

A day at the office

Suppose that you are the director of marketing for a major pharmaceutical firm. You are about to begin an average day at the office, and as you look over the items to attend to that day, you estimate the amount of time each one will take.

Your unprioritised list includes the following:

1. You'd like to have lunch with the general manager (1-1.5 Hours).
2. You were instructed the day before to prepare your media budget for the following year (2 or 3 days).
3. Your "IN" basket is overflowing into your "OUT" basket (1-1.5 hours).
4. You need to talk to the sales manager about last month's sales; his office is down the hall (4 hours).
5. You have several items of correspondence that your secretary says are urgent (1 hour).
6. You'd like to catch up on the medical journals piled upon your desk (30 min.).
7. You need to prepare a presentation for a sales meeting slated for next month (2 hours).
8. There's a rumour that the last batch of product X didn't pass quality control .
9. Someone from the FDA wants you to return his call about product "X" (30 mins).
10. There is a meeting at two p.m. for the executive board, but you don't know what it is about (1 hour).
11. A member of your staff is standing outside your office looking anxious.

Take a few minutes now to sort out a schedule for your day.

NOTES

Day's plan for Director of Marketing

8.00

9.00

10.00

11.00

12.00

1.00

2.00

3.00

4.00

5.00

evening
