

# The CEO Edge

Issue 7  
04/10

## Build on strengths to achieve time mastery

Accelerating performance in demanding times isn't just about managing your schedule. It's about building on your strengths.

Capitalizing on what you do well allows you to work smarter, not harder. Ultimately, it's the only way to achieve time mastery and life balance in the face of constant and growing demands, both personal and corporate.

Consider this. Research from the Gallup Organization shows that 87% of employees believe that fixing weaknesses is the best way to accelerate performance. What's more, only 17% of employees believe they use all of their strengths on the job and only 20% spend most of their time discussing their strengths during performance reviews. We're focusing on the wrong thing!

What are your top 10 activities in your current role? How good are you at each? What would happen if you chose to spend 80% of your time on those activities at which you excel?

Give it 90 days. At the end of the 90-day period, you will likely find you are more productive and less frazzled. Building on strengths may not be what comes to mind when considering time management, but ultimately it is the path to driving continued and growing performance.

[Read more...](#)

### Related book:

[Strengthsfinder 2.0](#) by Tom Rath. This is a new and upgraded edition of the Gallup organization's previous online test (StrengthsFinder 1.0) that enables those who take it to identify and measure their talents relative to "more than 5,000 new personalized Strengths Insights that we have discovered in recent years."

Rath shares his own reactions to an abundance of research data which reveals the importance of two separate but related forces which have profound impact on the workplace: getting strengths in alignment with work to be done and then developing them even more with strategic delegation and close supervision.

## Nancy to participate in HRMA panel discussion on talent management

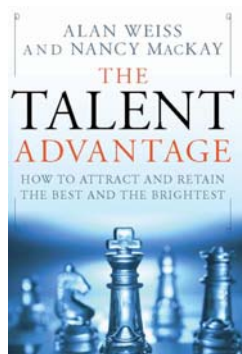
This spring, the Human Resources Management Association will host a panel discussion entitled *Talent Management in Unprecedented Times - Real Life Experiences* with Nancy as the keynote speaker. This event is part of HRMA's provincial conference.

Nancy will begin the session by introducing a number of talent management themes which will set the stage for the discussion with the panel. She will then engage the panel members and present questions on the topic of talent management, asking them to share opinions and work experiences that highlight both their successes and challenges. Where appropriate, the panellists may enter into a "debate" whereby they take a different view on an issue.

In addition to Nancy, the panellists will include senior HR executives from: Telus Corporation, Insurance Corporation of BC and Graymont Ltd.

The discussion runs on Wednesday May 5, 2010 at the Vancouver Convention Centre from 3:15pm-4:30pm. [Click here for registration details.](#)

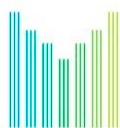
## The Talent Advantage continues to shine



Nancy's straight-to-the-point style and her practical advice make this book indispensable.

Co-authored by Dr. Nancy Mackay and Dr. Alan Weiss, [The Talent Advantage: How to Attract and Retain the Best and the Brightest](#) is a must-read for all CEOs and senior executives.

CEO Coaching - CEO Forums - Leadership Development - Succession Planning - Strategy Development - Team and Board Effectiveness - Keynote Speaking

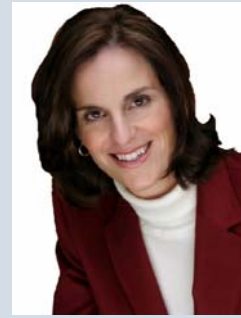


Mackay & Associates

## Mackay & Associates

Helping CEOs improve individual and organizational performance

## What's new with Nancy



## CEO Forum News

We are launching a new Global CEO forum on June 23, 2010. If you are a CEO, president or general manager and are interested in realizing the tremendous benefits of our Executive Forums, [contact Nancy](#) or [click here](#) for more information.

## Thank you!

Thank you to my clients for nominating me for a YWCA Women of Distinction award. The awards event will be held on June 1, 2010 at 6pm at the Westin Bayshore. [Tickets](#)

## Learning to Lead BC

Nancy has been invited to become a community leader at the *2010 Learning To Lead™ BC* which will take place May 28 - 30, 2010.

She is also an *Emerging Leader* sponsor of program.

The Learning to Lead™ Leadership Development Program is an annual program held at the University of British Columbia and the University of Northern British Columbia. It provides young girls, emerging leaders and graduate students with the opportunity to be mentored by accomplished women leaders in business, government and the community.

[More information.](#)

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