**15.01.2025 - Video\_Transcription**

[Greg Piskozub] (0:03 - 0:08)

Hello, good morning or afternoon, actually. Well, now it's afternoon.

[Attendee 7] (0:08 - 0:14)

Yeah, it's morning wear. Hi, Greg. Sorry, I'm not in the best.

[Greg Piskozub] (0:16 - 0:16)

That's quite right.

[Attendee 7] (0:17 - 0:20)

I'm going to keep my video off.

[Greg Piskozub] (0:20 - 0:26)

That's quite right. No problem at all. No problem.

Hi to you. How are you doing, Francine?

[Attendee 7] (0:27 - 0:42)

I'm good. I'm good. I'm just visiting my parents and taking care of a little some family business matters.

So I will join separately today. He was he went to the pin there last night.

[Greg Piskozub] (0:43 - 0:49)

Absolutely. No problem. Nice to see you.

Hello. How are you? How are you doing, guys?

[Attendee 9] (0:53 - 0:56)

Yeah, so I'm muting myself there, Greg. Yeah. All right.

Thanks. How are you getting on?

[Greg Piskozub] (0:57 - 1:03)

Not too bad. Well, another challenging list to do, isn't it? And that's what we're going to talk about today.

[Attendee 9] (1:04 - 1:05)

Yeah, for sure.

[Greg Piskozub] (1:08 - 1:09)

Hello, Grant. How are you doing?

[Attendee 1] (1:10 - 1:14)

Hi. How are you, mate?

[Greg Piskozub] (1:14 - 1:23)

I'm good, buddy. You know what? It's whenever you come in on, you know, on the screen is like the energy is like bursts.

Yeah.

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

Thank you very much. You too, mate.

[Greg Piskozub] (1:27 - 1:33)

Oh, great. It's an energized pool. Absolutely.

Well, this is spark sparking energy. Yes.

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

Yeah.

[Greg Piskozub] (1:35 - 1:36)

Great. Hello, Claire. How are you?

[Attendee 8] (1:39 - 1:40)

Hello, my lovelies. How are you?

[Greg Piskozub] (1:42 - 1:48)

I'm good. Thank you so much. I'm really excited to be doing this and sharing my little know how with all of you.

[Attendee 8] (1:52 - 1:56)

Well, you are the host of hosts, Greg, so no pressure.

[Greg Piskozub] (1:57 - 2:56)

No, no pressure is being taken. I'll do my I'll do my best. I have best people in this virtual room, so I'll put my best game on.

But as usual, we're going to give another few minutes for any latecomers who would like to come and join us. And we're going to quickly give it away. I trust that you are already may have started on your winter hit list, but we'll get to it.

Actually, it reminds me that I actually never really hosted on Zoom. I've done different platforms, but never really hosted a webinar on Zoom or a meeting. So how strange.

Usually Google meet. But anyway, great. So let's give another minute or so.

I hope it's not raining wherever you are. And we've got Adam.

[Attendee 1] (2:57 - 2:58)

Clear skies where we are.

[Greg Piskozub] (2:59 - 3:02)

Great, great, great. Hello, Kay. How are you doing?

[Attendee 1] (3:04 - 3:15)

Kay's probably got the wrong link. Just go on to the WhatsApp group and it's the message that was sent at 9.45 today.

[Greg Piskozub] (3:18 - 3:24)

That's the best way. Okay, great. Clark, please drive safe.

You can, you know, you can turn off.

[Attendee 6] (3:25 - 3:29)

No, I'm charging my electric car. Sorry, I was a few minutes late there.

[Greg Piskozub] (3:30 - 21:16)

Okay, no problem. That's quite right. I'm still waiting, you know, still waiting 30, 40 seconds for anyone else who come and join us and who might need some help with their winter hit list.

And the aim of the game today is to actually clarify any questions you may have and share with you how I'm approaching this winter hit list. Okay, so I think let's give it a start now. So hi, everyone.

It's great to see so many familiar faces. And, you know, here today, I don't know how about you, but it always finds this session quite inspiring and, well, full of energy. Maybe this is thanks to Grant.

I'm excited to kick things off. And I hope that we can, you know, walk away with yourself and me with some valuable insights. And maybe even a laugh or two.

But don't worry, I may spare you my attempt at humor. So I'm trying here. You know, now before you think like, oh, no, another list.

This is different. And it's special. So think of it like your business version of a cozy winter blanket.

You know, that, you know, it wraps everything up, smooths out all the wrinkles and, you know, prepares you for the spring ahead. That's exactly what it is, a winter hit list. So today we'll be diving deep into, you know, something called a winter hit list.

It's not just a theory. It's more of like a tool. Speaking from experience and also talking to other property entrepreneurs, you know, who've used this to seriously boost their business.

And basically, it's all about using the, you know, the quieter winter months to prep for a killer year ahead. So think of it like giving your business a pit stop or two. But to start, I'm Greg Pease-Kazoop.

This is my second year on Property Entrepreneur. And I am an electrician, so electrical engineer, running my electrical business for more than 10 years. And last three years, I ventured into a property investment.

I've established a really, really good business. And it only took me three years to get myself onto Simon Zucci Hall of Fame, which was super success for, you know, for me and my business. So thank you so much.

Thank you, everyone. And it really changed a perspective of what you can achieve if you truly focus on what is the most important and keep it simple, which is the hardest thing you may know. So what is winter hit list?

And why winter? Cold, dark, slow time. That's, you know, why use that downtime to analyze and optimize?

And, you know, and this is exactly to blow your competition, blow them out of the water. But you may ask, where do we even begin with this winter hit list thing? You know, what's the first step?

And I would say starting with a brutally honest assessment is the first point of call. So and this is it. When it comes to a brutally honest assessment, think of it like taking, you know, like talking, sorry, like taking your business to a therapy.

You dig deep, uncover the issues. And yes, it may cry a little, but it's all for the better. Stripping everything out, meaning you will have to identify every single problem, every inefficiency, every single area of improvement.

Nothing's off limit. And, you know, it's like a real wake up call. It is very intense and you will need to push yourself even further and your team as well.

Child, you know, you will have to challenge your assumptions and about the business. And also, you know, find out all of those hidden issues. And to help you with that, as suggested on PE, is to involve your team, of course, and getting them to share the feedback.

They often see things we miss. So when I first asked my team for feedback through the winter hit list, I was so shocked what they come up with as an idea to fix the issue because we use the SWOT analysis and it was just eye opening that the problem they were facing and how they see this, you know, how they see the solution was really, really good. And they might have this fresh perspective on the things in your business.

So have you ever found yourself in a situation that sometimes, you know, you are just too close to the problem to even see it clearly? Well, I have on many occasions and many times. And just brainstorming with my team really helped.

I never did that before because I was a perfectionist. I'm like the tempo dynamo. That's my wealth dynamic.

So I would strive to make it perfect before I even let anyone else in. And that really, really didn't help me. So I was, you know, so let's talk, for example, an action that we all should have taken.

So if you started your WhatsApp winter hit list group and all the messages with feedback from your team started pouring down like a tsunami. So where do you take all of this? Where do you take all this big list of everything that needs fixing?

And it can get pretty overwhelming. Give me a second. I need to connect my laptop.

Pardon. This is life. And I'm not joking.

So where do you take all of this? You've got this big, massive list. And that's where consolidation and prioritizing the list come in.

And so you have to take the lead role. And this is you. But what if you're not a natural leader?

And let's take, for example, if your wealth dynamic profile is steel, perhaps you may ask, how do I do that? The best way to use is the RAG system. And trust me, no steel would not love, you know, a RAG system or any system.

And what is a RAG system is red, amber, green, like the traffic lights. It's how you apply this RAG system to the winter hit list. So all of the red items are those critical issues that need attention.

ASAP, anything like affecting your top line growth or your ability to scale. So things like streamlining your sales process or automating some of those tedious tasks. That's very important.

Then we've got amber. So the items are very important, but not as urgent as the red ones. Those are high value improvements, but not emission critical.

And then finally, green ones. And think of the green ones like the nice to have ones. And these could be pushed back and adjusted as you go along with your winter hit list, because you will be expected to, you may come across this analogy, land your planes by March.

And this is where you will focus on red, amber, and then green ones. You may need to ask just to deliver and land your planes before it's the next point of call, which is the AGM. So let's give an example.

You end up with this long list. And it's exactly what forces you to prioritize and focus on what really matters. So now you've got the list, long, big list, all categorized and prioritized.

So what now? How do we actually start tackling those things? So let me give you a tip number one.

Time for a delegation and time for a scheduling plays a really, really, really big role. So assigning tasks and setting deadlines is crucial. Breaking it down to actionable steps is the step changes that we need in our business to really take us, think about 1% every day, just 1% better.

Setting deadlines can be quite tricky. It's not easy, but I'm going to share with you how to do it. So ask your team member to tell you how long they might even think it will take them to accomplish whatever task it is.

And if they say, for example, a week, give them more time, give them two weeks and ask them to commit to it. And that's giving them a little bit of a breathing room. And they will feel much more comfortable and confident that they will actually commit to it and actually see this through.

But then checking with them, checking with them on Monday. And, you know, if they are ahead of the schedule, you can always adjust. You can always adjust.

You know, if you gave them two weeks for, you know, for one particular task, you can always adjust it as you're going. And I will share with you even how to do that too. So you will get to be the hero because you've extended it, you know, the time, but you're also holding them accountable.

So it's a win-win. And it should be a win-win whenever you are scheduling and whenever you are, you know, giving people tasks to do because you are asking them to take the ownership. So basically, it's about creating a bunch of smaller tasks that are much, much easier to do.

It is important to celebrate. Keeping it simple and keeping it and breaking it down to smaller tasks allows you to ensure that every week you will have, you know, a majority or some tasks completed. And this is important to celebrate those little wins because that motivates.

It creates, you know, it's like this dopamine hits, you know, because it helps you keep motivation within your team. But I'll talk about that too. Another one is another big one is also a dedicated prime time.

I love to use the systems from Dan Martell. It was the book that we've, you know, we've been told to read work last workshop or workshop before. And I know this book from last year.

I we've implemented so system that Dan Martell talk in his book. That really changed my. I think that that's one of the contribution to my success as a property mastermind of Simon Zucci.

It really helped elevate the business to the next level. So what's so let's let's think you've got this list. The team has been assigned all of the tasks.

How do you effectively manage all of it? So there is another tip. SES systems set up checking sign up.

It's simple but effective. So set up on Monday, checking with everyone on Wednesday and sign up on Friday. And this system is a part of the standard that, you know, operating standard that we have in the business.

We actually do this every week with the new team for months. And our VA today is actually on the first week that she's just not managed at all. We don't use the SES system.

We just let her crack on with the tasks because we just want to see how well she's been trained over the last four months. And that's exactly the point. So use the SES systems.

It will help you. It's a chance to fix what's broken. So optimize your systems and set yourself up for a long term growth.

Some people might say, why winter? Winter is such a dark, cold, wet and depressing time. And I know Rupin would say something like that.

So but that's exactly use that time to accelerate your business. And that's exactly the time to build, you know, build actually help your team stay motivated because you're the captain, you're the leader, and you want to make sure that your team is motivated because it's your business. So ultimately, you care, but your team might not be as motivated as you.

So if you got this leader hat and you switched on helping your team motivate, that is amazing because you're actually helping them going through all of those winter months. And this is crucial. But someone might ask the question, if you're completely new to it, if this is your first, you know, first time around the table, and you've never done anything like this before, or maybe last year, you've been if this is your second time around the track, and you've never done this before.

So where do you even start with something as big as, you know, winter hit list? So in my opinion, just acknowledging, you know, the power of the concept, it's a great first step, recognizing that the winter can be an opportunity, not a setback. So mindset shift, it will be first, it will help you and it will help your team as well.

But then honestly assess your business, what really needs attention and start small, pick one or two key areas to focus on and just build from there. Just take it one step at a time. Don't try to boil the ocean, start small, build momentum.

And that is important. And those consistent actions and consistent here is the key, is the key word. Consistent actions will compound over time.

There is another book compound effect. And, you know, small step over time, compounding will build a really nice momentum. But what if you're even unsure where, you know, what should be on your winter hit list?

So let's say that you completely stuck, you have no idea. So over the last couple of previous months, working on PE, you've been working on your headline strategy, use it as your guide. You already have your visions, you already have your supporting objectives and that you've planned, you know, for this year.

So let's think about it. You're supporting the objectives, break it down into actionable steps and put this down onto your, you know, onto your winter hit list. Think who will be the best person that you can actually assign those tasks.

Keep it simple. And this is the hardest thing to keep it simple. Like I love this saying where I didn't have, you know, I'm sorry to who was it?

It was one of the great, you know, great persons of the history. And I'm sorry for this. But he said, you know, I'm sorry for the long letter.

I didn't have time to write you a short one. It really stuck in my mind. This is crazy.

And I really actually understood this, this year, how crazy that is. So assign tasks to person that's, you know, and important is to remember to set the deadlines. It is crucial for productivity and motivation.

So prioritize the stuff that really, really matters. So you may also say winter, it's hard month. How to stay motivated and how to stay motivated over the long time.

So some people might have the, you know, those big goals, those complex goals. And how to stay motivated over that long haul is connect with them. Connect to your core values, your vision for the business.

When you're working on something you truly care about, it's easier to stay motivated. It becomes more than just a task. But how to make sure, you know, every item on your list has that kind of meaning.

Tasks, you know, tasks seems to be boring. You know, they are kind of boring. But if you as a leader will.

[Attendee 1] (21:16 - 21:17)

Bloody hate tasks.

[Greg Piskozub] (21:18 - 21:20)

Absolutely, 100%.

[Attendee 1] (21:20 - 21:28)

That's my ending. I'm a blaze though. I'm a blaze though.

Tasks are great for Kay. This is Kay's season.

[Greg Piskozub] (21:29 - 24:38)

But this is it. Let's think the real why. The real why behind your tasks.

And, you know, you can connect to it so your team can connect to it. Because they will be more, you know, more likely to understand if you explain to them what the value it carries to the business. And what the value also will have an impact on them and the rest of the team.

And the real magic happens when we take those lessons and we make them part of our everyday operation. So, so you like the SES systems. We have taken this as a part of our, you know, everyday operation is brilliant.

Let me share with you another big thing is to keep communication with your team as open and honest. And this is important. And it can help to create a clear communication.

So I'll, I'll share with you my personal lesson. I work with my partner. This is not easy.

It could be challenging. It has its ups and downs, but I'm very lucky. My partner's background is working for a chain, actually working for Morrison's back office.

And she doesn't, she hasn't got really good experience. It was, you've got to do this. This is your responsibility.

And there was, it was just, you know, I'm not going to be pulling my weight because no one else is. And no one was really honest with everyone. It was just more of like an order.

You've, you just got to do it by whatever and whatever. So I do challenge you to have this clear communications with your team. They really, really help you build on that.

And honestly, if you give them respect, they will respect back. So it's, it's more of a creating a space where people feel safe and share ideas and they can raise, you know, their concerns and celebrate wins. No one wants to feel like they are being micromanaged or criticized.

So it's about guidance, support and encouragement. I would say creative, a positive work environment that's, you know, that where those honest conversation comes in, you know, comes in really handy. I would say some of my final thoughts to share with you is think of the winter hit list like a flywheel.

At first, it's tough to get spinning. Well, think like me trying to motivate myself to hit the gym in January. But once it's moving, it's unstoppable.

So I welcome any questions you may have. And I hope to be able to answer. Where are you with your winter hit list at the moment?

And what is the biggest challenge you might have in your business? Yeah, go on.

[Attendee 5] (24:38 - 25:04)

So Greg, I have only got my winter hit list on WhatsApp. So I still need to put in the little colors and everything. My challenge is a little bit finding rewards that I want to have.

I mean, I pretty much live the dream anyway. So is that really important? Is that important for other people?

I don't know.

[Greg Piskozub] (25:04 - 25:28)

Well, try it because you might find that, you know, in my career, so healthy competition would be good. You don't want to create, you know, a hard competition in your offer, you know, in your business, in your team, but healthy competition. How about if, you know, are you working with your team in the same, you know, in the same building?

Is that a case or are they remote?

[Attendee 5] (25:29 - 25:32)

No, no. She comes from time to time. Yeah.

[Greg Piskozub] (25:32 - 26:07)

So how about the, you know, one of the winning could be that you will be making, you know, a coffee for next week or something. So something, you know, something really small, but it will show them how much you care. And usually it's the thing that we do for other people that may not carry, you know, value, you know, monetary value, significance, but actually you will have the, it will have this different aspect because this is something that you're going to do for them.

And that might have a better impact.

[Attendee 2] (26:07 - 26:19)

Take her out, Christine. Take her out. Take them out.

I don't know if it's he or she. Take them out. You finish your task.

Have a bit of one-on-one time with them. Take and get a, have a tea up the ivy down at Cambridge ice street or whatever.

[Greg Piskozub] (26:20 - 27:03)

Perhaps something like Rupin just suggested, you know, having weekly wins, it means that perhaps on Monday. So if they achieve, if you set, if you set goals that if over the next X weeks or each month we achieve, you know, 35% of, you know, of the winter hit list, you will take them out for a tea, like Rupin suggested, maybe set a weekly goals where you will be making tea or, you know, or you will be making whatever refreshments every month, you know, for the, for the whole day of Friday or Monday. So it's just like all of that operating.

It doesn't have to carry, you know, essentially a cost, you know, to the business. It could be a different things.

[Attendee 5] (27:04 - 27:04)

Okay.

[Greg Piskozub] (27:05 - 27:21)

Well, if you deliver your winter hit list, like Adam said, maybe, you know, an ultimate goal would be to get a little coffee machine, you know, in your office, because, you know, I'm a fan. If someone would offer me a new coffee machine, I would be all over it because I love coffee.

[Attendee 5] (27:21 - 27:30)

Of course, I've got home office. So coffee is really easy. Go to the kitchen.

But yes, thank you very much, Greg. That's great.

[Attendee 1] (27:31 - 27:41)

I'm interested to know, is there anyone on the call that hasn't done their winter hit list yet? So Christine has got it on WhatsApp, but doesn't have it on. Who else hasn't done it?

[Greg Piskozub] (27:42 - 27:44)

Clark. Okay.

[Attendee 1] (27:44 - 27:45)

What's struggling with Clark?

[Attendee 6] (27:48 - 28:05)

Right. Starting, really. That's the most difficult part.

I can't remember. Was it in workshop? All the details on workshop three, were they?

I've, you know, I'll do it. I'll do it, honest, but I've not started it yet.

[Attendee 1] (28:06 - 29:46)

Yeah. Do you know what? I'm just going to share a little bit of insight.

Obviously, I went around the track with Greg last year and the thing that really helped me was you've got different sections on the winter hit list. You've got product, marketing, sales, operations, finance, and then miscellaneous. What I did was I set a goal that I wanted to achieve for each one and then basically named the tasks that I needed to do to achieve that goal.

So, yeah, so that's like, if you're not results driven, you just end up being a task master and running around like a headless chicken like Kay does. Look at her face. No, I'm joking.

But the thing is, is you need to have a goal that you're aiming for in each section. So if you set that one top level goal and then have a load of things that you're going to do to achieve that goal, assign each thing to someone else if you can. Obviously, if you're a one man band, you're not going to be able to do that.

But if you've got other people that you have access to, assign those tasks to them. And like Greg said, ask when they're going to do it and then put it on there. Like, you know, just get it down, get it done.

And then you're working off of one document. But like I said, you don't want to be running around like a headless chicken being a task master. You want to make sure that the tasks that you're doing are relevant to the goal that you want to achieve.

So I just wanted to get that in there in case that knocks anyone out.

[Greg Piskozub] (29:46 - 29:52)

David, you've got a question. Actually, Clark, have you finished? Is there anything else that you'd like to add?

[Attendee 6] (29:52 - 29:55)

No, I've finished. I'm just trying to get rid of my hand. Sorry, it's on my screen.

[Greg Piskozub] (29:55 - 30:02)

I think if you keep raising, it may stay there. But let's wave to Clark. David.

Sorry.

[Attendee 4] (30:03 - 30:51)

Thanks, Clark. I mean, first of all, thank you, Greg, for this. It really, really is useful, honestly.

And thanks for the little bits there from your colleagues being around the track. I'm similar to Clark. I've populated the table, but I didn't do it setting out goals.

I just put little tasks in there. Actually, putting a goal sounds really sensible. I might actually change some of mine to that.

Because, for example, for me in operations, one of the places where I fell down in the last year or so, being through two or three VAs, I didn't really have an operational resources set up. So that's one of the biggest keys I have to get done. So I've just put that as one of the tasks.

But I haven't really broken it down. So I'll probably end up now breaking it down into certain sections of certain things I want them to do. So I'll probably end up doing it that way.

I know you've kind of answered things for me, I think.

[Greg Piskozub] (30:51 - 31:57)

And David, when you think about operation, operation is quite huge for any business that you are managing. So as I said, try to keep it relevant. Because don't try to fix the whole operation.

That's what I tried to do last year. And I failed. Well, we achieved quite a lot.

Because my perfectionism really wasn't pushing me to actually achieve that. But it was too much. It was too much to the point like there was a lot of wins.

But have I enjoyed as much? No, because I've just seen how much we did not achieve. And that also related to my team as well.

Because I wasn't overly happy with what we achieved. So that's why breaking it down to keep it simpler is better. So for example, if you've got the operations, what are the head department, like Grant mentioned?

What is the immediate things that you need to categorize? And just hit that. And then you can work on actually let's have the whole system of operations for each part of your particular operation.

[Attendee 4] (31:59 - 32:16)

Very useful. Yeah, and that's what I'm going to have to go back and review. And just the last bit before I unmute myself.

When it comes to the RAGS system, when it comes to the greens, does it tend to happen for you guys have been around the track that some of the greens just get pushed back to next winter? Because you're just really busy focused on the red and ambers.

[Greg Piskozub] (32:17 - 33:38)

So last year, before the AGM, there were still a large, and I was one of those people, a large number of people who needed to land their planes and finish the winter hit list. And we are being constantly reminded of that, you know, how much time we've got left. And this is the point, you know, it's great to keep quick fires, those quick wins and, you know, motivate team to finish them because the green ones are always easy to do.

But it's almost like, you know, don't just finish all the green ones and left with all the ambers and red till last, because there's always, it's life. There's always going to come, you know, in your way, you know, standing in your way of completing. It's just like, you know, like, like simple obstacles.

So I would say focus on, you know, one, two greens a week, and then one red or one amber. And if you make those, you know, if you make those commitments and set those goals with your team, that could really help you move forward. And then when you're coming closer to the end deadline, you might even need to axe all of the green ones from your list, because you need to focus on moving forward.

[Attendee 2] (33:39 - 33:55)

David, if you just had this in mind, when you're doing that, on that, just think rocks, pebbles and sand, right? Great advice. That is your sand, is your greens, but focus on them rocks and think, eat that frog.

[Attendee 1] (33:57 - 34:26)

Sometimes as well on that point, some tasks can be quite meaty as well. And it's worth thinking about how you can break those down, because sometimes a big task might have more than one person involved. Obviously, I don't know how many you've got in your team, but like a massive task might be something that one person does this, one person does this, and one person does this.

So it's important if it's a big task, it gets broken down as well. 100%, yeah.

[Greg Piskozub] (34:26 - 34:33)

Thanks, guys, really useful. Thank you. Thank you, Grant.

I agree more. Thank you, David, for your contribution. Mr. Rupin, how can I help?

[Attendee 2] (34:33 - 37:06)

Yeah, I was going to add some a little bit of advice that like this is the third time doing it within Winter Hit List. That would be great. The first year I've done it was a train crash as in I just ticked a load of boxes and filled them all in because it made me feel special and didn't really get a lot done.

Last year, two things I really focused on through the winter was getting my five-year long game into place, which paid massive dividends, but really working on the Winter Hit List. And the one thing I did do was I didn't try to kill it, right? I didn't try to kill it.

All I just did was put them sort of 10, 15 tasks that I knew I could do. And I only got 12 done. But then just in 12 done or if it's five, some of you are working on your own.

Some of you got little teams. Some of you got massive teams. Josh Keegan with his team had 200, like he told me, had 220 tasks on his Winter Hit List.

And it was quite a prolific thing. So it doesn't matter where you are. It's like if the cat fits, wear it.

So what is important? What are your rocks? If you've got some pebbles, yeah, you can fit the pebbles in.

But remember, it's 12 weeks. I went into April last year a little bit, but had to stop because I was into spring, was into resourcing and lead capture, et cetera. So I tried to stay with the program.

Another little tip I'll just finish off with is especially like the program team on here you're coming into this. One of the tips I got told and I did is after the 12 weeks, we pretty much stopped doing the Winter Hit List tasks. There's more stuff to do and just be happy what I've achieved.

And it did make and it did pay dividends for that work. But through the year, I created a note on my phone and on my computer that said Winter Hit List for 2026. So I was always looking what needed fixing for the next year.

So I didn't do anything with them, but started to build it. And that also gave me great reward in building this one. So as you come into the spring, don't do it because you're going to go around a track.

But start writing little tips. And you might find leaks in your business or systems that need changing. But it's not for that.

It's not for now. And then come January or December 2025, you might have 10 tasks already on there.

[Attendee 1] (37:07 - 37:23)

That's great advice. We did the same. We kept our group active throughout the year so that the team could add stuff in.

All we said was is this thing is not going to get tackled until next year. So it's about just being clear about when it's going to be fixed.

[Attendee 2] (37:24 - 37:31)

And that's absolutely right. That's really why it's really important to focus on your rocks and your pebbles.

[Greg Piskozub] (37:32 - 40:02)

Absolutely. Listen, Rupert, thank you so much. And it's a very good feedback.

You don't want to try to paint a masterpiece while running on a treadmill. So this is what you would do. So taking a note as you're...

Because what is the Winter Hit List? It's to help basically take your business to the next level. And you don't want to write down the problems that you have right now this moment.

If your business is in a full swing of sales and this is where you're driving, if this is the winter months for you, like it is for my electrical business, not for my property, but for my electrical. But if your business is more seasonal and your sales is happening in the summer months, this is like Rupert said, trying to remember what was holding you. What was this one thing that was holding you from really achieving the sales?

What was actually the obstacle that didn't allow you to do X, Y and Z? And that's what's supposed to be on your Winter Hit List. That is really most important.

And Rupert, you said also something important, that Josh Keegan, 200 items on his Winter Hit List. How specific you have to be to break down this to such a small little goals. That's brilliant.

On my Winter Hit List last year, we had 12 items. And actually, just the exercise of breaking it down to those smaller things. Hello, hi, Eva.

Hello, we can hear you. Allow me to finish and I'll come to you. So just breaking it down to small tasks, even smaller goals really will help.

So for example, David, going back to you, if you're working on your operations, keeping it really relevant and small, it will be the hardest thing for you to do. Amazing. Thank you.

Hello, hello, Evadne. Sorry if I mispronounce your name. If you would like to come and contribute, please feel free.

Anyone else? Anyone else that you're challenging yourself with or you don't know how to break down those bigger goals and what to do or how to implement? And you might need help with, please share.

[Attendee 5] (40:02 - 40:09)

Can you just remind me where I can find the spreadsheet? In the resources, do you know?

[Greg Piskozub] (40:09 - 40:16)

Yes, in resources. I'm more than happy to share a fresh copy in this chat and also in...

[Attendee 5] (40:16 - 40:20)

It's just because I'm a bit lazy trying to find these things.

[Greg Piskozub] (40:21 - 40:26)

Sorry. I'll post it in the chat again.

[Attendee 5] (40:26 - 40:28)

In the chat? Oh, brilliant. Thank you.

[Greg Piskozub] (40:28 - 40:30)

In WhatsApp chat. So you will see...

[Attendee 5] (40:30 - 40:31)

Oh, WhatsApp chat.

[Greg Piskozub] (40:31 - 40:31)

Yeah.

[Attendee 5] (40:31 - 40:32)

Thank you. Thank you, Greg.

[Attendee 3] (40:33 - 40:59)

That's quite right. Thanks for your... Thanks for all this feedback.

It's super helpful. Made quite a lot of notes here. So I appreciate it, Greg and co.

I just had a real quick question on how you're recording your winter hit list. I did put it in the Facebook group, but I thought, you know what? I might as well just ask now as well.

On the Toggle, is it classed as business delivery or business management? Just a bit.

[Greg Piskozub] (41:00 - 42:32)

So on my Toggle, there's a different setup for my team, but I'll share with you how we do it. On my Toggle, to have my hierarchy of everything and manage my time, so I've got two projects. One is electrical, one is properties, and one is development.

And I keep it to the task like... So more of like an admin working with clients, meetings, something. For me, I want to understand where my time is going.

Is it behind the computer working on the business? Behind the computer, communicating with clients? Or on the go?

So then I'm drilling down to see which... Where do I put my more focus this year? What do I need to fix?

Where do I need to free up more time? For my team, they are tasks based. And very similar to those categories.

So if it's the admin, if it's the client proposal, communication, social media, delivery of tasks or goals, they are actually... So because we do this for the all year round, we are not changing Toggle just for the winter hit list, because then we will have to change it again after for the normal business operating. And for me, it's important to see how much time they are spending on X, Y, and Z all the year round, because I'm keeping them accountable.

[Attendee 1] (42:33 - 42:52)

Toggle is an individual thing as well. With Toggle, you've got to think about what information you want to get out of it. So the way that it's set up is you've got the task that you're doing, which could be your winter hit list task that you're working on.

[Attendee 3] (42:53 - 43:07)

Is it business delivery? Is that classed as business delivery? Or is it business management?

If it's a winter hit list task, setting up director's dashboard. Where would that fall? That's why I'm just trying to record my time without overcomplicating it.

[Greg Piskozub] (43:11 - 43:16)

I would also second that. It's the business development.

[Attendee 1] (43:17 - 43:21)

If you want to put it under a certain category, yeah.

[Greg Piskozub] (43:21 - 44:50)

I would say, as Graham said here, it would be what is the most... What are you measuring? That's where you have to start, because it's not one for everyone.

It's what you are measuring in your business, where you would like to understand and what are your KPIs, that you are measuring your efficiency and your performance. So if for you, the business delivery and business development are very important, you can drill down and you can see. Because if you will have your executive assistant, and you want to see that over the next 12 months, your business delivery has been much more efficient than last year, then obviously that is a very important KPI for you to measure.

So it's just like how your business is set up. And if those facts are important because you're measuring them, because you have people in your team doing those tasks, then that will be important for you. Thank you.

Appreciate it. That's okay. You're welcome, Craig.

Thank you. Well, that's a great session so far. And anyone else might have like a final questions for your winter hit list?

We don't have much time left. So please feel free. Open mic for anything you may have, maybe not even related to winter hit list, maybe related to your team, to VA, to execution.

[Attendee 3] (44:55 - 45:16)

And I will ask if anyone else has got any other recommendations for VA, EAs that we're looking for in South Africa at the moment. I've been recommended hire my mum so far, and we've sent a brief to them, but now would be an opportune time to know if there's any other recommendations in that respect.

[Attendee 1] (45:17 - 45:36)

We used Indeed for South Africa. We hire a lot of our staff from South Africa. And we just use Indeed.

We just have a clear process on how to filter the applicants. And yeah, both of our EAs came through Indeed, but we advertised in Cape Town.

[Attendee 3] (45:37 - 45:42)

Are they on zero hours contracts as per BANs or how do you usually?

[Attendee 1] (45:42 - 46:23)

Sort of. I mean, when we brought them on, we gave them a sort of minimum amount of hours that we'll give them every month. But with any foreign person, you don't have to give them any hours anyways, if you don't want to irrelevant what you say, you just want to be able to true to your word, right?

But with any contractor that's in another country, or even this country, if they're self-employed contractor, you really don't have to give them any hours unless you bound that into the contract, which we don't do. So we just have a contract for services, and it doesn't dictate in there how many hours or what their pay is going to be. They just invoice us for the hours that they've done each month.

[Attendee 3] (46:25 - 46:34)

And presumably now you've got one or two, you've said there that you do find that place effective for you as a country.

[Attendee 1] (46:35 - 46:48)

Yeah, we've done Philippines and we've done South Africa. South Africa are much better if you want higher level people. Higher level, yeah.

That are customer facing. Whereas Philippines are good for day-to-day admin tasks in the background.

[Attendee 3] (46:49 - 46:56)

Yeah, I'm talking about executive. And the rate that you pay out of interest?

[Attendee 1] (46:58 - 47:43)

10 to 20 pounds an hour, depending on the level. If you want sort of manager executive level. Okay, all right, I had it as 22.50. I'd say we've got quite a high level manager, running an entire department that is on 15 pounds an hour, going up to 17.50 when he passes his probation. My executive assistant is, I think, 13 pound an hour with a bonus. But if you're going through an agency, yeah, that's what you'll pay. If you're going through Indeed, because if you go through an agency, they're charging you something on top.

[Attendee 3] (47:46 - 47:52)

Yeah, they want a yearly agency fee. 14%, yeah, yeah.

[Attendee 1] (47:52 - 47:56)

Yeah, and they probably potentially might take a percentage of their pay as well.

[Greg Piskozub] (47:57 - 48:33)

And Craig, I'm just going to add something here. I've also learned this from Grant. So we went on Indeed and we posted a job in South Africa.

So having a very thought through process is very important because we got hundreds of applications. The account was suspended because we didn't have a really good process. So having pre-questioners they need to field in, that will just screen your initial application and sift through all the noise would be definitely.

[Attendee 3] (48:34 - 49:01)

Yeah, yeah, that's definite. As in we've set the wealth, the dynamics test so that you understand the position and understand where they fall. And also to answer three questions on a Zoom or pre-recorded and send those in.

That's how we're sort of vetting it. Or are you recommending anything else beyond that?

[Greg Piskozub] (49:03 - 49:17)

So you can also on Indeed, you can like your questions, they would have to pre-field. And obviously that will then screen them to the next step. Thank you.

You're welcome. David, how can I help?

[Attendee 4] (49:18 - 49:48)

This is really good, guys. Craig, that's really good. What I did, Craig, is I, for the last VAs, we did pre-interview questions and we also use the short wealth dynamics link as well.

But we didn't do a Zoom video. That's actually very sensible to actually do a video so you can actually see how they speak. We might actually take that.

Thank you. With regards to what Grant has mentioned and yourself, Greg, with Indeed, how exactly does it work? Because I assume that they'd be like an agency taking their cuts.

So how is Indeed getting their pay when they're finding you these assistants?

[Greg Piskozub] (49:49 - 50:55)

So Indeed, you're going to set up your... Because you're looking for a job you're hiring, you can either pay Indeed subscriptions to have access. And this is the moment where you're paying them.

So you're subscribing to, basically, posting a job. So you're hiring. And when you subscribe, you will then have opportunity to really narrow it down, your search, to a very specific location and to a very specific, almost like a demographic.

You can set a lot more parameters than just post the CV on LinkedIn job. So that's what you're paying for. And the Grant mentioned agencies, if you...

So be aware, because if you go on the LinkedIn and, for example, an agent will come across your listing and they will tell you, oh, we're going to find you someone who you need. At that point, you will know that you're actually talking to an agent rather than a specific person itself.

[Attendee 4] (50:56 - 51:09)

Okay. Okay. Useful.

I can put that down. Thank you. And with, like you've just said, I was going to ask the difference between South Africa and location in Philippines, but Grant's kind of answered that already.

So he just says to find high-level people.

[Attendee 3] (51:10 - 51:16)

It's also a two-hour difference between South Africa. So that time zone, I think, is going to be very helpful.

[Attendee 1] (51:17 - 51:31)

Oh, it's much better than the Philippines. Philippines, great for... We run a short-term rental business.

So it's great for night staff that we want to have on emergencies. But South Africa is great because they work during the day and they don't have a problem with it.

[Attendee 4] (51:32 - 51:42)

And yeah, that's useful. That's useful to actually put down there. So time difference obviously is a big thing as well.

And I'm guessing that their internet's probably a bit more stable in South Africa than in the Philippines.

[Attendee 1] (51:42 - 51:48)

Yes, it is a little bit. It's not as stable as the UK, but better than the Philippines, yeah.

[Greg Piskozub] (51:48 - 53:24)

Awesome. And also what you have to do is, whenever you're hiring, if you're hiring yourself, is ask them... There's one question.

Ask them to show you their place of work. So just take some evidence, picture or something of their place to work. Because what we find out is from Philippines, that's where we've got our VAs, is if they are sharing the place of work with other family members and so on, it's really hard for them to really stay focused.

And what is very important is you have to ask them and do ask them if they are working for someone else as well. Because it is very hard to focus on two masters, as Adam said on the last workshop. This is very, very difficult.

And we know we've been also in a situation where our VA had two jobs and he didn't have two jobs to start with, but he took on another role and he quickly gave up on us because we wanted to give him more and more skills. And we've also mentioned at the very beginning that this role may move quickly to a full-time job. So it's up to you how quickly you are going to develop.

Because it was taking time. But through SES and weekly check-ins, we are able to evidence where we are going because it's in their hands how well they're doing.

[Attendee 3] (53:24 - 53:33)

Do you get them to time track? That's super helpful, all of that. Do you get them to time track on Toggle?

Definitely. Yeah, so the invoice is based on Toggle.

[Greg Piskozub] (53:34 - 53:35)

The invoice is on Toggle.

[Attendee 1] (53:35 - 53:36)

Toggle, you've got to match the invoice.

[Greg Piskozub] (53:38 - 54:26)

Exactly, because otherwise... It's interesting. So what we did, Chris, is, sorry, Craig, is whenever we think like, oh, what are they doing now or what they're on?

So if they're on doing emails, their Toggle, you as a supervisor, you can see that they're actually working on emails now. And we've got clear labels what you're working on. So we don't have to go and micromanage and ask.

It's there. The information is there. And if, for example, one of your assistants is spending too much time on whatever KPI that you're tracking, it's like, how can I help you be more efficient?

It's better question than why are you spending so much time on emails or social media or whatever. Because you want to help them to be better. I suppose this applies to the winter hit list as well.

[Attendee 3] (54:26 - 54:36)

It's everything, isn't it? Yeah, how can we help you be more efficient? Really good question.

Yeah.

[Greg Piskozub] (54:36 - 54:39)

But this is good. And our financial...

[Attendee 3] (54:39 - 54:39)

Oh, sorry.

[Greg Piskozub] (54:39 - 56:13)

Everybody, our SES questions is, what has, you know, what's gone wrong this week? What's gone well this week? What can we improve?

Previously in my business, because of my, you know, perfectionism, I didn't even made it available for my team to feedback to me. And I wasn't even aware of it. So on every Friday, we ask that question.

And this question helps you because this is the opportunity for them to tell you what they have a problem with. And if they never tell you, and it comes to, you know, personal development plan, you will be like, well, look, because we run all our SES in monday.com, but you can use spreadsheets for it. Well, monday.com is a spreadsheet, a glorified spreadsheet. So this is where you're, you know, this is where you're going. And you're, you know, you're asking them. So PDP or any improvement plan or any conversation about the, you know, raise rates.

This is where you're taking all of your information. Well, over the last three months, you've never mentioned and never hinted you need some help. And you're failing to, you know, to meet your standards.

That was set at the beginning, you know, at the beginning of this quarter. And this is just making CEO jobs much, much easier or manager's job, because at certain points, you would want to hand over those responsibilities to your executive assistant. And here is the tool that you've already built up for them.

[Attendee 3] (56:16 - 56:47)

Super helpful. I don't want to sort of hijack the questions. Anyone else just obviously just chip in.

But there was something else that I left the last workshop confused about because they're inviting everyone to do their business plan at a GM meeting in one day. But I thought that all the business plan was meant to be finished and done from what our presentations were. So I'm not really sure.

Yeah, it would just be good to get some clarity on. Of course.

[Greg Piskozub] (56:48 - 58:17)

So on that day when they are inviting you to do, you know, to do your business plan in a day is so everything you've done so far, which is in that respect, you know, your strategy day presentation, your winter hit list is almost like, you know, think about I have a vision. This is your, you know, this is your year off and your strategy. Now you're actually putting all of that into a, you know, tangible tasks to, you know, to achieve what your winter hit list.

And then when you come to actually write down your, you know, your business plan, it is so much easier for you to actually input all of the data you've just worked on over there. So everything is planned out. Everything is in, you know, in motion and in sequence.

If you miss something out, it will be really hard for you to actually write down this, you know, the, your business plan. And the business plan is nearly just, you are then just cementing that you're going to do what you're going to do. And you will then present it to your team how you're going to do it.

Because today you're working on how and who. That's exactly what it is. And then you will tell everyone what we're going to get if we do, if we achieve the winter hit list.

[Attendee 3] (58:18 - 58:29)

So if we don't go to the AGM meeting for the day, are we still going to be able to do the business plan with their guidance or do you miss out?

[Greg Piskozub] (58:29 - 1:00:10)

You will have all, you know, you will get a copy of, you know, of the, I need to double check if you get a copy of this, you know, of your business plan. But all the resources will also be given. So you'll be, you will be told.

So over the next couple of workshops, you will be told what to do and how to build your business plan. But this is just, so, but this is, don't only think like, oh, if I'm not going to go to this, you know, workshop, I'm never going to have my business plan, you know, written. It's more of it like you are going to have, you will not walk away without it being completed.

That's the promise of this, you know, it's more of like a commitment. So it's like, you're going to pay to have it done because they will make you do it and you're not going to leave it until it's done. And I think that's what it is because if you've got a problem with, you know, with commitment, with making sure you will have something and like old me, I'm going to do it, but I'm never doing it, then perhaps you may consider.

But if you know that you can stay true and committed to your goal, then you will achieve it. Cool. Thank you.

Well, if you don't have any more questions, I really would like to thank you from, you know, from this perspective, and I hope that you're going to smash your winter heat list, you know, like I'm going to smash my January gym trial next week. I'll tell you all about it next week or next month. I'm really looking forward to it.

I've got so many pounds to shed. So looking forward to do this.

[Attendee 4] (1:00:11 - 1:00:36)

Before you go, Craig. Yes. I mean, Craig was asking a good question just then.

Just one last thing. It won't take long, hopefully. Any general advice for the rest of the year?

Because it's the first time around the track for a lot of us here. Any other general advice for maybe planning or as the year's going, things to look forward to, things to start thinking about now? Obviously, we're focused on the winter hit list, but any general advice for first timers?

Absolutely.

[Greg Piskozub] (1:00:37 - 1:01:58)

Write down everything what is the most challenging for you right now. If this is your first time around the track, there's so much. There's so much that is like, write down what is the problem with, what you're facing, what's the biggest challenge.

We are aiming to, we are setting ourselves a goal. We're, you know, PE, making you accountable to achieve it. But you may not achieve this first time around the track, and that is okay.

But leave yourself crumbs so you can pick it up next year. And you will, you will not have to work as hard to pick up where you've left off. Because next year, when you've got to do that, you will know what you did.

You will know how to achieve this. You'll have all of those little, you know, little crumbs that you can just collect on your way to do your, you know, to do next round, you know, next trip around the track. So much important.

Awesome. Thank you, man. Thank you for that.

Thank you. Sure. Listen, you've been an amazing audience.

The best one ever. Thank you so much. You know, all of you, and have a great day.

I'm excited to see you all on the next workshop, whether this is live or online. But love you guys. Thank you so much.

Smash your wishes. Thank you.

[Attendee 6] (1:01:58 - 1:01:58)

Thanks, Greg.

[Greg Piskozub] (1:01:58 - 1:01:58)

Cheers.

[Attendee 6] (1:01:59 - 1:02:00)

Love you. Bye-bye. Bye, Greg.