

HOURLY RATE CALCULATOR TOOL



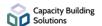


INTRODUCTION

Time is the one resource every leader has in equal measure—but not all time is created equal. The value of an hour depends entirely on how you spend it. Too often, we get caught up in activities that feel productive but generate little real impact, while neglecting the higher-value work that drives growth, innovation, and long-term success.

This tool is designed to help you put a dollar figure on your time. By categorizing activities across a spectrum—from routine administrative tasks to high-level strategic thinking—you can begin to see the true cost of how your hours are spent. The calculator allows you to assess where you're investing your energy today, compare it to where you should be focusing, and ultimately, calculate the value you're creating per hour.

The goal isn't to eliminate lower-value tasks altogether—every business has them—but to shift your time and attention toward the work that delivers the greatest return. By using this tool consistently, you'll gain a clearer picture of your priorities, sharpen your decision-making about delegation, and maximize the impact of every hour you put into your business.



This table was inspired by the work of Rob Slee and co-created by Tom Willie.

Activity	Hours Spent Per Week Today	Hours Spent Per Week Target
Travel / Commuting with no additional productivity		
COE nor hour Activities		
\$25 per hour Activities		
Expense reports		
Booking travel		
Salesforce /CRM entries		
Scheduling meetings		
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\$50 per hour Activities		
Answering / Responding to Email		
Project Management / Scrum engagement		
Attending internal meetings		
Monitoring Networks		



\$100 per hour Activities		
Reviewing / Managing financial books numbers		
Reviewing / Negotiating Contracts		
Reviewing Proposals		
Editing Presentations		
Writing Proposals		
Writing Software		
Building Marketing Collateral		
\$100 per hour Activities		
Status Updates from Team (phone, meetings, 1:1)		
First meetings with potential customers		
First meetings with potential partners		
Reviewing metrics		



\$500 per hour Activities	
Meetings with important customers	
Meetings with important partners	
Interviewing new team members to replace old ones	
Mentoring your team on ways to improve their productivity	

\$2,500 per hour Activities	
Creating new metrics to measure performance of a function / organization	
Thinking about and brainstorming entirely new product ideas	
Thinking about and brainstorming entirely new marketing strategy	
Thinking about and brainstorming entirely new sales approach	
Choosing new IT systems to greatly enhance business operations	





\$5,000 per hour Activities						
Brainstorming and working on ways to improve culture						
Thinking about how our product could be applied to new markets						
Mentoring executive team						
Thinking about and tweaking ways to dramatically improve busine model	ess					
Total Hours						
Total Weekly Value Created	\$		_		\$	_
\$ / Hour Value Rate	•		\$		•	#DIV/0!
Note: Please free to add your or Where are you spending too much time,						
Where aren't you spending enough time,	and wh	at do yo	u need to	o do to	o fix thi	s?

