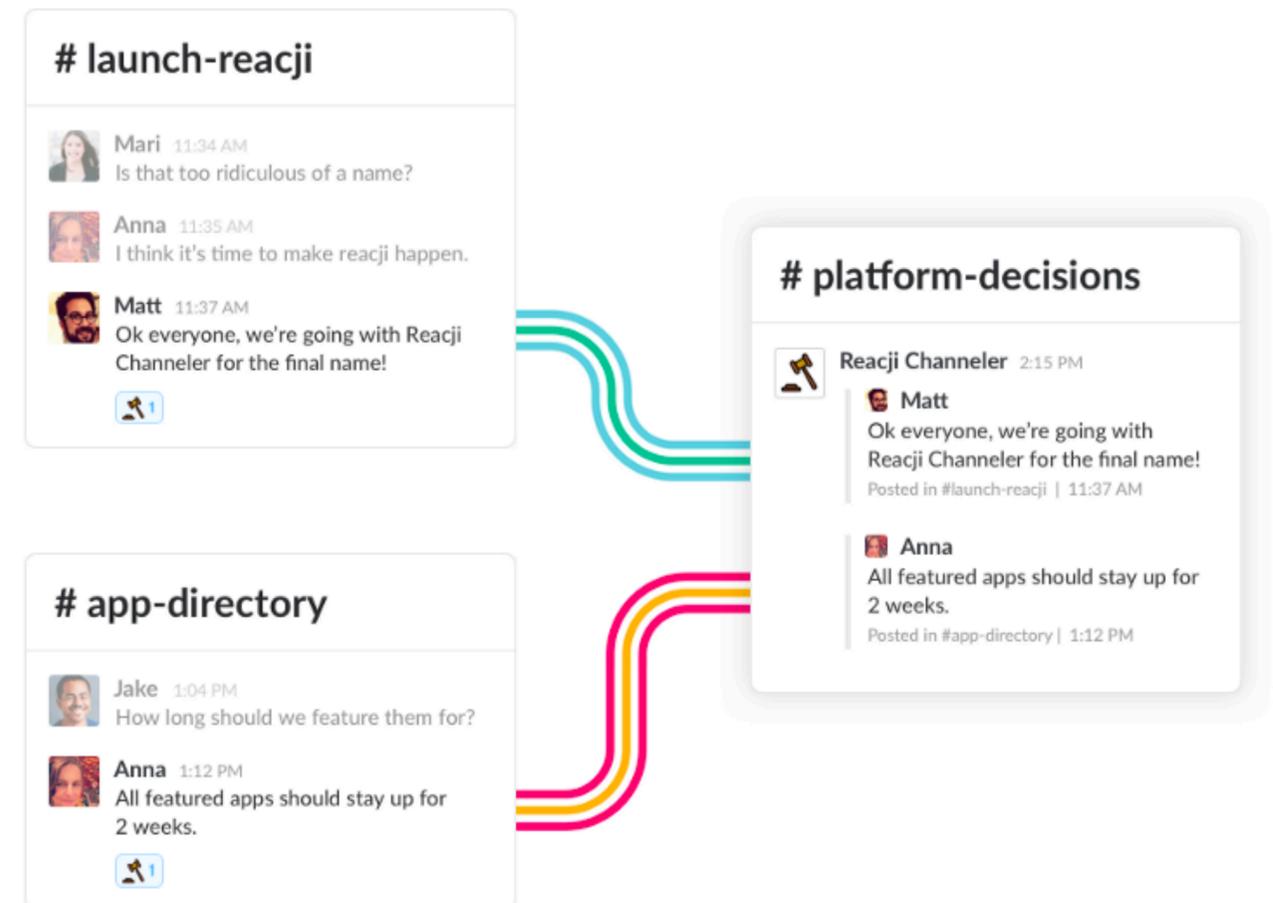
- Make communication open and transparent so that everyone can access it: use Front for emails, do project management in Asana or Github (not in email!)
- Keep it organized with clear guidelines on tools, how to share information and where to find it + integrations between tools.
- Adopt asynchronous communication: put the burden on people writing to clarify context and store relevant information.



Protect yourself

Don't get pulled into the time-sucking vortex of emails, endless Slack channels, and notifications.

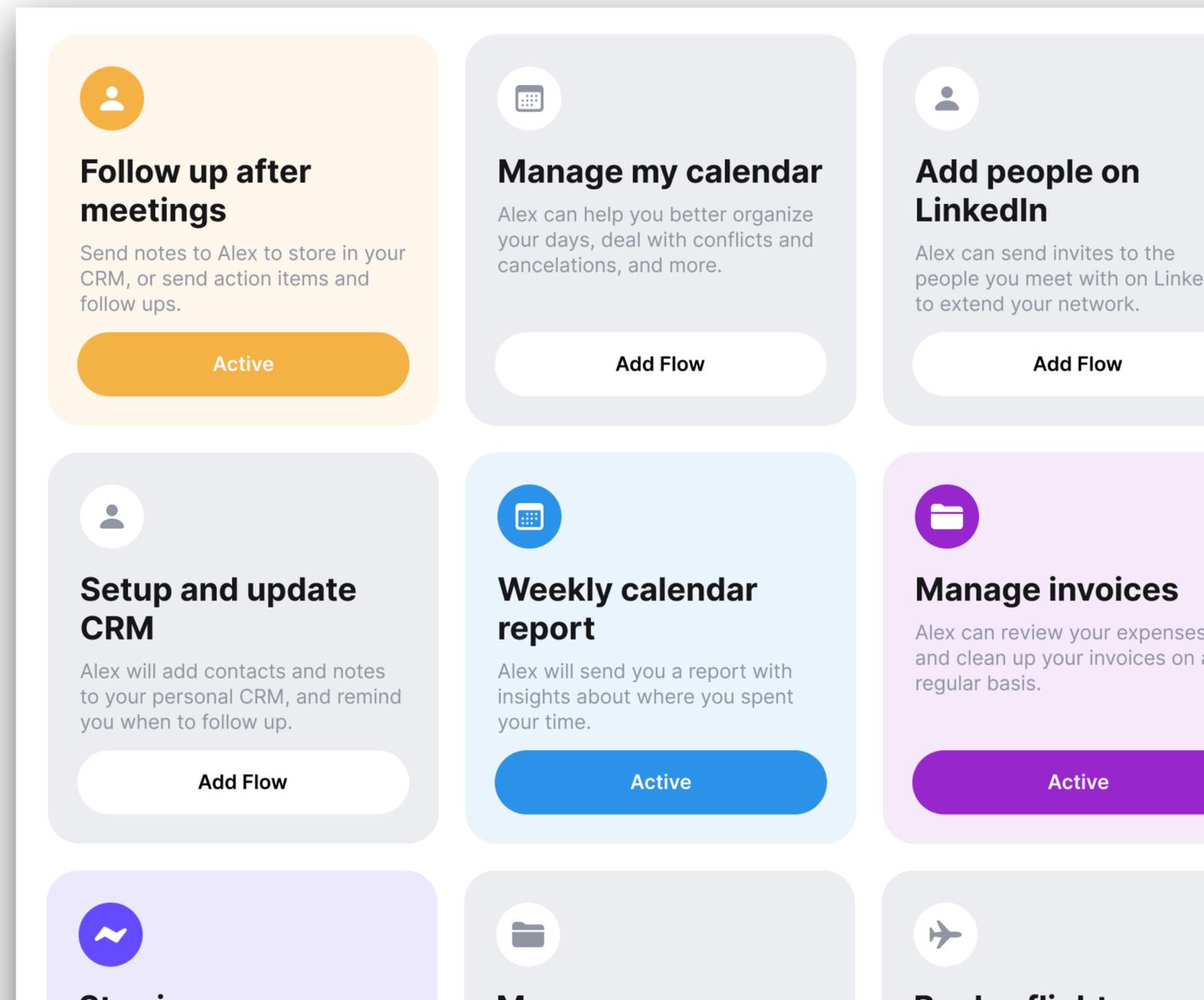
- Limit the number of channels you're part of on Slack and ask your teams to move important decisions to #need-to-know channels.
- Close your inbox (yes, do it) and only check it 2-3 times per day.
- Set clear expectations on when you need to be pulled in on projects (early on to define, mid-point to review, etc.) and don't follow the conversations in between.



Define rituals and routines

If you or your team do the same thing more than once, it's a ritual.

- Assign responsibilities and set reminders to have rituals work on auto-pilot. Review and adapt the list often.
- Build rituals for your team: prep for all-hands, monthly team lunch, quarterly review of goals, board meeting prep...
- Build routines for yourself: prep for your week, monthly review of personal CRM, bi-weekly posts on social...



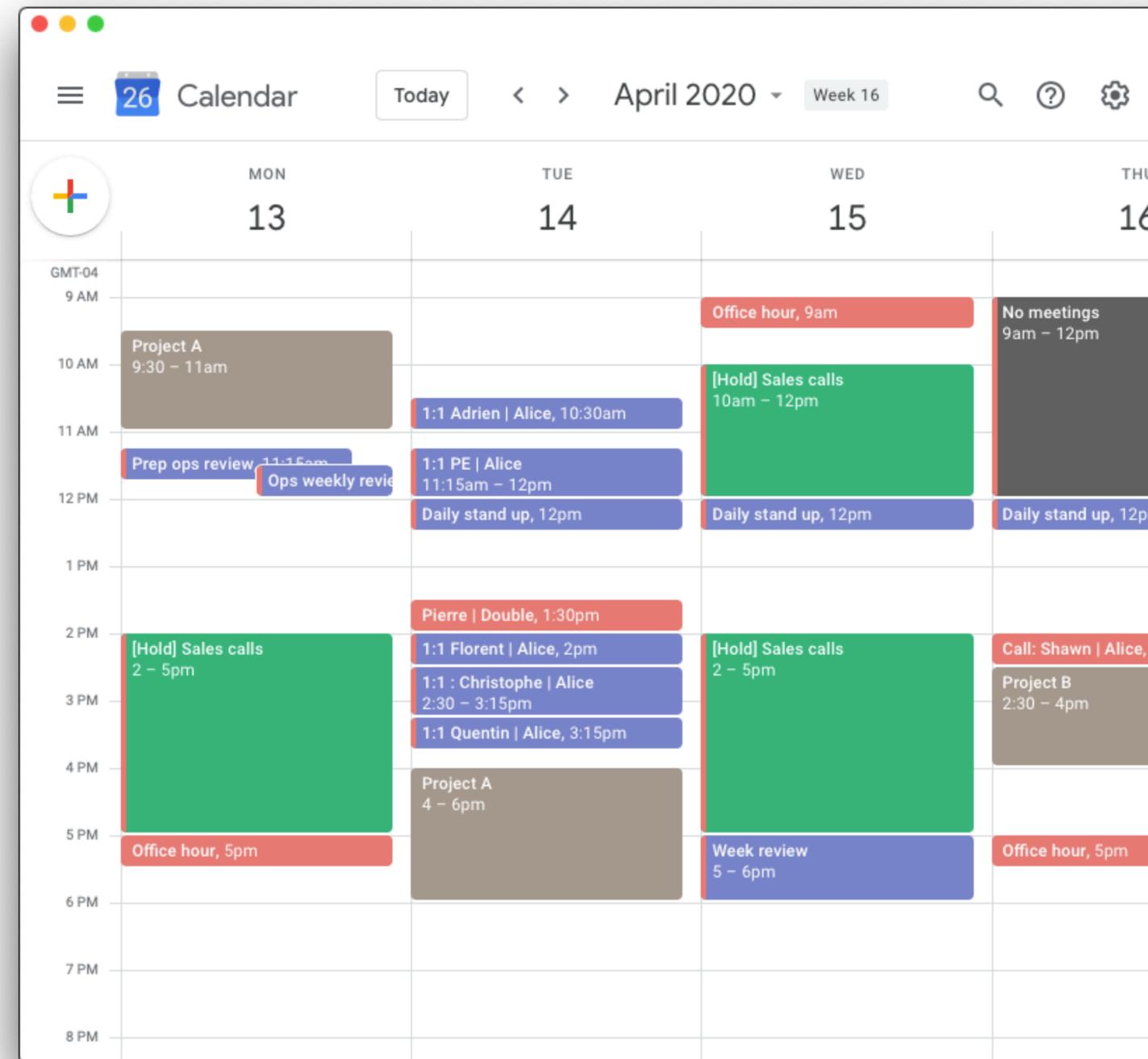
#3

**Become obsessed with
your calendar**

Plan your week in advance

Make your to-do list fit your calendar, not your calendar fit your to-do list.

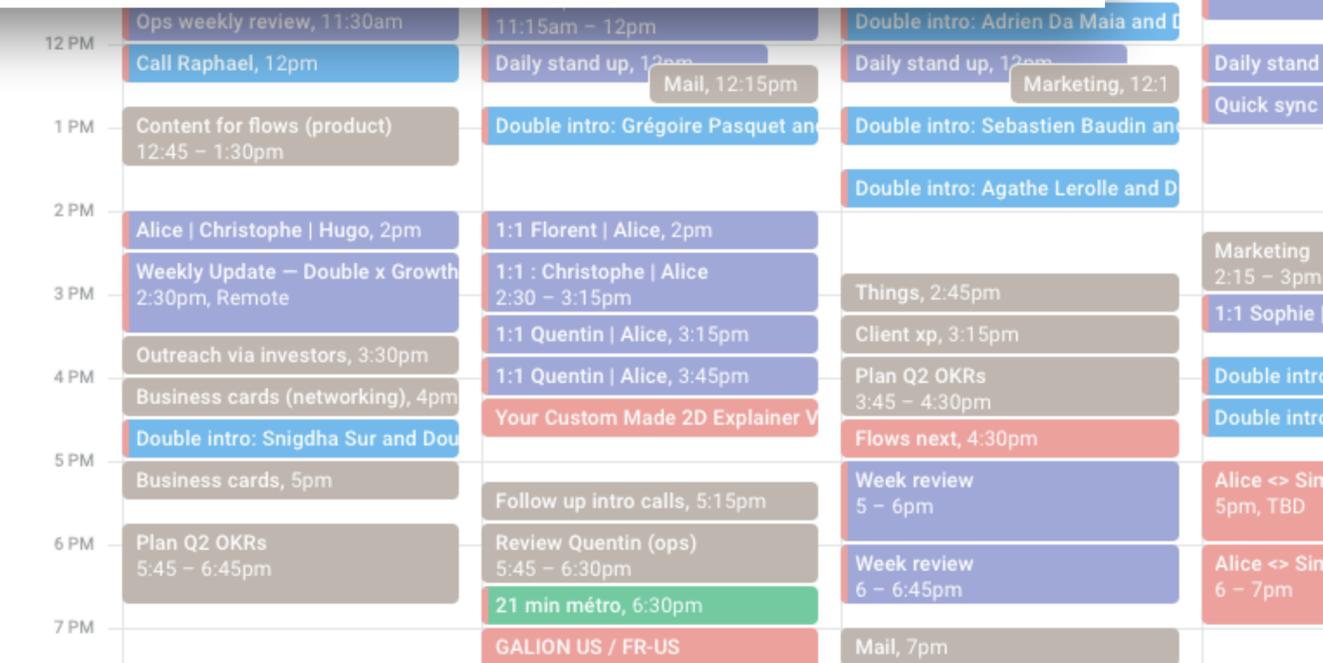
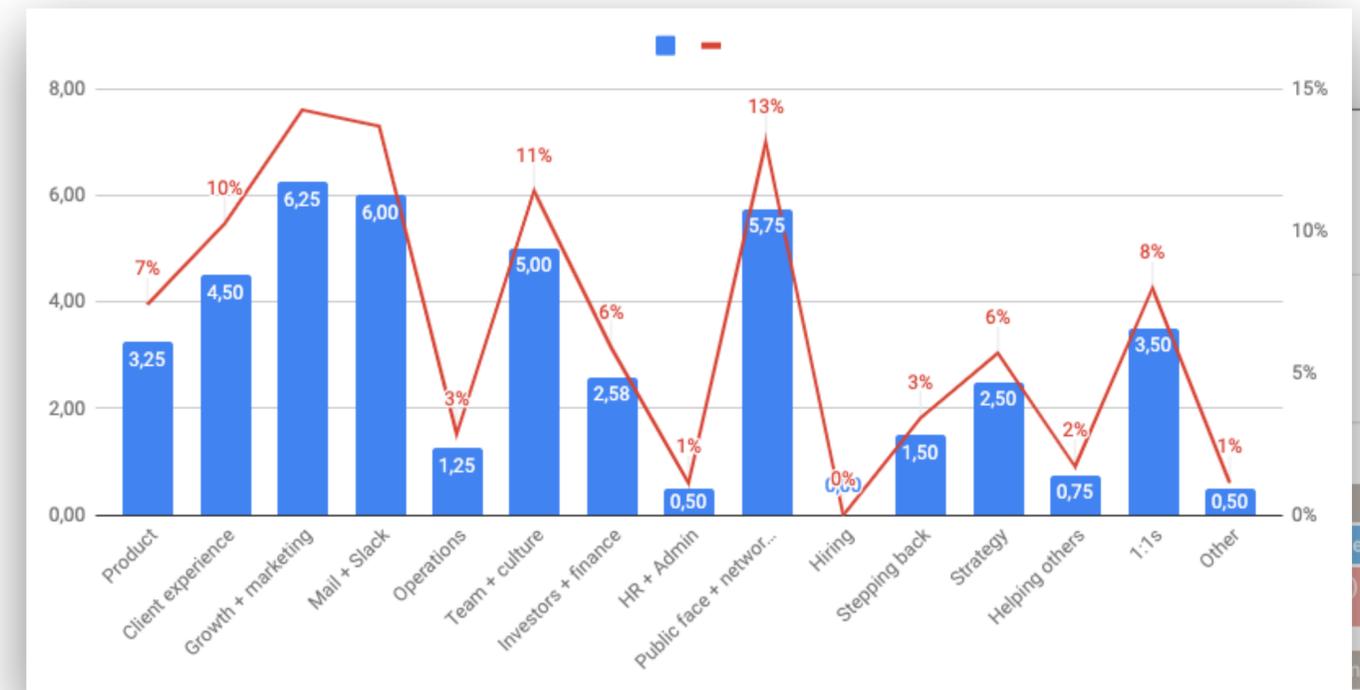
- Batch your meetings per category and reduce time spent in each.
- Figure out main priorities for the week and block time for them in your calendar.
- Prepare your meetings to make them more productive (once a week or day).
- Leave time for last minute surprises.



Constantly review where you spend your time

Use this tracking to help you prepare for the next week.

- Review where you spend your time every week and check if it matches your priorities.
- Find what could have been delegated, automated, canceled, or not done.
- Bonus: review everyone you've met that week and follow up with the ones that matter most (set reminder to reach back out, send thank you note...)



Bonus

**Don't forget to
disconnect**

Q&A

Get the slides at withdouble.com/ceo-secrets