**17.01.2024 - Video\_Transcription**

[Attendee 1] (0:49 - 0:49)

Hi Chris.

[Chris Moss] (0:50 - 0:52)

Hi, hello, how are you?

[Attendee 1] (0:52 - 0:53)

I'm good.

[Chris Moss] (0:54 - 0:56)

How did your presentation go at the university?

[Attendee 1] (0:58 - 1:16)

Oh that went really well actually, much better than I thought. I used a lot of pictures, so I'm actually doing another presentation at the PIN Leeds in February, that would be my debut there as well, but we'll talk about more about my journey really.

[Chris Moss] (1:17 - 1:27)

Amazing, that's awesome, that sounds fantastic. We'll just wait for everyone to join, there's still people there in the meeting room.

[Attendee 5] (1:30 - 1:32)

Sorry I'm not doing as Garrett today.

[Chris Moss] (1:34 - 1:39)

You don't look like him. Thank god. I've got more hair.

[Attendee 5] (1:41 - 1:45)

I've got my massive, what is it called, hoodie on today.

[Attendee 6] (2:02 - 2:04)

How's it going Chris?

[Chris Moss] (2:05 - 2:06)

Hey Tej, how are you?

[Attendee 4] (2:07 - 2:09)

I'm good, how are you?

[Chris Moss] (2:10 - 2:15)

Yeah good, good, good, good. Ready for this?

[Attendee 3] (2:15 - 2:16)

How many have you done this year now?

[Chris Moss] (2:18 - 2:18)

Of these?

[Attendee 3] (2:19 - 2:19)

Yeah.

[Chris Moss] (2:20 - 2:28)

This is my second, so I did the first one, the CAVE session one, and then this is my, this is the second one.

[Attendee 4] (2:28 - 2:30)

How many more you volunteered for?

[Chris Moss] (2:31 - 2:32)

None yet.

[Attendee 4] (2:34 - 2:36)

I think it's all about marketing later on, someone might, you might be good at that.

[Chris Moss] (2:37 - 2:46)

Yeah, yeah, I'm sure that, I'm sure there will be some of that. I'm just going to turn off the meeting room and let everyone come in and then we'll be ready to go.

[Attendee 6] (3:05 - 3:06)

Cool, brilliant.

[Chris Moss] (3:07 - 4:18)

Can everyone hear me all right? Yeah. Hello, cool, brilliant.

We'll get going and then if anyone else joins us it should automatically let them in, hopefully. So to kick off, we're obviously going to go through the winter hit list and I'm going to go through some top tips and some bits behind the scenes of real practice and sort of examples. For anyone that doesn't know me, I run a company called Oversubscribed and we run and create marketing assets, branding assets and everything that sort of falls within the marketing space, we have a service or a product for relevant to property entrepreneur.

I've been on property entrepreneur for the last four years, so I'm going into my fifth year on property entrepreneur this year. So it's the end of the five-year plan and so very much sort of looking forward this year to bringing it all together as I go through it. With the winter hit list, in fact, it'd be good to get a show of hands, who's started working on their winter hit list so far?

[Attendee 5] (4:19 - 4:30)

Thomas has just turned up. Cool, sorry, just muting that.

[Chris Moss] (4:31 - 11:44)

Sorry, a show of hands, who has started working on their winter hit list? Oh, awesome. I think that was pretty much everyone there.

Amazing. Cool, so we're going to go through the winter hit list and the reality is if you take the winter hit list seriously and you execute on it as well as you can, you will have a substantial step change in your businesses. Equally, if you don't, there's a very good chance that you have exactly the same year as you had last year, you don't really have any changes.

For me, over the last four years, the winter hit list has been sort of a game changer and has allowed us to to grow the businesses in a number of ways. So we've, since I started doing the winter hit list process, we've gone from having 16 members to 15, we've gone from six-figure revenues to seven and we've managed to increase our margins along the way during that period and it is purely down to the effort that me and the team put in during the winter hit list. So it's well worth taking seriously and I'm sure they explained on the workshop how if you get it right and you put your effort in now, then the summer is like this next 12 weeks dictates how well the summer goes.

So I won't labour that but well worth really tuning into a bit. So I'm going to go through this, it's going to last about 30 minutes or so and then we'll also have time for questions at the end as well. I'm going to give some top tips, I'm then going to share some examples of assets that we've built and then as I say you'll then have a chance for any questions at the end.

Feel free to put questions in the chat box as we go, equally I will be able to answer them in person as well at the end. Cool, just checking my notes here make sure I've not missed anything, brilliant cool. So I'm going to go through some top tips on how we can go from sort of having those winter hit lists and that you've all put together and are starting to go through, just some practical tips that I've used that I think will add value and increase the chances of you being able to execute on these.

So the first top tip is the task triangle. I don't know if this concept has been explained to you or you might have listened to Dan Hill's podcast on the task triangle. If you haven't, highly recommend listening to that on the Profit Entrepreneur podcast, it's going to explain it way better than I'm about to and I'm going to give you a 30-second overview of it.

So what the task triangle is, which is my first top tip, is you as the entrepreneur, business owner, team leader, you doing that small bit of the task that needs your knowledge to do but then handing the rest over to someone else to do that. So as an example of this, it might be that you're wanting to craft a brochure as an example and I'll share an example of one of ours that we built. So you might want to create a new brochure to advertise and market your business.

The high level for that would be the copy potentially that goes into that brochure and the strategy or how you want stuff laid out, that could be the top of the task triangle but then there'll be everything else below that which might be the design, it might be the editing, it might be any formatting, turning it into different formats and that would be the sort of other stuff than less, the more heavy lifting stuff that you don't necessarily need to do yourself.

It's really easy with the winter hit list to have a task that's assigned to you and you think I've got to complete the whole of that task, however you might not necessarily need to, it might be that you can do part of that task and then give it someone else in the team to actually finish the task on your behalf once you've done the bit that only you can do. So that's the first top tip is using the task triangle. The second top tip is just to making sure that we're working through these and you don't end up finding yourself with like a week to go and 100 tasks still to do, is making sure each week you get it on your top 10 in your Sunday sanity.

It's a super easy one that I'm sure most of you have sort of clocked on and connected the dots on that but if you haven't that's for me the only way I really get them done is if they're on my top 10 then there's a pretty good chance I'll get those nailed. If I don't then it's easy for me to forget to do those winter hit list tasks so definitely schedule it and just know exactly in the week when you're going to do it in your prime time sessions as well. So that's the second one is Sunday sanity, get it in there and then get it scheduled as well so that you don't get interrupted while you're doing those tasks.

And then the third top tip is quick wins. So what the quick wins are is just anything that you've got on your list that you can easily get tipped off and the reason for this is just to get that momentum going. So in the same way you're and same for your team as well so you've got the priority so you've got one, two, three, however if there's a number six that's going to take five, ten minutes to do and you can get that percentage up on the score tracker and you can get a little quick win, highly recommend doing that.

And also when you introduce it to the team if you haven't already or if you have then you can just add this on to them is they can also take off any key wins. So a number of the team at the moment from our businesses when they're working through the winter hit list that they've we're probably about I think it's about 20% done of the tasks. The actual workload's probably not but the tasks is 20% done and the reason for that is because they've picked off a few of these easy wins but for them and for me it gets that momentum going and makes you feel feel good about it.

So yeah quick wins is the is the third top tip. What I'm going to do which I thought would be useful is to share some of the assets that we've built over the last few years that have sort of really made a big difference to what we do. Some of these will be relevant for some of you depending on where you're at others they might not be relevant now they might be in the future equally you might have already built this stuff in your in your businesses but I thought to get some insight and behind the scenes of the types of things and how we executed the winter hit list would would add some add some value.

Hopefully you agree. Cool give me a second I'm just going to share these. Can everyone see that?

Can I get a thumbs up? Feel good?

[Attendee 5] (11:44 - 11:45)

Yeah it's just quite small.

[Chris Moss] (11:46 - 19:36)

Okay brilliant thanks Valerie. I'll zoom in. So what this is is the organizational chart that we that we built out.

So this is the structure of one of my businesses which it didn't look like this going into the winter hit list. So going into the winter hit list it it we had multiple people that we needed to hire which was part of the winter hit list was building out the assets we needed for that. So we built it and then this is the actual asset and the map that we built.

So this is basically for the one one of my businesses the exact structure that we have within that business. So we've got me in a in sort of a leadership managing director role we've got my head of operations and then and then various team heads. But what's the the sort of where this was a real game changer for us is actually having it really clearly written down exactly what the person does their responsibilities and then these were the key assets that we built on the winter hit list.

Having this overview was was really useful but this these were the game changers. So having a link to their my house document and this was another asset that we built on the winter hit list which basically outlines from a head of operations on a weekly basis what is it that they need to do on a monthly basis what is it they need to do and then what are the one-off or annual tasks that they need to do. And then same with the my house it's basically on a weekly basis have they done those tasks or not and once they've done them they they tick them.

So this was week commencing 15th which is this week so we can see some of the Monday Tuesday tasks are done the Wednesday tasks being fixed Thursday task hasn't been done yet it's not Thursday. But it just gives us that real clear insight into what's happened what hasn't happened and what sort of needs to happen. That was a real a real game changer for for us that we built out.

So that's the the one is the this that scorecard and the my house document the the other is the hiring process. So having onboarding training as well for for this particular company so what do we need before they start onboarding schedule week one what happens with training videos built into it and and it just goes through that process. But where this really helped us not so much in our operations role but in the roles where we hire quite a lot of people for was a massive massive help because otherwise every time it came around to hiring that social media manager or whoever it was or replace an old team member we had to redo this so it was a huge asset that we that we had huge success on in a winter a couple of years ago now.

And yeah and then just this overall document so if we need to hire someone replace someone we've got like the job spec linked to it. So I'd recommend as you start to build these assets out just think about how you're going to store them and how you're going to access them easily because what you don't want to do which I've definitely been guilty of before is building these assets out but then not using them because you're not 100 sure where they are or the team doesn't use them and before you know it you sort of may as well have not not done it.

So yeah whether it's a document that has all your important documents on or however it looks we do it in the org chart like this but recommend doing it in that way. So that's the one. The other is Asana so for anyone that uses Asana or anything similar another sort of real big one that we built out was onboarding of new clients so any client onboarding or anything like that is building that out in Asana or wherever you want to build it out and just documenting that whole process.

So for us before when we onboarded a new client we knew what the process was and the team members knew what it was but we just didn't have it really clearly identified which made it a lot harder for us to scale and once we were able to document it it was then a lot easier to sort of scale and that goes right from payment links all the way through to the design work and what's the process what's the checklist we need for that and so that's another one I'd recommend is any onboarding or any bottlenecks that you that you might have.

Another one which is easy for everyone to overlook in the winter because you're obviously very much focused on processes systems but we're going to be moving into sales season and as we start to go in towards the summer and it's really easy to get to the summer and think ah I need that marketing brochure I need that asset I need this and not actually have it and so what I'd recommend which I'm sure many of you've got on your winter hit list already but just start to think about what is those marketing assets you might need what does that actually look like because once you're in the middle of the summer you're not going to want to build these out which is a mistake I've made before and I'll get to needing to launch a campaign and there are actually I've got all these assets and I still need to build so highly recommend tuning tuning into that some of the ones that we've built out in the winter previously this was one from last year is our build a brand and one page website which is the great digital reset.co.uk if anyone wants to use this as a template but yeah it basically is the one page website with our offering with our pricing on testimonials why us why now and follows the full structure also reports are a good one to build out in the winter so we have a free digital reset report that clients can download and get a bit more insight into so that's another one potentially any white papers any lead magnets it'd be a great time to start thinking about building those out because they can take longer to to do than most people anticipate or certainly I did the next is any other branded information so this is another one of the documents if someone wants more information on our branding packs we have all the documentation for that which was another big asset we built out last year and so you've got your company brochure possibly but then you might have product individual product brochures and then the sort of what we would consider our branded brochure our main brochure it's a great asset to build out again in the winter because if you've got sales season and you've got sales to do in a month's time you're not going to have time to build out these sorts of assets to the quality that you might might want to and so that was another game-changing asset that we that we built out and and then finally is another one was the stationary stack so from us business cards letterheads all of the sort of new email signatures social templates and all of the different elements that we wanted so that when we went into sales season last summer we had it all all ready to ready to go so there's some of the game-changing assets sort of system wise but also marketing wise that that that we built out and cool hopefully that all uh was useful has anyone got any um any questions on any of that chris hi

[Attendee 3] (19:37 - 19:41)

brendan here was this an easy sell to your team

[Chris Moss] (19:43 - 21:00)

how did you sell it to your team yeah great question so the way in which i tie it in and deliver it is i position it as during the autumn we went through and we identified what was broken and what we needed to fix where we could improve and then i sold the winter hit list in as these are now the things that we need to build to solve those problems that we had and so yeah that that's how i sold in every year it does get easier to sell it into the team because there'll be team members that will know about what it is already but also which you wouldn't have had insight into but come the end of this winter hit list what you can do is set up a winter hit list group with all your team in for the following winter hit list and you can say to them look start putting stuff in we know what the winter hit list is now anything we need to do let's put it into that group so then again that gets the buy-in from everyone because all year people are dropping in the odd comment and by the time you get round to it they've kind of got that insight as to what it is already the key with it like with the strategy like with all of it is getting their buy-in early on and getting them to decide what goes on the list and get input on the strategy and then when they execute it is a

[Attendee 3] (21:00 - 21:51)

it is a lot easier everyone else had their hands up i just blurted out maybe they had their hands up before me that's very good i've just introduced sunday sanity to the team and uh that was incredibly easy i said yeah we're doing that already brendan just not showing it to you what's going on so that was that was a very easy sell that one so yeah i've got to give this a go now we're a bit unsure when our winter starts that's the only thing i was talking to mark about it yesterday and in manufacturing it doesn't always necessarily start maybe the same as other businesses property businesses and stuff like that we don't have any slack periods at all at the moment so i guess we'll just pick it up as and when the time is available that's about it isn't it

[Chris Moss] (21:51 - 23:11)

so just to sort of clarify on that so it doesn't necessarily mean it's a winter period in your business it's i know with property the winter can be quieter from what i understand but similar to you in our business winter it doesn't make too much difference from a sales perspective or capacity perspective the winter hit list and working on this doesn't actually correlate to doesn't have to correlate to a quiet time in your business so one of the things i share with the team is the concept of prime time which i'm sure you've you've all gone uh went through on wednesday i imagine or previously and so i introduced that prime time to the team and i sort of said to them look i know we've all got our day jobs we're all mega busy anyway um but if for the first hour and a half a day we all have that prime time in some of them will start at 10 some of them start at 9 some start at 8 30 but whatever that hour and a half is is just saying to them look not expecting you to contact me not expecting you to be available just work on those winter hit list tasks so that then no one has got um the sort of excuse i suppose that i didn't have time to time to do it because they've had permission to not think about other things and just think about that um yeah so yeah does that uh very good that was that was a very good answer

[Attendee 3] (23:11 - 23:25)

actually so yeah we're not gonna get a dedicated time it's just perhaps when they're available to try and do it every day of the year might be a bit of a struggle sorry no so these winter hit

[Chris Moss] (23:25 - 25:07)

lists the winter hit list is is just for the 12 weeks from the start of jan to the end of march so it's a sprint basically and and the other part of selling it into the team is that this isn't all year this is literally we've got 12 weeks we've got 12 weeks to execute this and getting them excited and hyped up about this is our project for the next 12 weeks is is how um yeah how how i position it and sort of the methodology is that and then once you get to the end is then celebrating it so for our team we'll book a spa day at the end of it there'll be part of that spa day which is just a reward well done we've nailed this the other part of it will be is um the agm where we'll go through it so everyone knows there's this hard deadline at the end of the end of it equally in terms of workload you've obviously got to make sure everyone's got the capacity to do what you're giving them and that's obviously a really key part of this because you don't want to load people up that haven't got the capacity so you do need to make sure that they commit to it they look at it and go yeah i can deliver on this so we have some team members that might only have two tasks on the winter hit list and then i think the team member that's got the most has maybe got 17 but it's just based on capacity and volume of tasks and time it'll take but yeah there's kind of three parts to it which i'm sure you've heard before is it needs to be really well but it's got to be really clear to them what the outcome is it's got to be delegated well so they've got to know exactly how to do it um but then finally is they do have to have the capacity to to do it otherwise it will fall apart absolutely it's a tough ask actually this

[Attendee 3] (25:07 - 25:13)

month uh to be asking them to do it but fine i'll crack on and see what they say i'll have a meeting

[Chris Moss] (25:13 - 25:57)

them on friday okay yeah i would very much try and get them to lead it and commit to whatever they can commit to if it's that you've not got the capacity with the current team you've got one of the things you could look at is how else can you delegate is there anyone else can you get a supplier in for a period can you get a freelancer in that sort of thing so with the winter hit list you've not got to execute it yourself your team doesn't even have to execute it can be third parties so for us for some of the board members we do their brochures and various branding assets that they need and they will they won't try and do that themselves or even internally because they don't have the capacity or the resource they will actually give that to to us to do but that's the same for a lot of the assets depending on what you've got to

[Attendee 3] (25:57 - 26:18)

build very good yeah i've been considering uh getting a va as well and just getting my team to use them because i was thinking for myself i don't really have that many things for a va to do but yeah my team could make great use of it okay thanks awesome steve i can see you've got your

[Attendee 4] (26:18 - 27:29)

hand up yeah hi chris hi everyone i dropped a couple of questions in the chat so i'll uh i'll just quickly whiz through them if it's okay um i've been in the chat i've said it's a mental block but i just i just need a bit of guidance i think i i don't have a big business i'm a one-man band it's a relatively new business so i don't really have anything that needs to be fixed um so winter hitlist doesn't feel like it fits for me instead what i was going to focus on was we've now got the objectives and targets as part of year of and headline strategy is to create sort of activity trackers or task trackers based on on those objectives and try and use it that way the only two things that i recognize need to be fixed that could be considered winter hit list but seems too few to to go through a formal process is more structure around content creation creation to make it more efficient and generally getting a va on board and identifying all the things that i can outsource to a va so that the time i do spend on property is valuable time rather than admin time aside from that i don't see the need for a winter hit list for me so i don't know

[Chris Moss] (27:29 - 28:31)

if i'm completely off track or or yeah no i understand um where you're coming from with that so the winter hit list isn't just to fix and apologies i've really reinforced this wrongly here and is the winter hit list isn't just to fix issues in the business that's one part of it and where you can get buy-in from the team but the other part is actually to build the new things that you need for your new strategy that you've now got so for us last year we launched a new product and a new service it there was no issues with it because it didn't exist but what we did do is build all the assets for that so we built out the new brochures the new website all of the new stuff we needed new social content new content structure all of it to do with it we built that in the winter so we then it came to spring we could launch that and then summer we could sell it so yeah it doesn't have to be things in the business on your winter hit list that needs fixing it can be new strategy things it can be the things that you've mentioned a new process for your content creation whatever it might be that you think is going to move the move the needle okay

[Attendee 4] (28:31 - 28:36)

but it'll just be me on the winter hit list i've seen winter hit list with various people in various

[Chris Moss] (28:36 - 29:07)

departments yeah so yeah unless there's anything else you can outsource to other people this year so it might be that a va can do some of the stuff for you it might be um content creation as an example or getting more efficient on that process it might be that you can give that to a consultant who can help you with that there'll be other third parties that you might be able to tap into depending on your subscribe say that again sorry like over subscribes for example well if you've

[Attendee 4] (29:07 - 29:14)

got any branding work 100 percent no that's great thank you i won't take any more time i know there's questions

[Chris Moss] (29:18 - 29:36)

gareth can you see your hands up sorry gareth just to jump in i can't quite hear you you're a bit robotic i don't know if that's um

[Attendee 2] (29:38 - 31:01)

um we go to this instead can you yes yeah sorry yeah so thanks for that um i'm not sure why obviously the same thing um really helpful um i think the organizational chart for me was specifically helpful i haven't seen you know the documents in the past i think exactly what you mentioned on about not using those in you know having them and not using them because people the team can't find them so that's really helpful to have it in you know one place where you can link pre-link them out to everywhere else so that was great thank you um my question is more around uh unlike some of the guys we've got a shed load of things on the winter hit list one of them is implementing a new crm at office crm which is a massive task um and even if that's the only thing that we create in what i managed to sort out in winter that will be a big win for us um the the bit i think because it's the first run around the track i think it's harder i think trying to vision the needs of summer like you said a number of times is trying to pre-empt those things that you might need in summer when we haven't even really created what our um plan will be in summer if that makes sense what our campaign will be so i just wondering if you've got any thoughts around that

[Chris Moss] (31:02 - 31:32)

yeah so i think just anything that you would normally do um is just if there's anything that you could improve on that you're not going to have at this point the strategies that property entrepreneur will teach to be able to sort of pre-empt that just because it's the first year and moving forward in future years you will which will which will help um however anything you can build now that you know might just based on your current sales funnels current sales process to enhance that would would probably be the the only suggestion i've got on that

[Attendee 2] (31:33 - 32:00)

yeah yeah and i think um just touching on what brendan said you know we are in a bit we are very very busy at the minute so i think it's just trying to focus as much as we can whilst you know delivering client work as well as trying to just focus on it's just like you said a sprint isn't it over a short period of time just focusing on these things and then pretty much you don't look at a lot of these systems and processes things until this time next year exactly that

[Chris Moss] (32:00 - 33:29)

yeah that cycle yeah thanks yeah absolutely and and if just uh on that as well i'm in exactly the same place as all of you in that i'm looking at the winter hit list and i'm going quite this is quite nerve-wracking there's a lot of stuff on here that we need to get through we're already feels like we're already at capacity however every year it feels exactly the same as that but what we do is just make sure between me and the team we're putting focus on it we're tracking it and and it manages to get done or at least a good 80 90 of it does and like you said if you've got that one thing crm system or just something real key and if you just got that done in the next 12 weeks you're going to have a step change in the business and that is the is the aim of the winter hit list what most companies do is they'll always be trying to develop new systems new processes implement new things and as a result they kind of never really have the urgency on it or never really implement it or it's just drags on and drags on whereas the aim is that we can have this laser focus carve out as much time as we can move the needle and then do it but it does feel uncomfortable and well certainly it does for me and when i'm looking at these lists once you start to get some the momentum on them though it does get easier and then you start to see the light at the end of the tunnel like actually we can do this and yeah every single year it's been exactly the same for me and i look back at the winter i'm like god that was a great asset that was awesome that was awesome that was awesome and there's always one or two that we ended up like not actually needing but majority of them are game changers yeah great thank you i noticed that

[Attendee 2] (33:29 - 33:46)

ashley asked the question in the chat around the if you could share the spreadsheet i'm i would also be keen on that now i'm conscious there's a lot of private information on there is there anything do you have like a template or something that you could share on that um yeah i don't know if it

[Chris Moss] (33:46 - 34:41)

actually be that much value to to that template in terms of the actual content on it just because it's uh for a marketing business it's very different however what i can do is screenshot it and perhaps drop it in the group so you can just see the see what some of those headline titles are and sort of how we structured it um i'll do the same for some of the other key documents that we've got and i'll just uh i'll just mark out anything that's um sensitive yeah awesome thank you i know i do know as well when you go into i think it might be on the program later this year or possibly on advanced that whole organizational chart structure and how to execute on that is covered it is a property entrepreneur blueprint um so yeah you will at some point get a lot more insight into that as well awesome andrew i think you've got your hand up i don't know if

[Attendee 1] (34:41 - 35:46)

that was an old one um no i'm just i'm a little bit behind on my winter hit list so i'm stuck making the list and stuff like that but i can't remember exactly how to utilize it or but also i'm trying to figure out how to focus more because now we've created our year off so we've got our personal professional and headline strategy so do we kind of prioritize all these based on our year off or do we uh kind of i don't know prior i guess we're making some judgment before but now that we've got a head uh the year off i guess we can't reprioritize everything so i'm trying to figure out how do we do things efficiently and it's on our year one so i'm just wondering if you've gone around the track five times you you'll become very efficient at doing this but we're year one we try and figure out lots of things and try try and do it for the first time so if you could go over the um spreadsheet and how you apply it and how you see us kind of applying it in year one not

[Chris Moss] (35:46 - 38:33)

not year five yeah sure sure so it's very um the process in terms of how it does for me anyway hasn't really changed from year one two three or four the sort of process and the concept is exactly the same you are right as time goes on the team become more familiar it becomes part of the culture a little bit more and it is easier to execute and however the the first year is probably where we had the most game changes just because it was a there was so much to go at whereas after that it was more fine tuning and changing things there was a lot more broken stuff i suppose um to to fix um so in terms of what you decide to put on the winter hit list which i think maybe was part of the question is is is twofold so one is things in the business already that you know are broken that you can identify as being broken that would be really useful to fix and that would be one thing so it might be contents taking too long as steve said it could be um you haven't got a hiring process and you need to to get that hiring process something that's sort of a leaky roof already if you've not got many of those because of where you're at or you've just got things under control it might be that there's a second part which is what are the new things you need to build on the winter hit list to have to execute on your year of uh so and your headline strategy i should say sorry not year of headline strategy so in your headline strategy it might be um ready the rocket as an example and that's all around testing putting stuff out to the market and you might have objectives around marketing as an example and start to get known in the marketplace start to get some traction so what that winter hit list tasks that tie into that that allowed you to execute on that might be build a social media strategy and it might be build out your marketing material and whatever that whatever that would look like so the winter is all around building out the new year's strategy so the actual new year starts at the start of april so you've got these new headline strategies that actually launch at the start of april took me about three years to get my head around this um so the new headlines the headline strategies you've got will start in april and what you're building now is that new business so you can launch the new business essentially start of april and step change because you've built this stuff on the winter hit list you then have that headline strategy for a 12-month period but you start to analyze that again in autumn does that make sense

[Attendee 1] (38:35 - 38:52)

yes so actually yeah personal so year after personal objective we don't enter in that so do we correlate some of the professional and the headline strategy into this i'm a little i'm still a little bit confused before all these different things sure so headline strategy

[Chris Moss] (38:52 - 40:04)

and the objectives with your headline strategy that is a that's what you would build in the winter hit list so you've got your headline strategy for example ready the rocket objective marketing machine and then you might have some targets on that objective post five times a week etc on on those that's what you'd be building now is the assets that will allow you to execute on so that's your headline strategy and your objectives and your targets on your personal side of things on the year of you might have some professional objectives on there that you may want to tie in so you might have raise your profile something like that in terms of your professional objective and on that professional objective it might be that in the winter someone books in 10 talks for you over the over the next from april to april something like that so you could tie them in it just depends what they are does that does that help yes still a little bit but i'll try to figure it out what what what where's the confusion let's see if i can

[Attendee 1] (40:04 - 40:45)

help um i thought the professional objective are slightly kind of similar to your headline strategy some of it aspects so i'm i'm still a little bit uh i've got my professional it's good to great leadership and know my numbers and imitate to innovate and then my headline strategy is dream team um new day new way which is kind of uh uh systemizing and then uh fill the pipe which kind of finish all my projects and get money in basically so i'm trying to figure out i'm trying

[Chris Moss] (40:45 - 42:08)

to correlate all these yeah yeah yeah so so what is um what's good or what's a good strategy is that your professional objectives are aligned with your business in some way so like for example if your professional objective was work less but your headline strategy in business was launch a new business or triple the size of the business then they probably don't correlate so it's good if they have some sort of correlation because there's more chance of you exceeding them and they're not going against each other but in terms of the winter hit list and what you're building with the winter hit list that's building the business and building the new assets that you need in the in the business if that has some professional if you need to build some assets that help you with your professional stuff that's no issue you could include those on the winter hit list as well but the aim is is that you're building things in the next 12 weeks that allows you to step change the business and step change what you're what you're doing awesome is anyone uh if anyone needs to excuse themselves we have gone apologies gone past the uh 30 minute mark so if anyone needs to excuse themselves feel free equally i'm going to be on the call for another 10-15 minutes so if anyone else has got any any other questions uh yeah feel free to fire away just sorry chris i

[Attendee 3] (42:08 - 42:14)

missed it my kid came in uh are you going to send the excel sheet yet uh how are you going to send

[Chris Moss] (42:14 - 42:34)

it sorry so i'm going to send the exact sheet just because there's some sensitive stuff on there however what i will do is screenshot it um which i think is where the value will be for everyone anyway um so you can see the structure of it and what's on it and then i'll do the same with some of the other assets i've built as well i'll just share some some stuff on those that i think will

[Attendee 3] (42:34 - 42:51)

be useful okay would it be quite useful to get the stuff linked up i appreciate this sensitive stuff in there and you don't want to do that it's just the links would be more useful than screenshots uh if we've got the structure of the whole thing sure what what i will try and do is

[Chris Moss] (42:51 - 43:27)

just give you in uh i'll just i'll just give a bullet point document of like what each one of those things is that it links to um as well as some insight uh onto it i don't actually think the actual documents and that side of things themselves would be very useful just because unless anyone runs a marketing company and then i might not want to share them but uh i don't think they'll be that valuable um it's more important that the uh yeah the the concepts is where the value is i think i'm sure whatever you provide will be perfect thank you christine um right so

[Attendee 5] (43:27 - 44:13)

um my question is is i'm a little bit like andy uh so i've made a whatsapp group with the team and um uh so we've put it on a spreadsheet i i can't really use google docs but um on a normal spreadsheet um and i'm not quite sure how to prioritize them so so uh because when we were explained about this one um we were sort of told you know you have to put them in compartments and all that um did you do that following the different businesses or um yeah how do you do it

[Chris Moss] (44:13 - 47:56)

how do you prioritize yeah sure i'll see is important yeah no 100 the priority getting the priority right is is is really key um definitely let me let me just pull up uh one of our winter hit lists and show you oh so slightly rebranded it and recolored it but it but it's the same same concept here so this is what uh as as looks like for this business and we basically how we prioritized it is basically looked at a combination of our headline strategy and our objectives plus anything that was urgent that needed to be done and then categorized it in in that those ways so using the rag system on the right hand side was what's red absolutely critical that we need what's amber would be sort of good to have um and then green sort of what would be nice to have um you you can take a call on that but the main thing is is that you go through them so step one is i went down the full list and i put in who who um sorry i went down and put in red amber green so what's really important what's not etc yeah sorry i've missed that i i had forgotten that very important part yeah sure sure so it's red amber green and once you've done the red amber green it's then looking at all the reds and saying one to ten or however many you've got what is the first most important red second most important red uh etc and and then like you said it is split so for us but slightly different for this business but we've got it as what's a product update we need to do what's a marketing and sales update which is a big list um what's a um delivery update finance update operations uh update as as well um yeah i was a little slower out of the start on this so we had our meeting to uh choose yesterday two days ago no yesterday sorry to to launch this um with the with the team some of them had started to get to work on it already but we've just uh just launched it and the team's just uh starting to sort of get into it looks like a few people have got some quick wins on there um but yeah me included because i didn't want to be behind everyone um so yeah normally how it plays out is the team end up being way ahead of me and i'm having to play catch up um which i'm determined this year isn't going to be the case thank you thank you very much cool has anyone got any other other questions okay cool well if there is anything feel free uh to just uh tag me in the in the group i'm sure i can do it uh come back to you in in there and yeah good luck with your winter hit lists great work on your presentations as well from what i hear the standard was very high and so awesome stuff uh at the workshop as well and super excited for you all to to get this step change and smash the winter hit list so yeah take care good luck thank you hopefully it was useful and i'll speak to you all soon nice very useful thank you chris thanks valerie bye