**11.12.2024 - Video\_Transcription**

[Attendee 9] (0:29 - 4:06)

Hey Rachel, it's all over to you now. Yeah, lovely, thank you for that. Thank you.

So people haven't joined yet, have they? No, give them a few minutes, they should start joining. Yeah, and then I've got to admit them, haven't I?

That's correct, yes. Great. Hey Gina.

Hello, hello everybody. Excuse me, I think I've got the wrong amount on the contract.

[Rachael Davis] (4:07 - 4:41)

Right, let's get somebody muted, so hang on a sec. Can I mute everybody? All right, I'm just going to wait for everyone to load up.

I'll be a few more people coming through, so just give us a minute or so and then we'll get going. Hi to everyone who I can see at the minute. Hello, hello.

Right, what I'm going to do is I'm just going to spend the next minute or two just letting people in and then we will get rocking. All right.

[Attendee 2] (4:43 - 4:46)

Rachel, thanks very much for your feedback on Facebook.

[Rachael Davis] (4:46 - 5:02)

Oh, that's all right. I've got quite a lot of people to get around, so I'm doing the rounds. I've got more to do today, I think.

I'll get on the case for those of you who haven't managed to get feedback off me yet. But yeah, the Loom's easy to go through everything on. Did it help, Brendan?

[Attendee 2] (5:03 - 5:11)

It did. I think there was a sheet that you didn't see that I'd already updated. Oh, right.

[Attendee 9] (5:11 - 5:11)

OK.

[Attendee 2] (5:12 - 5:23)

I've updated based on what you said as well. I still appreciate having another round on it or whatever, either today or via Facebook, whatever.

[Rachael Davis] (5:23 - 24:01)

Yeah, by Facebook, just pop it on Facebook and I will do my very best to get around to it. I think that today there'll be quite a few, I imagine. I know that I've got quite a few in the programme whose feedback I still need to do as well, which I will do.

I'm just letting everybody in at the minute, guys, just so you know what I'm doing. Just admitting all of the people into this midweek mentoring, so bear with. Right.

I'm just going to give it another minute, see if I can admit more people in, because there's not actually that many of us. And then I'll see if, and then we'll get started. So, right.

So I'm going to come out of that for now. Right, cool. What I suggest you all do, if you can, is if you can mute your microphones and then what I'll do is I'll invite people in as more people come on, but I can still hear John, John's iPhone.

I can't tell whose that is. If you can mute your, if you can make sure you're on mute, that'll really help so that I can't hear some noise in the background. Excellent.

Right. And I'll keep admitting people as we go through. So today's session on midweek mentoring is all about just getting you ready for the strategy day presentation on the 7th of January.

For some of you, it's the 7th. And some of you, it might be a couple of days earlier, because we'll do one on the Tuesday and then one on the Thursday. So, and I think I've got a mixture of people on here.

I just want to explain this. I've got a mixture of people who are on the programme and those are, there's some people on here that are on advanced as well. So I'm going to do my best to cover both because our templates.

So for the programme guys on the call, the way that we do things on advanced is slightly different because everyone's been around the track already. So I'll be very clear on which one I'm talking about so you don't get confused. So there's a different template for advanced and then there's a different template for the strategy day deck for the programme.

So just make sure you're clear on which one is for you, right? It's more people coming in now. So I'm just going to keep adding people in as we go along.

So this session, hopefully it's going to last about 30, 35 minutes. And then I'm going to open up to questions because some of you will have quite a few questions, I imagine. And I want to get through as many of them as possible.

So this is what to expect from me this morning is that there's going to be three parts to this. We're going to talk about the layout and the structure. So what to expect from the template.

And then we're going to talk about how I can give you some speaker tips and give you an idea of what to expect because the more prepared you are, the happier you'll feel. And then the final part is all about you speaking, doing this in an authentic way, speaking from the heart and it being all about you. And then I'll finish on some top tips.

So that is what to expect from this session. First things first, there's so many of you, can you please mute your iPhones or your computers for now so that I can talk. And then what I'm going to do is open it up to questions at the end.

It's easier for me to do it that way. Hope that's all right with everybody because I'm just trying to still get lots of people in the room. So let me chat through a few things first.

Save your questions to the end and then you can hit me with loads of questions. And in terms of those of you who've not had feedback from me yet in the Facebook communities that is coming, I'll have a really good bash it today to get as much feedback out as I can. But hopefully what feedback I'm giving you, what feedback Josh and Adam are giving you should be really helping steer you in the right direction.

Right, I'm going to get started now. We're going to talk about layout first. Now, I want to just highlight, I'm going to share my screen in a second.

There are two different templates, as I've said. So I'm going to share the program one first and then the advanced one. So just so that you can know what to expect from the template itself.

So bear with me a second while I find that. So there you can have a nice look at my diary there. But shall we get into that?

First one is this one. So the strategy day presentation. Can you put your thumbs up?

Can everybody see? Or can someone just come off mute? Because I can't see everybody's cameras.

Can you put your thumbs up? Can you see the template on screen? I just wanted to know that for certain.

So this is right for the program. This is what to expect. So on here, you've got an example of what your personal objectives should look like.

So this is just an example. So you know how to do one yourself, right? So when you get the template, you're not expected to have these three personal objectives.

You can take them out and put your own pictures in. So hopefully that's clear. Obviously, you want to put your name in the strategy deck in here.

That's all you've got to add. And then you can add in your long game. So you can just paste it into it.

Now, not all of you on the program will have done a long game. And that's fine. You don't have to put it in if you're not ready to put one in, yeah?

But if you've actually managed to finish this, so Martin, Freddie, Andy, those of you on the program, who I can see at the minute, you can put your long game in if you've done it. If you haven't, don't stress about it. That's what I really wanted to say.

Then you've got your year off. So whatever your year is going to be, whether it's a year of balance or it's a year of growth, you know, a year of momentum like me, whatever your year is going to be, this is where you put an image of it. And then you will spend up to a minute talking about what your year off is about.

You might, before this, want to put in some kind of backstory. So the key thing here is you can change this around. And I'm going to show you an example of mine, just so you can see it.

But you can put some backstory in here about why this is the year that you want. That's always really helpful. Who springs to mind here is Daniel Chambers.

He's had a really difficult year. So he might want to tell us the reason why he's got the year he's got now because of the year he's just had. And that might resonate with a lot of you.

So it's literally like setting the scene. Then we want you to put in your three personal objectives with your tangible targets. It's really important that you put your tangible, the mantra for your objective.

So if your objective is romantic reconnections and then your target is date night every month with your wife, then that's how you would put it in. You'd put an image. That would be your objective that you'd write in, which would be your romantic reconnections.

And then the target would be put in there, which would be having a date night every month. That's how you do that. Same with your professional objectives.

You will put in the objective, the mantra, yeah. And then your tangible target. It's really important that your tangible targets go into here.

And I'll tell you why later. And then this is just an example of that. So this is an example of your first one here.

Bear with me a second, dog interruptions. I'm just going to switch to my headphones. Sorry about that.

Sorry, noisiest dog in the world. And I just hopefully, can you all hear me all right? Thumbs up if you can hear me.

Yeah, cool. I'm just going to whiz through the template so you know what to expect. And then we're going to talk more in detail about how you make this look really good.

So three personal objectives, three professional objectives. Again, you do the same here. Have an image, put in the target, put in the mantra for the objective, yeah.

And then this is what it can look like later. So when you've, your objective one, you can say what it is, then you can say what the target is. And again, this is examples of titles with whatever the target would be.

And then you move on to your headline strategy. And then you'll do your three supporting objectives that go with that headline strategy. And remember to include your tangible targets for each of your supporting objectives.

Then your distribution of focus, your 70-20-10, your wealth hierarchy, like what wealth strategy are you playing? What game are you playing this year? And then a reward.

Now that is the layout for the programme. The advanced one is different. The advanced one for all the guys who are on advanced, yours looks slightly different.

So guys, this is just for the programme people. This is a taste of what advanced templates look like. We have three metrics that we work on.

And over the programme, guys, we're gonna get you to understand what these are. They're wealth, health, and life by design. The difference this year for us on advanced is that we've got a comparison from last year to this year.

So you're gonna have your wealth number that you had last year, your health number, and your life by design number. And then you're going to do what you've scored again for this year. So that's in all three.

So remember, we're gonna be doing a before and after shot. And then the new thing for us in our template for advanced guys is this rate my business now. So you'll have a score for each of these areas for your business.

Now, if you've got more than one business, I think you've just either got to decide which one you're gonna put in here. Or you might wanna add in, if you've got two businesses, you might wanna add them in. But I wouldn't focus on more than two because generally you've got 70, 20, 10.

So I would say that when you're doing headline strategies or anything about your businesses, you're focusing on one or two businesses only because you won't have time to do any more than that when you are doing the presentation. Then we've got the long game to add in. The year of our three personal and professional objectives and then into headline strategy.

And again, if you've got more than one headline strategy you want to cover, you can add in two here, but I would say no more than two. Again, the same as the programme, we've got our wealth hierarchy, our distribution of focus. And then the thing that's different for advanced is the challenge adventure experience.

So you can add those in and then your reward. So that's the difference in terms of the layout. What I'm gonna do now is I just wanted to share the layouts with everybody so that we're all familiar.

To get these templates, if you haven't already, for advanced, the template is in the vault. So make sure you can access the vault to get the template. For the programme guys, it's on the Facebook community.

So for all of you who are in the Facebook community, just make sure you go to files and the template is called strategy day presentation. So that's how you find it. Does everybody understand how to find the templates for the decks?

A thumbs up if you do. Yeah, vault's pretty straightforward. It's in the vault for property entrepreneur advanced 2025 and it's under the last workshop that we did.

So that's where you find it in resources and template. So that's how you get hold of those. Yeah, so I'm not gonna go in any more detail into the templates now, because what I wanna do is talk about how you now start to think about putting it together.

So the deadline for you all should be the 6th of January. Advanced, I just haven't got the calendar in front of me. I think we might be doing with advanced, we're going to be doing it virtually the day before advanced happens.

So on the Wednesday, that's your deadline to get it done. So your deadline wants to be the Tuesday. For everybody on the programme, your deadline in January needs to be the Monday, so the day before.

So I highly recommend that you're not rushing to try and finish this on the morning of the presentations, because that will make you feel a little bit more nervous and a little bit more stressed than you need. So try and get this done over the Christmas period and just make sure that in your calendars, you've got the deadline for when you need to get yours done. It's really, really important.

And if you are sat here thinking, I still haven't done enough cave time, I've not really, I don't feel quite ready, then it's absolutely fine, because deadlines get things done. You're going to have this deadline looming and it's going to make you finish, pull everything together, consolidate all your notes from cave time and actually get the work done. So that is why it's a good thing.

Deadlines put us under pressure to get these things finished. And when you're going through the presentation template and you're writing this information in, my suggestion to you is that a picture speaks a thousand words, so make it as visual as possible. In a moment, after I've done this layout, I'm going to go through my previous presentation that I did last year so that you can just have a quick look at how I did mine.

And it'll just give you a feeling for how it gets done. But a picture speaks a thousand words, so make sure that you put a lot of imagery into it. Make sure when you're doing your objectives, that you've got a mantra for your objective.

And what I mean by a mantra is just, your objective is three words to five words long. It could even be one word. Your year of can be one word, it can be three.

And your objectives, they can be three words up to five words, but don't make them any longer than that because you want it to be able to trip off the tongue next year to remind you constantly that that's what you should be doing. Your target needs to be really simple and ideally one. When I've been giving feedback to people on Loom, one of the things that I've really noticed is that some people are putting in too many targets.

They're even doing it on advanced, so it's a practice. Some people here will lean towards more detail than others. If you're quite a detailed person, then reign yourself in.

You want to be having one tangible target for each objective. I can't stress that enough. And that includes those of us on advanced.

Don't get carried away and give yourself three targets for one objective. It's really hard to do in practice. So just a reiteration of that.

And then if you're really stuck, just get started. Get started on the presentation deck. You can create it, get going and then tweak it as you go along and have several iterations.

So just the practice of getting started on the slide deck is a really good thing to do. And also sometimes it helps if you aren't quite there with your objectives yet, then it'll help focus your mind and help you. So actually the practice of filling in the deck itself can help you decide what your objectives or your tangible targets need to be because you've got less space to write it in.

That's the key thing there. And then when you're doing your presentation, as I said earlier, make sure that you're only focusing on up to two headline strategies maximum. Because remember, your distribution of focus is 70, 20, 10.

So really there's only two businesses that you can spend a decent amount of time in. You're 70% of your time and you're 20% of the time. And I would say that if you are a person who's got four businesses, five businesses, some of you here might be serial entrepreneurs, that's fine.

But you cannot cover four businesses in a 10 minute presentation. So one or two max. So choose the ones that you're going to focus on.

And then bullet points. If you're going to write some bullet points in this presentation deck, then my advice to you is this. If you're going to do a bullet point, make sure it's only up to five words, right?

A bullet point doesn't mean lots of text. Remember when you're presenting like I am now, people are listening to what you're saying. If they have to look at the screen and the screen has lots of information on it, it's very difficult for them to absorb that information.

So ideally, more pictures, less words is the route you need to go. And that will help the people who are listening to you. Just look at the image, look at the simple words and understand what you're trying to say.

It'll land your presentation so much better if you do it that way. So don't put lots of text in the presentation. And if you are going to put bullet notes because you can't help yourself, that's absolutely fine.

You might need to, but just make sure each bullet point is between three and five words long maximum. And then you will have the opportunity to present with notes. So when you come into the room, it's really important that I explain the layout.

When you come into the room, you're going to be asked to sit down. I think it's going to be pre-allocated as well this time. So for those on the programme who are coming into the room, not advanced because yours will be on Zoom and I'll talk to you about that in a second.

For those of you on the programme, you'll come into the room, you'll be allocated a seat and you'll sit down and there will be between eight and 10 people on your table. Okay, that's who you'll be presenting to. When you present, you will have, we want you to bring your laptop.

So don't forget to bring your laptop. If you want to bring a screen with you that you can put in the middle of the table or you want to present from a screen and look at your notes on your computer, then you can do that. But please take note of this.

You cannot present with your, if you just bring your laptop, you're going to, if you want to use your notes, then I highly recommend that you print them off. You print them one-sided so that you can look at your notes while you turn your presentation around and let everybody see the screen. So you're going to have probably your laptop by the side of you.

And you're going to be pressing the down button to go onto the next page of your presentation or the next PowerPoint slide. You won't be able to look at the notes on the screen at the same time. Is that understood by everybody?

Give me a thumbs up if you understand that because it's really important. It caught a few people out last year. So I just wanted to make sure that everyone was 100% clear that you won't be able to look at the notes on the screen at the same time.

You're going to have to show people the screen. So if you need notes, put them on a little card. That's my recommendation.

You know, those little notes cards you can get from Ryman's or from a stationery shop. You can use cards, or you can just print them out one-sided and staple them together so that you can go through your notes as you're speaking. But everybody needs to see your screen.

Last year, I think, Grant, you did it last year, didn't you? Did you bring another screen with you? Can you just unmute yourself and tell everyone what you did?

[Attendee 4] (24:02 - 24:30)

Yeah, I was just literally about to say, so Kay and I bought, well, we had other screens because when we go away, we like to work with two screens. So we had a portable monitor. So all we did was we connected up a portable monitor and displayed that to the table.

And then you can see the notes then on your own computer. Found that was like the most fluid way of doing it. And actually, on the strategy day presentation last year, everyone used my screen.

[Rachael Davis] (24:30 - 28:57)

Yeah, they did, didn't they? But it's not necessary. So if you want to bring a screen with you, then you can.

We're not saying don't bring one because it worked for Grant and Kay last year, but you don't have to. I just want you to be prepared that your screen of your computer is going to be on view to everybody else so that you need to make compensation for notes. So if you want to have your notes with you because they're a comfort to you, they'll keep you on track.

Either put them on little cards or put them on, print them out, print your notes slides out. And have them on your knees as you go through the presentation. Just a word on notes as well.

My recommendation is that you don't have them. I know for some of you that might be a bit scary. But what I want to remind you is this presentation is all about you and your life.

So you actually do know you and your life because you're the closest person to it. So you actually probably know the content already. You just need to have the confidence to speak it.

And I'll go on in a minute. I'm going to talk about speaker tips on how you get confident with that. But you do know the information already.

But I would say if you do feel like you do need something, then just make sure you've printed something out separately because it can catch people out. You do not have to bring an extra screen with you, but if you really want to, you can bring an extra screen and we can look to get it hooked up on the morning of the presentation. So as I've said before, when you come into the room, you're going to be put on a table and you will be just presenting to that table on the programme.

On advanced, I'm just going to switch to advanced now. Guys, we have got the Zoom again. It's on the day before.

So make sure you've got it in your diary is the first thing and you don't miss it. So ours is online on the day before where we will do the same thing we did last year. What I'd like to reiterate this time is that we stick to time on this.

So it's really key that whoever is appointed a team captain, that we make sure on advanced that we're all sticking to 10 minutes and it's not going off the 10 minute marker. It needs to be fair for everybody and 10 minutes is what we need to do it in. So a timer needs to be in the group.

Whatever breakout room you end up in, somebody needs to be appointed captain and somebody needs to keep time. Yeah, so just making it fair for everybody in the Zoom room. So I just wanted to reiterate that, but that's what we've got going on for advanced.

And then obviously on the day that we do advanced, those who've made it through to the finals will be presenting in session three. So we get two sessions of content and then we get a third session of the finalists. On the programme, it's different because this is new for you guys.

And actually the experience in the room, although you will spend the majority of the day listening to people's presentations, you'll get a content session on the programme in the middle. So session two will all be content. So you'll still get some high value content as well, but there is a lot of value in listening to other people's presentations and learning from other people in the room.

And one of the nice things that we're doing moving forward, I'll tell you this now, is that everybody who you're allocated a table with on the programme, you will be presenting to them again at the end of your presentation. So whoever sits and listens to you on your strategy day will be there with you in September at your end of year presentation, yeah? So write good notes because all of you on the programme, you're going to be re-evaluating their success nine months later.

And a big tip for all of you who want to win and get on the stage, this is a huge, big tip. Adam doesn't say this, but I'm going to tell you this big secret. Make sure your tangible targets can all be hit by September so you can come into the room and say that you've achieved everything you want to achieve, yeah?

Even though it's not the end of the year, if you really want to play the game, you want to be making sure you can hit those targets by September, yeah? They need to be a stretch for you, so don't make them so easy that they're too easy to hit. But obviously you need to make them easy enough to hit by September.

Does that make sense? And that should fit with the year because by the end of the summer sales season, you should have hit all of your targets, right? But that's a big tip from me in terms of making sure you can get yourself on the stage because you've done the majority of your year.

So that's on the layout of the presentations for the programme and for advance. Has anyone got any questions about the structure or the layout that they want to ask me? I'll take a question now.

Go for it.

[Attendee 10] (28:58 - 28:59)

Yes, please, Rachel.

[Rachael Davis] (28:59 - 29:00)

Yes, hi, Tina.

[Attendee 10] (29:01 - 29:13)

Hiya. A quick thing. You know when you're doing like the affirmation boards and all of that and your presentation on the day, can I bring everything out so that I'm not using a laptop at all because I'm not great on them?

[Rachael Davis] (29:13 - 37:53)

Yeah, I think that's the... So this leads me on to the section. Just mute yourself for now, Tina, because of the background noise.

For those of you who want to do this slightly differently, I would say stick to the guidelines and the guidelines are this. Present to us your long game, your personal and professional objectives, your headline strategy and your supporting objectives. Yeah, that's the main thing.

A reward, how are you going to distribute your time and what wealth strategy you're playing. That's the guidelines. But the way that you do it can be completely different.

You can change the structure around if it suits you. Tina, you can 100% present it from paper if you want to. If you're not confident with a computer, there is no reason why you can't do that.

If you want to be creative, change things around, do it in your own PowerPoint slides rather than the templates that we've given you. You can do it that way. You can change the...

Ours is branded templates with Property Entrepreneur, but you can use your own branded PowerPoint presentations if you want to. If you want to do it more creatively, so we've had in the past, people who have brought props dressed up. We've had some highly entertaining presentations.

So if you are a very confident speaker and you want to make an impact and you want to do it slightly differently, and then absolutely, it's your journey and you want to take the listeners on, you want to take them on a journey with you, but you also want to have some fun with them, then if you have confident enough to do that, then go for it. We've had people do all kinds of things with the presentation. So don't feel that you have to take this template and use that one exactly.

But just what I'm saying here is you've got to follow the guidelines so that we can know that you've set all the correct strategy in place. But if you want to change it around and do it slightly differently, 100%. Yeah, Tina, just thumbs up.

Does that answer your question? Thank you. Yeah, cool.

All right. And so that's on the layout. In terms of the speaker tips, this is what I've got for you.

So who here, give me a score. I'm going to look at the chat in a second. So if you can, I just got asked a question about virtual.

I'm going to come back to that shortly. But for all of you, can you just tell me on a scale of one to 10, how nervous you are? So one is really terrified and 10 is cool as a cucumber.

Can you just give me a feeling for how confident you are about speaking? So if everyone just answers that in the chat for me. Yeah, cool.

So some very confident, middle of the road, very, very confident. Grant, of course, yours is 10. The blazes in the room will be like 10 out of 10, 12.

So there's a real mix in here. Some confident speakers and there's some less confident speakers, which is completely normal. And what I want you to know is that there's a full spectrum here and that's to be expected.

So what I want you to remember is this. So for some of you standing up in a room full of 50 or 60 people could be quite terrifying. But remember your first round is only with the people in your breakout group on Zoom or the people around your table.

So all of us must have been in a pub at some point where we've had eight friends around a table. Yeah, everyone had that? Been in the pub, eight friends around a table.

That's all this is. Eight really supportive people around the table with you or in the breakout room, rooting for you. So if you are feeling you've scored a one or a two or a three out of 10, don't worry about it.

Because you're with people who want you to do well. Everybody's rooting for each other. So remember that.

You're surrounded by people who are very, very supportive and hoping that you're going to really want to listen. They're very, very keen on hearing your strategy day presentation. So remember that.

It's like being in the pub with your friends. When you stand up in front of everybody in the final, so the ones of you who make it to the finals, just remember that this is all about you. It's your journey, yeah?

And it's all for your benefit. So you might have a few nerves. Everyone's expecting it.

Don't worry about it and just speak from the heart and you'll be absolutely fine. And then I want you to tell a story. So where you can, I want you to tell a story so you can set the scene.

So one of the good things to do about your year off or your headline strategy as well is that you want to set the scene. So why have you chosen your year off? Why have you chosen your headline strategy?

Is there a little story you can tell about the reason that's where you're at? It could be where you are in your business cycle. It could be something that happened last year to you.

But it's a really great idea to set a scene. And then take people on the journey with you. So tell a really good story.

You can make people laugh. You can make people cry and make sure, you know, but make sure it's just, it's emotional and it means something to you. That's the most important thing here is that this is your truth and it is a journey that you're happy to share.

And, you know, the only one who's going to benefit from this in the long-term is yourself. So remember that and try and relax as much as possible. To help you relax, for those of you who are a little bit more nervous, practicing is key.

So I said this in the workshop previously, what you need to do is practice at least five times, right? So write your strategy deck, fill it in. You might want to iterate it a few times and then start to practice it.

Because the more you practice and the more you tell your story, the better you'll become at telling it. Things you can do are practice it in the car. So you can speak it as you're going off somewhere, as long as you're not looking at slide decks or slides while you're driving.

Obviously, that's not a good idea, but you can practice certain things in the car when you're on the move. But the more you say it, the better you'll get at telling your story. And what you'll realize is 10 minutes is a really short amount of time.

So you won't be able to... When I say tell a story, I don't mean a really long story that's going to take three minutes to say and then you've only got a few minutes to go cover off your objectives. You need to be quite quick and punchy and very clear on what you're trying to get across.

But the more you practice it, the better you'll get at putting your point across. It's how I practice for the days, you know, when I'm at the workshop and I'm trying to get some messages across to you. I really, I practice it three or four times so that the message comes across quite clearly.

And that's what you've got to do as well. My suggestion here is that you put an hour in the diary to practice it and repeat it five times over. Then you'll get a really good idea of how good you are at presenting.

If you need to do it again, put another hour in the diary and practice it five times again. So that's my suggestion. But practice will make you better and clearer at getting your message across.

Okay, so rehearse, rehearse, rehearse. That's the tip I've got for you there. And when I said, you know, entertain and tell a story, you know, think Robbie Williams here.

Those of you who are very confident will be good at this. Tell your story, tell them, you know, where you've come from and where you want to get to. So it's really important that people understand, you know, where you've come from, where you want to get to.

Make it as emotional for you because if you're emotional and positive and really looking forward to next year, that will come through and people will pick up on that positivity and that excitement that you've got for the year to come. Make them feel excited for you. Really, really important thing to do.

And then equally, I've told you that you need to practice. The other thing that you might want to do, if you get nervous and you speak quickly, then I suggest that you slow down a little bit. And not too much that you don't get everything across, but a really good tip I've got for those of you who speak quickly when you're nervous is to try and slow down a little bit.

I have had to spend years slowing my accent down because I'm from the Northeast and we talk really fast and I still talk at pace. I know that, but it's considerably slower than it used to be. And you can pause if you want to make some dramatic effect.

Don't overuse this though, but you can pause if you want to. Grant's really good at pausing. He's got all his high energy and then all of a sudden he'll pause just to let something land.

So don't overuse it. Use it once or twice in a presentation, but you can pause for dramatic effect. And then where you need to slow down, slow down.

But I think that the more you practice the presentation, the better you'll be at getting or conveying your point across. So, you know, that is a really good tip on public speaking.

[Attendee 4] (37:54 - 37:54)

Can I just add something?

[Rachael Davis] (37:55 - 37:56)

Yeah, go for it.

[Attendee 4] (37:56 - 38:12)

So you made a really good point about storytelling. Yes. One thing that I realized after Strategy Day was it wasn't about the people that got on stage.

It wasn't about how much they managed to squeeze into their presentation, ticking all the boxes.

[Attendee 10] (38:12 - 38:13)

It wasn't.

[Attendee 4] (38:13 - 38:43)

More about how empowering their story was. And that's what I realized. And Kay and I worked on that over the months that we were on the program.

And I got on the stage and Kay won. So, you know, it really is about telling a story and that's what everyone wants to see is that emotive story rather than just, these are all the things you got to do. Make sure you tick all the boxes because that's what I did.

I made sure I ticked all the boxes rather than tell a story.

[Rachael Davis] (38:44 - 45:59)

Yeah. And just to add to that, with stories, this is, so property entrepreneur, I hope you've realized this, especially for those on the program. It's not about the biggest, baddest business.

It's more about where you've come from and where you're trying to get to and what you've achieved in that time. Some people on PE and Daniel, you can relate to this one. You know, they have, they come from a place where they've had a really difficult time.

Matt last year, he was one of the runners up for property entrepreneur of the year. He'd had a really, Matt Dolman this is, he'd had a really difficult year. Something had gone terribly wrong for him and then he pulled himself out of that and got himself back on top and he won because of that.

So it's not necessarily about those who've got these amazing businesses and they're already, you know, it's about how far you've come, the journey you've been on and the sacrifices you've had to make along the way to get you to where you are today. So you don't have to have an amazing business. You can get on the stage.

If you are like Natalie Carter last year, she was a stay-at-home mum. She went from being a stay-at-home mum to doing her first property, her first buy-to-let, her second buy-to-let and she was on the stage for strategy day and she was also on the stage at the end of the year for the end of year presentation. So it isn't about the biggest, baddest business.

So those of you who are here thinking, I've only got a small business. I haven't, I'm not going to be able to achieve very much by the end of the year. You could still be on the stage because it's all about your journey and everyone's journey is unique.

So I want you to feel that you're all in the running for getting a presentation, for winning the strategy day presentation, for winning the end of year presentations. You are all in the running because of that. And the emotional thing, just another word on that is just make sure it's true to you, that you're being honest, that you're speaking from the heart and it's authentic.

We're not here to win awards, but it's nice when we do because it's about your real journey. And this is a real opportunity. The other thing I wanted to say is that this is an opportunity for you to get the flywheel spinning, right?

So from January, we're out of the traps and we want to be focused on our strategy and getting, you know, we've never been clearer. You know exactly where you want to be in 2025 and what you want to achieve. And this is your great opportunity to stand up in front of everybody or sit around a table and tell everyone what you're going to achieve for the year ahead and get excited about it.

So remember the bigger picture here is you getting focused, getting excited about your year ahead and being 100% committed to it by the beginning of January, which is what this is all about. So don't lose sight of the bigger picture here, which is what that is. This is, it's there for your benefit.

It's a real privilege that you get the opportunity to do this and the space to do it in. And that's what this is about, setting you up for the year ahead. So if you're feeling stressed about having to do all this homework, don't feel stressed.

Remember, it's there for your benefit. Yeah, just, you know, move away from the stress, go back to it another day. It will all come together, I promise.

And in terms of imagery, it's a couple of tips I've got for you for making it look nice. Obviously, this year, ChatGPT has come into its own. I've seen so many AI generated images.

This is like the first year where I've really seen loads of it. You want to use ChatGTP, then fine, use it, use Google's version, you know, CorePilot, whatever you want to use, use their imagery. The other thing is you can, you just use Google to use imagery and you can insert pictures via Google if you're a little bit, if you're a little bit more old fashioned.

I tend to use Google and make it, or the other option you've got is Canva. Canva is really easy to use and I can show you a couple of examples of Canva if you want me to. But you can make imagery, you know, for the personal and professional objectives.

If you want to drop a Canva image in, you can. So that's an option. You can use a free version and it still looks really quite nice.

You don't have to have Canva Pro to do this. So if you want to make it look a bit more professional than you can, that's all up to you. Remember, you're not being scored on how beautiful the presentation looks.

It's about how you deliver it and the journey that you're on and the story that you're telling that are the main things really. But I just wanted to bring those up. And then I've been asked a question about virtual.

So for those of you on virtual, we are going to be put into breakout rooms on the Wednesday. So when we go into the same as everybody else on advanced and we go into a breakout room and we will present, the virtual team will present to each other, yeah, including me. And then those on the programme who are on virtual, if there's any of you on here, you will go into a breakout room and do your virtual presentations.

Yeah, but you will do that on the day for the programme. That's the difference. You're not on advanced.

You don't do it on a different day. You do it on the day and your presentations will be done in a breakout room together on the morning while everybody in the room is doing their presentations. Now, once you have finished, all the virtual team will just vote for a winner in their virtual team.

So it will be like the table round. You'll be voting for the best presentation in the breakout room or on the table. And that's what's happening with virtual.

And then a winner for virtual will be announced in session three. So on advanced, that will be session three for us on the Thursday. For the programme, that will be session three on the Tuesday.

A virtual winner will be announced and an award will be sent to you. So great chance for the virtual teams to win an award there because obviously there's less people on virtual. So you've got more chances of winning, which is a bonus.

So that's for the virtual team. Let me just check if I've had any other questions. So how are people chosen for the finals?

So for those of you, this is for those on advanced and those on the programme. The winners are chosen when we do the presentations in the breakout rooms or on the tables, you will then have a QR code and you will vote for the best presentation on your table or the best presentation in your breakout room. That's how it will work.

And then once we've got the winners in, they get collated in this. While you're getting some content in session two, the winners get collated and then they get announced in session two. So whoever's made it to the finals on the stages, we'll find out in session two yet on the day.

And then when we get to the finals, just so you're aware, those of you who've got into the finals, you'll need to give your presentations to the AV team. So you'll have to transfer them to the AV team by email or by USB stick, however you work. Then they will load up your presentation and that'll appear on the big screen and then six finalists will present to everybody in the room and then everybody in the room at the end of those presentations will then vote for the overall winner and then two runners up.

That's how it works for both advanced and the programme. And then I think that's all the questions have been asked. Does anyone else have any questions?

Let's open it up to everybody. Any other questions? Martin, do you want to take yourself off mute?

[Attendee 8] (46:00 - 46:06)

Hello Rachel. So the strategy template, can you just say again where we can find that please?

[Rachael Davis] (46:06 - 46:27)

Yes, if you go into the Facebook, ideally on your computer, into Facebook and then there's a section at the top of the screen, under the picture, there's a section called files. Yeah, and you'll find it in there. So when you click on files, it'll give you a list of things.

Hit list will be in there and a few other bits, but it'll be called strategy day presentation deck.

[Attendee 8] (46:27 - 46:29)

Cool, OK, thank you.

[Rachael Davis] (46:29 - 46:42)

Yeah, that's where you find it. Any other questions? Are we all alright?

We're feeling very confident. Is everyone feeling confident? Oh, Brendan, have you got a question?

Take yourself off mute.

[Attendee 2] (46:42 - 47:14)

Hiya, my question is trying to have a single tangible target. Yes, it's a tough one. Yeah, I agree.

It's a real tough one for me because I don't think I've had a good year if I've just been on 10 date nights with my missus. That's a pretty lonely year. I've been isolated.

So, yeah, see, that's got to be incorporated in it. But I also like to have activities with my friends, have activities with my girls. I know.

I have to have four or five. I've got them on my wall and I just take them off.

[Rachael Davis] (47:15 - 47:21)

Well, the thing about Brendan, everybody is Brendan's definitely got some steel in him and he likes lots of detail. So this is the challenge.

[Attendee 2] (47:21 - 47:23)

I'm a very rounded personality.

[Rachael Davis] (47:24 - 47:27)

I think there's a lot. There's a lot of steel in there as well.

[Attendee 2] (47:27 - 47:28)

An XRT professional.

[Rachael Davis] (47:28 - 48:03)

Yeah, but I would say the advice that we give everybody is to choose, right? So you might want to make it broader. So if you every weekend, you might want to do something with a member of the family and that might be the target.

Yeah, so that incorporates everything. So you want to do date nights and you want to do stuff with the kids and you want to see your friends. So why don't you put something in for every weekend or every other weekend or once a month?

I don't know. Just put some frequency in there. So that's how I just have one target that incorporates all of that is what I'd suggest.

And it leaves it open to you.

[Attendee 2] (48:03 - 48:13)

I thought, OK, I can go for a very vague target. Instead of going for eight date nights, I can just go for 40 events and then I've got to have it on my wall here anyway.

[Rachael Davis] (48:14 - 48:31)

Yeah, you could. 40 family events. Yeah, yeah.

40 family events. Yeah, yeah. If they're family related as well.

So I'd call it family. So you're clear. So it's 40 family events.

Yeah, all right. Family and friends. 40 family and friends events.

You could do.

[Attendee 2] (48:31 - 48:39)

I don't quite understand why we have to be so specific. If I can just have five tangible targets, I'm OK with that.

[Rachael Davis] (48:40 - 51:16)

Yeah, well, if you are, then keep it. Yeah, Brendan, I can't. It's up to you.

I get, you know, the idea behind it is, let me give you an example. And everybody's different. You obviously don't have an issue tracking it.

But I had last year one of my objectives was rocks in first, right? Which was about protecting my family time. I had 12 date nights, 12 weekend activities and five holidays.

By the end of it, I felt exhausted. I've talked to David about this in detail, haven't I, David? And I felt, I felt exhausted from it.

I don't want to get to the end of the year and be totally burnt out. Everyone's different. Some of you will get to the end of your year and you will be burnt out, but you'll have had a hell of a ride.

But I'm getting a bit old these days. And I don't, and I want it to be, I want to be more, stop laughing at me, Grant. I want to be a bit more balanced with where I end up this time next year.

So I don't want to feel like I need September off to recover or October off to recover. I want to get, I want to end my year doing what I've said I'm going to achieve. But I've been very strategic and kept everything quite simple.

So everyone's different. So Brendan, if you want to keep yours, then keep them. But the idea behind having one tangible target is that it's easier to track.

Yeah, it's easier for you to track and easy for you to follow throughout the year. And it might not wear you out if you try to do lots of different things. But equally, if you are a person of detail and you like the detail and you feel that you're confident you can track it, then put more in.

But the advice generally is that you try and have one target because remember, in all of this, you're going to have three personal objectives, three professional objectives. If you've got one business, then you're going to have three supporting objectives and an overall target for your business. And if you've got another business, then you're going to have another target for the next business and another three supporting objectives.

So that is quite a lot of objectives, isn't it? So how many do you want and how many targets do you need? So it's a question of that's why we say one because you're going to have quite a lot of objectives anyway to do.

So you're not going to be busy because you've set quite a few already. You know, generally I've got two businesses that I focus on. So there's six objectives.

And then I've got the three personal and the three professional and there's another six. So that's 12 targets in a year. That's quite a lot.

So it's about how many you want for your year ahead. I can't tell you what to do, Brendan. You're on advanced now.

You're the boss. You do what you think is right for you. And again, everyone gets their own groove with this.

But the advice is to try and limit the number because you're going to have potentially 12 or 18, 12 to 18 objectives to focus on. And each one of them will have a target. And that to me already sounds like a lot.

[Attendee 2] (51:16 - 51:31)

Yeah, I just felt last year, I could see where I failed with family and friends just by having five different targets. So think about it. The thing that's most important for me is essentially family and friends and making sure.

[Rachael Davis] (51:33 - 52:03)

So if I was going to, yeah, if I was going to handle that, I would say one family and personal objective, one friend, personal objective, and then maybe a health one. So that's how I'd split it out. One for your friends, one for your family and one for your personal health.

That's how I would do that. Has anyone else got any other questions on objective setting? Anything you want to ask me while we're here?

I know I've got to give some other people feedback on their years of and headline strategies. But anyone else want to ask me something now while we're here on how this strategy day works? Donna?

Hi, Rachel.

[Attendee 3] (52:03 - 52:40)

Hiya, darling. Hi. Yeah, so quite a lot of my kind of objectives, I'm finding it hard to attach targets to because a lot of them are kind of based a bit around my mindset and things like that.

So for example, one of them is, you know, reframe, it's just a game. So I just kind of want to train myself to look at problems or look at things that are kind of causing me a bit of kind of fear or anxiety and just reframe it. But I don't know how to, and I think it's a really important thing for me to remind myself of regularly, but I don't know how to attach a target to it.

I think you need something.

[Rachael Davis] (52:41 - 54:06)

This is where this becomes a bit more challenging, where you can't find a tangible target for it. The question is, how will you know you've achieved it by the end of the year? And with anything, with success, if you've read any mindset books, Donna, success is only achieved when you know what you're looking for and you know how to go and get it.

All that will happen is if you left that open-ended and didn't really have a target for it, this time next year, you won't really be able to tell yourself whether you've achieved it or not. So that's the important thing here is I would say choose, is that you're going to read a mindset book every month? Are you going to do some mindful meditation every day?

How many minutes do you think you can do a day? And what does that equal after a year? One of my targets on Master the Mind a few years ago was to get into meditation and I actually worked out what 10 minutes a day, five days a week would look like in terms of minutes.

And that was my target, the number of minutes. So that's something you can do. So have a think about what you could, it could be you could read four mindset books in the year and then implement something from that mindset book.

And then at the end of the year, you can prove that you've done that. I just read a mindset book and there's a few things in there about fear and anxiety and tools that you can use to overcome it. You could put a strategy in place.

So you need to have something, otherwise you can't really have it as an objective because, and this is not, we're not taking the fun away here. I understand it's important to you, but it's like how, you don't want to get to the end of the year and go, you know what? I don't really know if I did that.

[Attendee 3] (54:06 - 54:38)

Yeah, I was thinking, could I have situations where I know that I've looked at it completely, you know, in one way and that's my normal way of looking at it. And then I've purposely tried to change it, to reframe it. And then I actually say, you know, once a month, I kind of put the biggest thing that I've managed to reframe and the biggest fear that I've managed to reframe.

And I actually have at the end of the year, I actually have 12 frames on my wall with the things that I've kind of turned around. Is that something that could be? It could be something like that.

[Rachael Davis] (54:38 - 56:06)

Just think about how practical that is to achieve. That's a lot of frames. Have you got enough wall?

That's my question there. But yeah, don't overcomplicate it. As the best strategies are, I know Brendan doesn't agree with me, but the best strategies are the simple ones.

Yeah, so don't make that too complicated. I just wonder if that's a feasible thing for you to do. If you've got to do that every month, that's a lot of frames to buy, things to put on the wall, problems to overcome.

Is it really that straightforward? Sit in a cave and have a think about what you can do. Is it mindfulness?

Is it books? Is it coaching? Do you need some CBT?

Do you need to see a life coach, Donna? What would really, really pull... We want you to get to the end of the year and feel like you've really achieved something.

Status quo is thinking about problems and not doing anything about it. And what's going to pull you out of that? What's going to make a fundamental difference?

Because we can all procrastinate and think about our mindset and think, oh, this is holding me back. That's holding me back. I haven't done this.

I haven't done that, but do nothing about it. That is actually... That happens to me nearly every day.

How are you going to make a difference here? What's going to be the... And I'd say it's something substantial.

It's reading books and taking something from it and actioning it. But I wouldn't do 12 because that's exhausting. You've got to do that every month.

How are you going to fit that in with everything you've got to do? And you've got Phil to deal with as well. You've got to manage your husband.

I mean, that takes a lot of work.

[Attendee 3] (56:06 - 56:09)

Yeah, he takes a lot of time. You're right. That's a very good point.

[Rachael Davis] (56:09 - 56:53)

That's it, you know. And for some of you, you've got kids. You've got kids to deal with.

You know, like you've got life to deal with. Think about this practically as much as anything else. Don't make the target a charge.

Remember when we talked to Kat in the mid-month mentoring and she was making her habits a chore. Don't make this a chore. Make it achievable.

And make it a step change for you. What's going to step change your mindset? What's going to make the big difference?

It's coaching. It's reading four mental health books and actually taking four tangible steps forward following some of the programme. It's, you know, learning to meditate for 10 minutes a day and actually making some progress with meditation.

What is it? Yeah?

[Attendee 3] (56:53 - 56:54)

I've got you. Yeah.

[Rachael Davis] (56:54 - 56:55)

Does that make sense?

[Attendee 3] (56:55 - 56:56)

Yeah, it does. Thanks.

[Rachael Davis] (56:56 - 57:20)

Has anyone else got any questions on how to do their objectives or do their strategy day? Amanda, can you get your phone off? You need to just get it off mute.

I'll let you work that out while she's... Amanda's just working out how to get herself off mute. I'm just going to leave with you.

[Attendee 5] (57:20 - 57:20)

I've done it.

[Rachael Davis] (57:20 - 57:21)

Oh, you've done it.

[Attendee 5] (57:21 - 58:07)

Marvellous. Go on then. My question was on the 70-20-10.

Yeah. So I wanted to work on my lessons business, but during the winter, that's when I want to get all the strategies sorted out so that then my idea for that is that then it can be, as we've discussed, it can be done by VAs and other team members. Yeah, that's the work, you mean?

Yeah. That's fine. But my other side is that I want to do some properties this year and do some flips.

So do I put that as my 70 because I will have organised the lessons business or do I put that as my 20 and do I have to do two headline strategies now?

[Rachael Davis] (58:08 - 59:56)

Well, let me give you some advice. That's a great question. I would say that your lessons business is going to take up 70% of your time.

Remember, in the winter, what we all do, we're not doing strategy, Amanda. We're working in the business to get it to a place where we can do all the systems. We're literally going back into the trenches.

With you particularly, you're going to be doing all the work because when you get out the other side of it, you're going to want to step change your business so that you've got virtual assistants helping you more. So you are 100% going to be spending a lot of time working on your lettings business so that in the future, it's more systemised. Your 20%, I should equally be working on your portfolio, on your financial fortress, on your property.

That is your 20%. And then 10%, what else do you want to be doing? So just it's thinking about your main focus is your lettings business.

Your properties are your 20%. And then I don't know what you think about being as your 10. The idea behind that, Amanda, is that the more you get what you focus on, and we've all got to be brutal here and prioritise because we can't do everything.

So you've got to focus on what's the most, what's the thing that's demanding most of your attention? I would say it's your lettings business. And then the next thing is your 20%.

And then the next thing is your 10. Does that help? Yeah, and so do I need to do two headline strategies?

Right, yeah. So I am, you don't have to, right? So what I would suggest is it's up to you.

I have got a strategy for my cyber security business that I'm working on with my husband, right? I've got one headline strategy for that. And I have actually got another headline strategy for my financial fortress.

But that's only because I'm choosing to have one. If you're focused on property and you've got quite a small portfolio that you're just trying to add a property to this year, like it's your wealth, you know, one of your wealth strategies.

[Attendee 5] (59:56 - 59:58)

I'm trying to do two flips. Two flips, right.

[Rachael Davis] (59:59 - 1:00:27)

So I'd say you don't necessarily have to have a headline strategy for that because you're quite clear that you need to do two flips and that's your 20% of your time. Yeah, so I would only do a headline strategy mainly for you, for your lettings business. You know, for your property portfolio, unless you run it more like a business or unless you want to, you don't have to have a headline strategy for it because if you're just buying properties then that's what you've got to do, right?

Anyone else got any other questions? Oh, Daniel, you've got your hand up, haven't you?

[Attendee 7] (1:00:28 - 1:00:57)

Yeah, so just going back to the objectives, I've noticed that some of them have, you know, obviously the image, they have like the mantra at the top and then they have another kind of mantra at the bottom. That's for example, the ones that Adam showed were mantra at the top, mantra at the bottom and then obviously he put his target across the middle and that was for the presentation purposes. And then I've noticed some of them have the mantra at the top and then the text at the bottom is the target.

Like I'm just wanting to make sure which one is the way we should do it.

[Rachael Davis] (1:00:58 - 1:01:53)

You should do it any way you want to, darling. So I would say that the main things to get across are the objective. What's your objective?

That should be a mantra, you know, like a three word thing. And then you've got your target. However you want to overlay it, you can overlay it on the picture, you can put it underneath.

That's up to you how you design that, just how it looks. That's sometimes why Canva is a good option because Canva can do a nice layout for you. But it's totally up to you how you present it.

The main things to get across are the objective and the tangible target. Yeah, however you want to put it across is up to you. Yeah, creative license, you know, Google Images, Canva, AI, however you want to do that, you can.

I often animate them so you can put the image on and then the objective and then the target, I animate the target so it comes up afterwards. Yes, it's up to you completely. David, do you want to ask me a question?

[Attendee 6] (1:01:55 - 1:02:20)

Yeah, just a quick one on the back of Amanda's. Thank you. I mean, look, for me, my focus is going to be a level one with cash flow.

In the past, because again, for people who are building their portfolio, et cetera, in the past, have you seen any other 20 and 10% that people tend to focus on? Because I could focus 100% on just cash flow, but I'm just wondering what kind of things do people tend to focus on on the side? Because I know time is limited.

[Rachael Davis] (1:02:21 - 1:03:57)

Yeah, I think all you're explaining here when you do distribution of focus is how you're going to be spending your time to achieve what you've got to achieve. Like for mine, as a working example, I didn't get time to show you my presentation, but as a working example, mine last year was 70% on the cybersecurity business, 20% of my time was on property entrepreneur because obviously I'm a trainer on property entrepreneur and then 10% of my time was on my portfolio. So it's whatever works for you.

It's just so that you're thinking about how you're going to spend your time next year and what you're going to put most of your focus on. So for me this year, I still haven't decided because it forces you to prioritize, doesn't it? What have you got to prioritize?

Because you can't do everything. And this is the reality for all of you when you're doing this strategy day presentation and when you're going into the new year is you can't do everything that you want to do. It's not possible.

So you're going to have to, this deck and this presentation should hopefully make you look at your priorities. Like next year, what is the thing that's going to step change your life the most is the answer to that. And David, if it's cashflow, yeah?

You know, then that's your 70%. But your 20 and your 10 could be on other things and they could be on businesses or they could be something you want to, it could be on a, it potentially could be on one of your professional objectives if you want it to be, you know, but generally people have enough going on with portfolios and businesses that they can fill it with like what their focus is going to be. So for example, if you had HMO portfolio, you could do your 20% on your HMO portfolio and your 10% could be on buying, buy to let's.

Yeah, or something like that.

[Attendee 6] (1:03:58 - 1:03:58)

Okay.

[Rachael Davis] (1:03:58 - 1:03:59)

Does that help?

[Attendee 6] (1:03:59 - 1:04:01)

Yeah, yeah, yeah. Thank you. Thank you.

[Rachael Davis] (1:04:02 - 1:04:08)

And I'm just going to, if anyone else has got any other questions, just shout or anyone wants to add anything, just...

[Attendee 8] (1:04:08 - 1:04:09)

Yeah, can I ask a question, please?

[Rachael Davis] (1:04:10 - 1:04:10)

Go for it.

[Attendee 8] (1:04:10 - 1:04:18)

So what's the difference between professional, the three professional objectives and then the difference between the three business objectives?

[Rachael Davis] (1:04:18 - 1:06:08)

Yeah, we get this a lot. So think about your professional objectives is what can you do personally to move your business forward next year? With your business ones, it's what can your team do or what does the business have to do to move forward next year?

Yeah. So for example, Martin, if you want your team to take more work from you, then you need to be the, you need to level up as a leader. So you need to be a better delegator.

So one of Dan's favourite ones a few years ago, which I nicked last year, it was like to delegate with a bow. So you give them an amazing delegated piece of work. So you give them a document and a loom video.

It's really clear. They know exactly what to do. You've done it once.

You don't need to do it again. And that team member can just pick it up and run with it. But it's delegated well.

It's not done in a rush in a five minute chat where you expect them to get it all right. And you've only given them tiny bits of information and you haven't recorded it. They can't listen back to it.

And they've forgotten what you said as soon as they've come out of the room. So there's a massive difference between delegating well and being a better manager, isn't there? And doing it on the fly, which is what we often do.

Yeah. Another one might be like, you know, you might want to bring on four new, like the business might need four new hires. So what can you do personally?

You could be like, it could be about training packages or, you know, a perfect induction pack that you can create that will help those trainees. So it's you professionally. What can you be and do better to help your business?

Yeah. And sometimes it could be mindset. It could be mindset, couldn't it?

It could be you being a bit more positive. It could be you being, you know, a better leader, a better delegator. It could be you being, you know, having a better training policy or whatever it might be.

It's something that you need to do to make the business better.

[Attendee 8] (1:06:08 - 1:06:20)

Okay. So professional is more about me personally. How I can improve the business.

And then obviously the three objectives, business objectives is more about how it can improve the business.

[Rachael Davis] (1:06:20 - 1:10:36)

It's the business. So for example, if you're in a growth year, Martin, then your sales and marketing will be, what will be two of your objectives, won't they? One of them could be content machine.

Yeah. You're not the content machine. The business is going to be, but you might need to hire a social media exec in order to become a content machine.

It might be that you need to raise your own profile alongside doing the business content. It all depends because there's a lot of context here about where your businesses are at, but that, you know, your, say for example, your sales objective would be a number because you want your, you say you want your business to hit like a million next year, a million in profit or a million in revenue, whatever it might be. That's the goal of the business.

But what do you need to do personally in order to get you there? Do you need to be, do you need to be, do you need to show up early? Do you need to, you know, be a next level leader?

You know, there's got to be something about leadership in there. If you want to hit some big numbers next year, Martin, you've got to show up as a leader, haven't you? In order to deliver that because you're pushing a team to get that delivery for you.

Marketing, do you need to raise your profile? Like for example, in the past, Dan's had to raise his profile in order to get a property entrepreneur where it is today. Do you know, what do you need to do?

You know, but it could be, you could be responsible for hiring the right people in the right positions, dream team, right position, right role, that kind of thing. Those are, you know, what do you need to do to get to where your business needs to be? It's very difficult to give you some examples because it just depends on where all of your businesses are at.

But you need to think, what does the business need? What is the number for the business? So for example, if you've got a lettings business, you might need to bring up, you might need to bring on board 50 rooms.

So that's a target for the business. But you might need to become better at systemizing in order to get the 50 rooms. Does that help?

It's like, what's the leap that you need to make personally? Think of it as personal professional goals for you. And then business goals for the business, you know.

And I know it is hard. I've seen a lot of you in the programme struggle with it. And it's just practice.

Once you start rolling with your year, you will work out over time as advanced have already done because loads of them are left, if you noticed. That you will get better at working this out and you'll be clearer on it next year when you do this again. When you come onto advanced, you'll be like, yeah, I get this now.

I know what I need to do personally. But it's just about you as a person becoming, I think mine last year, hang on a second. Right, so I'll give you my example.

So last year, my professional objectives were to go back to school. One was every day's a school day because I needed to get a cyber certificate. Yeah, and that's what I did.

One of them was about feedback because I was new to public speaking. So I wanted to take on the feedback I was getting from Adam on how I was presenting. And then the third one was next level delegation.

So I wanted to be a better delegator because I wanted a Rolls-Royce rhythm in my business. So the objective in the business was Rolls-Royce rhythm. But my professional objective was next level delegates.

I wanted to really be good. And what that meant in practice was I had in the winter hit list, I built out a training and document library. So I went from three loom videos on the free version to a paid for version with 40 videos.

That's how that changed significantly over the year. And now I hardly tell my VAs what to do anymore. Yeah, because they know what they're doing.

They've got all the training. They've got the big spreadsheet. They've got an ops manual.

They know exactly what they're doing. My ops manual is on a spreadsheet. It tells them what to do every single day of the week, every single day of the year.

And that's what I built out in the winter hit list. So a good tip here is make sure that some of your objectives link in with what you're trying to do in the winter hit list. Yeah, because then you can achieve them by March.

I knocked out, how many did I knock out? I knocked out one objective by the end of March because it was part of my winter hit list. Obviously you don't want them all to finish in March because then what are you going to do with the rest of the year, right?

So you need to stretch yourself.

[Attendee 8] (1:10:37 - 1:10:38)

Get out there and you're done.

[Rachael Davis] (1:10:38 - 1:13:16)

Yeah, yeah, yeah. Well, if you want it that way. But I don't know, Adam might tell me that you've been cheating.

So you want some of them to happen throughout the year. But that's another thing to think of with objectives is timings. When are you thinking you're going to land these objectives?

That's a good strategic way to think about it. Don't leave everything till the end. Yeah, because then you're going to have a really stressful summer.

Yeah, there's a good way to be strategic about it. But just top tips for you guys as people who are left are the ones who obviously are on the programme are the best presentations. Tell a really good story, an emotional journey.

If you don't feel like your journey is emotional, don't worry about it. Just tell your story the way that it is. But the ones with the least words on the screen always work better because people will be listening to you.

People who practise tend to be the people who end up on the stage. Yeah, and don't forget to enjoy it. You're really going to learn a lot from the process about you.

Yeah, you're going to learn a lot about you as a person and about how you present and how you put strategies in place. And you're going to learn a lot from other people in the room. You're going to get some great tips from other people.

Yeah, and wish you did that, but that's great. It's a learning curve. If you're nervous, ignore.

Remember, it's just eight people in the pub. They're your mates. They want to help you and support you if you're worried at the beginning.

And it's a wonderful opportunity for you to get loads of clarity, isn't it? Let's be honest. Clarity for your year ahead.

It's a real privilege to be able to do that. Think about your tangible targets. Force yourself to prioritise because you want to have the best year on record.

And the only way you're going to do that is if you prioritise and focus on the things that are really going to make a difference to you next year. Yeah, if you want to step change, you can't step change everything. What's the one big thing?

What's the one golden chalice for you next year? Yeah, think about it in that way. And then just focus on that and then present that throughout your presentation.

And just the top tips, make sure your year of and your head, where you are in your business and where you are for your year, make sure it's well aligned because if you're going for a massive growth year next year, then don't have balance as your year of because you're not going to get it. You're running around crazy, selling, like taking on every opportunity that's going to grow your business. You're going to struggle to get balance in your life.

Yeah, because you're going to be like, you want to go for big growth. Equally, if your growth is more like slower and steadier, then it might be a little bit different. But just think about, does this year of work with the year I'm planning to have with my business?

Does that help? Yeah, has everyone got asked all their questions or has anyone got anything else to ask me?

[Attendee 6] (1:13:17 - 1:13:21)

One last thing, Rachel, because you've been so useful with the feedback on my...

[Rachael Davis] (1:13:22 - 1:13:23)

Oh yeah, the year of, yeah, it's a pleasure.

[Attendee 6] (1:13:24 - 1:13:39)

So far, thank you for that. Because essentially we are looking at controlled growth. So we're resetting.

I'm having controlled growth. So obviously the cash flow is going to go up to a certain percentage. And then we're obviously going to have the balance where the personal life is balanced as well.

[Rachael Davis] (1:13:39 - 1:14:28)

Yeah, and that makes more sense because you're all about sustainable growth. But if you're having a year out of everything's hell yes, let's take on all the business. Let's like tear down trees, ride the rocket kind of year.

You can't have balance with that kind of year. So it's just making sure that you get what you're trying to do and you can explain that. If it makes sense to you, it'll make sense to the listeners.

Because you can tell the story. And that's the key thing here is, tell your own story, speak from the heart, practice it and enjoy it. Yeah, this is just a great opportunity for you to lay out what your year is going to be.

And don't lose sight of that in the whole thing. Sometimes it can feel like a lot of stress getting all this homework done, but try not to get lost in that. Try to enjoy it as much as possible and practice it for definite.

That's how you get good at speaking, you practice.

[Attendee 1] (1:14:31 - 1:14:42)

Rachel, I was just about to publish my second round of my objectives, personal and professional, but I think I've just become more confused now.

[Rachael Davis] (1:14:42 - 1:14:48)

Okay, let me help you. How have you got confused? Tell me, who am I speaking to?

I can't see.

[Attendee 1] (1:14:49 - 1:14:50)

It's Craig.

[Rachael Davis] (1:14:50 - 1:14:50)

Oh, hi Craig.

[Attendee 1] (1:14:54 - 1:15:20)

Yeah, I'm on my iPhone, but I'm on the other computer as well. I should be visible, but on the personal objectives, I've done these as relating to family and learning a new skill myself, a leisure skill and catching up with people on a one-to-one basis each week. But I just heard you talking about personal objectives that were relating to business.

[Rachael Davis] (1:15:21 - 1:15:39)

No, no, professional objectives. So your professional objectives are for you. What can you do personally, professionally to get your businesses where you want them to be?

That's what I meant, not personal. Your personal should be about your family, your friends, your health. Yeah, is that what you were?

[Attendee 1] (1:15:39 - 1:15:45)

Yeah, yeah, yeah, I got that. I got that, that's all good. Yeah, thank you.

Yeah, that's helpful.

[Rachael Davis] (1:15:46 - 1:15:48)

What are your professional ones at the minute?

[Attendee 1] (1:15:49 - 1:16:23)

Have you got them in front of you? I've got them in front of me. Yeah, wealth through assets, so to get to 75% of- Of your financial fortress.

Financial fortress, but that does throw up another question because we keep hearing that HMOs don't qualify as- Yes, yes. Financial fortress. So that's really messing with me in terms of am I in sync here?

And additionally, I've got a couple of trading businesses, so it is already covered, but I'm thinking through assets, financial fortress should relate to.

[Rachael Davis] (1:16:23 - 1:17:02)

Yeah, so what they class on property entrepreneur as a financial fortress is lots of boring assets, but HMOs can sit in your fortress if they're on supported living leases so that you're not doing the management because management is super noisy, isn't it? That's how they like to see that. So if your strategy this year, sorry, for 2025 is to buy one, like for example, one HMO and then put it over to a supported lease, living lease, Daniel does a lot of this, don't you, Daniel?

Yeah, then that could go into your fortress, no problem. Yeah, whatever the profit is that you're making on it goes into your fortress. Is that what you were thinking of doing?

[Attendee 1] (1:17:05 - 1:17:39)

I was just thinking of the way I'd written it was 18 to 54 rooms. I haven't put anything about converting to the five-year supported living or 10-year leases like that yet. I think that was going to be the next stage, the next year.

This was going to be the point of getting to the 54 rooms this year for 75% of that. So it's not financial fortress technically, it's financial fortress partly due to the nature of the lease set up or it not being on a longer term lease.

[Rachael Davis] (1:17:39 - 1:17:46)

Craig, when you get the houses online and you've done them, you're going to need to do something with them. You're going to either need to let them or lease them.

[Attendee 1] (1:17:47 - 1:17:48)

Well, I already did that, but I don't manage it.

[Rachael Davis] (1:17:49 - 1:17:50)

Oh, right, do you give it to an agent?

[Attendee 1] (1:17:50 - 1:17:53)

Yeah, yeah, they're in the northeast. They're in the northeast.

[Rachael Davis] (1:17:54 - 1:18:03)

If you give it to an agent, then whatever profit you make after the agent manages, it could go in your fortress, I think. Yeah, because you're not doing it.

[Attendee 12] (1:18:04 - 1:18:05)

Oh, thank God for that.

[Rachael Davis] (1:18:07 - 1:18:19)

I'll check that with Adam, but I think that's right because you're not doing all the noise. You're not taking on all the risk. You're not doing all the lettings.

You're not doing all the viewings. It's not the same, is it? So let me qualify that one for you, Craig, and get back to you.

[Attendee 1] (1:18:19 - 1:18:23)

All right, don't build up my hopes. I'll take that as a no worries.

[Rachael Davis] (1:18:24 - 1:18:42)

Interestingly, in my fortress, I have my HMOs, but only as buy-to-lets because I own them. So they're in my fortress as a buy-to-lets or whatever the mortgage is, is in there, and then the rent that I'd get for that if it was a single let. So that's how I've done mine in my financial fortress.

[Attendee 1] (1:18:43 - 1:18:55)

I've based mine on net profit after all costs, including management, so to get to that. Financial fortress number. Yeah, let me come back to you on it.

I'm hoping your answer's positive.

[Rachael Davis] (1:18:57 - 1:19:26)

But that's how I've done mine. I just treat them in my financial fortress as buy-to-lets, even though they operate as HMOs and I get more profit from them, but it's not included because quite rightly when you're managing, the challenge you've got with HMOs is that the profit goes up and down. If you have something that happens, it can change every month, can't it?

It's actually not as stable as say if you gave it to a lease operator and a lease operator just took all of that and paid for the maintenance and had a self-comparing lease on it.

[Attendee 1] (1:19:26 - 1:19:45)

Look, I know lease operators that are... There's a very famous one, one of the biggest ones, it's in administration right now, the Home Reap. So nothing's forever, is it?

Even if you take major covenants on boring assets, they go bust, don't they? National multiple retailers, whatever it is. So yeah.

[Rachael Davis] (1:19:45 - 1:20:08)

I agree, I agree, I agree. Can I qualify that? And what I'll do is I'll post it in the community about how HMOs can sit in your financial fortress, yeah?

Because I agree, leases aren't forever. They're five, 10 years and then you have to renegotiate it afterwards, don't you? But that's what a lot of people are doing in the group, in the community in general.

Lots of people are doing HMOs and then putting them over to...

[Attendee 1] (1:20:08 - 1:20:37)

I would love, don't get me wrong, I would love to do that. And I was thinking of getting to 10 to 12 units, houses, which is what this is. They're six each one and then going to a provider and maybe splitting it between one or two providers so you're not putting all your eggs in one basket.

But if there was, if there's an opportunity to speak to one, and if anyone knows one, I have asked, but no one really knows any in the group for the North East in Newcastle and Sunderland that I've been made aware of as it stands, that are actually doing anything right now.

[Rachael Davis] (1:20:38 - 1:20:39)

I'm sure Daniel can help you.

[Attendee 7] (1:20:40 - 1:20:46)

Mayors operate in the North East. Have you tried Mayors? A company called Mayors, M-E-A-R-S?

[Attendee 1] (1:20:47 - 1:20:58)

Yeah, they, and like someone mentioned about them and then at the meet, at our session, not the last one, the one before, apparently they're not doing anything at the moment in terms of taking on new partnerships.

[Attendee 7] (1:20:59 - 1:21:05)

It may be a financial year thing. They may be waiting for, you know, the end of their, whatever, financial year or the end of the calendar year.

[Rachael Davis] (1:21:06 - 1:21:22)

Yeah, and I can connect you. Daniel, I just lost your voice there. I can connect you with someone in the advanced community that does leases across the country.

She might be able to help you. Her name's Chelsea. She might be able to help you.

So I'll connect you with her, Craig.

[Attendee 1] (1:21:22 - 1:21:27)

That would be incredible. I've got one that's being completed in three months time. Could be a first test case.

[Rachael Davis] (1:21:28 - 1:21:42)

Yeah, all right. Let me do that for you after this. I just want to say, because we're talking about things specifically now, if anyone has got anything more on strategy day that they want to ask me, now is the opportunity.

If not, we can close that off because I've got 20 minutes over. Yes, Sean.

[Attendee 11] (1:21:43 - 1:21:53)

For the time distribution, the 70-20-10, is that all business related or can the 20-10 be like family or education?

[Rachael Davis] (1:21:54 - 1:22:27)

I think that depends on you. Mine tends to be all business related, but if you feel like you've got the space to be able to make a 20 or a 10, something else, then I don't see why not. It just depends on how you're, you know, what you've got going on.

So I tend to have, yeah, I've got, I've got property entrepreneur, I've got businesses, so mine all gets filled with business stuff. So it's up to you, Sean. I think it's about your year, so it depends on how you want to distribute things.

But generally, most people do put business stuff in there. But if it's different for you, then it's different for you. Yeah.

[Attendee 11] (1:22:27 - 1:22:28)

Okay. Cheers. Thank you.

[Rachael Davis] (1:22:29 - 1:22:34)

There's no easy- Is it assuming Monday to Friday? Yes, Monday to Friday.

[Attendee 1] (1:22:34 - 1:22:39)

It's generally- I know no one's got more days in a week than anyone else. Yeah.

[Rachael Davis] (1:22:39 - 1:24:06)

It's generally about your business focus. Yeah. So how are you going to organise your time in your week to get where you want to be?

Yeah. It's generally that. You know, like for Sean, if it's slightly different for you, Sean, then you can change it.

But I would say it's generally about your business focus. Yeah. We're all entrepreneurs, right?

So we're all trying to build something, achieve something, you know, and that your distribution of focus needs to go into that, really. I'll finish there because I'm conscious that it's 20 past one. Do you feel a bit more set up, guys, for your Strategy Day presentation?

Yeah. It's really straightforward. Just enjoy it, but practice it and get right in that deck as soon as you can, because it'll help you iterate different versions of it.

You know, get your first draft done, come back to it. It may even help you decide what your objectives and your targets are going to be. Target's hard.

I'll get round everyone on Facebook as soon as I can. But the idea is there, is to make you choose. The whole idea is to be strategic because you can't- One of the things you're going to learn about next year is that you can't do everything you said you were going to do.

So if you listen to me, you'll get it right. But like Brendan, he's on advanced. He's determined to put lots of targets in.

If that's what he wants to do, great. I found it quite stressful last year, trying to do too many targets. So everyone's different, yeah?

And it's what suits you that's important here, but you make it as true to yourself as you can. Yeah. All right.

Listen, have great lunches. Any more questions, put them in the Facebook community on the Strategy Day and we'll answer them.

[Attendee 1] (1:24:06 - 1:24:08)

Thank you. We couldn't get enough coaching. Thank you.

[Rachael Davis] (1:24:08 - 1:24:13)

Bye, it's all right. It's a pleasure. All right, darling.

See you later. Thank you. Bye-bye.