

# TICK TALK

## THE INCREDIBLY SHRINKING WORK HOUR

Time is the new currency. Technology empowers it. Efficiency compounds it. So why are we running out of it?

### THE CHANGING FACE OF TIME & THE WORKDAY

#### 1450 A.D.

Medieval farmers and villagers tracked their time by the sun using bell towers to recognize breaks including rest and meals.

#### 1848

French workers won the 12-hour day following the February Revolution of 1848. Early trade unions were established that resulted in shorter working days and improved workplace conditions.

#### 1890

The AFL meeting in St Louis established May 1, 1890 as the day that American workers should work no more than eight hours per day thus starting the tradition of May Day.

#### 1990

Output per hour worked (productivity) of the United States worker tripled the 1900's.

#### 1810 A.D.

During the PreIndustrial Era, working 10 to 16 hours, six days a week was not uncommon.

#### 1866

The International Workingmen's Association took up the demand for an eight-hour day at its convention in Geneva, establishing legal limitations to the workday.

#### 1938

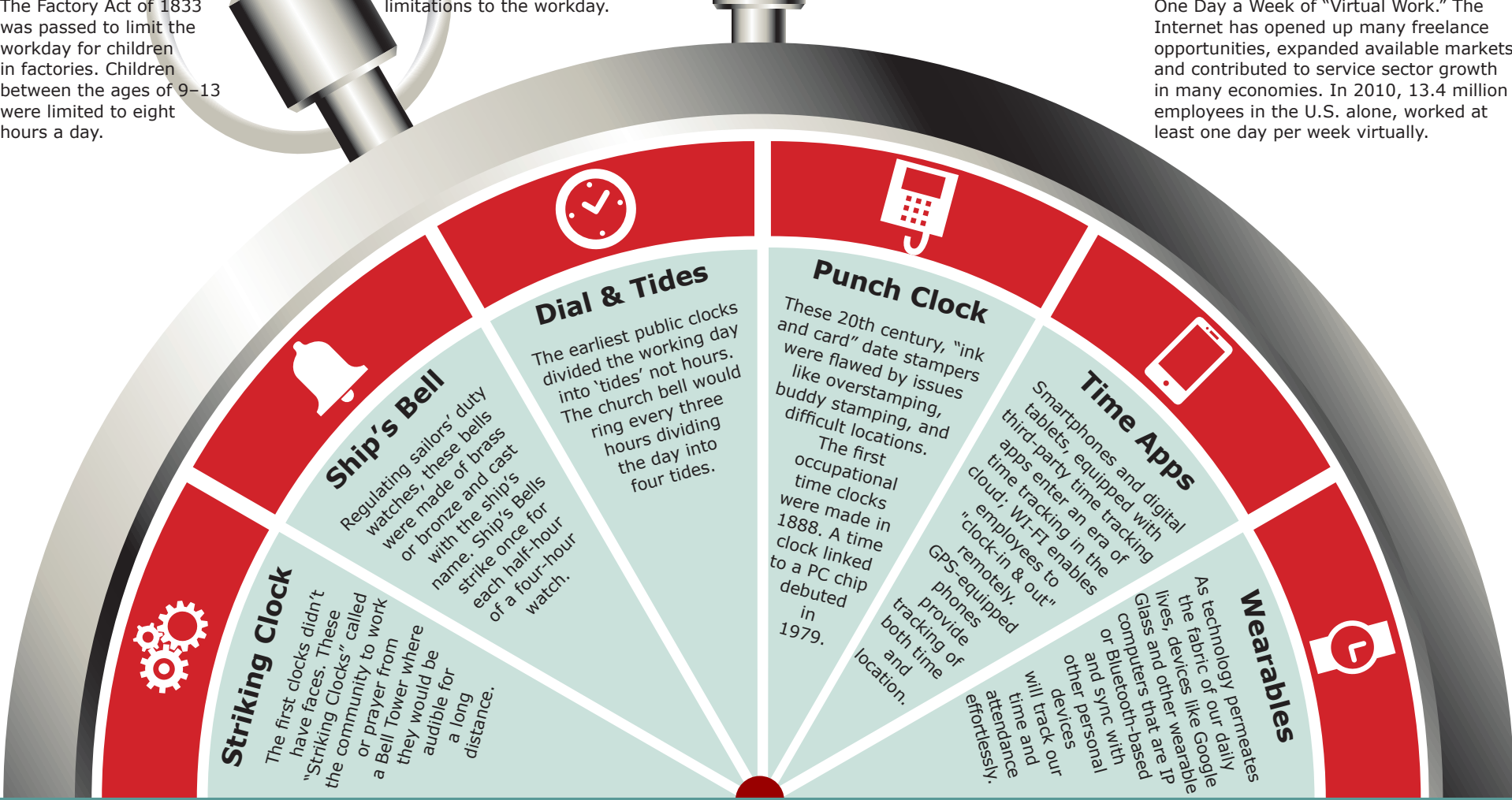
The Fair Labor Standards Act established a 44 hour work week, overtime pay, and the type of work and hours for children under 18.

#### 2005

According to the U.S. Bureau of Labor Statistics, 10.3 million workers in the U.S. (7.4% of the US workforce) were categorized as independent contractors.

#### 2010

One Day a Week of "Virtual Work." The Internet has opened up many freelance opportunities, expanded available markets, and contributed to service sector growth in many economies. In 2010, 13.4 million employees in the U.S. alone, worked at least one day per week virtually.

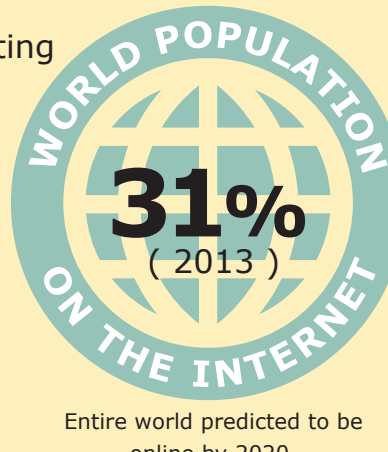


### THE WORKPLACE IS GETTING FASTER

For hundreds of thousands of years, our day-to-day tasks—building a fire, hunting a meal, baking bread, milking a cow—have been a series of minute actions that flow seamlessly and habitually, into the next; this is hard-wired in us. It's only in the past 40 or so years that we've imposed an entirely new way of processing information on our unsuspecting brains.

## 10 speedy on-the-job advances

- 1953 **Numerical Machine Tools**—the first robots
- 1959 **Photocopying** at 100 pages a minute
- 1977 **Integrated Circuits** & personal computing
- 1973 **Barcode Readers** enable scanning
- 1980 **Cell Phones** invent mobility
- 1984 **PDA's and Palmtop Devices** at hand
- 1989 Birth of the **World Wide Web**
- 1992 **CU-SeeMe** sparks video meetups
- 2009 **Notebooks** out ship desktops
- 2010 **Internet Users**—1,800 million



### BUSINESS EVOLVES FOR VELOCITY

- INSTA-BUSINESS**  
Think Zazzle or Spreadshirt. Think Personalized. Think Business "On Demand."
- AGILE BUSINESS**  
Working in "sprints" not days and 15 minute "scrums" not meetings.
- SAME-DAY DELIVERY & BUSINESS BOTS**  
Robots picking products off shelves. Same day delivery arrives.
- JUST-IN-TIME BUSINESS**  
Deliveries scheduled to sync with production.
- LEAN BUSINESS**  
The model: a perfect value creation process with zero waste.

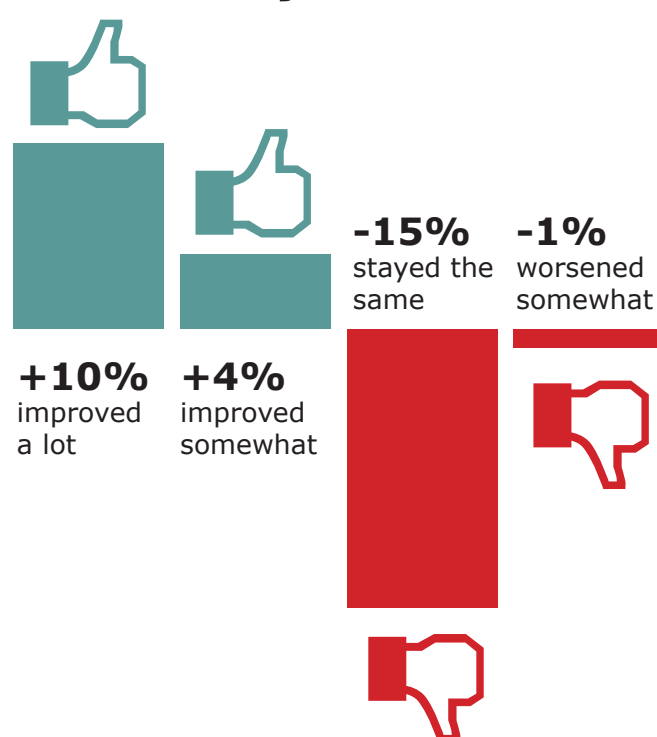
### DIGITAL OVERTIME & EMPLOYEES



**"Time is the scarcest resource and unless it is managed, nothing else will be managed."**

Peter F. Drucker

### Internet Access Increasing Work Performance and Productivity Since 2000



### SPENDING YEARS ON THAT PHONE

The average cellphone owner spends about 90 minutes per day texting, browsing, gaming, on email and, oh yeah, talking. **3.9 years** That's 23 days per year—or 3.9 years in the average lifetime—spent tapping at a device.

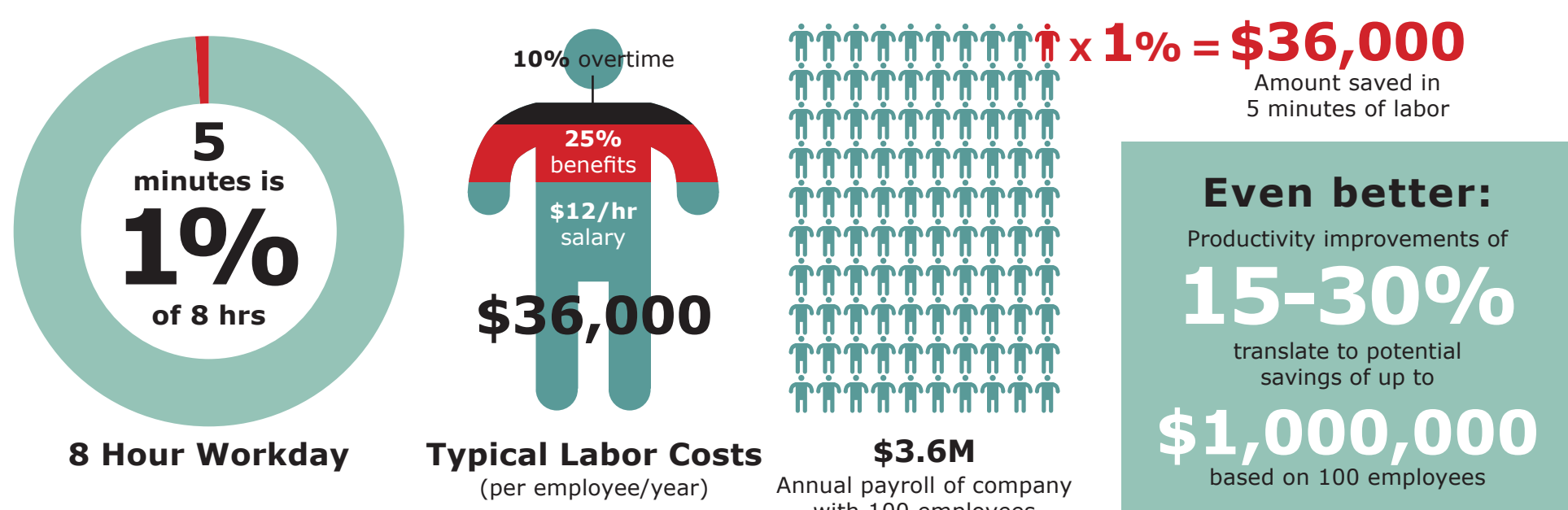
### THE COST OF LOST TIME

#### A Wasted Ten Hours

What is the cost for companies whose employees cannot account for 6% (or 10 hours) of their time each month?

POSITION	SALARY	WASTE/MONTH	WASTE/YEAR
Software Developer	\$72,000	\$346.15	\$4,153.85
Financial Advisor	\$69,100	\$332.21	\$3,986.54
Tax Accountant	\$53,800	\$258.65	\$3,103.85
HR Generalist	\$48,400	\$232.69	\$2,792.31
Graphic Designer	\$47,300	\$227.40	\$2,728.85

### WORKDAY TIME LOST & FOUND



### TIME TRACKING HARNESSSES PRODUCTIVITY

**"The bad news is time flies. The good news is you're the pilot."**

Michael Altshuler

#### A New Era for Employers and Employees

In the new age of Cloud Computing, portable time and project management solutions are essential to manage, schedule and monitor employees' time, attendance and performance. Valued workers, be they full-time, flex-time or contractors, become untethered and productivity is unleashed.



#### Time for Upward Mobility

Ease of use and access are the keys to harnessing time and talent via time tracking. For example, TSheets, a time tracking software, lets employees tap, type, text, dial, and even tweet time across the Web from any device, syncing with payroll and accounting and including Add-On software like QuickBooks to expedite workflow.

TSheets employee time tracking software lets you start your day to the sound of "Applause," then clock-out to a chorus of

**Hallelujah!**

SOURCES: "The Need for Speed," Neilsen Norman Group; "Web Stress, A Wake Up Call for Business," Foviance for CA Wiley; "The 2008 Digital Future Project" from 2000 to 2007" USC Annenberg School Center for the Digital Future, March 2009; "Kelly Global Workforce Index," Kelly Services, as cited in Press Release 2009 Mobile Phones, PDAs, Laptop computers; Money Factoids, http://business.time.com; Wasting Time at Work 2012, Salary.com; "Time Clock, Timesheet, Time & Attendance, Time Tracking Software," Wikimedia Foundation, LLC



**TSHEETS**  
TRACK. MANAGE. REPORT.