



Sacred Depths Certification

Shift Your Relationship with Time 2

Joanna: I think I got this going. All right, looks like the recording is working now. Great. Hello everybody. Welcome. I hope you're doing really well today, and I'm excited to dive into part two of move with the flow of time or move in rhythm with time. Before we dive in, just another last reminder. So many of you have RSVP for our special next steps call this week. It's this Thursday at 1:00 PM Eastern. It makes me so happy. If you haven't yet registered, but you want all the info on how we can continue to work together after Sacred Depths, please check your inbox and make sure you RSVP. I'm going to be sharing about two different opportunities, because you guys are in different places and one of the opportunities will be right for some of you and the other for others of you. Some of you are going to want both and I'm making it really easy actually to step into any of them or both.

But if for some of you that wanted to take everything that we've learned in Sacred Depths, and before you learn anything, too much more new, you really want to integrate it. Really go deeper with the practice of all of the skills and the energetics, I've got some things for you. And then for those of you that want to learn new skills and more advanced skills, I've got something for you as well. So we'll do that on Thursday at 1:00, please RSVP. Okay, so I hope that our call last week started to stir the pot for you. We looked last week at foundational ideas and principles around time, and how human beings relate to time and experience time.

And as with everything else in Sacred Depths, I take the time to look at the foundational principles of human behavior of any topic that we look at because that right there, just that knowledge, just that understanding of the human behavior, brings you forward leaps and bounds to be able to hold space for your

clients around that topic. And then to add to that, we always add the inner work so that you can kind of go deeper for yourself and in understanding human behavior in general. And then on to that, we add in laws, specific techniques and skills and tools, of course always bringing with you all of the foundational tools like the questioning and the creating awareness and the listening, 10 of the techniques we look at. So last week we looked at the principles around time, kind of the human behavior around it. And then we also looked at some specific inner tools that you can use with clients, who are struggling with time or who need support in kind of a rewiring or reorienting I should say their relationship with time.

Today, we're going to go further with all of this, and we're going to add outer tools and strategies and techniques that you can apply for yourself and with clients, when it comes to time. And of course every case is different, that's why I say always coach the what based on the who. Every case is different, but I would say by and large, what I have found over the years work, what works best when a client needs support around creating more time for themselves, whatever it is, is the combo of the inner work and the outer work. So the techniques that I'm going to teach you today, some of them, for some of you may not be brand new. You may have seen them, some of them before in like time, I don't know, like time technique, whatever. [inaudible] about time, I'm not sure.

I love these tools and they're very powerful, but what makes them most of the time, in their highest potency, is to combine the inner work that we looked at last week to really support a client first, to understand their relationship with time. You all have the different pieces we looked at and then add these outer tools to it. So one of the first tools that I want to take... Well before we even do that, let's just pause here for a moment. Hopefully most of you that are listening were on the call last week or have listened to the recording since then, if you haven't, no worries. Still stay here today. We're all good. But take a moment, and especially if you heard last week's call, but even not, you can answer this question. What's been on your mind? What's been percolating? What's been resonating since our call last week? What have you really been seeing?

And it's okay if you haven't thought about our call since last week too, tune in now, because it's been working on you and through you, if you were there or listened to the recording. So what's been resonating? What's been percolating for you when it comes to time? What have you noticed? Even if you're not noticing it until right now, as you've moved through your week, this week, when it comes to time. If you've been working with clients, what have you noticed with them?

Okay. So one of the first outer tools that can be really helpful that I want us to take a look at, has to do with priorities and your schedule. So, first thing on this, and this is not going to be new to any of you. We spoke about this in relationship to visioning, but it's important to take a look at, in relationship to time as well. Which is that there's a difference between a should and a have to, right?

You guys know this. There's a difference between a should and a have to. And a lot of times we spend our time on shoulds instead... Oh, sorry. There's a difference between a should and a have to, versus a desire and a need, and a lot of time we spend our time on shoulds and have tos versus desires and needs. And if you're not spending your time and your days according to what's most important to you, according to your desires and your needs, your real needs not the should, then chances are, there's a part of you that feels hurried or unsatisfied or disappointed with your life or with big pieces of your life. I want to say that again. If you're not spending your time and your days, according to what's most important to you, chances are that you end up feeling hurried, unsatisfied, and disappointed with your life or big parts of your life. For example, if your number one priority is spending time with your family, but you spend 60 hours plus, a week at the office or within your work, then your life doesn't reflect your priorities.

It probably reflects your shoulds, more than your desires and your priorities. Or if you highly value spending time in nature, but instead you focus a lot of energy and time on social obligations in the city, then you're likely feeling drained and unsatisfied. Or if your work is truly about connecting with others and co-creating healing with them, but you're spending a lot of your work time in front of the computer, chances are, you're not feeling deeply fulfilled. Now I know that life is busy, and as humans in the modern world, we have many obligations. And I also want to say, some of us are more privileged than others, and some of us have more of a privilege to live more deeply by desires than by shoulds or have tos. It's important for us to recognize that and for us to recognize this when we work with clients. But even so, even with all of the obligations, there is always room, there is always some kind of room for flexibility, for shifting some of our time into the desire zone, the want to zone versus the should and the have to zone.

And again, the reason why we're looking at this is because how we spend our time, like we said last week is the essence of our lives. Life is busy and it can be easy for us to lose control of how we spend our time. So again, there are some things that are not under our control for, some of us more than others. I get that, and I honor that, and I really want to honor that of the truth. But even that being

said, there is time in our life that we think we don't have control over, that we actually do. And it's important for us to tap into our inner wisdom and remember our priorities and our values so that we can design our lives around our priorities and values. And then from there feel more satisfied and energized. So let's start here. First, it's with something small and this idea of the shoulds and the have tos versus the desire and the want tos.

What's one thing or place in your life right now that is taking your time and your energy that is a should? Something that maybe you think is not in your control, but maybe it is. What's the one thing in your life that you are devoting time and energy to right now, that's a should? It's something that you feel like you should do, if you remember back from our visioning or you have to do, but it's not a heart's desire? Something that's taking your time and energy that maybe even up until this very moment, you felt you had no control, you had to do it no matter what, but actually maybe there's more flexibility in it. For me for a long time, one of my shoulds was around how much time I devoted to clients in between sessions. It was like such a strong should that I couldn't even see past it. I felt like I wasn't doing my job. I wasn't doing what my clients were paying me for. I was there, practically 24/7 for them.

And that took up a lot of my time and my energy. And thank goodness, at some point I finally realized more than just intellectually, but took into my heart and body and soul that, that was a should. What's the place for you? So what we ultimately want for ourselves and for our clients is to slowly work... Or I shouldn't say slowly, sometimes quickly, sometimes slowly, depending on how stubborn the shoulds are, to work towards eliminating as many shoulds as possible. So let's take this a step deeper. I want to share an exercise with you that can really support. And this here is just really like an eye opening exercise, I think that's really helpful. Well, you don't need to take a clean sheet of paper yet and start with this. So take a moment, and I want you to write down all of the things that are important to you in your life or the things that you would like to be important starting now.

So if it applies, you can include in this list, self care, family time, work, socializing, any hobbies that you have, side projects, self-development, travel, spiritual connection, community. Be as specific as you possibly can. If you want, you can even write out the names of particular friends. You could just write like friendships, or if you wanted, you could even write out the names of particular friends or groups of friends, if that feels aligned for you. Or specific hobbies, not just hobbies in general, like specific ones or specific elements of self-care. Pay

attention here to the details. And also to really naming the true priorities that are connected to your heart, not the have dos or the shoulds. Now you can either do this for your life in general. Like I just described, or if you want, you can do this for your work specifically.

If you do it for your work specifically, you would just list out all of the things that are priorities to you in your work. Facebook or Instagram, or writing your book, or whatever it is. So you have to pick one or the other, either specific to your work, your business, or to your life in general. If it was work, you may also include client time, time with team members, time answering emails, marketing, newsletter, blog. So you can either do specifically for your business or for your life in general. So I'll give you a few minutes for that. Write down all the things that are true priorities and really think about it. So if I was doing this for my business right now, I'd really hesitate before writing Instagram down. I have an Instagram account, my team works on it, but I'm not sure if [inaudible] desire. It might be a should for me right now. So apply this to you.

Take another minute. Just writing down and getting into the details on the priorities, all the things that are important to you or that you would like to be important, even if you haven't made them important yet. So again, if I was doing it and I was doing it for my business, I would argue for years, it's like another question for me. People have always said you should write a book, and I have a deep desire to write a book, but it hasn't been the right time. I don't know if it's still yet would go on the list, but it probably would at some point over the next year. I'm probably ready to make that a priority. But you don't want to put anything down that isn't like a heart desire yet. [inaudible]

And of course there are always things that feel like shoulds on the surface, but underneath their deeper desires. So for some people writing a newsletter is just a should. It's just a should, is a should, is a should, is a should. There's no other way to look at it. For other people, it might feel at first like a should to write the newsletter, but if there's a deeper desire to have a community and consistently connect with that community and share the wisdom, then the newsletter might not be a should. It might be a video newsletter if that's easier for you than writing or use some other form. We want to be thinking about that too.

Okay. So once you've written out all the things that are important, next thing, take out a fresh piece of paper, and use the whole piece of paper and draw a bull's eye, or if you're playing darts, a target on the full piece of paper, making three or four or even five concentric circles. Three or four is actually best, so makes three

or four concentric circles. Now I want to acknowledge that what I'm going to ask you to do next might be a little bit difficult.

PART 1 OF 4 ENDS [00:23:04]

Joanna: To do next might be a little bit difficult, and that's okay. It's okay, it is a little difficult. What I want to ask you to do is make some decisions about what's the most important to you, of all the things that you wrote down. And this is so important, because if you don't make this decision for yourself, what's most important to you, oftentimes it's made for you. The decision is still made, you still end up spending time on something, but you haven't made it. You want to take control of it. Look at the list that you made, and what I want you to do is pick your top two priorities. Of all the things that you wrote down, pick your top two priorities. Now, this doesn't mean that you're going to be spending the most time on them. This is just what's most important to you. Okay? Pick your top two priorities of all the things that you wrote down, and write those two things in the very middle of the bullseye. In the innermost circle, write down those two things, the things that are most important.

If it were me and I was doing it for my life, I would write family and full work, would probably be the two things that... I haven't done this exercise for myself in a while. I should. Those would be the two things that would most likely go in the middle for me. Even though my business is so important, that's a hard decision to make. Even though friendships are so important, exercise, whatever it is, but if I had to pick the two most important things.

Okay. In the next circle, right out from the middle one, the next circle, write down the next two most important things. The two most important go in the middle circle, and then the next circle out, write the next two most important things. In the next circle out, you can put three things in there. You've got the two most important in the middle circle, and then the next two top priorities, and then the next three after that. At this point, you may have one more concentric circle left, so you can do another of the next three top priorities, and then everything else that's left over should go on the very outer edge of the bullseye. Two most important in the middle, and then the next two most important, and then three. If there's anything leftover, it all goes on the outer most edge.

Once you've completed this, this is a somewhat ideal picture of how you want to live your life, with the center being the most important. That's why it's central. When I say an ideal picture of how you want to live your life, what I mean is

according to these priorities, with the middle most important, and then out. As we continue to take in tools of how to manage your time, because ultimately this is about time, what I want you to know is that the things that are in the center, you want to make sure that those things are in your life first and foremost. Now, that doesn't mean that they have to take up the most time. We'll look more at that in a moment, but you want to make sure that they're in your life, front and center. And then things get less and less important as you move to the outer edges of your bullseye.

In other words, for me, my business would probably be in the second or third ring. But on a typical work week, even though my business is in the second or third ring, I probably spend the most time on my business. That's okay, so long as when I plan out my time, I'm planning the things in the center ring first, I'm making sure that I make time for those things first, and then the things in the second ring next, and so on and so forth. Otherwise, what would happen is that I'd end up spending way more time on work than I need to, and it would push out the more important things in my life.

Okay. Let's pause here. Hopefully, you're still with me. I'm going to open up for questions and reflections in a moment. But first, just take a look at the diagram that you just created. What can you observe or learn so far? What are you seeing so far here for yourself? From this snapshot view, it's like we almost created a snapshot in a way of your life as you want it lived, how in line is this bullseye, this snapshot with your actual life right now? How much time or how... That's not the question I want to ask. Are you creating time and space for the things that are most important to you? Or are the things on the outmost circle of this diagram the things that are getting top priority? Is there anything surprising to you as you're looking at all of this?

Joanna: So let's take this further now. Actually one of the things that Ann was just sharing is great segue, which is that sometimes just making, just doing what we did without doing anything else. Right. But having the intention, understanding this is what my priority is, can already start to shift how we devote our time or how we devote our energy, not being said, being the Virgo person that I am. I really love to use my calendar a lot.

I use it for structure and I use it for accountability. I like to have the next level of organization oftentimes after the understanding, the intentions and the priority. And so where you can go next with this, we won't do it on the call together today, but you've got a worksheet for it. I think I actually included the worksheet in an

earlier module for you, but I'm going to... I'll include it again today, is to create an ideal schedule based on the bullseye that you just created. An ideal... I like to do it in a week chunk. So an ideal weekly schedule, and that can change. If you have different weeks, you can have rotation week one and week two. Obviously it doesn't count for every week. Vacations or when I teach a retreat, I'm off of my ideal schedule, but you can have a guiding light ideal week.

And this is something that I find incredibly helpful and I would not like I can tell you for sure, for sure, for sure. I would not be able to do all of the things that I do in my life and in my business, and also have time left over for my salt work and all the things, if I didn't have the ideal schedule and the blueprint that goes with it. So I'm going to just lay it out for you. Feel free to use the law of adaptation for yourself. This is just one way of doing this, but every person and each one of our clients need a little bit of a different way. So like when I support my clients to work on their ideal schedule and on their blueprint, it looks a little bit different for each person based on how their brain works and how they like to work with structure and accountability and all of that.

Basically the idea of the ideal schedule is that you're going to take all of your priorities and fit them into an ideal weekly schedule. So that the purpose of this is so that the things that are most important to you don't get swept under the rug. Until I did this, the full work for me was getting swept under the rug because like Ann said a few minutes ago, it's like, if you don't have this kind of intention, whatever's right in front of you becomes the top priority. Right. And then you're never discerning. What's actually most important, but instead just tending to what's right in front of you, that's when things stop feeling productive, but more importantly stopped feeling meaningful and satisfying.

So the idea with ideal skills. So basically what you do is you can make a chart either Monday through Friday or the full week, Monday through Sunday or Sunday through Saturday. However you think about your week. I always think about my week, starting on Monday, if you know, some people like to include weekends, I don't in mine, but if the weekend feels like an important part to include, definitely include all seven days. And then for me, I, I divide. [inaudible] I've got the, the columns of each day and then each row... It almost looks like a calendar, right? Is that is an hour. For me, the hours start at 8:00 AM because for me personally, anything before that is uncivilized and they generally end at 5:00 PM. But again, make it work for you, whatever is going to work that's for you. Okay.

And then once I have that, I start with what's in the center of the bullseye. Now, again, what's in the center, doesn't have to take off with the most time, but we want to give it priority to put it into our calendar first so that it gets the time that it needs. It doesn't get like squished because we've already put the less important things in first. So you're, you're going to take the things in the middle and put them in your calendar first. So, you to use Lisa as example, I forget the two things you said you were going to.

PART 2 OF 4 ENDS [00:46:04]

Joanna: ... so to use [Lissa] as example. I forget the two things you said you were going to put in the middle. I just remember the sovereignty. It might be daily that you want to connect into your sovereignty or two times a day or two times a week, whatever it is, but you're going to choose the times and the days and how long and put that into your calendar first. And then you move out to the next string and the next string and the next string.

Now, you may run out of time by the time you get to the outermost ring. I'm not going to pretend like that might not happen. If you do, you've got two choices. Well, you've got three choices, actually. One is to say, "Okay, this is a priority. I can't not have this on my calendar." And then you go back and you rework some things so that you can fit it in. Choice number two is, "Huh? Do I actually really need this on my calendar? Maybe it's not as much of a priority. Maybe it's more of a should or a half to than a need." If you decide that it is a need, but you just can't make time for it on your calendar, then the third choice is to look at delegation or other ways of getting it done. We'll get to that in a little bit on this call.

So the ideal schedule for me... I'm not a robot, nor are you. I don't stick to it a hundred percent. I don't even stick to it 90%. I don't know what the... It's a high percentage. I end up... My client days are Tuesdays and Wednesdays. I like to have a lot of my time on Mondays and Thursdays for writing and development and that kind of thing. But every now and again, I'll stick a class or a client call on a day that's not Tuesday or Wednesday. Right? Just because the call has to happen and it's got to go somewhere. Right? So the idea isn't about following it a hundred percent of the time, but it's about using it as a guiding light.

Now, as I've mentioned before, I think in our strategizing module, I like to take this a step further and blueprint. I described blueprinting in that module. I'm not going to go through all of it today, but the basic idea... You've got a worksheet for

blueprinting in the strategizing module. The basic idea is the way that I make my ideal schedule even more effective and work for me even better is I plot out each month, for work, what are my goals? What are the things that I want to accomplish? And then I fit them in week by week to the weekly schedule. So for example, every Monday from 10:00 to 1:00, I might have writing in there, but I'm not very specific, like marketing writing. Right? So depending on the project, of whatever time of year, it's going to be a different type of writing. Right? So I'll put that, I'll get real specific in there.

Okay. We've still got a lot more to get through on this call, but let me just pause here because I just went through ideal schedule pretty quickly. Any questions on ideal schedule? Star two?

You'll sometimes have a client that is totally and completely opposed to having structure in their lives. They're like, "The schedule makes me feel boxed in." Right? You might be sitting there feeling that right now, I don't mean to make fun of it. If that's the case, there's a couple things that you want to do. So number one, oftentimes people that feel like schedules box them in, there can be some awareness created that actually having the structure creates more freedom. Right? So you can kind of go down that line.

But we want to always remember, again, that what's right for one person is not necessarily what's right for the next. Check any filters that we have, right? Because there are some people where a full-on ideal schedule or blueprinting isn't going to be right for them. Right? And then it's just about strategizing and tweaking and figuring out what is going to really support them to live out their bullseye. And for some, it might just be every morning they create a bullseye for the day, right? Or they look at their bullseye and they get clear on what are the things that they want to be spending their time on? Or whatever it is, it can be so many different variations. So we want to check our filters, but also support those people that just don't want to have anything to do with a tighter structure.

Okay. Couple other tools, outer tools, that are really when it comes to time and creating more time and feeling like you're living your life and your work and your projects in the ways that you want to. So the next tool, I call it distractions work. And basically, I'm sure you can guess what this is about, but we all, just because of modern life and other reasons, get caught in distractions and those distractions take up our time and our energy without us giving conscious consent to do so. And that last part is really important. That's why creating the bullseye is so important because when we're not clear on the priorities and the values and how

we want to be spending our time, our time still gets spent. Right? But we haven't given consent, in a way. I mean, on some level we have, right? But it's not consciously how we intend to spend our time. And, for as focused as we can be because we're human beings, we can get distracted.

There's a lot to say on distractions. I'll actually share with you guys. I have kind of a fuller training on distractions. I'll share that recording with you in the member center. But for today, there's two types of distractions that I want us to take a look at. So one of the categories... I kind of have different categories of distractions. So one of them, I call them major distractions. So a major distraction is something that's almost like a one time event that ends up stealing time and energy from us consistently.

So what I mean by that is, let's say you drink coffee every day and your coffee maker breaks. It's a one-time event. But you don't bother to get it fixed or to buy a new one. Over time, every day you're finding a different way to make coffee or having to go out of the house and buy coffee or whatever it is. That's a distraction. It ends up taking time and energy without your consent because you haven't fixed the coffee maker or bought a new one.

Or another example of this, and I've fallen into this next one, is certain things online that need accounts. The first time you do it, it takes a few more minutes to actually formally create an account. Like if you're buying something online. Or you can just do like the quick check out as a guest, which I almost always choose, which seems like it's saving me time in the moment, so I don't create an account. But then every time I go back to buy the thing or to enter into the software or whatever it is, I have to start from scratch instead of just typing in a password and being done with it. Right? It's something that I could have done once, it's like a one time thing. But because I didn't, it consistently robs time and energy from me without my conscious consent.

Or if you have a light bulb that needs to be fixed, right? And you don't fix it. You haven't changed the light bulb. Until you do, every time you try to find something in that closet or whatever it is, it takes longer or it's frustrating or whatever it is. It consistently robs time and attention without your consent.

So if you or you're supporting a client, if you're looking to clean up your time and your energy, a great exercise to do is to make a list of major distractions in your life. This can be also emotional, like time emotional too. Like that family member that, because you haven't set the boundary, takes up a lot of time and energy.

Again, it is with your consent, but consciously it doesn't feel like it. Right? That's a major distraction as well.

The other type of distraction that I want to just take a look at today, I call daily distraction. So the daily distractions are more the things that we're addicted to that without our consent take our time and energy. The things that we're addicted to that without our consent consciously, because on some level we are consenting, take our time and energy. If you are checking social media all the time, that's a daily distraction. If you're constantly checking your email, that's a daily distraction. That doesn't mean that social media or email can't be a priority, right? Like for me, they're both important parts of my business, so I give them a time and a space every day in my ideal schedule. When I start to disregard my ideal schedule and start checking social media or email in times that I hadn't designated, I ended up getting a lot of time and energy robbed from me.

Now, again, I'm not a robot and I can tell you every single day I check email or Facebook at least once at a time, that's not designated. But then there are other times where I really let it go and I check like constantly, right? That's when I have to start cleaning up. So obviously there's inner work to do with these things because they also have an addictive nature to them. And in the recording that I'll share with you, I go much deeper into it. But I just want to bring it to your attention on our call today.

So just take a moment right now and write down what's one major distraction in your life, like the broken coffee maker or that kind of thing. And then what's one daily distraction in your life. If every time you go to write a newsletter, you end up getting three snacks during the course of that hour, probably you're not that hungry, but it's a distraction. Right? So what's the one major distraction in your life and what's one daily distraction.

(silence)

Next outer tool that can be really helpful, I started to mention it earlier, has to do with delegation. So as I said earlier, they are going to be things that are priorities in our life that we may not actually have the time for or be willing to make the time for. When that's the case, if it truly isn't a should or a half to, there are some times where that's the case, then we want to delegate. And I will just say, by and large, especially if you are a woman, human beings in general, and then particularly women tend to under-delegate. Human beings in general, no matter who you are, and then women in specific tend to under-delegate. We take on some role inside of ourselves, either the superhero role or the martyr role,

whatever it is, choose your shadow, right? Whatever it is that leads us to not ask others to help us.

And so this can be a big inner work piece, first and foremost, to relinquish control over certain things. Right? Sometimes it's a control thing. I know for me in my business, for a long time it was hard to delegate things because of control. Sometimes it's a pride thing. Sometimes it's a guilt thing, right? So oftentimes, I'd say nine times out of 10 with a client, there's going to be some inner work that goes along with the delegation work.

But if you've got a client that just consistently is either falling short on time, feeling like they don't have enough spaciousness, or is consistently not getting to all of the things in their life that is a priority for them, this is a good tool to without. And so the way that you would do this is... And I recommend that you do this. I do this once a year. ... is to follow yourself for three days. Three days, follow yourself, track yourself. And when I say follow and track yourself, what I mean is keep a running list of everything that you do. Now, this can be in your life in general, if you want to do it that way, or this can be specifically when it comes to your business or your work. I usually do this specifically when it comes to business. So for three days, any time that you do something new, when I say new, that's not already on the list, you write it down. And detailed, as detailed as possible.

So in the past I've written down things like answer client emails, edit client copy, answer emails about blah, blah, blah, prepare... Right? Like all the different things, every single one of the things. And once you've followed yourself, first of all, it's just going to be eye opening to track yourself for three days and see all of the things that you actually spend your time with. Do that. And then look at your bullseye and, like, mind blown, right? Especially when you start doing this work, to see how different your actual life is than how you want it to be. But it's helpful because it will help start to move you towards the ideal. We never totally achieve the ideal, but it'll help move you towards it.

So once you've followed yourself for three days, and you have this long list of everything that you do. You're going to go through everything in the list, and you're going to mark each item on the list in one of four categories. So each item that you've written down is going to end up in one of four categories. Category number one is continue to do it as is. It's working great. You want to be doing it. It makes sense. Continue as is.

Second category that it might fall into is you want to keep on doing it, but you want to do it more efficiently. It should be done. You're the person that should be doing it, but it needs to happen more efficiently. And we'll talk about how to get things more efficient in a second. But that would be the second kind of category that an item could fall into.

Third category is, you know what? No need to do this anymore. So back to my business, at one point I made this list. This was... I wasn't doing this anymore. I kind of made a list of everything that the team was doing once. And we were doing article marketing. I had somebody on the team dedicated to just taking my blog articles and posting it. They're not as popular now, but like five, eight years ago, different article sites. And I realized I hadn't gotten any business from the article marketing on these different sites ever. And it wasn't a good use of resource anymore at all. Right? So there's some things that you're going to realize there's no need to do this anymore, and that all get marked that way.

And then the fourth category is, this is important. I want this to continue to get done, but I'm not the person to be doing this. Right? So a couple of years ago, I came to that point when I realized that it no longer... It was actually long overdue. It no longer made sense for me to do the dishes and the laundry and even some of the cooking prep in my home. I had reached a certain level in my business where I could absolutely delegate that out, and it was robbing me of precious time to actually spend with my children. Right? So for you, whatever it's going to be for you, but are there things that can be delegated out?

And then once you've got those four categories, you proceed according to them. You're in a much better place to make decisions about how you're going to move forward and how you're going to use your time. And one thing I just want to say, not all delegation needs to cost money. Right? So John and I got to a point where I started to delegate out dropping off the kids at school-

PART 3 OF 4 ENDS [01:09:04]

Joanna: ... out dropping off the kids at school every day, delegated it out to him, right? We got to a point recently during the pandemic, I did start to do the dishes again. And I got to a point where I was like, "Wait, I have an 11-year-old in the house. She can do the dishes." Right? And so that got delegated out to her. She's about to have her laundry get delegated out to her. Maybe you're on some kind of

committee and there's a task that's taking up a lot of your time that's just really no longer aligned with you. Can that get delegated out to somebody else?

I'm going to share one more thing and then I'll open up for questions and anything else that you need. For the category of, I want to keep on doing this, but I want this done more efficiently, or if you've got a team and your team is already doing it, but you recognize that it's important, it needs to stay on the roster, but it's just taking up way too much time and energy. Then that's a place where it really pays to put a little bit of thinking and strategizing in to make the thing more efficient.

For example, let's say you have a newsletter. Let's say you have a weekly newsletter or a monthly newsletter. And you know that you want to keep that, but it's taking up a ton of time every week. So that's something that you want to keep, but you want to make it more efficient. So a good way to think about it is, how can I systematize this task more? How can I create a system here? Because systems can create efficiency. Systems create efficiency.

I'll give you a personal example and a professional example. Or actually, we'll start with the professional since we're talking about the newsletter. So in the case of the newsletter, the system might be that at the beginning of the month, you spend a half hour deciding what the topics of the next four weekly newsletters are going to be. Right? Because maybe a lot of time is spent on like, "Oh my God, what should the topic be? I don't know." Right? Create an editorial calendar for the month or for the next three months or whatever it is. Right? That's step one of the system.

And then maybe step two of the system is you write a first draft, and you know that the first draft is always going to be done a week before the newsletter goes out. And it's okay if it's messy and you're going to give yourself an hour to write the first draft. If you want it to get really detailed into a system, you could even create a system for the different parts of the article. Right? That could kind of get a little tiring at some point but you could do that as well. Right? And then part of the system is when you're going to edit that first draft. And then part of the system is when you're going to enter it into the newsletter program. Right?

A personal example from personal life is maybe food shopping takes up a lot of time. Obviously food shopping needs to be done, but maybe it needs to be more efficient. Right? That's what happened in our house. And so I created a system. One day I took the time... And systems, they do take time on the front end, but then they save so much time after that. I took some time to create a document

that had any food that we regularly or semi-regularly eat, with the brand and the whole thing. And I went through my refrigerator, I went through my pantry. And I just made a list of every possible thing. And now every week, usually on Sunday night or Monday morning, if I'm not organized on Sunday, I print the list out and I go through and I circle the things that we need for the week. And it's just so much quicker.

At some point I organized that list according to the aisles supermarket, and then it got even more efficient. Right? Related to that, with dinner, at a certain point, I systematized it at the beginning of every week. I make a list Monday, Tuesday, Wednesday, Thursday, Friday. I create a menu at the beginning of the week. And so that just has made everything so much more efficient.

So take a moment. And just for now... You'll have a better sense once you follow yourself for three days and write down everything that you do. But for now, what's one system, personal or professional, that you could put into place for yourself? A place that it's a want to, a desire, you know you're going to keep on doing it, but it's really not working as efficiently as it could. It's taking up more time and energy. And sometimes time and energy isn't the actual time that it takes, but it's the amount of time that you're thinking about it, even when you're not doing it. Right? What's something that you want to make more efficient, a system that you can put in place?

(silence)

All right. So a part of your homework is going to be to actually create a system for whatever that thing is. I don't recommend in one week trying to create 15 new systems for all the things that aren't efficient, it's going to drive you nuts. Do one by one, like one a week or two a week, or whatever is right for your pace. Don't do it all at once. It'll drive you bananas and you'll end up frustrated. Because sometimes it can take time to implement a system, right? Like I said, it's more time and energy on the front, but then consistently it makes everything much smoother.

All right. So in a moment... Well, first of all, take a moment and write down, what are you taking away from our call today? What are you seeing? What feels important for you?

(silence)

Okay. In a moment I'll open up for questions and takeaways, and we have a little bit of time today so any q's that you have on anything, I'm here, so ask me. But let

me give you your homework. So number one, whatever system that you identified as ready to be put in place, work on that. Do the delegation exercise, work on an ideal schedule and start to think about blueprinting if that's been on your mind and you haven't put that into place yet. I'll also share the supplemental recording on the distraction.

And if you're working with a coaching partner in your next session, combine last week's class with this one, right? So like I said, at the beginning of this class, when you're working with time, there's always inner and outer. Right? And they really go together. So focus in either on a larger time issue, like we just don't have enough time. Right? And your partner can practice inner and then using some of these outer tools, whatever feels most appropriate. Or it can be a more detailed question, like I never have time for X. Right? And your partner can practice using the various inner and outer tool for that.

Joanna: Thank you. All right, everybody. I hope that you enjoy doing the work this week. As questions come up, please just let me know, post them in the group. I want to hear how it goes for you and hopefully I'll be with many of you on Thursday for our next steps call. If not, I'll connect with all of you next week. Have a wonderful rest of your day. Bye.

