

# The Importance of Having a Goal for Effective Time Management

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**Abstract:** Time is the basic resource of any human being. Therefore, his/her whole life depends on how he/she treats each minute and hour of time. Time management teaches people many ways and means of saving time and rationally allocating the most valuable to them, by mastering them people can effectively manage personal time.

This article discusses the importance of goal setting in time management, there is described: how to set a goal, how to choose which goal is important and which is less important or insignificant, how to allocate time, how to be more productive. To answer all the above questions, the paper presents the views of leading researchers on each of the above issues.

**Keywords:** Time Management, Goal, Goal Management, Productivity.

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## I. INTRODUCTION

People think every day about the future - what it will be like, what we will be like in a few years, what we will achieve. The most active question we have to answer from childhood is "What should we do when we grow up?" It turns out that we spend most of our lives thinking about the future. As children, we think of superheroes, astronauts, fire-fighters, ballerinas, and so on. As time goes on, we grow up, dreams often remain dreams or go somewhere far away and become fun memories in our minds. However, often that dream is realized in another way and the role of "hero" will alter into a profession. One way or another, we remain faithful to our childhood dreams or, years later, we walk the streets admiring other ideas, we all remain, at least, future-oriented creatures. And every time we look somewhere far away we look for the scent of success. What is the point of dreaming differently?! However, in order for that "long-awaited" future to come true, it is necessary to set the right goals. "Goals are the oxygen of our dreams", because they lead us forward in life and it revives us. It is impossible not to agree with this artistically said little phrase. That is why it is so important for people who are thirsty for success to understand the importance of goals. However, what does having a purpose alone save us if we do not learn to use it properly? If we waste time in vain, the goal will remain unfulfilled. But time is such a thing if you run away you may not even realize how many things you have lost. Time is a precious resource to be used. Using time efficiently and having a goal are the two main tools to create a successful life. The life we dream of. No matter what we want, in all cases we need to set goals for success and manage time to achieve them properly.

## II. EFFECTIVE TIME MANAGEMENT

### Goals Are Success and Can Be Planned

In order to achieve your goals, you need to control the time you have. A sense of control is the key to happiness, self-confidence, power, and personal well-being. You will have a sense of control only when you develop time management skills. How do some manage to do more in less time than others? First of all, it requires setting a goal and strictly fulfilling the necessary conditions to achieve it. The better you know what you want and what you are going to do to achieve the goal, the easier you will overcome the difficulties, the less time will be delayed and you will accomplish the set tasks.

The reason for procrastination and lack of motivation is uncertainty, confusion and a vague idea of what, why and for what needs to be done. This can be avoided only if you tirelessly try to include as much clarity as possible in your main goals and objectives.

Only three percent of adults can formulate their goals in writing. These people are five times and ten times more advanced than their much more educated and capable employees.

There is a powerful formula for setting and achieving a goal that you can use throughout your life. It consists of seven simple steps. [6]

Step first- Establish exactly what you want. Think alone or with your boss. Talk about your goals and objectives until you fully understand the main goal, the ways to achieve it and the sequence. Wasting time is the best way to do unnecessary work. Says Stephen Covey: "Before you start climbing the ladder of success, make sure you approach the building you need." Step second: Write, put your thoughts on a piece of paper. During writing, the goal takes on a perceptual form and becomes tangible. You create something that can be seen with the eyes and touched with the hand. On the other hand, an unwritten goal or task is just a desire, a fantasy behind which there is no energy. Step third- Set a deadline for achieving a goal and, if necessary, a lower limit. Without a deadline, a goal or decision has no validity, because in reality it has neither a beginning nor an end. Step fourth: Make a list of everything you think you will need to achieve the goal. As soon as a new idea comes to you, immediately add it to the list and continue like this until you finish everything. The list allows you to perceive big goals and objectives as a single picture, which facilitates the work and significantly increases its timely and planned execution. Step fifth: Turn the list into a plan. Arrange the assignments in order and importance. Spend a few minutes thinking about what needs to be done first and what needs to be done later. It is better to draw a plan on a piece of paper in the form of squares and circles and to connect them with lines and arrows. Step Sixth: Immediately start implementing the plan. Act, work. A talentedly executed middle plan is far better than a brilliant plan that has not been properly implemented. The key to success in any business is its good performance. Step seventh- Assign yourself daily to do something that will help you achieve your goal. These things should be part of your daily routine.

Always move forward, if you start, take the case to the end. Do not stop. Your decisions and diligence will accelerate the achievement of the goal and help you to succeed everywhere and in everything. The hardest part is figuring out what your true purpose is. He/she who can do this will undoubtedly achieve success in life, since he/she knows exactly what he/she wants and therefore it is easier to take effective steps.

Robert Kiyosaki [3] , in his book Rich Dad, Poor Dad, argues that it is essential for children to receive financial education from school age. He points out that if you want to succeed in life, it is important to understand the importance of effective time allocation to achieve goals.

Success is achieved by people who have the ability to do the right thing at the right time. The most successful is the person who can use the data much better than the average person. People think that successful people are better than them. In fact, this is not the case. They just do it differently. Anyone can learn their methods. Once you grasp this, your life will change and you will be able to achieve your goals.

We live in a wonderful time. In the past people did not have so many opportunities to achieve their goals. If you are trying to keep up with the modern rhythm of life, then you have a lot to do and little time. You try to achieve everything, but new tasks and responsibilities follow you like ocean waves. You will never be able to handle all your obligations and some of them, maybe even most of them, will always be left unfulfilled.

If you want to have a successful future, you must first have the ability to use time efficiently. This can be achieved through hard work. Learn time management! Learn how successful people behave, apply their methods in your own life and you will achieve the same results.

Learn from experienced people, experts. Here's a great idea! A person can learn a lot from professionals. Everyone has a similar thinking: they want to win and try to be the best. Not just the first, but the best. Victory, in turn, requires great responsibility. This should be grasped by all people who wish success. Make sure you are ready to take responsibility. Responsibility, in turn, is an important part of success[8] .

Successful people have some difficulties in life however, they never give up

### **Choose a case according to its importance**

An essential attribute of any talent and opportunity that will help you succeed is the ability to choose the right business for you at a given moment. The average statistical person, who can quickly determine what a priority job is for him/her and can do it on time, is ten months ahead of a genius who talks a lot, makes excellent plans, but does almost nothing to accomplish it.

Mark Twain once said, "If you eat a live frog every morning, it will be the worst thing that can happen all day."

The "frog" is the most important task, which is left unfulfilled if you do not manage to do something. This is a task that will have the greatest and positive impact on your life and will bring you very important results. [6]

The first rule of eating a frog: If you have two frogs to eat, start with the one that is more ugly.

Rule number two: If you decide to eat a frog, it is better to eat it immediately than to sit down and watch it for a long time.

If you have two important things to do, first start bigger and harder. Force yourself to start immediately and stick to your chosen plan. Do not start a new job until the old one is finished.

Do not be tempted, do not start with an easier task. Remind yourself from time to time that one of the most important decisions you make on a daily basis is the sequence of work to be done - which work to do now and which to postpone for the future, or to forget altogether. This will save us a considerable amount of time, which we can devote to other work. The Eisenhower matrix will help us to analyze all this.

We achieve what we concentrate on, we get the results we create the reasons for. If we do unpleasant, useless and insignificant things, we get unpleasant, useless and insignificant results. If we know what the most serious, important, valuable goal is and we do our best to achieve these goals, we get serious, important and valuable results. The key is to set clear goals and set priorities.

"I have two kinds of problems: urgent and important. Urgent problems are not important, and important problems are never urgent." Dwight D. Eisenhower, 34th President of the United States. [11]

One of the best ways to make your goals and priorities clear is to use a simple method like the Eisenhower Matrix. According to him, the principle of decision-making is based on two factors: the degree of importance of the goal and the need for its immediate implementation. The results of its use are strategic, systematic vision of goals and activities, self-organization, efficient distribution of tasks over time, concentrating on the main and avoiding everything that is not worth it.

The essence of the method is as follows: goals and tasks to be grouped according to their importance **and urgency and divided into 4 squares:**

Square 1 - The square of necessities

At first glance it may seem the most important (important and urgent goals and tasks are gathered here), but in reality it is a zone of crisis situations - their non-fulfilment will lead to serious negative consequences, and there is very little time left for that. It is quite difficult to do important things in a short time and the dangers of their failure are very high. A large part of people revolve in this square, which causes them constant stress, crisis thinking, tension.

Square 2 - The square of quality life and development

This is the most important zone, here are the goals and tasks that are aimed at the long run, maximize the chances of finding, creating and using opportunities, this zone rotates exactly the goals and tasks, the achievement and fulfilment of which prevents a person from moving to the first square, reduces crisis situations and the need to do important things.

Square 3 - The square of self-deception

Often a person imitates that he is doing important things because many believe that what is urgent is also important. The results of systematically spinning in this square are short-term effects, crisis thinking, lack of valuable goals and deeds, superficiality.

Square 4 –resource wasting square

A person who is constantly spinning in the first square often runs to the fourth square - in the zone of insignificant and unhurried things, which bring no benefit in life, but create an imitation of avoiding a crisis situation and doing something.

Successful people in every way try to escape the purposes and cases of the third and fourth square because of their insignificance and uselessness. They try to reduce the first square as much as possible and concentrate on the second square - here it is gathered to build strong relationships with others, strategic life planning, prevention of adverse events, self-development, financial strength, health, self-realization, moving forward and progress. Concentrating goals and deeds in this square minimizes crisis situations and wasting resources on unpleasant, useless, and insignificant things.

Success, both in business and in personal life, depends on the habits a person acquires over time. The habit of setting priorities, starting important things and finishing them - these are all physical and mental abilities that can be fully developed. If you put them into practice and repeat them until you are subconscious and do not become the norm of your behaviour. Over time the habits become automatic and their performance will no longer be difficult. The habit of setting and performing an important task will repeatedly bring you the desired results.

The human mind is arranged in such a way that it feels happy and victorious after completing a task. After doing any work, you feel a surge of energy and enthusiasm, self-esteem increases. The more important the task, the happier and more confident you become after solving it.

Endorphins are released into the brain during important work. It is a natural drug. Thanks to the increased dose of endorphins, a person perceives himself as a positive, creative and self-confident person. In order to have a good life, a successful career and harmony with yourself, you need to acquire the habit of starting and finishing an important job.

As it turned out, just writing it down and getting things done is not enough to achieve the goals. Often things do not go the way we wanted or imagined. Problems appear always and everywhere. However, you should not allow "failure" to defeat you. One of the most powerful factors in achieving goals in a timely manner is self-confidence. Self-confidence plays a huge role in maximizing people's capabilities. If you suspect that you have a slight doubt in your abilities, then you have planned or implemented something wrong. Steve Jobs used to say, "Sometimes life throws bricks in your head, but you must not lose faith." [10] That is why it is important to believe in yourself - there is no impasse, and if you want everything will work out for you.

Self-confidence - There are often cases when a person wants to change his attitudes. This time we are dealing with self-confidence. There is an opinion that if we want to convince someone to do something, then we should try to endeavour him/her to do this "something" - that is, all forms of persuasion are primarily self-confidence. In other words, people are easily convinced of what they want to do most. Blaise Pascal said: "People are better convinced when they find the reasons themselves, and not when those reasons come from someone else's brain."

When things do not go the way we want, or we do not like our actions, people ask themselves the questions - why does this happen? What are we doing wrong? In psychology, there is a "theory of self-esteem" according to which people observe themselves to identify the reasons for their behaviour. People try to figure out their own, inner state by observing how they behave in a given situation.

For example when you are asked if you like a management course and you answer yes because you are now taking this course. You are actually responding as a result of your actions, instead of carefully clarifying your own feelings and thoughts. We lack motivational components in self-awareness. We deal with it especially when you find yourself in an uncertain situation and have to deal with unknown events. However it has a big drawback people do not notice how much situational forces affect their behaviours. This is also the case when achieving goals, we should not be afraid of "falling down" or just "falling down", but on the contrary, we should believe in our own abilities. Among them, try to imagine yourself as much as you want to become after achieving the set goals. Or more specifically visualize yourself the way you want to be.

There are special ways in which you can develop labour productivity and other desirable qualities in a much shorter time. To do this, you need to constantly think about how to run your business properly and rationally. Think of yourself as a person who can quickly and consistently perform the duties assigned to him.

The self-portrait created in the mind has the strongest influence on behaviour. Imagine the person you want to be. As you see yourself from the inside, so will the attitude towards you from the outside. The changes you want to achieve must begin within yourself. You will change yourself, everything around you will change.

You possess boundless possibilities. Any new case you can explore. Develop every habit and skill. While working on yourself, repeat, practice, overcome the temptation to procrastinate, get down to important tasks, and implement the plan on time. It will take your life and career to new heights and accelerate events.

### **Goal management**

Having goals is important not only for the individual but also for the company that wants to succeed over a period of time. [1] Time management is a key factor here, because in today's world everything is changing so fast that it is necessary for you to keep up with the changes, act like lightning, become a leader in the field and not a follower. Therefore, it is

important to understand your employees well and allow them to resolve certain issues themselves. For this, they often use goal management. One of the reasons for wasting time on the organization's financial resources is people who are not motivated to work and do not put things first. This is a challenge that a good manager must overcome. Goal management in the workplace is one of the strongest and most consistent motivators. This is a technique that Peter Drucker first discussed in his book, "managing for results." The concept of "goal management" refers to giving an individual a case in which he or she has to decide for himself or herself how to execute the case according to schedule and budget.

Autonomy and freedom are the two biggest motivators in the world of work that are interconnected.

Goal management helps the manager save time. The more people you have who can do the job without your intervention or direct supervision, the more free time you have to do the job that only you can do. Purposeful management is one of the most effective ways to develop self-confidence in subordinates. This is the best way to achieve self-esteem and self-confidence. It even boosts creativity and motivation. Employees will feel like winners after finishing work.

Example: Goal Management The story of Richard Branson assures us that it is a very important factor in the success of business in today's world. He is the founder of the British multi-billion dollar company "Virgin". It all started when a 15-year-old talented British boy founded the school magazine "Student" which sold 50,000 copies in its first issue. Richard always allowed managers to be independent and innovate in the company, this strategy was justified and as a result in many cases a new company was born. This type of diversification sets Virgin apart from other brands, but over time there have been numerous unsuccessful projects and brands, resulting in huge losses.

With this example, Richard realized that innovation alone is not enough and that a goal needs to be clearly defined, including for managers. In his speech, Richard describes well his and Virgin's attitude towards mistakes "he who says that he has not made a mistake, has just made a mistake".

Success is the ability to adapt harmoniously and balanced to the varied and ever-changing conditions of life. Yet everything in the universe is interconnected and interconnected by certain invisible threads. Therefore, there is nothing isolated, and if you are a true seeker of success, the whole world will help you to achieve it.

Supernatural - The mind formed as a result of the harmonious cooperation of two or more people, who solve a task by joint efforts. This is especially important when it comes to the company, and here not only the defined work, but also the actions written in time allow to achieve the ultimate goal that the company has.

You will not achieve great success in life, you will not gain influence, if you are not strong enough to influence others.

Each brain is simultaneously a transmitting and receiving station that transmits and receives oscillations at the frequency of thought. Each mind is directly connected to the others through one. Every thought generated by the brain can be immediately articulated and interpreted by another brain directed at the sending brain.

Napoleon Hill believes that every oscillation of thought radiated by the brain is captured by the ether and is in constant motion at the corresponding wavelength of the energy with which that thought was generated. These oscillations are constantly in motion. They are the source of the sudden emergence of thought in the mind.

Sometimes one person's brain, whether or not it touches another person's brain, immediately comes into conflict with it, although in other cases natural closeness occurs.

Every manager realizes the need for mutual understanding and collaboration to succeed. Achieving this mass spirit of goal harmony takes place through voluntary or forced discipline, at which time individual minds are united into superficialities.

The methods for achieving this connection are as numerous as the individual forms of leadership. Each leader has his own method of achieving employee mind-set coordination. One uses force, the other - faith. One enjoys the fear of punishment, the other enjoys encouragement, and all this in order to unite the minds of a group of individuals into a single mind.

Thus, the harmonious relationship that is achieved through supremacy allows us to finish the started case and achieve team victory.



Never say you have no time. People most often complain that we do not have enough time. Think about how many things we want to do and cannot afford? The more time we had, the more often we would name our loved ones, take a walk in the fresh air, or do some useful work. In fact, all of this, thinking about it, is a "waste of time." The reality is that all people have the same time. Jackson Brown said, do you even think that you and Leonardo da Vinci, Michelangelo, Tesla, Schubert or Salvador Dali have the same resources that you have time! That is why you should never say that you do not have time. The key is how you use it at this time.

Have you ever wondered how cool it would be to have more hours a day? We would easily have time for everything: work, hobbies, friends, family, or anything at all. However, it is enough to dream and get back to reality! The only way to do this is to reduce the sleep cycle, no matter how tragic it may sound.

How do I sleep 8 hours in 4 hours? - or polyphasic sleep for people with big plans. But is it possible to do it without irritation, fatigue and exhaustion?

It is said that geniuses such as: Leonardo da Vinci, Nikola Tesla, Salvador Dali, etc. They resorted to the practice of polyphasic sleep, which means that they, in total, slept for about 1 to 4 hours, at some time of the night or day. Polyphasic sleep refers to the process when you interrupt sleep at some point in time and then fall asleep for 20-30 minutes during the day.

It may seem a bit crazy, however, it is so and many live in this mode. One of the arguments that will make such a sleep regime even more convincing is the so-called sleep pattern. So called REM –tsm phase (Rapid Eye Movement), which lasts about 20-30 minutes, which is exactly the time that our brain needs to charge energy and relieve stress.

Polyphasic sleep has several options and you can choose from 5: For example, Winston Churchill slept 6 and a half hours at night when Nikola Tesla chose only 2 hours at night and 20 minutes during the day. There are many online calculators that help people perform this regimen correctly. Leonardo da Vinci's sleep schedule included 20 minutes of naps every four hours. Da Vinci's extreme form was followed by a polyphysical sleep schedule called the Uberman Sleep Cycle, consisting of 20-minute naps with every four hours of sleep.

However, generating polyphasic sleep is not so easy. It takes a lot of energy and time. In addition, a healthy lifestyle and proper nutrition are essential. If you have big plans in life and cannot imagine their failure, then polyphasic sleep is for you.

We read in TIME magazine: "Sleep is not like a bank account. "You can't sleep for an hour, then for two hours, for another four hours and say you slept for seven hours." "With a sleep loan, you get a loan with a very high interest rate. For one hour of sleep, normal recovery during sleep requires a full [night]. "

Also, here we are talking about various studies, according to which people who often have to spend the night at work are carriers of many more diseases and their life cycle is shorter. Therefore, polyphasic sleep is not advisable for everyone.

### **Efficient distribution of time**

The distribution of time begins with goals. If you have a clear idea of what you want, you will always be able to evaluate the importance of any situation and use it according to how it fits your goals.

If you do not know this, you will not be able to evaluate the effectiveness of the time distribution. Ask yourself the question, "Will this activity help me achieve my goal?" If the answer is no, then you are just wasting time.

In order for goals not to remain fruitless dreams, they must be specific, realistic and in line with the following principles:

- 1) Formulate tasks. Make a clear statement of what you want to do. For example, for a manager, "improving the quality of the product" is an overly vague goal. Be more specific: "By the end of this year, the number of returns will be reduced by 23 percent."
- 2) Set long-term, medium-term and short-term goals.

Divide the work according to the deadlines.

- 3) Combine personal and company goals. The goals you set for yourself and your department should be aligned with the overall goals of the company. Otherwise you will lose time. No matter how decent your personal goals may be, if they do not meet the requirements of the company, even talking about any productivity is superfluous.

- 4) Show flexibility. Sometimes it is impossible to achieve the set goal if we do not make any changes to it periodically.
- 5) Do not stop at achievement. As soon as you reach one goal, set a new goal that will stimulate your further growth and perfection.

Time management at first glance may seem like a very simple task. Especially when it comes to us, individual time management. We often think that this is the easiest activity and we do not see any difficulty in it. However, when we face the fact, the reality is different. People experience different stresses during the time distribution. It does not matter if we share personal time or work. One of the most common causes of time-related stress is procrastination. This shortcoming is what most people struggle with. The reasons for the delay are often individual.

If you have two tasks of the same importance in front of you, which one will you do first? Most people start with the most enjoyable — and that's a big mistake, both practically and psychologically.

If we start with a pleasant, attractive task, sooner or later we will have to give up on an uncomfortable task. As long as we do not take special pleasure in doing this work, we will probably not be able to do it well, and in the end, when we touch it, there will be very little time left. At this time, three problems arise: the first - we do not like the task, the second - we do poorly, the third - deadlines.

Psychologically, if we do the work we like first, it does not give us pleasure. We are always confused by the thought: "And then melancholy waits."

Do not be afraid to put your whole soul into a seemingly insignificant task. If you do it well, serious matters will be resolved by themselves.

Time management is the art of time management, which is a prerequisite for success. If you do not want to follow the flow of life and be a "reactive" person, you need to control your time. Control begins with planning. Managing your own time is like managing your own life.

Through planning, you can bring the future into the present, which helps us develop a strategy for achieving goals.

### **III. CONCLUSION**

Time management is of the utmost importance to achieve a set goal. As Aristotle said — man achieves outstanding results through outstanding work. If you have not yet tried to allocate your time in order to get the best result, definitely try it and you will become the best version of yourself.

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