

HELP! I need more time!

By: Todd Wheeler, March 2003

"I need more time", "there aren't enough hours in the day." We've all heard the lament. Too much to do and not enough time to do it. When the cry comes from your spouse, your business associate, your friend, it is our nature to try to help. Sometimes, the list is outside our time availability or our expertise. How do you deal with your ever expanding to-do list? Some alternatives for managing your never-ending list include: ignoring it, hiding in a closet, escaping to a mountaintop, drinking to forget, pretending its someone else's list, I'll get to it tomorrow, and so many other creative ideas that won't help get things done or reduce your list.

Now, relief is here! This stress reducer and time-saver is called a *conciierge*. This is not the hotel concierge who focuses on reservations and rides to the airport for the traveler on an expense account. These personal concierges have transformed from reactive order-takers to solutions-minded assistants who specialize in getting to know your needs, anticipating them and taking care of them. In other words, "whatever you need... consider it done". The personal concierge performs a truly valuable service to the overworked and time-starved.

How can a personal concierge help you with your to-do list? Need your dry cleaning picked up, errands run, a housekeeper? Need a limousine, an event planned, a caterer or private chef? Relocating an office or residence or need office help? How about one-of-a-kind gift buying, personal shopping or running errands? Need your pet watched while you travel, or, oh yes, how about reservations at that impossible to get in restaurant and tickets to that sold-out show? The concierge is ready for these or any other type of assistance that you need.

Finding a competent concierge is the next item to add to your to-do list. Just like any other service and support that you obtain, your concierge has to be easy to get to, must understand how to handle your request, and be able to complete your request. For example, if you are out of town on vacation or on a business trip and something happens that extends your trip, your to do list just got bigger with things such as, checking the mail, picking up the newspaper, caring for the pet, and changing your transportation home. A professional concierge handles all of this for you with a single phone call.

So when you want to get something done right the first time, find a concierge. Your concierge meticulously screens and pre-qualifies all service providers to insure that you have the best possible result - **and the concierge manages it all for you**. Working arrangements range from a one-time service to having your concierge on a monthly or annual retainer (*the Ultimate Personal Assistant*).

As individuals are realizing the value of this personal service, many companies are also discovering that providing a concierge to help with the work/life balance of their executives, managers and staff is a valuable employee benefit. Saving time, even one hour per wee, translates to big returns for the company and your team.

Other users of concierge services are condo and apartment complexes. These multi-family dwellings have all sorts of combined support services. Adding access to a concierge is a low-cost / high value amenity.

No wonder that Concierge Service is such a fast growing industry.

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