

Get More Done Webinar Transcription

Not enough hours in the day? Let me show you how to **get more done** in your business, without putting in more hours



Hi everybody and welcome to this live, on-line training webinar, where I'm going to be showing you how to get more done in your business but without putting in more hours.

So firstly let's kick off and before we really begin getting into the content, I just want to say a few words to you. Obviously, you're all investing some time to watch this and I know how busy you all are, hence, attending this training and I want you to get the most from this so please turn off any distractions that you've got around you at the moment. Make sure your phone is on silent or switched off, close your emails down and close anything else down that you've got open on your computer that you may be tempted to flick in to. Grab a pen and paper to take some notes and grab a drink, so you're going to be comfortable, and get ready to focus with me for the next 45 minutes or so and let's have a look at what we are going to cover.

For those of you that are listening live as well to this webinar, welcome and thank you for joining me live, I can see some names that I recognise there on the screen, it's great to have you with me. There is a space on there, which you should hopefully see on the right hand side of your screen, there is a little space where you can put any questions, so as I'm going through this feel free to pop any questions in there and I will try my best to remember at the end to go and have a look in there. For those of you who are watching or recording, or if you prefer to, you can obviously email any questions to me. You can send those to me at alison@alisonbradford.com and I'll get back to you as soon as I can.

Let's have a look at what we're going to cover now. We're going to look at, firstly, the easiest way to prioritise your work to give you a clear focus (focus is important) on what you should be doing and also what you need to stop doing, also very



important. Secondly, we're going to be looking at how to get you over your DIYitis and finally feel confident about delegating and outsourcing. We're going to look at the one little thing you need to be doing everyday to keep the balance of working on your business versus working in it and I'm going to show you exactly where that elusive 25th hour is and how to get your hand on it, so I'm sure you're all looking forward to that, we'd all like a 25th hour. Finally, we're going to look at what is the missing part of the puzzle for most people. Without this in place this might be why traditional time management techniques haven't worked for you before and why you'll always feel like you're time-poor.

So let's have a look and, firstly, do you ever feel a bit like this in your business, like you're putting out fires every day and you just feel like you're reacting to everyone and everything that comes on your plate?

Do you feel.....



So what if there was a different way, an easier way for you run your business, one that looked a little bit more like this – a bit more like a chess player. A place where you're running your business and you're thinking and behaving in a more strategic way, like in a game of chess where every move is taking you nearer to your end objective. One where you've got your head up versus your head down and you can see that bigger picture without getting caught up in all of that unimportant stuff that's there ready to distract you. One where you're working on your business as opposed to working in it and one where you've got a clear focus on exactly what you should be doing. The gap between this firefighter and this chess player way of running your business, this is gap that I work with my clients to fill and that's what I want to do with you guys here right now on this webinar training. I want to start closing this gap for you and to help you feel back in control and to, importantly, help you feel like you're getting more done and making more effective use of your time.



Let me introduce myself...



- Over 14 years experience in senior roles at Vodafone and Swinton
- Set up Alison Bradford Coaching in June 2011
- Working with ambitious business owners using my 6 step programme to **work smarter, not harder.**

Approved & Registered Growth Accelerator Coach
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Let me introduce myself to you before I crack on with all that great content, so a brief summary of my story. After 14 years or so on the corporate circuit working in some big organisations in senior roles for the likes of Vodafone and Swinton Insurance, I had a bit of a moment, just over 4 years ago now. I was pregnant with my second daughter and I was on that commute, the long drive back from Manchester to where I live in Staffordshire, which used to take me about an hour and a half every evening. This one night the rain was pounding down, as it often does in Manchester, and I was in my usual rush to get home before my then 3 year old went to bed and I just had a moment. Firstly, I thought God how dangerous is this, I'm sat here on the outside lane, the rain is pounding down, I could barely see the car in front of me, my wipers were working ten to the dozen and we're all just in this eager rush to get home. Then I thought to myself, do you know what, there has got to be a better way than this. I realised that I didn't want to be spending three hours of my day sitting in traffic, driving dangerously on the motorway up and down to Manchester and miss my children growing up. So, to cut a long story short, when I was on maternity leave with my second daughter I actually decided to take responsibility for my destiny and I set up my own business. That's what I do now; work with other business owners who want to achieve success but without it compromising on the rest of their life. Typically, the clients I'm working with do have too much to do and too little time. They are investing lots of time and are not necessarily happy with the return in terms of profit that they're seeing on that time investment. So I help them to figure out how they can still grow their profits but without putting in more and more time. So that's a little bit about me and what's brought me here today to be sharing this on this webinar with you guys now.

1. How to prioritise...



Urgent

Reactive, short-term

- Emails
- Phone calls
- Customer demands
- Questions

Important

Contribute to your long term goals

- Marketing
- Strategy
- Business planning
- Learning & development

So let's start off, let's look at step one which is about how to prioritise. This is where it all starts; you need to know how to prioritise effectively. To do that, it's quite simply about being able to distinguish between what's urgent and what's important. Let's have a little look at what that means. So the urgent stuff, this is when you're in that firefighter mode, all the reactive stuff, reacting to other people or other people's priorities and it's very often about short term. Examples of urgent stuff that you're probably doing now are things like dealing with emails that are coming in, spam emails, junk emails, phone calls, answering the phone whenever it rings, customer demands – suddenly customers need something and need it now, you have to react to that and just dealing with questions from maybe other business owners that you know, colleagues that you know and answering questions. So you're reacting in the main to other people's priorities. First is the important, so this is the distinction to make here, so what is the important stuff. These are the things that contribute to your long term goals but no-one's necessarily shouting at you to do it right now. So this is often the stuff that we end up neglecting. This is when you're in that chess player mode, you're in that strategic mode, you're working on your business, you're doing things like your marketing, you might be working on your strategy, you're doing some planning, you're planning out your next 3 to 6 months and you're spending time learning and developing and growing yourself as a business owner. These are the important things that contribute to your long term goals and very often what happens is we prioritise the urgent over the important stuff, which takes a back seat and we end up neglecting it and that is when we stay in firefighter mode.

So if you want to move into that chess player mode, which I'm assuming you do, then we need to start prioritising things differently and looking at the important, not the urgent. Another feature of the important stuff, and this is what I talk to my clients about a lot, is the money. The important things are often about money generating activities. So what are you doing right now, what do you plan to do next

week that's all about bringing money into your business. When you're dealing with mail, emails, when you're answering phone calls, when you're answering queries when they come in, that's not necessarily bringing money into your business, you're neglecting to spend the time on money generating activities. That's what you need to stop prioritising.

1. How to prioritise...



Now if you need some help on how to distinguish this there is a really quick and easy tool that you can use and here it is – it's called Eisenhower box, named after President Eisenhower and it's a nice, simple, quick and easy 2 x 2 matrix. You can simply draw this out, you can do this quickly now if you want to and you're going to plot all of your tasks, all of your current to do list and place all of those things in this matrix. So, you can see on the screen that you have got a horizontal matrix which is about the urgency of it. So anything that is highly urgent goes over to the right and anything that's not urgent goes over on the left. Your vertical matrix is then about the important. So remember we know the distinction now between urgent and important, so the important stuff, the more long term goes at the top and the less important stuff goes towards the bottom.

You can do this straight after or start to do it now and just start to plot some things on there and think about where your time is being spent right now. Are you spending lots of it on the urgent, how can you move it to spend more on the important. You can see on here that anything that is highly important and urgent that has a deadline, and you can get the two, it might be bringing money in and contributing towards long term goals and there is a deadline. Maybe there is some marketing, an advertisement that you need to get in a magazine to grow your business and there is a deadline of tomorrow to get it done. So that would go in the top right hand box – it's a do it now. Then in the bottom right hand box you'll have stuff that's urgent but not really important so it needs doing, there's a deadline but it's not contributing to those long term goals, that's the stuff to think about

delegating, so getting somebody else to do it. That maybe someone you employ or it may not be, it may be something you outsource to someone else to do.

Then in the bottom left box there's stuff that it is not important and it's not urgent so why the heck are you doing it – that needs to be eliminated. Without looking at your to-do lists, I'm pretty confident there might be some stuff on there that is going to go in that box. Then, finally, top left, we've got the stuff that is important but there is no real urgency to it, there's no deadline to it. That is the stuff you need to be scheduling in. That top left box is probably where you're spending less of your time right now and that is the balance that needs to change. We need to spend more time on the stuff that's important, as in it's taking you to your long term objectives but there is no sense of urgency around it, there is no deadline. That is the working on your business. So use that tool, use that 2 x 2 matrix to start tracking what you're doing and where you're spending your time and you can see where you can start delegating, eliminating and scheduling more stuff in.

Another quick tip for you to help you prioritise your work each day and each week is just to think to yourself, is what I'm doing today moving me nearer my goals – you may just want to write that down quickly. I'll say it again, is what I'm doing today moving me nearer my goals. Look to use that question each day and each week as a quick check point to say am I doing the right stuff here or am I firefighting. OK, so there's some tips on prioritising and I've given you a little quick tool there that is going to make that easier for you as well going forward.

2. Get over your DIYitis



- Start with your 'delegate' box
- Begin with lower cost e.g. Fiverr.com, admin support, call answering
- Where are specialists required?
- Communicate clearly
- DO IT!



So let's move on to part 2 which is about getting over your DIYitis. Now, DIYitis is not a nasty skin condition, though it sounds like one, it's that condition closely associated with those control freaks who are running their own business (might sound familiar) where you are trying to do everything yourself. So, doing everything yourself is OK right at the beginning when you're starting out in business because you have the time. When you're starting out you might not have the client time to



do, you've got a bit of time to fill out and you want to be busy so you are doing everything yourself. If you're not careful you stay in that mentality and after a little while it becomes a really bad habit where you're still trying to do everything yourself. I can assure you of one thing, this is holding you back. This will be holding you back in your business if you're trying to do everything yourself. So how do you get over this debilitating condition in your business? Let's have a little look:

The first obvious thing is to go back to the work we've just done, we've just put all of your to do list into that Eisenhower Matrix and look at what's in that delegate box. So anything in there where it's got urgent, it's got a deadline, but it's not important and it's not taking you towards your long term objectives, that's the stuff to delegate. Think of things like answering calls, so there's quite an obvious one, answering calls, your phone is ringing, it's urgent, there's someone there I'll pick up the phone, answer it and deal with it. Unfortunately sometimes it might be, 'have you been in an accident recently' or 'would you like to put in a PPI claim' or 'we can take you to page one on Google' and before you know it you've spent 5 minutes on the phone to someone you didn't need to be speaking to and you've lost the flow of what you were doing. So that's an idea of something to delegate that should be in your delegate box on that Eisenhower Matrix we've just done. If you didn't put anything in that delegate box, I suggest you go back and look to do it again because I am sure there's stuff in there that needs to go in there. If you're not sure then email it over to me and I will happily work through that with you and we'll figure it out.

The next step in getting over your DIYitis is to begin with the lower costs. So let's start safe, you might feel like, oh my God, I don't want to delegate anything, no-one else will be able to do it as good as me, it won't be done correctly, I'm going to have to pay for it. What I'd say to you is, if you're not doing anything at the moment, then let's start safe and let's start with the low risk and the low cost stuff. So, for example, I've put on the slide here, what I'd be suggesting is something like using Fiverr.com. If you've not come across that yet it's a great little website where you can get anything and everything pretty much done for five dollars and I've used it myself for different things like graphics, graphics can be great, social media graphics, if you need a graphic doing for something, eBook covers, something like that then Fiverr.com is brilliant. However, be warned you can get drawn in because there's all kinds of whacky things on there so set a time limit for how long you're on there. A little tip if you want to use Fiverr to outsource some stuff, because it's only \$5 it's worth getting three different things done so if I was getting graphics designed I'd get three different versions, spend \$15 then hopefully out of three I've got one that's great.

Other low risk ways for you to start outsourcing is admin. You know, where are you spending time doing admin in your business that's not necessarily bringing in any money into your business, it's not taking you towards your long term objectives but it just needs doing. So where can you outsource some admin because, again, that's a relatively low cost support that you can go and find quite easily. Ask around for a virtual assistant. Also, call answering which I've mentioned before, call answering is a great one to start off with and there are some really brilliant services out there

now and I'm happy to recommend, send me an email if you want a recommendation on any of these for admin support or call answering as well and it's so low cost and you won't believe the amount of time it saves you in not answering your phone calls and to screen out all the junk phone calls as well. So start there is my suggestion.

The next thing to think about is where do you need specialists in your business. What are the expert skills that you're looking for? This is about skill set and capabilities so there may be things, and there probably are things that you're trying to do in your business that you're really not qualified to do or, actually, you're really not very good at doing. This might be something like book-keeping, maybe you need to look to get a book-keeper sorted. It may be things like, I mentioned design earlier, certainly for me I'm hopeless at graphic design and that's one of the first things I always get somebody else to do as they know what they're doing. I know that if I do it it looks pretty amateurish. Another area is tech support, so maybe you need some technical support and it might well be something you can do but it might take you five times longer than going to a specialist to do it and in that time you can be focusing on your important stuff and working on your business instead of the stuff that you are just not very good at. So where you need specialists in your business go and find them.

When you've identified the different areas and the different things where you want some help and support and that you want to delegate then look to communicate clearly what it is you're expecting. It can be easy to make the decisions and say, 'ah yeah delegate, here we go, go design me something'. You need to make sure you're clearly communicating exactly what you expect from that person you're delegating to. Set out a brief, be professional over this, set out a clear brief of what it is you're expecting and schedule in regular reviews. This can help with the control freak kind of 'no-one else is going to do it as well as I can, no-one else can do it up to my standards'. Think about what are the check points at which you need to review that work at and do it. So, for example, you get someone to build a website, you do not want to wait until that website is ready to go live until you review it. You're going to need to be having regular check points to review and feedback throughout. So communicate clearly what you expect and set regular reviews and then just do it. Get over any fear you've got about it and just do it. So that is how to get over your DIYitis.

3. The 1 thing you need to do everyday



Power Hours

Set aside time each day
to work on the
IMPORTANT

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Let's move on to part 3 where I'm going to be sharing with you the one thing that you need to be doing every day in your business and this is about how to get the balance of working on versus working in, in a really easy way. This is my secret ingredient that I'm always, always going on about with all of my clients and it's about power hours. So let me tell you what a power hour is. A power hour is where you, when we did the Eisenhower Matrix, with the stuff that's to schedule in, the important not the urgent, this is where your power hours come into their own. Honesty, trust me, if you do nothing else following this training webinar, apart from power hours, it will make a huge difference. A power hour is simply about setting aside an hour each day to work on the important things. Some people say I don't even have an hour right now, I'm too busy to do that and they end up leaving it and not doing it. So what I would say to you if you're thinking that right now, if you can't manage an hour a day then do what you can and build up to it. If you can only spend 15 minutes a day and, let's be honest here, who can't find 15 minutes a day. So if you could just spend 15 minutes a day for 5 days that's an hour and 15 minutes over the week that you've spent working on the important stuff and, actually, you can achieve quite a lot in an hour and 15 minutes of focused time. If you're starting off small and building up to it please, please, please aim to build up to that hour though because I think once you start doing that 15 minutes, half an hour or whatever it is you can do, you will soon realise the value you're getting from it so build up to that hour each day. It's quite funny as I am always banging on about this with my clients and I had a note from one of them just the other day saying, 'Alison, these power hours really do work'. Well, yeah, that's why I keep going on about them. So do the power hours, set aside time each day to work on the important stuff and preferably that's an hour.

Another tip with doing this and this has come from seeing lots and lots of people trying to fit these in and seeing what works and what doesn't. The tip is to do your power hour at the start of your working day, whenever that is for you but do it at the

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start of your working day, do it first. I always use the analogy of the gym, I think you know, I'll join the gym, I'll go after work, I'll go 2 or 3 times a week and then what happens is at the end of the working day you're just too knackered to go, you can't be bothered, it's been a busy day, there's other stuff that's happened, more fires to put out and you can't be bothered to go the gym. Whereas when you do it right at the start of the day it's done and dusted, you can feel great and all smug then because you've done it, it's done and you don't need to worry about it. It's kind of the same thing with working on your business so do it first, get it done because if to try and leave it thinking I'll do it at the end of the day when I've done everything else, all the urgent stuff first then the important it probably won't happen and, I'll be honest with you, it really probably won't happen because there's always going to be another fire to put out that will come up. To be honest, at the end of the day, your energy is going to be dipping and you will keep de-prioritising your business over your client work. So prioritise your business, do it first, get it done, then it's done and you can move on and deal with the other stuff then. So power hours, they're the one thing I want you to do every day and if you can't do a full hour right now then start where you are and start doing something.

4. Want a 25th hour?



If you still don't have enough time, you can
always buy someone else's

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Here's the secret you've been waiting for me to share isn't it. Want a 25th hour? So, here it is ... you can buy somebody else's. If you don't have enough time then you simply need to go and buy somebody else's because, you know, actually, that is the secret. You can't make your days any longer, you've got the same hours as everybody else on this planet. We have 24 hours a day, you can get a 25th hour but it won't be yours, you'll have to buy somebody else's. You can buy just about anything right now as well. There's some great things on-line I've mentioned already. There's Fiverr.com, which is a great little website, there's people per hour – you can buy people's time to do just about anything. Now, one thing I want you to think about as well here, because we've talked about delegating in your business and how to do that, but the other thing that I really want you to think about if you don't have

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enough time is other areas of your life that are taking up time. These are things that are maybe a bit of a chore to do, you don't really enjoy it, it's not a hobby but it has to get done. For me, these are things like cleaning, ironing, gardening, even childcare sometimes. It might just be someone to run errands for you, to go backwards and forwards to the Post Office. Those things that feel like chores and it's not something you're doing for a hobby but they just have to get done. Well you can go and pay somebody else to do those things and if you're not doing that then that's another great area to start with your delegation and outsourcing.

To grow your business and to start feeling more in that chess player space, less the firefighter, more in the pro-active strategic chess player, you've got to get comfortable paying other people to do stuff for you if you don't have enough time. If you're not, then stop complaining that you don't have enough. I can show you and I can share, there's things in here, there's more things that I can share with you around how to streamline on that but if you've got 30 hours work and you need to get it done in 4 hours then we can do lots to squeeze that down but, ultimately, you've still only got 4 hours to do it in and you're probably not going to get it down that far so that's where you need to start buying other peoples time. Ask for help and be prepared to pay for it. A tip here is to always think in terms of the opportunity cost, so when you're spending time doing these kinds of mundane type tasks, yes you can do them, you're probably skilled to do it, fine, but you're losing out on spending that time making money in your business. So how much could you be generating, how much money could you be bringing in to your business instead of doing some of those mundane tasks that you end up spending time on every week? Think about that and think about where you need to buy somebody else's time to help you.

5. The missing part of the puzzle...

MINDSET

- Mind your language!
- Instead of 'I don't have enough time' say 'I have all the time I need – where shall I start?'
- Start each day by selecting 3 things to work on



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Let's move on to part 5 and this is the missing part of the puzzle for many of you. This might be why you maybe know all of the theory, maybe you've done different courses, maybe you've read all of the books but somehow it's still just not working

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and you're still feeling, God I just don't have enough time every day. It's about your mindset quite often as well and your mindset I really believe is the most powerful tool when it comes to running your business, what's going on in your brain, in your mind, what you're talking to yourself about. Do not underestimate the power of your mindset in determining your success and getting more stuff done. I'm a coach, I business coach, I work with business owners but in my coach training I'm trained to coach all different types of challenges and one of the areas I'm trained to do is to listen very carefully to the language that people use. The words that we use have a big effect on what we believe in our mindset. Let me give you an example, if you're waking up every morning thinking, 'oh God, I've got so much to do today, I just want to stay in bed, I don't want to face this, I don't know where to start, I'm never going to get everything done, how on earth am I ever going to get over this mess', this puts you in a pretty stressed state. So when you're saying those things to yourself you start to believe it so you're starting off your day thinking I'm never going to get everything done. Well the truth is, no, you won't because that's what you're telling yourself and you will believe it and you'll end up feeling pretty crap about it. It then just becomes a self-fulfilling prophecy every day.

You may think I'm a bit crazy now for what I'm about to say to you but just humour me here and try this over the next week. So instead of thinking, 'oh God, I haven't got enough time, I haven't got enough time' and when people are asking you how are you getting on and you're saying, 'I'm really busy, I'm really busy', start changing your language. Start saying to yourself, 'do you know, I have all the time I need today, what is my priority to start on'. Start telling yourself, instead of that you don't have enough time, start telling yourself that you have all the time you need because you really do. I'm really not crazy, you do have all the time you need, it's all about the choices that you're making on what you're spending your time on. You need to work through all the things we've just covered in this training webinar now and start putting them into action. Start making choices that free up your time so that you start to become that chess player, that more strategic type business owner. Every time you catch yourself saying you don't have enough time, change it around to go, 'I have all the time I need, where shall I start'.

Another good tip as well here is the rule of 3, which is simple and is about when we're trying to focus on lots of things. If you've got a big to do list it's horrible isn't it, it's just a horrible feeling. You look at it and straight away you feel overwhelmed, you don't know where to start and, actually, you might just start rewriting it all out and just making it look nicer. No, just pick 3 things, 3 things is what our human brains can deal with at any one time. Instead of looking at your big to do list just pick 3 things, the 3 most important things to do right now and just focus on getting them done. When you've done them, pick another 3 but never try to focus on more than 3 things. I pick 3 things every week that I want to achieve and then each day I think about what are my top 3 things I want to work on today that are moving me nearer my goals. So that is about your mindset and that is what I want you to do, I want you to watch your language, start telling yourself that you have all the time you need because you do. I believe it and now I want you to believe it as well. Start thinking about your rule of 3 and how you can apply that in your business.

Over to you...

"Insight without action is worthless"

- Email me alison@alisonbradford.com to commit to what you are going to
- Book in a complimentary 30 minute strategy session to plan out your next 30 days of Getting More Done
www.meetme.so/alisonbradford



So there we go, they are the 5 steps that I promised to share with you at that start of this about how you can get more done in your business without putting in more and more time. However, it's easy for me to sit here and share that with you. I know you've all given up your time so thank you for that, for wanting to watch this but what I really want you to do now, and this is the most important part, because this is over to you and I love this phrase here which is, 'insight without action is worthless'. So you've got the insight now, the next step is to take the action because there's no point in watching this, you've wasted your time watching this if you're not going to do anything or take any action now.

So what I'll like you to do is to email me at alison@alisonbradford.com and tell me what you are committing to do. If you want more help as well what I'm going to offer to you as a thank you for watching the training webinar and for committing to taking some action is a complimentary 30 minute strategy session with me where I will help you plan out your next 30 days or so to get more done. You can go directly on my on-line calendar and book that at www.meetme.so/alisonbradford or you can simply email me. I do have limited time slots available for those each month so email me and I will let you know what I have available.

Thank you very much for joining me for this webinar and watching it and, please, over to you and let me know what action you are going to take.

Thank you.

