**21.08.2024 - Video\_Transcription**

[Attendee 6] (0:08 - 0:11)

Hello. Hi everyone.

[Attendee 1] (0:11 - 0:12)

How are you?

[Suzanne Elsey] (0:13 - 0:15)

I'm good, thank you. Good to see you.

[Attendee 1] (0:15 - 0:16)

Yeah, really good, thank you.

[Suzanne Elsey] (0:17 - 0:41)

Good to see all the familiar faces I haven't seen for a while. Hello. If you put more people in.

I'll give it a couple of minutes just to let a few people jump on as well. Hopefully everyone's right. Having a good week so far?

[Attendee 1] (0:41 - 0:42)

Wonderful.

[Suzanne Elsey] (0:43 - 0:49)

Good. Excellent. All coming in now.

[Attendee 1] (0:51 - 0:53)

Here they come, on time as late.

[Suzanne Elsey] (0:57 - 1:01)

Sometimes it's just hard to get off the phone, isn't it, as well. Always find that.

[Attendee 1] (1:02 - 1:04)

Yeah, Kay's having that problem now, just kicked her out.

[Attendee 3] (1:08 - 1:08)

Hi everyone.

[Attendee 1] (1:09 - 1:12)

Hi, how are you? Hi Andy, how are you?

[Attendee 3] (1:13 - 1:19)

Good. Busy. Kids keeping me busy.

When are you never busy? I don't know.

[Attendee 1] (1:19 - 1:21)

You're a million miles an hour all the time.

[Attendee 3] (1:22 - 1:31)

Yeah, my brains just seem to run too quickly and think about things lots of times. So, yeah, I need to slow down. Cool.

[Suzanne Elsey] (1:36 - 1:40)

I'll give it another minute or so, let everyone in. Hi Greg, how are you?

[Attendee 7] (1:40 - 1:42)

Hello. I'm good, thank you. How are you doing?

[Attendee 6] (1:43 - 1:44)

Good, thank you.

[Attendee 7] (1:45 - 1:45)

Hi guys.

[Attendee 6] (1:46 - 1:46)

Jackie.

[Attendee 7] (1:46 - 1:53)

Well, I'm on my mobile phone now and I can't see everyone, but hello to everyone who's in the room today. Online everyone.

[Suzanne Elsey] (1:55 - 1:59)

Are you running the show? I am. I'm running the show.

[Attendee 7] (1:59 - 2:01)

Amazing. Well, we all are.

[Suzanne Elsey] (2:01 - 2:08)

You've got power with me today. Who's all excited about speaking at presentation day?

[Attendee 6] (2:09 - 2:09)

Yeah.

[Suzanne Elsey] (2:10 - 2:12)

Yeah, I knew you would be.

[Attendee 6] (2:16 - 2:17)

Everyone else is going, no.

[Attendee 7] (2:17 - 2:18)

You didn't have to wait too long for that one.

[Attendee 6] (2:21 - 2:36)

Yay. There's going to be people, whether they're in this room or not, that are like, I just don't want to do it at all. Anyone don't want to do it at all?

Oh, that's wavering, wavering. Yeah, yeah.

[Attendee 8] (2:38 - 2:49)

You can record everything. Yeah, but you can record everything and give it to like, you know, GPT, one of those agents, and they will just present it for you, record and send it off to the group.

[Suzanne Elsey] (2:50 - 3:25)

Well, it's not quite as good as that, to be honest, because there's not too much text. Most of it is, is more about how you're going to articulate it yourself as your story rather than getting loads of text on your presentation. And so I'll start because I think most people that are going to jump on are probably on and if anyone comes in midway through, I can just let them in.

So is everyone, firstly, have you all got the two slides that you need for your presentation?

[Attendee 7] (3:26 - 3:28)

Yeah, I'm pretty sure. Yes.

[Suzanne Elsey] (3:28 - 4:14)

Yeah, all got that. Perfect. So they've kept it very simple.

Obviously, you've got your strategy day stuff. So you have your targets that you wanted to hit, etc. Whatever they are, they're very personal to you and that's fine.

So this is really a recap of everything you set up for yourself from that moment and where you are at now. And did you execute it? Are you part, maybe you're part way through, maybe things are moving, maybe they haven't moved.

Maybe you've changed your mind over something. It's all fine. Ultimately, it's not about ticking everything.

If you have, wonderful. But if you haven't, that's fine too. And this is basically your opportunity to explain that.

[Attendee 1] (4:16 - 4:33)

That's the thing, isn't it? Because we launched our annual general meeting in April. That actually is only five months.

So technically, we're not even half way through achieving our targets. People want to know how we're doing against our targets.

[Suzanne Elsey] (4:34 - 4:52)

I know. So the thing is, and to be fair, we've really had to pin Adam down this year because we were all thinking, well, it's January to December. That's a year.

And actually, it's not. It's January to September. So the targets you're setting really should be January to September.

But they don't make that click.

[Attendee 1] (4:53 - 5:00)

April to September. We're not delivering the targets to our team until April.

[Suzanne Elsey] (5:01 - 5:04)

No, but your personal and professional ones are on you, aren't they?

[Attendee 1] (5:04 - 5:07)

Personal ones will be different, won't they? Because they'll be set in January.

[Suzanne Elsey] (5:07 - 16:18)

They'll be different. But yeah, so you might have set that up for a year. So whether it's starting January to April, whichever, you're probably only part way through.

But this is still a good recap, if nothing else. And basically, this is nothing to overly worry yourself over. Don't get all emotional about the fact you've got to speak in front of people and things like that.

You know, this is just you talking about what you've done over the year. And I think the best bit of advice I got, I did my presentation and I was on Supper Club and we did it. We came in early and we presented to each other and then got feedback, which was brilliant.

Except I then spent the rest of the evening from 10 p.m. to one in the morning and then got up at five to carry on because I didn't like what I'd done. And it was all wrong. And I had to redo it because the feedback, whilst it wasn't wrong, the feedback led me to sort of completely change everything I wanted to say.

So the first one I did was very factual. So the facts were there, but there was no personality. And I think I just made it very, well, I've done this.

This is the outcome. I didn't achieve that, but that's OK because of this. But actually, when I then redid the presentation, it was more authentic.

It was more personal and I was actually quite vulnerable in my presentation because of where I was at over the course of that year. And that is that's the bit that led me to being runner up on that. So I didn't really want to speak on stage, but I did it on stage.

However, it was because people can resonate. And I think that's the key thing is explaining your year in a way that people can resonate with it. So I've got I have got some examples, although they've really streamlined what you need to to do this this time round.

So there's only two slides that you need to worry about. I'm assuming that they're going to let you add in some of your own slides, which would be great. So I can I can show you my one from last year if you wanted to have a quick look at it or I can share it with you to look at in your own time.

But the key things really are not to get too caught up in whether you've done it or not, but really try and work out how to tell the story so that other people can resonate with that story. So don't put loads of text on your slides because people will be really distracted by reading the text. And a lot of people need it to be quite visual.

Otherwise they get bored. So try and use really good images. So if you've got like before and after pictures, that's really good.

You know, so one of my targets last year, for example, was to to do my steps. So I'd set myself a challenge to do 7000 steps every day rather than a weekly target. I have made it a daily target.

And so I took a picture of my health app on my phone that showed my average for the year and how I'd hit that. And so you can you can utilise whatever evidence you can to to tell that story as well. So if you've got a before picture and an after picture of whatever your professional and personal objectives are, that's really good.

With your headline strategy, as I say, you might be halfway through the year if it's April to April. But again, if there's progress that you can document in the presentation, then definitely use that as well. And I would say when you come to doing the scorecard, let me share the scorecard with you.

So you've got your scorecard here. So here it's very black or white. Have you achieved it or have you missed it?

If you feel that you're on track to hit it, but you gave yourself a year and you're only halfway through, then put it down as achieved because you're on target for it rather than a miss. If you know full well you're not going to hit it at all because of circumstance or it's not what you want anymore, or you completely misjudged it like I did this year. I've got one in there that there's no way I could have done that.

So in hindsight, it wasn't the right thing to put in my year off. So I'll put that down as a complete miss. But if you are on target, you just haven't completed yet, then I would still put that through as an achieve.

So that's basically what you're doing with your scorecard. So those are the sort of key things, really. With your presentation, as I say, try and make it interesting.

So you've got your before and after pictures or you've got your evidence of it. Make it quite visual. Take out too much text.

If you're going to put text in, just do little bullet points and try and make it look quite nice as well. So it's easy to read if they are reading anything. And then you can put ticks and crosses, you know, a nice big green tick to say, yeah, I've done it.

A cross to say it hasn't happened. You know, all of those are really great from that visual aspect as well. And if you're even if you're not great at PowerPoint, you can add in some animation.

So you can have your sort of green tick flying in rather than it just all being there as, you know, one thing comes up together. You can actually animate it and make it quite interesting. It's actually quite easy to do.

And I'm not particularly techie. So if anyone needs help with that, I'm happy to jump on a separate call and do it or do it afterwards if everyone wants to see it. But, yeah, obviously the ticks are good.

If you're midway through something, I'd mark it as amber. So so that's all good as well. And then you've obviously got the how to present it.

So 10 minutes goes really quickly and you will get cut off. So you have to be really on point with what you're saying because you'll get cut off and you won't finish. So they've broken it down into you explain your year off.

So whatever you gave your title for your year off, you've got a minute pretty much to do that. Then your headline strategy and the objective of that headline strategy, you've got a minute for that as well. There's not a lot of time on those two.

Then you can talk about your scorecard. So if you've got your scorecard and you've got, say, a couple of misses, you can maybe talk about why they're misses. You know, like me, I'd be saying I completely misjudged, you know, having a shorter work day when actually my target is to get loads of sales.

So I've got to go all out. How can I do a short day and be all out selling stuff? So, you know, I can explain that in those three minutes or you might have a really good success in that scorecard that you want to just expand on a little bit.

You can also talk about your success or your challenge. If there's a challenge and you overcame the challenge so it became a success, you can talk about things like that. Also, you've got your biggest lesson learned.

So I took away quite a lot last year and lots of different lessons. So I tended to just I focused on two because I had time to squeeze that in. But if you've only got time for one, you can include that as well.

And then obviously you get that chance if you've had a really good deal of the year and it doesn't have to be a property deal. It can like mine last year was about my trader developer masterclass and putting that together and actually launching it. So that was classed as a deal of the year, even though it wasn't a property deal.

So there might be something, a new service. It could be just something in your business separately that you've achieved that can become your deal of the year as well. It's optional.

The deal of the year is optional. So you don't have to include that. Also, don't feel the pressure of what am I going to put in there?

You don't have to do it. And so so those are sort of my my tips, really, and just try and talk about the things that are impactful and don't be scared to be vulnerable. So last year, my biggest learning was I was getting in my own way and actually to say that to a room of like whatever, 50 people or 40 people or whatever it is, you know, was was a big thing to say it's me.

The problem I've got is me was was quite a big thing. And I think that a lot of people sort of resonated with with that sort of, if you like, learning. So and I think that's maybe most of the reason why they wanted me to speak, because it resonated with them and they they thought it would resonate with other people.

So don't don't be scared of sharing. Everyone in the room wants you to be successful. Everyone there wants to support you and encourage you and motivate you.

So use the opportunity wisely with regards to the fear of presenting. Don't don't worry about being on stage, you know, because the majority of people won't be on stage. Just think about you're talking to a small group of people initially and you're just explaining what you've done in that year.

So so don't panic about the presentation stuff. It's just about you being authentic. And so there's my sort of top tips, but I'm sure everyone's got different questions.

So I thought it was actually better for you to ask me the questions that you have. So if you can put your hands up, raise your hand or whatever you can do, and then we'll go around in order and any questions that you've got or any technical things that you might want or, you know, any problems you're having with it, I can then answer them for you. And if I don't know the answer, I will find it out and come back to you.

So obviously, pick your hand up if you've got some questions. Yeah.

[Attendee 4] (16:19 - 16:41)

Thanks for that. Just just wanted to share something that was going through my mind as you were speaking, how I was feeling and I don't know if others may relate to it. So my initial feelings are, you know, this is a competition, which which I'm going to say it isn't.

But that's how you could start to think about it. And that kind of makes you feel like it's a competition.

[Attendee 1] (16:41 - 16:42)

Let's just put it out there.

[Attendee 4] (16:44 - 17:03)

But but so there's that aspect to it. But the real the real win or the real value, I'm guessing, is in taking the time for yourself to go and reflect and really think about all of the things that you've learned or that have happened throughout the year. And so then you're you know, that's the real win, isn't it?

I mean, and then whatever else is whatever else.

[Suzanne Elsey] (17:03 - 18:08)

Yeah, that is the win, because very few entrepreneurs look backwards. And obviously we do it at the beginning of every year on Poverty Entrepreneur because it's a task. But actually, we never really go, well, you know what?

I've actually achieved quite a lot this year. Well done. Pat on the back.

So, you know, celebrate that success. We don't. We're like, I've got to do this.

I've got to do that. I want to get to this. And we're always pushing ourselves and driving ourselves forward.

So it's a really good opportunity to review what we've done, what we've achieved. Work out where maybe we didn't quite hit the mark and why. You know, like for me, that was that might be my objective in the future, but it certainly wasn't going to work for this year.

So it's then about you can hone in when you come back to winter and you're looking at what your goals are for the next year. You can work out what went well, what didn't, what do I want for next year? And you're then already sort of almost heading into winter.

You're already starting to think about those things. So, yes.

[Attendee 4] (18:08 - 18:10)

Don't say winter yet. Not yet.

[Suzanne Elsey] (18:11 - 19:13)

I know it's coming quite fast. Yeah, you're 100 percent right. It's not a competition.

Yes, you might want to win that trophy. And great if you do. But actually, this is your personal journey.

And and yeah, you've hit the nail on the head. Some people will want to hide under a table and not speak at all. And other people want to be out there winning it and on stage and, you know, doing their thing.

But actually, this is more about you recapping your year for your own benefit. And when you actually say the words out loud, you know, it's gone out to the universe. I don't know if anyone's into that stuff, but I am.

And there's stuff out there. And whether you're part way through your journey or whether you've hit your target doesn't matter because it's an ongoing thing, isn't it? Yeah.

So don't panic about that. That's all right. Who else has got some questions?

[Attendee 2] (19:17 - 19:33)

Christine. So I unfortunately I missed the first few minutes. But so do you recommend that we take our slides that we presented and then just comment on them?

[Suzanne Elsey] (19:34 - 22:24)

Yeah, that's a really good way of doing it. So obviously your strategy day was setting you up for the year. So if you go back to your strategy day, you can then go.

So so for example, your your three personal objectives. Did you hit them? Yes.

No. Halfway. So red, amber, green.

If you've got photos that evidence it. So, for example, one of mine this year was touching my toes. So I had I had a photo of a lady that can touch her toes brilliantly.

She's beautifully like, like arched over, like can't even imagine getting there. But anyway, so it's a beautiful picture of somebody else. And then there was a picture of me with Adam measuring how far off of the ground my hands were, tops of my fingers.

And that was my starting point with the measurement and the photo. And I literally got my son to take a picture on Monday so I could finish that slide off to show where I'm at now. So I've gone from 32 centimetres to five off the floor, but I'm not, but I'm not a nice up and down.

I'm like curved. So I'm not quite like the photo I wanted to be. However, the stretching, the exercise that I've done this year, which was my target, it has definitely got me closer to it.

So I've actually cheated. And instead of like an amber or a green, I've actually combined the amber and the green and I've just sliced it. So I'm almost a green, but technically it's an amber because it's not quite there.

So you can do you can do things like that. And then it's animated. So actually the aspiring photo comes up first and then the photo of where I was at and the measurement comes up next.

And then the photo I'm at now comes up with the measurement. So you can animate it so that as you're talking, they're not looking at everything. They're looking at the thing that you're talking about.

So things like that. But yeah, you can on the photos you've already got, that's where you would put your ticks or crosses, etc. And then evidencing it how you can as well really helps people to visualise it and see it.

So how many slides did you actually have then? Use the ones in your strategy day. If you've got more than one business, you're probably not going to have time to talk about all of them.

So maybe pick the one that was either the biggest challenge or the biggest result or the one that was your main 70 percent of your time. Or yeah, just pick one business basically. Andy.

[Attendee 3] (22:26 - 22:42)

Following on Christine's questions then. So am I correct in thinking in the original strategy day slides, we've got like distribution of focus, reward, those things. Can we just cut it all out and just cut that out?

[Suzanne Elsey] (22:42 - 23:05)

Yeah, I mean, you can leave it in if you want. So some people, the distribution of focus was a big thing for them to make sure their time was best spent where it needed to be spent. So that might be something they actually want to talk about.

If that's not one of your main focuses, feel free to skip over it completely if you wanted to and focus on the bits you want to talk about.

[Attendee 3] (23:06 - 23:07)

Yeah, I'm just conscious of some people.

[Suzanne Elsey] (23:07 - 23:11)

That's a big, you know, a big thing that they want to focus on.

[Attendee 3] (23:11 - 23:14)

Conscious of time of 10 minutes goes by so quickly.

[Suzanne Elsey] (23:14 - 23:15)

It goes really fast.

[Attendee 3] (23:17 - 23:23)

And I guess we have to bang out all the main points that we want to talk about. Yeah.

[Suzanne Elsey] (23:23 - 24:37)

I mean, when you think your introduction to your year of and your actual headline strategies and your summary at the end, that's five minutes gone just on those three things. And that's before you actually go into any detail on your actual objectives and targets as well. So that time goes really fast.

So it is important that you practice. You know, do practice this time yourself because you'll actually be really surprised how much you have to cut out. And especially if you're one to go off on tangents as well.

So you don't necessarily have to script it, but try to work out what am I fitting in? What do I really need to get across and say? And what can I maybe gloss over as a quick summary?

And then, yeah, practice, time yourself, practice a bit more and really get it quite slick, because the last thing you want to do is go, oh, what was I going to say next? And you've wasted like 30 seconds because you've sort of lost where you're at. So, yeah, that's something that you do need to practice.

[Attendee 3] (24:37 - 24:42)

I'm not sure if I've got much practice time. I'm on holiday this Sunday in Turkey for a week.

[Suzanne Elsey] (24:43 - 24:53)

Just driving in the car, sitting by the pole, just run through it in your head and just quickly time yourself on your watch. You'll get an idea.

[Attendee 3] (24:54 - 24:54)

OK, thank you.

[Suzanne Elsey] (24:54 - 25:33)

That's what I do a lot is when I'm practicing my presentations and stuff that I have to do, especially time dead slots and things like that, I do. I literally have my slides. So I know what my slides are and what I'm trying to get across.

And then I will practice it in my head, just quickly glancing at my watch and talk it through and then keep practicing it in the car and stuff. So you don't have to have dedicated time. But if you're sort of sitting by the pool or something, you've got five, five, ten minutes to just sort of go, right, let's just see how long this takes.

You can do it that way.

[Attendee 3] (25:34 - 25:41)

Thank you, Christine. You mentioned you've got your slide. Can you share that out to the group then?

[Suzanne Elsey] (25:41 - 25:42)

My slide?

[Attendee 3] (25:43 - 25:47)

Yeah. So that we've got an example to look at. Yeah.

[Suzanne Elsey] (25:47 - 26:00)

From last year. Last year. Let me find it.

Oh, yeah, I can share it later. That's fine.

[Attendee 3] (26:00 - 26:00)

Yeah.

[Suzanne Elsey] (26:00 - 26:14)

Yeah. No problem. Have you got my if I give you my mobile number, if you WhatsApp me and then I can WhatsApp back.

Do you want to share it with me because you've got mine and then I'll put it in the group.

[Attendee 9] (26:14 - 26:14)

Oh, yeah.

[Suzanne Elsey] (26:14 - 26:50)

You can stick it in the group. Yeah, perfect. I'll do that.

Thank you. Yeah, because then obviously you can have it. I'm not saying mine are great, because as I say, I was rushing from 10 o'clock in the evening to one o'clock in the morning and then a little tweak in the morning as well.

So they're not slick by any stretch of the imagination. I actually had a graphic designer do the first lot and then had to redo them. So they're not slick at all.

However, it's more about the story that goes alongside the slide. Yeah.

[Attendee 2] (26:51 - 26:57)

So Christine. So with that in mind, what was your story then?

[Suzanne Elsey] (26:59 - 33:49)

So I'll quickly share my screen. Obviously, if anyone needs to jump off, you know, feel free. I can quickly talk you through it.

So my year of last year was clean slate. I had debt left over from some problems in my business that meant I couldn't pay myself. So I racked up debt on three credit cards and various other things.

So I needed to obviously focus on the debt. I also my health was appalling. My weight was appalling.

My diet was appalling. There were various things that I wasn't happy with. So the clean slate was basically to draw the line and start afresh.

So my personal objectives, I did say my slides were ugly because I'm not a pro at this. But these were animated, so they do fly in. So the first one was to shape up.

So minimum of 7000 steps. So I did that. The eating healthy didn't do last year at all.

It was appalling. And then I just evidenced the steps so that you could see like my daily average, etc. Then the personal objectives was a charity walk that I did in the mud.

It was disgustingly slippery, but we had to laugh. So we raised money for charity. Then it was mindset.

It was all about actually controlling my stress and doing daily meditation. The daily didn't happen, but I was doing more of it. And I used this particular meditation strategy to do it, which I'd done pre-COVID.

Then the personal objective was going back to black. So I wanted to clear the credit card debt and the overdraft and get my cash flow sorted. So cleared the credit card debt and I showed just a picture of like the zero balance.

And obviously I didn't achieve that one. So you can see it's not about ticking them all. It's about what steps you've taken towards them.

With our professional objectives, I wanted to build our assets. That's a picture of us completing on a purchase and finishing those properties that we built from scratch. And then the next one was cash flow is king.

So it was about making sure I had a monthly income regularly and how that was going to work. I'm introducing our masterclass in order for that to work. Then I was an area director for B&I and we would launch new groups.

So I had a team of direct consultants that worked with me. So it was about everyone pulling together or going in the same direction. And we actually won awards for that at our conference.

And that was my lovely launch team. I've lost a few people now. I've also stepped back as area director and I'm now just the launch director, which means I've got less responsibility.

But that's because I needed to do that for this year. So that was part of that. And then to get the first draft of my book written, which I'm now on draft three.

So it's still progressing. And then the biggest challenge was me. You know, whether that was self-worth, self-respect, self-love, self-confidence is all of them.

Everything. Posture syndrome, everything. Fear of being judged.

And it's just a constant thing I've got to work on because I don't think it'll ever disappear. But it was facing that last year was uncomfortable, really, really uncomfortable. And so and explaining that was, you know, felt far too open.

And then biggest lesson learned for me last year was the project management fee that we pay ourselves out of our bills. Wasn't cash flow. It's profit because it's not regular.

And actually learning that last year was pivotal for for me to really sort of get my finances straighter. And then professional successes I ran through, which was launching three new chapters and winning the award, adding three properties to the portfolio and finishing the first draft of the book. And the personal successes were actually realizing my why.

The first time we did that, I'd put myself at the end all the time. It was all about the business and the family and everything. And I think I'd got into this mindset of, well, I won't actually get what I want.

So, you know, how do I why even think about it? And so actually realizing what my why was was actually quite a big thing for me. I'd already hit my goal from the age of 15 at the age of about, I don't know, 30, 28, 30.

And then I had this big gap of like, what am I going to do next? And I felt a bit lost for a few years. So for me to actually realize my why properly really helped me focus on what is my next big dream.

Doing the steps, getting comfortable with how I look and sound for social media. That's been massive, absolutely massive for me. And it's actually been a game changer for this year.

We've got more posts going out. I've never been videoed and photographed as much in my life. Can't say I like it.

However, I'm doing it. A burning face and everything. And then I did my deal of the year, which was the Trades Development Masterclass with the projected targets.

And actually, my year was not the year I got everything I wanted. But I really began to appreciate everything I did have. And my reward was supposed to be a really nice, exotic holiday.

But instead, I was on Hive Beachfront and Whitstable Beach. And it was all about family, our puppy, etc. And my grandchildren.

So that was my presentation, really, in a nutshell. So it's about telling the story, the journey you've been through. And those things that have been pivotal for you.

Hopefully that helps. Cool. Any other questions?

Oops, who said that?

[Attendee 1] (33:50 - 33:51)

I said it was great. Thank you very much.

[Suzanne Elsey] (33:51 - 34:02)

That's all right. No worries. Obviously, yours, I'm sure, will look far more attractive than mine did.

But as I said, I started again. It was very basic.

[Attendee 1] (34:05 - 34:16)

I think the key points that I've taken out is this is all about the story that you're telling for your year. Rather than making some slides to say what you're going to do for the year.

[Suzanne Elsey] (34:17 - 34:30)

I don't know if you've ever heard the saying. Stories sell, facts tell. Think of this as your story.

And that's what will resonate with people.

[Attendee 1] (34:31 - 34:33)

Yeah, absolutely.

[Suzanne Elsey] (34:33 - 34:48)

Yeah, whatever your outcomes, they're personal to you. And obviously, it might be something if you haven't achieved it and you want to still achieve it, you put it into next year. That's fine.

But yeah, it's all about the journey.

[Attendee 4] (34:49 - 35:00)

It's funny, isn't it? How for the individual, but equally for the audience, we're probably going to learn way more from the people who haven't achieved everything. Someone who just says, yeah, I've done it all.

[Suzanne Elsey] (35:00 - 35:24)

Well, this is it, isn't it? Oh, yeah, you've done it. You've done it.

You've done it. You know, you sort of get a little bit like, OK. But actually hearing the challenges and hearing those results and I didn't hit it because, you know, and it's not an excuse.

It's just facts and reason. But actually, I think, you know, it does make you human. What was that?

[Attendee 1] (35:24 - 35:26)

I mean, I have to think of some shit that I haven't done.

[Suzanne Elsey] (35:30 - 35:33)

So you've got tics against everything, have you?

[Attendee 1] (35:34 - 35:38)

Well, not quite. But I think I want to think up some more stuff that I haven't done.

[Suzanne Elsey] (35:39 - 36:17)

I'll just go back to your presentation and basically review that, update your slides accordingly and pick out those things that you think are the game changers for you. The biggest challenge, biggest success or biggest learning. They're the key ones I would focus on, because as I say, you've only got five minutes really to do your actual objectives and tangible targets.

So, you know, by the time you've done your introduction and your summary of your scorecard, you haven't got much time left, really.

[Attendee 4] (36:18 - 36:26)

Yeah. Come more as Clark Kent instead of Superman. My suit.

[Attendee 1] (36:28 - 36:32)

The Superman top underneath. Yeah, for the end.

[Attendee 6] (36:36 - 36:37)

Yeah, just suddenly go like that.

[Attendee 1] (36:38 - 36:45)

I won't be able to do two. Right.

[Suzanne Elsey] (36:46 - 37:26)

Has anyone got any other questions that I can answer for them? Or if anyone wants to hang on later because they want to talk in a smaller group, that's fine too. If you need to log off, feel free to.

Not a problem. I know they'll share the recording. And if anyone wants to ask me a question afterwards that you haven't thought of and you think, oh, I should've asked that, then ping me a message.

It's not a problem. I'll see my phone number in the chat. And then obviously, those who haven't got it, if you've got a question or anything, you can come back to me.

Thank you very much.

[Attendee 4] (37:27 - 37:27)

Thanks a lot.

[Suzanne Elsey] (37:27 - 37:29)

You're very welcome. Good luck.

[Attendee 1] (37:29 - 37:31)

See you later. Take care.

[Attendee 2] (37:35 - 37:38)

I haven't got your phone number. No worries.

[Attendee 9] (37:41 - 37:45)

I'll share it in the group as well, just in case if you want, if that's all right with you, Suzanne.

[Suzanne Elsey] (37:45 - 38:03)

Yeah, absolutely fine. Yeah, no problem at all. Yeah.

Happy to help. Thank you. Any other questions?

Everyone feeling really comfortable about doing it now? Well, thank you, Suzanne.

[Attendee 6] (38:03 - 38:04)

You're welcome.

[Attendee 2] (38:05 - 38:13)

I think I feel comfortable, but it's that thinking behind it which you really need to pinpoint, isn't it?

[Suzanne Elsey] (38:13 - 38:22)

I think if you've done all the thinking in Strategy Day, that was your thinking, now you're summarising and reviewing it.

[Attendee 2] (38:22 - 38:26)

You're probably forgetting that that was six months ago or eight months ago.

[Suzanne Elsey] (38:27 - 38:54)

It was, but you've got the evidence of it, haven't you? You've got, if you had your framed year of as well, you've got that to refer to. So focus on those key things and you already set your goals and objectives and targets and how you're going to monitor it.

So now this is just reviewing that information as data and then presenting it as a story.

[Attendee 2] (38:56 - 39:04)

But did I know what I now know? I would probably not have gone that intense.

[Suzanne Elsey] (39:05 - 39:40)

Yeah, and you can say that. So you can say, well, actually, at the start of the year, I've set my targets as this, this and this. And actually, I totally got it wrong because it should have been this, this and this.

And this is why you can explain that. That's absolutely fine. There's nothing wrong with doing that at all.

Because it's really good to be aware of that. And obviously, when you go into next year, you know, you would be entering winter to do your new strategy completely differently. Because you've learned over the last year, haven't you?

[Attendee 2] (39:40 - 39:58)

I'm not sure I've learned. I've learned to do that. My ambition is still too big.

And I can see that with the 10 tasks you have to do per week. Never achieve the 10. Never.

[Suzanne Elsey] (39:59 - 41:12)

Maybe break them down more. Don't worry. I always, always get my 10 Sunday Sanities wrong.

Always. Because I set big goals and I don't break it down into components enough. I'm getting better.

But I'm in year two and I'm still not getting it right. So don't worry. I think there's that assumption that you're Wonder Woman.

You can get so much done in a week. But actually, the reality is you really can't. And so when you're writing my tip for that, and someone else gave me this.

I can't claim credit for this. And in fact, it was Jackie. Jackie helped me with this when I was being coached.

So basically, I would put together my list of what I wanted to achieve. And then break it down into smaller parts. So for example, I would put, I want to complete on a mortgage.

Well, that's all very well and good. It's not going to happen in a week, though, is it? And then basically, it was like, well, what can I do?

And it might be, we'll ring the solicitor and chase them. It might be, get that form signed. So break it down into really tiny step-by-steps.

And that actually helps with the Sunday sanity. That's a good idea. Yeah.

[Attendee 2] (41:13 - 41:15)

Because I was getting it wrong.

[Suzanne Elsey] (41:15 - 41:19)

I was totally getting it wrong. And I'd be lucky if I hit five sometimes.

[Attendee 2] (41:21 - 41:23)

Gosh, I'm so happy I'm not the only one.

[Suzanne Elsey] (41:23 - 41:24)

No, you're not the only one.

[Attendee 2] (41:24 - 41:25)

I think last week was two.

[Suzanne Elsey] (41:27 - 41:34)

You're just not breaking it down into small enough chunks. Think, what one thing can I do to move it forward?

[Attendee 5] (41:34 - 41:56)

Yeah, I think just on that, Suzanne. Can you hear me? Yeah, we did quite a lot of that, didn't we?

But I think what some people do is they put a goal rather than a task into Sunday sanity. So actually, it's, you know, what are the actual, what are the actions I need to get done this week in order to hit the goals?

[Suzanne Elsey] (41:56 - 41:57)

Yeah.

[Attendee 5] (41:57 - 42:18)

And as you say, work backwards. And if it's something quite chunky, don't have five of those. Maybe just have one and then some smaller stuff.

Yeah, I think that's what I'm doing. But putting up the iceberg is an ongoing challenge. I'm in year five and I don't always get my Sunday sanity right.

So, yeah.

[Suzanne Elsey] (42:20 - 42:35)

I can do my Sunday sanity on a Friday. It's changed by Monday morning. And I've worked over the weekend.

How has it changed so much over the course of a weekend that I've not worked? So honestly, you're not alone. Okay, great.

[Attendee 5] (42:35 - 42:46)

Thank you for that. Thank you for your mentoring today, Suzanne. That was great.

Thank you. Sorry to have my video and everything off, but I'll do some stuff.

[Attendee 6] (42:46 - 42:47)

No worries.

[Attendee 5] (42:47 - 42:47)

Thank you.

[Attendee 6] (42:49 - 42:51)

See you later. Bye.

[Attendee 8] (42:53 - 42:54)

Thanks, Suzanne.

[Attendee 6] (42:54 - 43:00)

No problem. Any questions? Or is everyone all right now?

All done?

[Suzanne Elsey] (43:01 - 43:09)

Well, good luck. Hope it goes well. And I look forward to seeing whoever is on stage.

It'll be exciting.

[Attendee 3] (43:10 - 43:11)

We'll do our best.

[Suzanne Elsey] (43:12 - 43:37)

Just enjoy it. And actually, presenting-wise, just slow down, take deep breaths and ground yourself. If you um and ah, it doesn't matter.

If you lose your place, no one knows where your place was anyway. And just yeah, just sort of just slow down so that you don't hyperventilate. Cool.

Take care.

[Attendee 5] (43:38 - 43:39)

Thanks, Suzanne. Enjoy.

[Attendee 6] (43:40 - 43:40)

Bye.