

Clocking In

How does Coca-Cola CEO MUHTAR KENT get everything done?
By taking at least one hour a day to focus on the important things.

Coke CEO Muhtar Kent heads up a company of roughly 92,400 employees in more than 200 countries. That much responsibility could be a major headache if he didn't plan his time well. We asked him what he does to stay on top of the largest beverage company in the world. His answer: spending one hour a day on these key tasks.

15 MINUTES: GO TO REHEARSAL
"I can't delegate communicating Coke's vision. It's the most critical thing I do. Every day I shut my door for 15 minutes to rehearse communications, whether it's with a journalist, an investor, or other stakeholders."

10 MINUTES: GET ADVICE
"I'll ask a colleague for advice at least once a day for 10 minutes. I have a stable of advisors who I'm comfortable calling, questioning, and then listening to what they have to say. There's not a person alive who can't improve on his listening skills."

20 MINUTES: BE RESPONSIVE
"If someone took the time to send me a thoughtful message, I owe him the same respect. Twenty minutes at the end of the day usually achieves this, even if it's just to say I'll get back to him later."

5 MINUTES: KEEP A JOURNAL
"Besides my Blackberry, I couldn't function without my little black book. After every meeting I spend five minutes jotting down my expectations and what I need to do next. The physical act of committing next steps to paper also sends a message to my team about who is accountable and how I want something executed."

10 MINUTES: PHONE HOME
"Here's another basic human need that is too often neglected by busy executives, and I've been just as guilty as anyone. My busy travel schedule often keeps me far from home and family. Taking even 10 minutes out of a crazy work day to connect with the people closest to you is a great grounding experience and a way to remind yourself of what's most important."

Time	Task
8:00	PREPARE FOR INTERVIEW
9:00	MARKETING MEETING
10:00	NOTE ACTION ITEMS FROM MEETING
11:00	
12:00	CALL M.D. ABOUT COKE ZERO SALES
1:00	LUNCH WITH STAFF
2:00	CHECK IN
3:00	INTERVIEW
4:00	
5:00	RESPOND TO E-MAILS