

Looking for an extra billable hour every day?

Optimize your productivity

By Evan Thompson
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Robert Steinbach is only 48 but has taken on more careers than a person of 148 might have. An insomniac, you might ask? Hardly. He is super-organized, and delivers coaching services that will make your life fuller, but less busy.

“A full life and a busy life are two different things,” says Steinbach who since university graduation has found success as the father of two university-aged children, an architect, stockbroker, investment manager, art gallery owner, artist and elite marathon runner. Along the way, he also found time to earn a Masters of Business Administration and Chartered Financial Analyst designation.

“I realized long ago that to have a full life but not a busy life, I had to do things a certain way, including handling things once – through to completion and creating a reliable filing and organizational system. It’s not about being obsessive at home or in the office, it simply involves using a little forethought in organizing things in a way that optimizes your productivity.”

He created his workflow and productivity business to lead clients “from chaos to genius.”

His clients tend to be inundated with files and paper, and may be

lawyers, business owners, accountants, corporate management, hotel managers or others who have heavy workloads and demanding schedules. Or, they may be homemakers who need a system for running a busy household.

The crux of Steinbach’s approach is to help keep the brain free from clutter and receptive to fresh ideas. Steinbach advocates the “hunter gatherer” approach resulting in making everything from car trunks to office desks free from clutter. (He’s developed some business card – size tip sheets that he shares with prospects and clients.)

Does getting organized need to be exhausting – like spring cleaning or clearing out the garage? “Not at all,” says Steinbach, “the approach I use frees up energy and my clients usually feel more energized after the coaching process.”

Where did I put that file?

When you consider the money wasted due to clutter and lost documents in business world, Steinbach’s approach is in order. A study by Xerox Corporation showed that Canadian business spends \$50 billion annually in generating, shuffling, losing and then finding documents. It said that 40% of “document time” was of little or no value. “I am sure many employers would agree that a disor-

ganized employee may as well call in sick,” says Steinbach. The report estimates job effectiveness would jump by 29% if the document management process alone were streamlined.

Steinbach’s services don’t come cheap. For \$3,000, he will spend two days on site working with you in your home or office. Three phone consultations are included with ongoing support over the Internet. He says, “The payback time is very short so the cost readily justifies itself both financially and energetically.”



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