

Title: Balfour Business Coaching – How to Manage Time Episode 1 “P is for Prioritize”

Date: 11/5/24

Writer: Gretchen Somerfeld

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
# 1	We are introduced to a 30-something man, Joe, whose head is superimposed on a formidable clock with its arms spinning out of control.	Playful MUSIC throughout. <i>Most of us struggle with time management, at work and in our daily lives.</i>	
# 2	CLOSE on Joe’s anxious expression as he becomes more and more overwhelmed.	<i>It can be a pesky source of stress and anxiety, and like Joe here, you wind up coming up short on your goals and feeling defeated.</i>	
# 3	The pages of a desk calendar flip by at an accelerated pace.	<i>Yet having the ability to Prioritize what’s really important makes the day, week, month and year go much smoother! You’ll feel great about yourself and your accomplishments.</i>	
# 4	The calendar suddenly stops flipping, landing on Monday, October 2	<i>Let’s start top o’ the morning on Monday!</i>	The word GOAL blinks on & off, followed by words being typed onscreen: Getting to work on time.
# 5	Joe is asleep in bed; he wakes to the alarm clock and rubs his eyes. He still looks tired. Flashback: We see Joe in his garage, converted into a wood shop. He builds a side table.	SFX: Snoring, Shrill alarm clock, hand SLAMS snooze button <i>Having worked too late on his home project last night...</i>	

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
	Back in bed: Joe slams the looming SNOOZE button.	<i>...Joe is groggy and resistant to getting up.</i>	
# 6	<p>The alarm clock grows, its hands running another 10 mins, while the SNOOZE button looms large, like a beating heart. After 10 mins, Joe’s hand reaches over and hits it again.</p> <p>And yet again at another 10 mins.</p> <p>Joe hides his head under his pillow. PUSH IN on the pillow.</p>	<p><i>Although he has vowed again and again to not use SNOOZE...</i></p> <p><i>.... he will get out of bed 20 minutes later than planned.</i></p> <p>SFX: More snoring.</p> <p><i>...make that 30.</i></p> <p><i>Joe has chosen “More Sleep,” putting at risk his goal of Getting to Work on Time.</i></p> <p><i>In his head, Joe has justified that being late for work this morning is no big deal, and he’ll make up for lost time.</i></p>	<p>SNOOZE appears with a cross bone & skull beside it</p> <p>GOAL pops up again, and Getting to work on time pulsates urgently</p>
# 7	Finally rising, Joe grabs his cell phone and trudges to the bathroom to turn on the shower.	<i>Although we might not be aware, each choice we make, consciously or subconsciously, involves Prioritizing. It’s important to understand what choices serve or harm us from attaining our goals.</i>	
# 8	Joe is under the shower head, slowly waking up as water pours over him.	<i>What will Joe’s next move be...?</i>	

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
	<p>Reasoning with himself, Joe expresses responses to each thought.</p> <p>Joe’s face is conflicted.</p>	<p><i>Although he’d like to do all this these, which is most important, what he’d like to do, or what he implicitly knows he <u>needs to do</u> to reach his goal?</i></p> <p><i>Joe might have to exercise some tough love with himself and be realistic about his time limitations.</i></p>	<p>4 Thought Bubbles appear one at a time above Joe as he showers:</p> <p>#1: Call Dad back?</p> <p>#2: Check email?</p> <p>#3: Whip up the eggs & bacon I’m salivating for?</p> <p>#4: Get dressed fast, grab a tumbler of coffee and get on the road?</p>
# 9	<p>A Hand comes in with a thick marker and puts big X’s over the first 3 bubbles.</p> <p>Bubble #4 pulsates.</p> <p>Joe’s face beams with pride.</p>	<p><i>Good Prioritizing, Joe. Get to it!</i></p> <p><i>Although choices like these may seem obvious, in the moment, your thinking may be less clear!</i></p>	
# 10	<p>Joe is behind the wheel of his car, eager to get to work. Suddenly, he’s caught in highway traffic.</p>	<p><i>Making Prioritized decisions that keep you focused on your goal can alleviate Rushing and provide a</i></p>	<p>RUSHING pops up on the screen with a frown face beside it</p>

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
	He frowns while anxiously glancing at his watch and forcefully honking his horn.	<i>margin of error for unexpected occurrences.</i> <i>Take it easy Joe.. You're the one who pressed SNOOZE three times!</i>	
# 11	Joe lays off the horn; his face contorts from anger to remorse	<i>It's easier to blame someone or something else for our shortcomings, failing to take responsibility for how we contribute to them.</i>	
# 12	Bursting through the company's front doors with his briefcase, Joe makes a beeline for his office, past his Assistant at her desk.	<i>Late is late...</i>	
# 13	From his own glass office, Joe's SUPERIOR frowns, having observed his late arrival.	<i>...and most employers view this as a negative trait, especially if it's become a pattern.</i>	PATTERN flashes along with a Danger sign
# 14	TRANSITION TO Later: Joe is working away at his desk. A building is quickly constructed... ...a book is closed.	<i>Short-term goals may be part of larger, long terms goals -- which play out over a period of time - like constructing a building or writing a book.</i>	

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
	<p>Joe leans in, scanning his screen.</p> <p>A line of computer images pops up on the screen, one after another</p> <p>Joe’s agenda rises from his desk so we can see what he has scheduled for the day</p>	<p><i>As an office manager, Joe is working on a big renovation that needs to be completed by the end of the year.</i></p> <p><i>Today he has set himself a deadline to finish his budget for new computer acquisition.</i></p> <p><i>He has other tasks on his agenda for this Monday, but may now find himself in a time crunch. Joe needs to Prioritize in order to meet his short-term goal.</i></p> <p><i>Although Joe was looking forward to attending this online seminar, that he has already rescheduled once, he can reschedule again and/or watch a recording version online. Not the end of the world</i></p> <p><i>Joe has been trying to secure time with his supervisor for weeks. Although he has designated this for today, truth is, he can push that meeting. His supervisor will understand.</i></p> <p><i>The office supplies need to be ordered for sure, but</i></p>	<p>LONG TERM GOAL</p> <p>SHORT TERM GOAL</p> <p>(List appears):</p> <ol style="list-style-type: none"> 1. Attend online seminar on event coordination. 2. Talk to supervisor about new state safety guidelines for office staff. 3. Revise office supplies order for next quarter <p>(List scatters)</p>

Title: Balfour Business Coaching – How to Manage Time *Episode 1 “P is for Prioritize”*

Date: 11/5/24

Writer: Gretchen Somerfeld

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
	<p>The animated hand with a thick marker appears again, drawing a big X over each task.</p> <p>Joe reaches his agenda, pulls it back to his desk, and places it in a drawer.</p> <p>He beams.</p>	<p><i>really Joe, it’s October - that can be done by the end of the month.</i></p> <p><i>The Monday to-do list can be daunting, but you just need to run it through your Priority filter and the choices seem clear!</i></p> <p><i>Finishing this budget may take Joe all day, and if he doesn’t meet that goal, he will fall behind for the rest of the week.</i></p>	
# 15	<p>TRANSITION TO Later: 3 of Joe’s Co-Workers drop by his office, asking him to go to lunch. They seem unencumbered and are in more of a social mode.</p> <p>Joe considers.</p>	<p><i>Our minds can play tricks and deceive us into thinking we have more available time than we do. It typically takes the form of inner bargaining.</i></p>	<p>A Bubble appears over Co-worker #1, with words:</p> <p><i>Grab a bite with us, Joe?</i></p> <p>A Bubble appears over Joe, with his <u>thoughts:</u></p> <p>I gotta eat anyway...</p>

Title: Balfour Business Coaching – How to Manage Time *Episode 1 “P is for Prioritize”*

Date: 11/5/24

Writer: Gretchen Somerfeld

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
	<p>Joe frowns.</p> <p>Joe looks at his watch, its hands crazily spinning.</p> <p>Young Co-Worker #3 sheepishly looks on, waiting for Joe’s response.</p>	<p><i>Good Time management and Prioritizing involve clear, realistic thinking to assess any given situation...</i></p>	<p>A Bubble appears over Co-worker #2, with words:</p> <p><i>We’ll make it fast!</i></p> <p>Joe bubble, <u>containing his thoughts:</u></p> <p>There’s always a line where they go, and it takes forever.</p>
# 16	A mischievous face of DENIAL appears, followed by the playful face of MAGICAL THINKING.	<i>...and not succumb to Denial or its friend, Magical Thinking, who are there to sabotage you.</i>	<p>DENIAL</p> <p>MAGICAL THINKING</p>
# 17	<p>Joe looks up with a smile, but shakes his head, declining their offer.</p> <p>Co Workers #1 and #2 move on to lunch, but Co Worker #3 remains in the doorway, exchanging a smile with Joe.</p> <p>She disappears but comes back, offering half of her homemade</p>	<p><i>Prioritizing well can be infectious. Others admire your commitment and positive decisions.</i></p>	

Title: Balfour Business Coaching – How to Manage Time *Episode 1 “P is for Prioritize”*

Date: 11/5/24

Writer: Gretchen Somerfeld

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
	sandwich to Joe. He accepts it, grateful.		
# 18	Joe turns back to his desk; empowered, he goes back to work.	<i>You go, Joe! Prioritize your time and get it done.</i>	
# 19	Joe’s Assistant comes to his desk, holding a folder. Joe pauses, throws a glance at its contents, and hands it back.		A Bubble appears over Joe, with his words to Assistant: <i>Not crucial.</i>
# 20	Joe is in the office kitchen, quickly pouring a cup of coffee. Co-Worker #4 starts a friendly conversation but is the one doing all the talking. Joe maneuvers around the Co-Worker to get back to work.	SFX: Coffee brewing, kitchen clatter	A Bubble appears over Co-Worker #4: @*-% #! A Bubble appears over Joe, with his words to Co-Worker #4: <i>TBC !</i>
# 21	Joe goes back to his office, shuts the door and puts earbuds in. He smiles at the productive space he’s created.	<i>You got this! No distractions!</i>	
# 22	TRANSITION TO after hours: Joe is the only one left in the office. He works	SFX: Dramatic silence (wind?)	

Title: Balfour Business Coaching – How to Manage Time *Episode 1 “P is for Prioritize”*

Date: 11/5/24

Writer: Gretchen Somerfeld

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
	on his computer, his eyes frayed.		
# 23	ON Joe’s screen, he finishes his report and hits SEND. Relief washes over his face.	SFX: SEND ding Triumphant MUSIC cue.	
# 24	Joe is back behind the wheel of his car, tired but gratified.	<i>There are myriad choices to make throughout your day.</i> <i>Prioritizing is a skill you can acquire which will make you more effective and successful in all your endeavors...and be applied to any goal you set for yourself...</i>	
# 25	With his briefcase in hand, Joe opens the front door and switches on the light of his house. He’s suddenly overwhelmed by an onslaught of choices. The hand comes in with the marker and triumphantly puts big X’s over the first 3 bubbles.		4 Thought Bubbles appear above Joe as he stands in the doorway: #1: Wash dishes and cook dinner? #2: Call Dad back? #3: Finish building the table? #4: Reward myself and get to bed early so I’ll be fresh in the morning?

Title: Balfour Business Coaching – How to Manage Time *Episode 1 “P is for Prioritize”*

Date: 11/5/24

Writer: Gretchen Somerfeld

5-minute Training Video

Scene	Visual (ANIMATION):	Audio (Voice Over)	Titles/Graphics
# 26	TRANSITION TO Joe eating a slice of pizza as he kicks back on his couch, watching his favorite show.	<i>...including preserving your own well-being.</i>	(Balfour BBC LOGO) Leaders in time management. Balfour Business Solutions.