THE SECOND WAVE LIFE

Chapter 12 Overview: The Time Tool

Advisor Reference Overview | Based on The Second Wave Life: Finding Purpose, Impact and Fulfillment, Post-Exit by Andrew Williams

Chapter focus: Chapter 12 reframes time after exit as a valuable resource that should be invested intentionally. The Time Tool helps owners connect their Tribes, Talents, and core values to a realistic monthly time commitment so that newfound freedom does not simply turn into unstructured drift.

Chapter at a Glance

Williams makes clear that this chapter is not another time-management lesson. The issue is different. After an exit, many owners gain a level of flexibility they have not had for decades, and that freedom can either be used intentionally or slowly disappear into activities that are difficult to account for.

The chapter introduces the idea of significant time: time the owner can consciously direct toward the people, activities, goals, and communities that matter most. The Time Plan asks the owner to identify the Tribes they want to impact, determine which Talents they will apply, and estimate realistically how many hours per month they are willing to invest.

Core Themes

1. Time becomes a new form of freedom after exit

Owners who leave a business often gain flexibility that most people do not have. Williams presents that freedom as an opportunity, but also as a risk if the owner does not decide in advance how that time should be used.

2. The goal is intentional use, not better time management

The Time Tool is not about productivity techniques. Its purpose is to help the owner prioritize significant time around people, activities, and goals that support the Second Wave Life.

3. Unstructured time can disappear quickly

Williams notes that many former owners find their days filling with activities that are hard to explain or account for. The exercise is intended to prevent the owner from later wondering where all the time went.

Core Themes, Continued

4. The Time Tool builds on the earlier Tribe and Talent work

The owner begins with the Tribes they want to impact, then identifies which Talents are best applied to those communities. Time becomes the practical resource that allows those earlier priorities to become real.

5. The through-lines between the tools matter

Williams encourages owners to notice recurring themes that appear across Values, Tribes, and Talents. Those repeated connections often point toward the areas most likely to create both personal growth and meaningful impact.

6. Time commitments should be realistic

The Time Plan asks the owner to estimate how many hours per month they are actually willing to invest. The goal is not an aspirational wish list, but a schedule that can be lived and sustained.

7. Time should be connected back to core values

The chapter includes a Values Guide reflection that asks whether the Tribes, Talents, and time commitments selected truly reflect the owner's stated core values.

8. The tool also invites broader life reflection

Williams prompts the owner to consider long-delayed interests, skills they want to learn, important relationships, meaningful goals, and experiences they want to complete before the end of life.

> Central idea for advisors: Time after exit should be treated with the same intentionality the owner once applied to the business. The advisor can help the owner translate values, relationships, and talents into realistic commitments rather than leaving the calendar empty and hoping purpose will fill it.

What the Advisor Should Listen For

- The owner talks about wanting more free time but cannot describe how that time will be used.
- The owner has identified meaningful Tribes and Talents but has not translated them into calendar commitments.
- The owner is overestimating how much time is realistically available for multiple new pursuits.
- The owner assumes purpose will emerge naturally once the work schedule disappears.
- The owner has long-delayed interests or relationships but no plan for making room for them.
- The owner's proposed use of time appears disconnected from the core values identified earlier.

Advisor Conversation Prompts

- When the business no longer controls your calendar, what do you most want your time to be used for?
- Which Tribes deserve a meaningful portion of your time in the next stage of life?
- Which of your Talents are best suited to those Tribes?
- How many hours per month are you realistically willing to invest in each priority?
- What have you postponed for years because the business always came first?
- What relationships, activities, or goals do you want your life to include consistently after exit?

How Chapter 12 Connects to Personal Readiness

Within the InfusionOS Personal Readiness Methodology, Chapter 12 turns prior reflection into calendar reality. Values identify what matters, Tribes identify who matters, Talents identify what the owner can contribute, and the Time Tool determines how much of the owner's finite time will actually be invested in those priorities.

Chapter 12 Concept	Personal Readiness Connection
Post-exit time is flexible but finite	The owner needs an intentional plan so increased freedom does not become drift.
Time should follow Tribe and Talent priorities	The advisor can help convert earlier insights into realistic commitments.
Recurring themes across tools are meaningful	Repeated connections among Values, Tribes, and Talents may point toward the strongest next-stage priorities.
Hours must be realistic	The Time Plan forces the owner to translate aspirations into a schedule that can actually be sustained.
Long-delayed goals deserve attention	Personal readiness includes making room for relationships, learning, activities, and experiences that work may have pushed aside.

Advisor Takeaway

Chapter 12 gives advisors a practical way to move an owner from intention to execution. The advisor can help the owner identify where time should go, challenge unrealistic commitments, and make sure the calendar reflects the values, Tribes, and Talents already identified in the personal-readiness process.

Suggested Use in the Advisor Portal

Use this overview as a quick reference before or after reading Chapter 12. It can support the Time Tool lesson and help advisors prepare owners to complete the Time Plan. It is not a substitute for reading the complete chapter or completing the related Personal Readiness training and worksheet.

Source: Andrew Williams, The Second Wave Life: Finding Purpose, Impact and Fulfillment, Post-Exit, Chapter 12: "The Time Tool."

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