

8 WEEKS TO YOUR EFFORTLESS BUSINESS

Starting

Week 3 Worksheets

There are many reasons we don't start

Time

Certainly time is one of the reasons we don't start. But really to say you don't have the time is another way of saying it's not a priority.

We have become a society that values busyness. We feel that if someone is doing, then they are productive. To be non-productive is wasteful, lazy and wrong. So we fill our time with anything just so long as we feel busy. Most of what we do we can either stop doing, pass it along or complete it more efficiently by single-tasking it and doing it mindfully. That leaves a lot of hours in the day for the freedom we say we crave, or for the projects we keep shoving onto the back burner.

Choose at least one thing this week to stop doing.

It doesn't make sense to do work that others can do better or that sucks your energy or that takes you away from high-value work. I had a bookkeeping client who was a lawyer billing out at \$200/hour. He chose to do his books himself. It was a task he enjoyed and he did do it well, but it meant he was either business time or family time to do them Both are too precious to squander in this way.

Choose one thing to delegate and delegate it.

Steps to Effortless Delegation:

1. choose the task,
2. match the task to the appropriate person,
3. take some time to transfer the task and make the expected outcomes clear;
4. give the person everything they need to fulfill that task;
5. stand back and let them do it;
6. give feedback (sandwich praise, constructive criticism, praise);
7. repeat the last 2 recognizing that it will take some time.

Inertia

Inertia is a powerful force. The Principle of Inertia is the measurement of a body's resistance to a change in momentum. In other words, a body at rest remains at rest or conversely a moving body continues at its present speed and trajectory unless an external force is applied.

Once we get going in our day, we will move forward the way we always do unless we apply energy in a way that moves us from that path. You know what that's like. You get to your business and the phones start, the questions fly, the fires ignite and before you know it, it's time to go home and your inbox is even fuller. Unless you do something different, nothing will ever change. Let that sink in for a moment. You will be doing this the same way in 10, 20 years.

Things won't magically get better unless you consciously do the work to make them better. Now is the perfect time to start making the changes that are the root cause of those fires. Instead of stomping out the embers, you stop the embers from igniting.

What one system, process, procedure or expectation can you change this week?

Clarify and communicate. Who, what, why and how needs to be shared?

Recognize, everyone is dealing with their own inertia. Have patience with yourself and others.

One powerful way that I found works is to take one of your fun projects off the back burner and give yourself permission to work on it first thing every day. Spend your first hour on that! You'll find the rest of the day still fits, but now you are excited, energized and creative and even a little irritated by the pettiness of some of what you are dealing with.

What project could you bring forward and start this week?

Habit

They say it takes 30 days to instill a habit. Thirty days of thinking about it, until we do it without thinking. What is one habit you can start now that will help you most in your business? What habit can support you in some of the changes you have chosen to make? Will you begin recording your fires to examine them for root causes? Will you begin documenting processes and procedures? Will you get up earlier to work on a pet project?

Uncertainty

We are hard wired to fear uncertainty. For most of our evolution uncertainty as often as not ended in death or maiming, which lead to death. Really bad stuff. Now that hardly ever happens now.

Uncertainty is the way of business. We are never certain that it will work. We can do our studies and projections, but there are too many variables for us to have a definitive answer. We have to be prepared to start even in the face of uncertainty.

Henry Ford said” If I had asked people what they wanted, they would have said faster horses.”
Sometimes all the studies in the world will be dead wrong. You have to go with your gut, but go, you must.

What uncertainties are you facing?

How can you bring yourself to feel better about them?

Fear of success

If you are successful, you will have to do the work. If your roofing company is successful, people will call you and you will have to do roofs. If you are successful, you will turn into one of those fat cats that rides around in a big car. You will change and your friends will snipe at you behind your back. You will end up spending time with those idiots.

Your partner's true colours will come out and they will start spending all your money on gew gaws and bling. If you are successful all your ne'er do well relatives and others will crawl out of the woodwork with their hands out. It'll be awful. You'll be working harder than ever just so everyone around you can live the good life

Think that through. Is any of it true? Can you deal with what might happen? Is it worth it?

What level of success will make you happy?

Fear of Failure

No one likes to fail, but every successful person fails. On a regular basis. One of the advantages of today's short attention span is that people forget quickly. Fail often, fail quickly and move on.

The worst thing that can happen is that your fear of failure keeps you in a limbo of sorts where you are neither failing nor winning. Your winning is in direct proportion to the risk you are willing to take. Small risk = small gain; large risk = large gain. If you want to win big, you have to be prepared to risk failure big.

The more failure you have, the more you are willing to risk. Once you have failed spectacularly, you learn it is not the end of the world and you no longer fear it.

What's the worst thing that could happen? Can you live with that?

If you can't you better look for a job.