

HOW TO...

# GET MORE ORGANISED

## WHY WE SHOULD ALL WRITE THINGS DOWN

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**“FILOFAXS? ARE THEY STILL AROUND? DOESN'T EVERYONE USE A PDA NOWADAYS?”**

Well, as with most urban myths, the reality is a different story. The 2004 paper-based organiser market has been estimated to be worth some £42m in the UK, and with Filofax holding a 95% share of this market (according to independent research), tales of the death of the brand are perhaps a little premature!

Now, it would be foolish to argue that a personal organiser can do all of the things that the latest PDA can do, however it is clear from the above figure that a significant proportion of consumers still rely on pen and paper for their daily organisational needs. And a recent survey of business managers for Filofax found that 70% of respondents agree that they prefer paper-based organisation in business.

This may be down to a distrust of electronic gadgets caused by a previous bad experience, a lack of the computer know-how needed to operate a PDA, or simply a question of personal preference. We all have our own methods of managing information, but the following organisational tips from Filofax should help smooth your business day.

### KEEP IT TOGETHER

When you jot down a piece of information during a phone call, be it a telephone number, a forthcoming meeting or a reminder, transfer it as soon as possible into the appropriate section of your organiser. Sounds obvious, but how many disparate pieces of information written on sticky notes do you have attached to your PC screen?



### DON'T PUT ALL YOUR EGGS IN ONE BASKET

As with so many things in business, placing reliance on a single source of support can be risky, and the same applies to how you manage your personal and business information. Most people now use two or more methods of information storage, both electronic and paper-based; the more back-up sources of information you have, the less likely you are to lose it. I personally enter, manage and store my contact information on my PC, and periodically print it onto Filofax pages using Filofax Address Book Software to insert into my organiser, for when I'm away from the office. In addition, I periodically download my telephone numbers onto my mobile phone.

### WRITE A LIST

Could it be more obvious? Tempting as it may be to dive straight into that task you've been thinking about on the way to work, or answering that morning's flood of e-mails, taking 10 minutes out at the beginning or end of each day to write a daily task list is an invaluable way of organising your day properly. Use a diary with a notes page opposite to keep track of tasks over one week, such as the new Filofax Week per Page Diary with Notes, and carry over any unfinished tasks to the next week. And research has shown that the act of physically writing a task down commits it to memory to a far greater extent than recording it by other methods. ■

## TOP ORGANISATIONAL TIPS

**>> 1. GET THE MOST FROM YOUR PERSONAL ORGANISER IN ADDITION TO DIARIES AND CONTACT PAGES, THERE ARE HUNDREDS OF INSERTS AVAILABLE TO HELP YOU KEEP TRACK OF EVERYTHING FROM EXPENSES RECEIPTS TO FAMILY BIRTHDAYS.**

**>> 2. LOOK AHEAD KEEP AN EYE ON YOUR DIARY DATES A COUPLE OF WEEKS AHEAD TO AVOID ANY RUSHED DEADLINES OR OTHER NASTY SURPRISES – THERE'S NO POINT IN WRITING THINGS DOWN IF YOU THEN DON'T REGULARLY LOOK AT YOUR DIARY.**

**>> 3. COVER YOUR BACK TO AVOID LOSING IMPORTANT INFORMATION, KEEP A COPY OF YOUR CONTACTS BOTH IN YOUR PERSONAL ORGANISER AND ON YOUR PC, AND UPDATE PERIODICALLY.**