

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1682 In 2025: Really Treat Time Like Money

How long have you heard the line, “Time is money.” I’ve heard it all my life. When you’re young, you tend not to think about it much. As you get older, that changes. I’m Jerry Roberts, coming to you with an old marketing friend’s view on how to value the time that we have in order to create a better 2025. That’s next on the Extra Point.

Time is generally the most finite and valuable resource we possess, yet many people treat it as if it were limitless — like they can make more of it if they want.

How does that impact our lives? This mindset leads to overcommitment, distractions from essential tasks, and an assumption that there will always be a tomorrow to accomplish what we didn’t do today.

We have a to-do list, but there may not be a strong commitment to complete it, or even most of it, and so we just push unfinished items over to the next day.

Here’s where my friend the marketer enters the conversation. He says that to make better use of our time, we need to start treating it as we would our money.

Just as we wouldn’t carelessly spend our the cash we work hard for, he believes we should evaluate how to allocate our minutes and hours. What if we decided on a dollar value to our time? How much should each minute cost? If I want an hour of your time, it’s 60 times that number.

If a worker’s pay is \$15 per hour, does that mean that hour is worth \$15? In the eyes of the worker, yes, because that’s how much they earn in that hour. Does the employer see it the same way? No. The 15 bucks is their cost out of pocket for the hour, but they’re valuing the hour much higher because they want to turn a profit on that worker’s efforts.

If the employer is paying \$15 per hour and the

employee decides that his/her time is more valuable than that, say \$25 per hour, what’s likely to happen? The employee will look for a raise in compensation, or they may look for a new place to work.

The term “intentionality” comes into play. We need to be intentional about time, making conscious choices about how to spend it.

Being intentional will eventually mean having to say “no” to some people when they want to siphon off a chunk of your time. Sometimes, these people are near and dear to us, and that isn’t always easy. However, if we don’t get rigid control of our time, other people will be more than happy to spend it for us.

We hear about the need to prioritize, and do the things that really matter to us. Well, a lot of things matter to me, and it’s not always easy to yank things out of my schedule.

If we put a dollar value on our time, and then we get lost on social media or some other distraction, does that mean my hour on X, or Facebook, is worth \$25 to me? Did I get \$25 worth of entertainment from it?

The marketing guy think that notifications should be turned off during peak work times. We talk about this in our course, Time Hero. Do you know that some people check their phone each time a notification goes off, and sometimes they end up checking email or responding to WhatsApp...and the minutes go flowing by.

What is your time worth? Your answer might be fueled by your age. The younger you are, the less you’ll think about all this. That’s human nature. When someone knows that they have much less time remaining than what is in the rearview mirror of life, they strongly motivated to make better choices.

(Con’t.)

What if someone in their teens picked up on the concept and got choosy with how they allocate time. What difference would that make in their life?

How much is your time worth?

Tomorrow, me and the marketing guy take on the topic of work-life balance.

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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