The 7-Day Toggl Track Visibility Challenge

Track It to Change It: How Time Data Transforms Work, Creativity, and Growth with Kerry Hoffman

CRIME REPORT

Most teams are guessing about where their time goes, making decisions based on memory instead of evidence. This 7-day challenge hands you the magnifying glass. You'll uncover the gap between what you think is happening in your workday and what the evidence actually says. It's time to...

Stop guessing. Start tracking.

Before You Start: Log Your Assumptions

Every investigation starts with a theory. Fill out Column 2 (Your Guess) NOW to document what you think is true. At the end of the challenge, Column 3 (Reality) will show you what's actually happening.

Question	Your Guess	Reality
1. Billable time What % of my time is actually billable?	%	%
2. Invisible work What % goes untracked (emails, revisions, quick calls?)	%	%
3. Most profitable client Which client generates the best margins?		
4. Least profitable client Which client drains resources without realizing it?		
5. Which client takes the most time?		

Your 7-Day Visibility Protocol

Day 1: Configure Your Time Magnifying Glass (5-30 mins)

You can't predict the future without understanding the past.
Today, you're building your visibility dashboard.

- ☐ Sign up for Toggl Track free trial at toggl.com and complete the onboarding setup
- ☐ Add your clients
- ☐ Set up projects with hourly rates or fixed fees (adding project tasks makes time tracking easier too)
- ☐ Invite team members if tracking across multiple people
- ☐ Add labor costs (enables the Profitability Report)
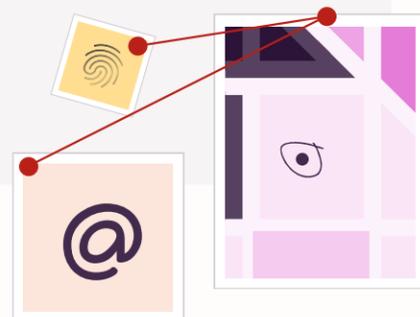
Days 2-6: Collect the Evidence

No blind spots. No alibis. Track everything honestly, including the work you usually forget.

- ☐ Track every minute of your working week
- ☐ Include invisible work: emails, Slack messages, quick calls, revisions
- ☐ Use tags: 'meeting,' 'deep work,' 'admin,' 'client communication'
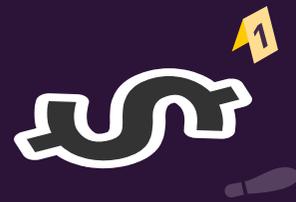- ☐ Mark everything as billable or non-billable accurately

Day 7: Crack the Case

Time to turn hindsight into foresight. Go to Reports in Toggl Track and discover the truth about your time.

- ☐ Summary Report: Check your billable vs. non-billable ratio (here you can filter based on the tags you've created)
- ☐ Workload Report: See which clients consumed the most time
- ☐ Profitability Report: Identify which clients are actually profitable
- ☐ **Share your findings on LinkedIn or Growth Tribe Slack!**

in Tag **@toggl** on LinkedIn and share what surprised you most about the gap between guesswork and reality.

Document Reality

Go back to page 1 and complete Column 3 (Reality) with your actual data from the reports. Compare your assumptions to what actually happened.

TOGGL INVESTIGATION UNIT
PROFIT RECOVERY DIVISION

INCIDENT REPORT

FROM HINDSIGHT TO FORESIGHT

The biggest gap between my guess and reality:

What this data tells me about my business:

One proactive decision I'm making based on real visibility:

TOGGL DETECTIVE

Ready to Turn Visibility Into Foresight?

YOUR NEXT STEPS

1 Visit the subscriptions page inside your Toggl account and choose your plan

2 Turn visibility into proactive decision-making.

Questions? Share them in the Toggl Community

What You Get with A Paid Toggl Track Plan

Unlock the advanced reporting features Kerry uses:

- ☐ Project time estimates and alerts
- ☐ Billable rates
- ☐ Advanced reporting & trend analysis
- ☐ Project templates
- ☐ Profitability analysis
- ☐ Fixed fee projects

Calculate your ROI: toggl.com/track/roi-calculator