CASE STUDY

Priority.Matters

From Urgency to Intentionality.

A structured development programme designed to help leaders and teams strengthen prioritisation, improve focus and transform time management into a culture of effective decision-making, contributing to greater wellbeing, better decision quality and sustainable performance.

1 Context & Client Challenge

Within a leadership coaching programme conducted with the leadership team of a global automotive group, a consistent insight emerged: approximately 65% of the topics addressed were directly or indirectly related to time management.

At the same time, an internal diagnosis identified time management as a key factor influencing well-being, stress levels and team performance.

The signals were clear:

- A constant sense of urgency
- Work overload and difficulty in setting priorities
- Excessive and poorly structured meetings
- Frequent interruptions and low depth of focus
- Insufficient or unclear delegation
- Direct impact on stress levels, emotional balance and decision quality

The organisation recognised that the issue was not merely operational — it was cultural.

The need was no longer simply to improve individual calendar management, but rather to rethink how the organisation plans, sets priorities, makes decisions and manages time pressure.

2 The Solution

Thrive Partners Approach

Our intervention was guided by three structuring principles:

A. We do not manage time; we manage tasks within time
B. Time management is also a reflection of the prevailing organisational culture
C. Urgency without criteria generates strain; priorities with clear criteria generate performance and well-being

Thrive Partners designed the intervention as an integrated organisational development model, aligned with the company's Wellbeing strategy and involving simultaneous work with both leaders and employees.

Leadership Intervention

Training sessions were delivered to both audiences, sharing a common foundation of concepts and tools such as:

- Clarifying priorities
- Managing tasks within time
- Identifying "time thieves"
- Improving planning and decision-making processes

Organization-wide Employee Intervention

At the same time, specific dimensions were addressed according to each group's role in managing individual and collective time.

For leaders, the focus was on strengthening self-awareness regarding the impact of their decisions, priorities and ways of organising work on the rhythm and pressure experienced by their teams. The intervention addressed clear prioritisation criteria, regulation of collective workload, the structuring of meetings and information flows, as well as the identification of systemic factors that feed cultures of constant urgency — such as excessive meetings, unclear responsibilities or decision procrastination.

For employees, the work focused on developing responsible autonomy in managing tasks within time. Participants explored patterns of procrastination, distraction and fragmented work, alongside structured planning strategies, priority clarification and discipline in execution.

Rather than simply teaching isolated scheduling techniques, the intervention aimed to strengthen decision quality and organisational awareness around time management, promoting greater focus, productivity and balance between performance demands and well-being.

3 Critical Success Factors

The programme's success was built upon six structural pillars:

- Framing time management as a reflection of organisational culture, not merely an individual technical skill
- Engaging leadership while recognising its role in setting priorities and regulating organisational pressure
- Establishing clear decision and prioritisation criteria, reducing ambiguity and cultures of permanent urgency
- Identifying and mitigating systemic “time thieves”, not only individual behaviours
- Integration with the organisation’s Wellbeing strategy, reinforcing the link between productivity and well-being
- Strong focus on practical applicability, ensuring transfer to real work contexts

4 Results & Impact

Beyond improving individual scheduling habits, the project contributed to consolidating time management as an expression of organisational culture, with a direct impact on well-being, decision quality and team performance.

Individual level

- Greater self-awareness regarding personal time management patterns
- Clearer definition of priorities
- Reduced sense of constant urgency
- Improved focus, execution discipline and decision quality

Team level

- Shorter and more structured meetings
- Clearer and more accountable delegation
- Better alignment between strategic priorities and operational execution
- Reduced interruptions and work fragmentation

Organisational level

- Integration of time management into the Wellbeing strategy
- Mitigation of cultural and systemic “time thieves”
- Improved quality of joint planning across teams
- Clearer processes and decision flows

5 Representative Testimonials

Participants described the programme as:

“A very clear exploration of the factors that influence how we manage tasks within time and their impact on our well-being.”

“It helped me better understand my patterns and set priorities with greater clarity.”

“Practical, structured, and directly applicable to day-to-day work.”

“It improved the way I make decisions and organize my work.”

“It brought more discipline and focus to how I plan and execute tasks.”

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“An approach that goes beyond managing a calendar — it makes us w we work, make decisions, and manage time pressure.”

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Info@thrivpartners.com