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Business Tips from Linda Rink, RINK Consulting



Too Many Deadlines!

By Linda Rink, President, *RINK Consulting*. December 2023

Now that the end of the year is almost here, deadlines seem to be everywhere – personally and for business.

- On a personal note, there are all the holiday preparations (gifts, food, decorations, etc.). Those of you who are traveling know the drill: make reservations, pack, leave on time!
- On the business side, many companies want / need to spend what's left of their 2023 budgets before the end of the year, so it's crunch time for those last projects. Gearing up for Q1 activities also has its own time demands.

It doesn't matter if you are on the client or the supplier side, the pressure applies to all.

Certainly, some deadlines are non-negotiable. But many (at least for me) are self-imposed. Often these can be useful, in terms of helping to organize my schedule, and even acting as motivators.

But sometimes I need more breathing room, more time to think, or simply more time for myself. Is there a way to do this?

When I look over the past year, I realize that some of those assigned due dates were arbitrary, rather than really mandatory or fixed. And unfortunately they caused me unnecessary stress.

So one of my New Year's resolutions for 2024 is to unglue myself from arbitrary deadlines.

That means I will look at the due dates facing me and deliberately decide which ones are truly set in stone, and which are negotiable – or even dispensable.

The hoped-for result? Less angst – and more control over my time.

Are you battling deadlines too? Then this may be a good 2024 resolution for you as well!

Need help with your next market research project? -- contact me at lrink@LindaRink.com!

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