

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		

\$25 per hour Activities		
Expense reports		
Booking travel		
Salesforce /CRM entries		
Scheduling meetings		

\$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 business model		

Total Hours		
Total Weekly Value Created	\$ -	\$ -
\$ / Hour Value Rate	\$	#DIV/0!

Note: Please free to add your own activities and associated dollar values

Where are you spending too much time, and what do you need to do to fix this?

Where aren't you spending enough time, and what do you need to do to fix this?
