Time is a greater business asset than money

"If you don't know what you want, you get what other people are willing to give you."

When speaking of time management, no truer words have been spoken. According to Jim Landis, president of Symbiosis Inc., a Royal Oak-based business consulting firm, effective time management can help any firm to prosper.

"So often, business owners discount the importance of effectively managing their time, both in the personal and professional sense," Landis said. "As a result, they fall into the trap of the "tyranny of the urgent," responding to problems or opportunities only when they require immediate attention.

"TIME IS any person's or organization's greatest asset," Landis said. "We can always make money, but we can't make time." Landis goes on to say that a lack of time management causes many business owners and managers to maximize their "dictated time" as opposed to their "discretionary time."

"The whole point of time management is to reverse this trend," he said. "Many business owners and managers feel they must do everything themselves and, as a result, lose valuable time doing things someone else could have handled just as efficiently." This practice usually results in anxiety, stress and decreased productivity.

focus: small business

Mary DiPaolo

"THE SMART business owner delegates responsibility so that their employees' dictated time is maximized — rather than carry the burden themselves."

Managing your time begins by identifying where you want to be, both personally and professionally, over the long term. "This type of planning benefits everyone from the housewife to the corporate executive," Landis said.

By indentifying your "mission," getting where you want to be doesn't have to be a hunt-and-peck effort.

Next Landis suggests you set specific goals for the future.

"The future may mean the next day, the next week or the next year. The key here is to list these goals and and then prioritize them in order of importance."

ONCE GOALS have been set, there are some questions that you should ask yourself before deciding to complete a particular task. These include: "Do I have a choice?"

If the answer is no, then the task would be considered a "tyranny of the urgent" situation.

If the answer is yes, then the you should ask, "Is this the most profitable or worthwhile thing I could be doing right now? If the answer is no, then the obvious question becomes, "Why am I doing it?"

Readers with questions on time management can contact Landis at 542-2299.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."

If income's OK, ignore fluctuations

today's investor

Thomas E. O'Hara

of the National Association of Investors Corp.

Could you tell me what to do with my Ginny Maes? I have invested $31,000 in them. The monthly interest is good, but the price keeps going down. Would you explain why that is happening. I paid $11.58 a share. This week they are down to $10.42.

Should I keep them or cash the shares? I keep thinking I should go back to CDs.

First you should ask yourself why you bought the Ginny Maes in the first place. It would seem to be that you bought them to get the income. They are not the kind of security you ordinarily buy for appreciation.

The likely gain from appreciation in normal times is not great enough to make them of interest for that purpose.

If you bought them for interest income, then what difference does it make to you whether the price has gone up or down? You are going to get exactly the same amount of interest regardless of the change in price at which your bonds are selling.

You will continue to get those interest payments until your bonds mature. And on the maturity date you will get the face amount of your bonds.

THE REASON the price of the Ginny Maes has gone down since you bought them is because interest rates have gone up. Therefore it takes less money today to buy the interest income you got when you bought your bonds. If interest rates would go down, then it would take more money to buy the income you are receiving, and your bonds would go up in price.

I *cannot* guarantee it, but my guess is that interest rates will not change greatly in the foreseeable future. And consequently the price of your bonds will probably not change much.

If the regular income was your objective, I would relax and enjoy it and quit looking at the daily price in the paper.

AFTER THE major commotion that has taken place in the stock market in recent days and with a possible move under way by our reluctant congress to balance the budget, it's possible we may have a period of lower interest rates in the future. If that should happen, you would see the price of your bonds go back up.

I would only consider switching to a CD if you can lock in the same or higher interest payments you are now getting, and for the same period of time that your bonds have to run to maturity.

Thomas O'Hara of Bloomfield Hills welcomes your questions and comments but will answer them only through this column. Readers who send in questions on a general investment subject or on a corporation with broad investor interest and whose questions are used will receive a free one-year subsrciption to the investment magazine "Better Investing." For a sample copy of "Better Investing" or information about investment clubs, write Today's Investor, PO Box 220, Royal Oak, MI 48068

datebook

PURCHASING
Thursday, Nov. 19 — Purchasing Management Association of Detroit meets in Rochester. Information: Florence Gage, 669-4900.

ACCOUNTANTS MEET
Thursday, Nov. 19 — National Association of Accountants meets. Information. Julie Shipman, 259-4111.

CHRISTIAN BUSINESSMEN
Friday, Nov. 20 — Full Gospel Business Men's Christian Fellowship meets in Farmington. Information: Stanley Marentette, 464-7291.

NEW BUSINESS SEMINAR
Friday, Nov. 20 — "So You Want to Start a Business — Why?" will be presented from 8:30 a.m. to 4:30 p.m. in Troy. Fee: $199. Information: 443-2429. Sponsor: Holzschu & Lenhardt.

COMPUTERS SYSTEMS
Saturday, Nov. 21 — "Choosing Your Computer Systems" offered from 9 a.m. to noon in Southfield. Fee $40. Information: 353-9199. Sponsor. ESI Executive Systems Inc.

BEGINNING IBM PC
Saturdays, Nov. 21 through Dec. 12 — Course for beginners, "The IBM PC" offered from 9 a.m. to 12:30 p.m. in Rochester. Fee: $115. Information. 370-3120. Sponsor: Oakland University.

FRANCHISE WORKSHOP
Monday, Nov. 23 — "Pros and Cons of Franchising" workshop offered at 2080 W. Big Beaver, Troy. Fee $10. Information: 649-8646. Sponsor Start A Business Store.

FINANCIAL EXECS
Monday, Nov. 23 — Financial Executives Institute to hear "Economic Outlook for 1988." Information: Donald L. Foehr, 643-6666.

ESTATE PLANNERS
Tuesday, Nov. 24 — Financial and Estate Planning Council of Detroit meets. Information: Nancy Simon, 553-7444.

CONDO PROJECTS
Tuesday, Nov. 24 — "Inside Story on Property Development" lecture on condominium projects by Herman Frankel of the Herman Frankel organization offered 6-8 p.m. at the McGregor Memorial Conference Center in Detroit. Fee: $40 (includes parking and refreshments). Information Lynne E. Fuller, 577-4710. Sponsor: Wayne State University's college of lifelong learning.

ADVANCED MANAGEMENT ALUMS
Tuesday, Nov. 24 — Advanced Management Program Alumni of Michigan State University meets at 6 p.m. in Troy. Information: 556-3127.

WOMEN ACCOUNTANTS
Tuesday, Nov. 24 — American Society of Women Accountants meets at 5:30 p.m. in Farmington Hills. Fee $16. Information: Flora LaPlanteur, 268-3286.

INVESTMENT STRATEGIES
Mondays, Nov. 30 to Dec. 14 — "Investment Strategies — Advanced Workshop" offered 8-10:30 p.m. in Troy. Fee: $95. 8 CPE credits. Information 689-8282 Ext. 260. Sponsor: Walsh College.

SELF-EMPLOYMENT TAX
Tuesday, Dec. 1 — "Self-Employed" What You Should Know About Tax Laws and Income Tax Preparation" offered from 8:45 a.m. to 12:15 p.m. in Troy. Fee: $60. Four continuing professional education credits. Information: 689-8282. Sponsor Walsh College.

BUILDERS ASSOCIATION
Tuesday, Dec. 1 — "Is Our Office Market Overbuilt?" is topic for Builders Association of Southeastern Michigan at 8:30 a.m. in Southfield. Information 737-4477.

TAX PLANNING
Thursday, Dec. 3 — "Tax Planning Tips for 1987/1988" free tax talk offered with breakfast 7:45-8:30 a.m. in Troy. Information: Ursula Scroggs, 649-3400. Sponsor: Derderian, Kann, Seyferth & Salucci CPAs.

YEAR-END TAX PLANNING
Thursday, Dec. 3 — "Year-End Tax Planning" offered from 8:45 a.m. to 12:15 p.m. in Troy. Fee: $60. Four continuing professional education credits. Information: 689-8282. Sponsor: Walsh College.

REAL ESTATE TAXATION
Thursday, Dec. 3 — "Real Estate Taxation (Including Passive Activity Planning)" offered 1-4:30 p.m. in Troy. Fee: $60. Four continuing professional education credits. Information: 689-8282. Sponsor: Walsh College.

BUY OR SELL
Wednesday, Dec. 9 — "How to Buy or Sell a Business After the Tax Reform Act" offered 1-4:30 p.m. in Troy. Fee: $60. Four continuing professional education credits. Information: 689-8282. Sponsor: Walsh College.