**PA Session 2 2024.12.05\_Transcription**

[Speaker 8] (0:07 - 0:22)

Million nights just like this So let's get down, let's get down to business Let's get down, let's get down to business Give you one more night, one more night to get this

[Speaker 20] (0:22 - 0:30)

We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 8] (0:30 - 0:45)

Back and forth, back and forth with the bullshit You know I said it before, I don't mean it It's been a while since I had your attention So in my heart you live it

[Josh Keegan] (0:47 - 1:02)

Ladies and gentlemen, we're going to be live on stage in just one minute's time. So come back in the room, take your seats. We're going to be live for session two in just one minute.

So come back in the room please, take your seats, kick things off in just one minute's time. That's one minute's time, ladies and gents.

[Speaker 23] (1:03 - 1:15)

Dreams we had don't ever fall away We can't leave them if you stay the same Forty-five seconds, we are live on stage in less than a minute.

[Speaker 27] (1:15 - 1:17)

Forty-five seconds, take your seats.

[Speaker 8] (1:19 - 1:33)

Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 20] (1:35 - 1:49)

Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 21] (1:57 - 2:14)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Adam Goff!

[Speaker 26] (2:20 - 2:23)

Merry Christmas!

[Speaker 9] (2:24 - 2:26)

Merry Christmas!

[Adam Goff] (2:27 - 3:03)

Did we like the first session? Raise your rate, man, that's what it's all about, isn't it? I'm just taking a moment to absorb everyone's Christmas jumpers.

Amazing, amazing. Did Josh buy those T-shirts for you guys? Yeah, I thought so.

I knew it, I bloody knew it, I absolutely knew it. Good, well let's let everyone get seated, having a good time, getting ready for session two. Before we do session two, is it a bit chilly in here, is it me?

No, definitely not. It's a bit freezing, isn't it? Freezing!

It's bloody freezing!

[Speaker 5] (3:05 - 3:11)

Just to make you feel better, I want you to know that you had the biggest round of beer.

[Adam Goff] (3:12 - 3:28)

Aww, thanks Umesh. That was at you. People were missing, people were like, is Adam having a day off today?

Good. Umesh, yeah, thanks. So I mentioned about Josh's mastermind, then you secretly said that, it's like the competitiveness is really real, isn't it?

[Speaker 5] (3:29 - 3:30)

Yeah, your words are rubbing off.

[Adam Goff] (3:31 - 4:40)

Good, yes, well look, we've got session two for you now, but before we do, hopefully you'll just indulge me, because I wanted to wish one of my team members a massive congratulations. So Bianca's been with us for three years. When she started, she was literally putting the pens out, right at the bottom of the tree, you know.

And this is, last week was her three-year anniversary at PE, which is amazing. So yeah, I mean, I do think she deserves a round of applause just for that. But most importantly, having been on three different PDPs, she is now the Head of Events and Community for Property Entrepreneurs.

So, and I think you all agree that our events have never been better, is that fair to say? And she's doing a much better job than I ever did, is that fair to say? And there's only better things to come, do we agree?

Yeah, this is just the beginning, okay. So congratulations, Bianca, on your promotion. Absolutely fantastic.

If you'd like to come up to the front, everyone give Bianca a round of applause, please. I have some flowers.

[Speaker 19] (4:44 - 4:44)

And a gift.

[Adam Goff] (4:52 - 5:01)

I mean, these are roses, so I mean, you know. There you go, that's for you. Congratulations, well done.

Thank you for your hard work.

[Speaker 26] (5:01 - 5:02)

Thank you to Playground.

[Adam Goff] (5:02 - 9:22)

Oh, she's a legend. I know you're going to like that gift as well, so you can show everyone next month what the gift was. Perhaps even if you open it, you can show everyone now.

Pardon? No, Omesh. That was Lauren.

So yeah, so congratulations, Bianca. That's exciting things to come, you know. We are levelling everything up here, and it's just great, I love it.

We all love it, and it's a pleasure to serve you all genuinely, so we get a lot out of this. So let's talk advance. Let's talk where the money's made.

Let's talk about the vault. Who here's been on the vault already this year? Okay, cool, I'd say about 75%.

I would say that one of the big differences between the programme and advance is this vault. And my challenge to you is to literally indoctrinate yourself with our blueprints to the point where you know them as well as us. Some of you will end up standing up here and being trainers, hopefully.

I want you to know it as well as we know it, because part of the reason why we do this is because by teaching it, we actually become way better entrepreneurs ourselves. So I would honestly, in the same way, did anyone ever do this when they were starting in their entrepreneurial journey? They got a few books that they really rated, and they listened to them on repeat, five, six, seven, eight, nine times, Rich Dad, Poor Dad, Retire Young, Retire Rich, Think and Grow Rich.

Any others? Four-Hour Workweek. Four-Hour Workweek was, oh my goodness, good one, yeah.

If you haven't done that and got obsessed by it, you do it until it just becomes normal, until your brain has rewired itself. Thank you, Grant, for being so agreeing. This is what the Vault is for.

It's the home study, it's the reinforcement. You don't get this on the program, and so I really just want to make this, I really want to stress it, because it's part of the value that you're getting on Advanced, and I would just really encourage you to, rather than be listening to perhaps other things that maybe are just going to distract you, there's a million books you can listen to, and we do give you some every month, inch wide, mile deep.

Frankly, I would just be learning, like that Raise Your Rate session that Dan just did, if it was me, I am going to watch that session again, and I'm eight years in, and 20 years into being an entrepreneur. There's value, all the value and wisdom you need is in there. Don't go trying to fly five kites around the garden.

This is the kite, you just need to become really good at this, and I promise you you'll get the results. Is that okay with everybody? So that's the invitation, and that's the reminder to get it on your action list and work hard.

Talking about the Vault, Bianca and Lauren have been working really hard on this, this month. This is a new level up for us this year. This is our members only black book, and it is on the Vault at the top, on the main menu, and it is a list of everybody who is on Property Entrepreneur Advanced, whether they're in the room, in virtual, in hybrid, or in community.

By the way, hello virtual. I don't think I was able to say hello to you yet, so good morning. How are we all doing?

Wavy wavy, nice, nice. Sarah, Rach, Rakash, good to see you. Hey Sharon, hey Jackie, Lindsay, oh, we've got our cameras on now, Tom, you decided to put your camera on just for me.

Cool, Brendan, nice to see you, and Hema, we'll work on that one in a second. But yes, this is it. This is it, okay?

So you can now see where people are based, you can see what they do, what they can help with, what they're looking for help for. So this is a whole new feature, get it on your action list, have a look. Lots of people are meeting up outside of the events, but this is to try and encourage that, to ask for help, to reach out specifically if you need it.

Obviously you can reach them on Facebook, but actually now you've got context on what everyone does, and when I say everything you need is in this room, I really mean it. Like, I'd be very surprised if there wasn't something for everyone in this room that they needed, or that someone could introduce them to someone that they know. I think we all agree with that one.

We've got a microphone for Steve and Cowgill. He's wondering why his face wasn't on the homepage. Face for radio, Steve, that's all I've got to say about that.

No, sorry, no, go Steve, sorry, sorry, did I say that out loud?

[Speaker 3] (9:23 - 9:29)

Maybe we should be talking about faces, based on what I'm wearing. I love the hat, by the way.

[Adam Goff] (9:29 - 9:30)

Have you stolen Dan's?

[Speaker 3] (9:30 - 9:41)

No, this is Josh's, because mine's equally big for my head. Oh, good man. Can you zoom out long enough there to see exactly where Oman is?

Oman is on there. Right, so people know it's not in Dubai now.

[Adam Goff] (9:44 - 9:53)

What? What, have I said something to Dubai? Everyone thinks you live in Dubai?

Yeah, they do. OK, yeah. Yeah, there is a dot.

I noticed that you didn't put me in Bali, though, did you? I'm not on there, am I?

[Speaker 3] (9:59 - 10:02)

AUDIENCE MEMBER Yeah, yeah.

[Adam Goff] (10:03 - 16:03)

I really deserve that. I'm really, I'm really glad. All feedback is good.

This is the culture I've created. Yeah, anyway, so look, this is great. Please get into this, give us feedback on it.

Can we improve it? Can we do any better? You'll see it's also in your Game of Four Quarters workbooks that I'm going to share with you now.

So, yeah, we'd like to level up. Round of applause for Bianca for putting this together and Lauren. Thank you, Lauren.

Thank you, Bianca. Banging. Okay, the Facebook group.

Okay, the Facebook group. This is, I would say, doing moderately well. Moderately well.

Okay? You have got the best trainers on PE in there and just because you're on advanced doesn't mean you're too old to ask for feedback. Okay?

So for those people that think, you know, no, I'm on advanced now, I can't ask for help on my year of or my objectives or my targets or I don't want to be seen as asking a silly question, I want you to extinguish that belief because we're all here to help. And Akash posted his year of, you know, seven, eight year entrepreneur, PE veteran. Seven?

Eight? You know, he's there posting his headline strategy, sorry, his year of and his objectives and they did look useful, didn't they? And everybody came to the rescue giving feedback, some fantastic feedback.

Thank you everyone that gave feedback. It was great. Mark especially.

I think Mark Reed deserves a round of applause actually being one of our most active members. All right? Again, I want you to get the value out of this year and you're not going to get it by not asking for help and there's no such thing as a stupid question.

So my challenge to you this month is to put your year of and objectives or your headline strategy and your objectives and your targets in the group to allow us to help you because if you keep them in your head, we cannot help. Okay? And you can't see your own eye so it might be that you've actually made a mistake and you don't realise because you're so close to it.

So again, on your action list, invitation, and I'm going to let you in on another little secret about the Facebook group. When I say moderately it's because we actually are monitoring this and there is a feature which none of you know about unless you're an admin which tells us how active you are as a member. So we have a leaderboard internally and we know the people that are doing well and the people that haven't done a post or a comment yet.

So we know. We know. Yes.

We know. So if you're in that box, there's a few red faces, a few people going, all right, yeah. So I'll just say get involved.

It's what the community is about and if anything, just to help yourself and then if you're that way inclined, to help others. Are we all on board with that? Fantastic.

Okay, so yeah, that's the invitation. Action list. I will post something to do with my January presentation in the Facebook group to get some feedback because why wouldn't I?

This is what we're all about because we need to nail this because we want to get our affirmation boards ordered for those people that are ready. Who's ready? Who thinks they're ready, almost ready?

Three and a half people because you haven't been asking for feedback. Okay, so the first deadline is the 11th of December and if you order your affirmation board by then, you'll have it for January. You'll have it for strategy day.

You'll have it for the second week of January when we do our strategy day. If you don't make that deadline, then obviously there'll be a further deadline in the new year and then you'll get it for the next workshop. So it's really up to you whether you want to double down, get it done, get some feedback and get it out of the door or whether you just want to waste a bit of time.

Frankly, it is. Waste a month, yeah, and then get it in February. That's fine also.

I'll be honest. Often I don't get mine nailed until around Christmas. That's just because I'm just blazy and I'll do anything to not make a decision but that's the invitation.

So they're £36 plus VAT. You can order them. The workbook has the QR code in it and you can get yourself sorted.

Right. I've spoken far too long already. This is our favourite time of the month, is it not?

Say yes. Okay. The open mic is the best thing about Advance as far as I'm concerned.

I love it. I absolutely enjoy this and I'm really glad that Shiv's not here this month because I get to do it again. Now, I just want to remind people of what the open mic is.

The open mic is a chance to get out of your comfort zone, to get on the mic, to read a poem. I'm only joking, Matt Bellman. It's not to do that.

It's a chance to ask the group for help, for accountability and to share a win because we can't always go and tell our best mates down the pub that we made £100,000 this month because they'll look at us like we've got two heads. Okay. But we can tell this group because it's a safe space.

That's what the open mic is for. It is not a place to do shameless plugs. Okay.

It's not self-promotion. It's not a pitch. It's not the end of an event where you say, I'm selling this, by the way.

Come see me at the end. It's not that. Okay.

Just to be really clear. Because we love open mics so much, we are going to have an award at the end of the year called the Open Mic of the Year Award. So, for the best open mic, there will be an award.

This actually was inspired by Jackie Goodman. For those people that weren't on Advance, does everyone remember? Jackie came up here and she said, I used to do press-ups when I was younger.

I haven't done a press-up for a while. Adam challenged me last month to do a press-up. He said he'd do it with me.

I didn't actually mean on the open mic. She came up here and she did a press-up in front of the whole room, which was absolutely amazing. So, hats off to Jackie.

That definitely would have won the award last year, but we didn't have one. So, this year, it's all up for grabs. So, with that in mind, if you would like some accountability, if you would like to share some inspiration, please make your way to this side of the room now and we will kick off open mic.

It's no more than 30 seconds. There will be a cracker. I would really encourage you, if you haven't done this before, to get out of your comfort zone.

It's not a test. There's not marks if you don't do it. It's just a bit of fun and it's using the law of attraction to invite things into our lives.

Good stuff. Let's give all these people a round of applause for being up here. Ben, let's go.

A regular on the open mic.

[Speaker 25] (16:03 - 16:03)

Fantastic.

[Speaker 22] (16:07 - 16:11)

Merry Christmas. So, I was here last year and I said that I'd lost a load of weight.

[Adam Goff] (16:12 - 16:13)

Are you going to take your trousers off?

[Speaker 22] (16:13 - 16:25)

Since last year. Wow. I've lost a kilo and a half.

Wow. Fantastic. Not since last year.

Since last month.

[Adam Goff] (16:25 - 16:26)

Since last month?

[Speaker 22] (16:26 - 16:27)

Since last month.

[Adam Goff] (16:27 - 16:29)

Fantastic. Congratulations, Ben.

[Speaker 22] (16:29 - 16:33)

I eat an apple before dinner while I'm cooking. I do need some.

[Adam Goff] (16:34 - 16:36)

Top tip. Thank you very much. Well done, Ben.

[Speaker 4] (16:40 - 17:17)

Very briefly, a huge thank you to everyone who donated to RBL. You guys are epic because you almost doubled the amount we raised last year with £1,536. So, you guys are epic.

Number two, we're fortunate to have Akash in the room to do Wills and Power of Attorney. We've got John Ireland on the programme who also does a similar service but not quite to the level of debt. If I can share a gift with you this year, it's something I sadly experienced by one of my mates passing away in September, a very close mate.

If you have not yet done your Wills and Power of Attorney, please get them done. If you have not written down your intents and wishes, whether you want to be cremated, buried, your eulogies... I'm all right.

Just have 10 seconds.

[Speaker 19] (17:17 - 17:17)

You're right.

[Speaker 4] (17:18 - 17:26)

Your eulogies, who you want to be, your pallbearers, who you want to... What photo you want on the front of your order of service? Because if not, they're going to pick a shit one.

[Adam Goff] (17:27 - 17:29)

Your theme tune. I mean, your theme tune.

[Speaker 4] (17:29 - 17:58)

Yeah, your song. If you get knocked over when you leave here and Ed Sheeran's playing on your iPod and everyone thinks you love Ed Sheeran, they is going to play that, right? All joking apart, the minutiae of those details to your loved ones when you get a phone call from your best mate's mum and dad who you've never met before, and they say, we don't even know what his favourite song was.

And we don't know what he wants or who his mates are to pallbear him because he was such a private person. If you've not written it down, how the hell is anyone else going to know?

[Speaker 19] (17:58 - 18:03)

Thanks, Dan. Well, good reminder. Go, go, go.

[Speaker 13] (18:04 - 18:37)

So, for those of you that don't know, I launched a podcast this month called The Dementia Dialogues. Thank you very much. Thank you.

Thanks to Josh because it was Josh's idea. So, you know. And I didn't think it would do that well.

I started thinking that I'd just do it bi-weekly and actually got recordings all edited that will take me up until July next year. So, we're going to move to weekly episodes from January. So, that's my share.

So, if anybody's got a touch point at all with dementia, whether that's personal or you know somebody that's going through the journey, please get in touch because I'd love to have them on the show. Thank you.

[Speaker 19] (18:38 - 18:39)

Thanks, Nat. Well done. Congratulations.

[Speaker 7] (18:43 - 19:14)

Confession. I was a skeptic of the WhatsApp group World Class Women. I was worried that it would mean that our sparkle would get lost in a separate group and not be part of the main thing.

However, I had a wobble posted in there and I just wanted to say the women in this room are incredible and you all came to not just rescue me but rescue all of the other people that have been posting in there. So, I've changed my mind and I think it's brilliant. So, thank you very much.

[Speaker 25] (19:14 - 19:16)

Great. Thanks, Claire. That's nice.

[Speaker 17] (19:20 - 19:46)

So, last month I announced I got sacked which was a blessing in disguise and I was adamant that I wasn't going to go back on the tools and find enough work to secure so I was safe basically for January the 1st. I had enough to cover me for this month. I've been offered three jobs on the tools and I could have done with the money and I've said no to all of them and I've found enough work to cover me from now.

So, I'm sorted basically.

[Speaker 19] (19:46 - 19:51)

Well done, Casey. Good job. Good job.

[Speaker 9] (19:53 - 20:02)

Right. Fine young cannibals. She drives you crazy.

That's my song for my funeral. Wet, wet, wet. Love is all around.

[Speaker 26] (20:02 - 20:03)

Already thought about it.

[Speaker 9] (20:06 - 20:35)

Surrender experiment. Manifestation. I talked about the fact that I live in a one-bed flat and I cathartically moved everything into storage unit and it burnt down and I bought a bed for my one-bed flat.

This month I have secured a lease option deal for the two-bed flat opposite and I would never have thought to do that because I can't buy it outright at this point without the health of the room and I will put the one-bed flat into my financial portfolio.

[Speaker 19] (20:36 - 20:42)

Congratulations, Val. Well done. Well done.

Woo! Shady. Here we are.

[Speaker 18] (20:43 - 21:08)

Hey, so this isn't normally me being up here but I just want to share something. So, some of you will be aware I've been living at my mum's house since March 21 when I sold my house. Bought my own house which is a probate last year.

It's gone through a refurb. I've actually got running water and a loo which is a luxury as opposed to flushing it down. So, by the end of this year I'm going to go back in there and have my own headspace.

[Speaker 19] (21:09 - 21:14)

Congratulations. Well done, Shady. Dream home.

Well done. Well done.

[Speaker 5] (21:15 - 22:00)

So, those of you that know me I've been probably executing quite hard for the last couple of years, actually 10, 12 years. The last month I came to the workshop and Dan brewed that for me because he told me about hard money and easy money and I realised that everything I'd been doing was mostly the hard money stuff. So, the last month or so has been quite low for me and I realised that actually I like the hard money shit and he's really made me think about this easy money side and I've come up with some really good ideas but it's not working hard to do it.

So, if you haven't seen my responses I haven't been messaging you back because there's been quite a few people that complained and the Facebook group, I apologise but it's because I'm trying to find this level of getting back into executing on the easy money side.

[Speaker 19] (22:00 - 22:05)

Good for you, Amesh. Well done. Easy money.

[Speaker 16] (22:06 - 22:31)

So, last month I mentioned I've got a development ongoing at the moment, office to six flat conversion and my builder walked off site and they weren't coming back effectively and we had a contract with the Housing Association so I was going to have to put my own money in and self-manage this through into next year and it's going to be a big distraction. I've managed to sell the development so it's done dusted and I can start the new year fresh.

[Speaker 25] (22:32 - 22:37)

Well done. Congratulations. Amazing.

Problem solved.

[Speaker 11] (22:38 - 23:14)

Ho, ho, ho. Ho, ho, ho. Yes, some of you know that last year I created a programme which was helping people who sleep poorly and to increase their sleep through meditation.

This year I've created a new programme to help people kickstart their year in January to learn new habits. If you're trying to quit smoking, trying to lose weight, trying to get to the gym but you don't have that structure I've built a programme to work with me and to help you actually start learning to create those habits. So I'll be launching it in the group.

It'd be really great to have some of you to come along. It's all free of charge and I'll keep you posted.

[Speaker 19] (23:14 - 23:19)

Thanks, Matt. Well done. Good for you.

Richie, Richie.

[Speaker 6] (23:21 - 24:10)

Bad month for Chris and I. In January we put our mega 48-bed HMO on a 20-year fully-repair and insuring lease, three-month break clause for us as the landlords and no break clause for the tenants. Two weeks ago they said they're in danger of their own bust as a company with other things they've got going on and they want to take the property back by Christmas.

It's been a stressful couple of weeks. Yesterday we were on site with them. The charity were looking at leasing the block of flats we just bought.

They're going to take over management of the HMO this month and they're going to sign a five-year lease, fully-repair and insuring, 30% higher than the housing co-operative pay-in and the housing co-operative are going to continue paying rent, replace the fire alarm and do some other emergency work that we're doing before they leave. Good news.

[Speaker 19] (24:10 - 24:11)

What a relief. Well done.

[Adam Goff] (24:16 - 24:17)

Every cloud has a silver lining, eh?

[Speaker 3] (24:19 - 24:22)

Thank you. That is a nice jump.

[Adam Goff] (24:23 - 24:24)

It's got us on it.

[Speaker 3] (24:24 - 24:34)

You're too close to my groin, that's the problem. That's exactly where I want to be. I took that bit in.

That's fine.

[Speaker 19] (24:35 - 24:36)

I'm quite enjoying that.

[Speaker 3] (24:36 - 24:59)

Last month, I was talking about expat property people. We launched the event on Tuesday. Thank you to everyone who helped support that and joined that.

In that launch event, I committed to everyone there and I committed to you guys now that I'll be launching monthly networking events, weekly podcast episodes. If anyone's got stories or support or services that you can help them, please get in touch with me.

[Adam Goff] (24:59 - 25:05)

Well done, Steve. Big level up. Well done, mate.

Go, go, go.

[Speaker 15] (25:06 - 25:36)

Hi, everyone. Oops. Hi, everyone.

Just building on what Adam said earlier, I just wanted to say a big thank you to the community that I posted my year of, which was Chaos to Calm. I feel like I lose a lot of head space in the chaos that goes in a house with little ones, clashing diaries. Just a big thank you to everyone who gave me your feedback, Mark, Hema, Adam.

And I really look forward to sharing your journey. It's been my accountability. I really want to see what the end of the year looks like.

So I think it'll be a big difference and a big change in head space. Thank you very much.

[Speaker 19] (25:36 - 25:38)

Well done, Akash. Greg, let's go.

[Speaker 10] (25:41 - 26:17)

Hello, everyone. I think I'm finally starting to be getting the PE. So I do too much, and I know.

And last couple of weeks, it just showed me that maybe too much is not good. I'm trying to protect the childhood memories of not having the money to build everything, but I realize there's too much noise going on. And thanks to Josh and two weeks ago, mid-month mentoring really helped me to slow down and focus on what's the most important.

And my message, she absolutely loves the new me as well. So thanks, guys.

[Speaker 19] (26:17 - 26:19)

Congratulations, Greg. Well done, mate. Good stuff.

[Speaker 12] (26:20 - 26:57)

Neeraj. 24 days this morning of a cold shower every morning. Day one, I didn't want to do it.

Day 24, I still don't want to do it. Day one lasted five seconds. Now, it's more like 30 seconds to a minute, depending on my mood.

The lesson here is leaning into discomfort. Discomfort becomes more comfortable, even though I still don't want to do it. So getting that ticked off early in a day, the biggest benefit for me is a mental resilience.

It's given me that win early in the day. And it's a big part of my theme for next year is just leaning into discomfort.

[Adam Goff] (26:58 - 27:05)

Yeah, congrats, man. Well done. Love it.

Last but not least, the man himself. Yo.

[Speaker 14] (27:08 - 27:43)

So just a quickie from last month's accountability spike. I wanted to get to the weight under 90. I'm at 89.6. Woo! Body fat, though, so I tracked that, and that's the naughty one. Let me run through longevity. Fuck, here we are.

And I was at 40, down to 37. Set a target of 35, down to 34. Bang in.

So that was a good one. But there's some real good learnings of discomfort. Started to fast in 16, 8, 7 weeks in now.

Broke it today because I was really hungry. Have a good one.

[Adam Goff] (27:43 - 35:13)

Well done, Rupin. Good job. Good job.

What a fantastic round of successes. Well done, everybody. That really was fantastic.

I do think body fat is the way to go for those people tracking weight, wanting to focus on health next year. Weight has its downsides, right? There's water retention, time of the month if you're female, whatever stage of life, muscle versus fat versus...

Body fat's the one. If anyone's setting targets around health, body fat is the one. Okay, right.

So we're going into the next session. Bianca, if you could reset my timer, that'd be amazing. So that's the fun stuff out of the way.

Now I want to do some work. Do you want to do some work now? Okay, good.

This is about how to execute at the highest level, okay? And something that is very close and dear to me and hopefully is becoming close and dear to you is this. Primetime is the answer to most of your problems, I promise you, all right?

Primetime is the thing that gets you from where you want to be to where you want to go. And that's why we call it your secret weapon for winter. So now we're coming to the end of clarity and pennies are starting to drop and we know what we want and now we've actually faced with the real prospect of going out there and doing it.

Primetime is something that is the train that's going to get us there. And I just want to explain the difference briefly between Cavetime and Primetime. So Cavetime is where you come up with the idea.

It's the blank page, it's the blue sky thinking, it's the what do I want, why, what's going to serve me best, shall I buy three businesses this year or shall I just try and improve my net profit in my business this year, what do I want? What do I actually want? That's the ideas, that's the creativity.

That's autumn, that's autumn. Primetime, on the other hand, is the execution. So if Cavetime is the idea, it's the spark.

Sorry, yeah, Cavetime is the spark, using the light bulb analogy. Primetime is the electricity, the light going on, that's the work. And this is where you actually get those things done and deliver the things that you wanted to because it's all very well having great ideas and everybody talks a good game.

But as we know, the hardest thing is actually doing it. And that's what Primetime is. And that, you know, your hour in the day, your dedicated high-value work sessions that at the moment hopefully will be dedicated to Cavetime and planning will now go into Primetime where you start actually executing.

Unfortunately, as much as we can delegate and we can raise our rates, no one is going to build your business for you. Someone told me this a long time ago and we can definitely leverage, but it's you, the entrepreneur, that has to actually put these things into practice and make sure they get delivered. No one else is going to have that level of responsibility and autonomy and oversight and creativity to actually pull it all together.

Do you have to deliver it all yourself? Absolutely not. But do you have to be the one leading it, driving it, setting it up, putting it with a box with a bow on and giving it to your gatekeepers?

Absolutely. That is your job as the entrepreneur. Obviously, if you get to chairman level, it starts to change a little bit.

But even at that level, you're still directing. You're still, you've earned the right to be, you're still the visionary. So no one is ever going to replace you in that role.

And this is what the Winter Hit List is all about. This is really what Primetime is for, is for absolutely nailing the Winter Hit List. And if you're not doing this already, I would recommend that in your diary, by default, there is at least an hour a day, hopefully in the morning, hopefully as early as you can possibly make it, that is literally, that says Primetime.

And it's at least an hour, ideally 90 minutes. If you can do three or four hours, even better. Because that's business development time.

Going back to Dan's session earlier, that is the green, the business development. That is the high value task. That is where you're going to do all of this work before you go back into the noise of the business.

And the way I like to think of it is this. We're all running businesses right now, and they're not where we want them to be, which is why we're setting objectives and targets, because we're all keen to go to the next level. Do we agree with that?

We're keen to go to the next level. We have a business. It's over here.

It's doing its thing. The skill of an entrepreneur is to be able to run this business whilst also, in Primetime, building the business of the future. So you've got to run the current business whilst in your head actually starting to build out the business of the future.

And that is the Winter Hit List. That's business development. And as these things get launched, that idea of this business of the future you have in your head slowly starts to become the actual business that you are running.

That is the transition that one hour a day of Primetime will literally give you if you make it the number one priority. Because if you don't, this is heavy lifting. It's hard work.

It never gets done. It cannot be done between 4 and 5 p.m. in the day. It's just not the way it works.

This is your emotional energy. It's your IQ. It's all your credits need to be poured into this.

So this is why I think this is the answer. So for those people that really want to level up this year or perhaps feel like maybe they've been spinning their plates a little bit recently, this is just a little courtesy note to say this is your answer. Lock it in your diaries and absolutely get it done.

Because execution is everything. And whilst on the program, we're teaching you stuff. We're teaching you the theory.

We're showing you. There's not a lot of work in the room. It's like this is a mindset.

This is a blueprint. It's almost like a lecture, isn't it? The difference now is, the difference in this room is that we're actually going out there and doing it.

We're putting these things in our businesses. We're doing some things in the room. But we are executioners.

We know that the difference between us and 95% of entrepreneurs is we're actually doing the work. We are prepared to roll our sleeves up, graft, and build that business that we dream of. That's the difference between us and everybody else.

And this is why the Winter Hit List is the project for the next three months. You know, in the same way that setting your objectives has been your project for autumn, the Winter Hit List now becomes the main thing to focus on. Because if you don't do this, you're never going to get a step change in your business.

All those things that annoy you, the things that are broken, all the things you've identified in your strategies won't get fixed. If you do double down on those really high-value things that are going to equal the step change, then you'll move to the next level, and you'll never go back. You'll throw the boomerang, and it won't come back and hit you in the face in two months' time.

You'll throw the boomerang, and you'll never see it again. And that's what building a business is, and that's what we want. So going into this next session, I want you to focus on the idea that winter is going to be really difficult.

It's going to be hard. It's going to be grueling. Some people are going to love it, but for people like me, it's the worst bit of the year.

Okay, it's really tough, and you'll see me get a bit burnt out, and I'll be doing my videos from Bali, and you'll think, oh, Adam looks tired, right? It's because winter's designed to be difficult. But if you can put 12 weeks of hard work in, then the business can output 12 months largely without you, because you've built the systems, and you've put the things in place that remove you, that get you to the next level, and that's what the winter, this is the mantra I want you to all take into the next three, three and a half months, and that's what this next session is about.

So ladies and gents, without further ado, let's welcome to the stage the ultimate FD himself, Mr. Josh Keegan, ladies and gents. Give him a big hand.

[Speaker 28] (35:23 - 35:23)

Thank you.

[Josh Keegan] (35:25 - 36:29)

Thank you. So on to winter hit list. Before we do, get out.

In fact, you can stay. You can stay. Stay up here for a moment.

So obviously, no, no, no. Obviously, we know we've got these wonderful T-shirts, and there is a listing on eBay at the moment, and there have been some bids already. So we are going to give, we are going to give the money to charity.

What's it at the moment? Chris, what's it at the moment? What?

I thought you said we had a bid of five quid. Steve retracted his bid? Okay, well, we shared the link in the WhatsApp group, so you guys can actually give it.

You better not go for a 99p. And what I thought is like, who would value one of these T-shirts more than anybody else in this room? Who would maybe feel a bit shy, a bit, you know, a bit self-conscious about asking for it?

I thought, you know what? I'll do them a favour. I'll sort it out for them.

So, Adam, I've got your Christmas gift, all here, ready for you to go. Come on stage. Come and get it.

And in this bag, I think you know what it is. I think there's no surprises.

[Speaker 28] (36:29 - 36:29)

Is it signed?

[Josh Keegan] (36:30 - 36:40)

Thank you for all of the, all of the support over the year, the mentorship, the help. Thank you for being a good friend. And as a result, I've got you this for Christmas.

And if you go and get changed and pop it on now.

[Speaker 25] (36:41 - 36:43)

Thank you so much. Thank you.

[Josh Keegan] (36:44 - 47:23)

Yes! That'd be great. I'm really excited to see him wearing that.

It's going to be great. And it's a t-shirt, so you can wear it on Christmas Day and Barney when it's hot, Adam, as well. It's perfect.

So, the winter hit list. This is the game of winter. This is the project.

This is the output. And this is the thing that's going to fundamentally change your businesses. Like we talked about before about investing your time, this is the same thing.

You're going to invest hours and hours of your time into processes, into new websites, into SOPs, into Loom videos, into policies, into all the stuff that none of us really enjoy. Like none of us got into business to do this stuff. No one really likes it, apart from maybe some of the steals.

But, you're going to invest your time into that stuff. And then what's going to happen is that's going to pay you back in more time, more money, more margins, more growth for the rest of the 12 months. The key sentiment is it's all a game.

You don't want to be doing this for 12 months of the year. We have 12 weeks and that is more than enough. And what you need to make sure you do during the winter season is as much as possible you want to slow down.

If you could, in an ideal world we'd literally stop everything. We'd stop sales, we'd stop recruiting, we'd stop any problems, we'd stop any issues. We'd literally go to a total standstill.

We'd fix everything and we'd go again. In reality, we all know that's not possible, but as much as possible you need to calm things down. Do a deal a little bit later.

Wait and hold off on recruitment. Start your sales campaign a month later, whatever it may be for you. There's an analogy I like to use.

So if you imagine it's a misty morning and there's a heart surgeon and they've got in their car and they're on their way to the hospital to work. And they're driving around these different country roads and all of a sudden this warning light comes on on the engine. And I'm like, what am I going to do?

So they drive to the mechanic. They've known this mechanic for years and they see a guy who the mechanic's called. What do you want the mechanic to be called?

Bob. Bob, we'll do Bob. So mechanic called Bob.

He goes, hey Bob, I've got this engine warning light. He goes, no worries, I'll take a look at that for you. So he has a look at it and he goes, can you fix it?

Bob goes, yeah, of course I can fix it. Come back tomorrow. So the surgeon comes back the next day, walks in, he says, is it done?

He goes, no, I'm not done yet. And he's like, alright, when will it be done? Come back tomorrow.

Comes in again, is it done? He goes, it's not done yet. When should I come back?

Come back tomorrow. So he comes the third day and he says, is it fixed? And the mechanic says, yes, it's fixed.

And he goes, alright, okay, how much would that cost me? And he says, just give me 500. And he goes, okay, no worries.

And he stops and he says, Bob, what's wrong? You're not your normal self. And he goes, well, I've been working on this engine for three days.

It's been an absolute pain. And all I'm doing is taking it apart and replacing the valves and putting it back together again and making it run as new as it was before. It's like a brand new engine.

Sorting it out to be exactly the same thing. And you do the exact same thing what you do. You take a heart and you put it back together.

You get the valve sorted. You make it running brand new. How come I get paid 500 quid and you get paid hundreds of thousands of pounds to do what you're doing?

The surgeon, he takes a moment, he pauses, and he says, try doing it when it's still running. So surgeons, have to perform open heart surgery on a mechanical object, which has got to stay going. Whereas the mechanic gets to take an engine, it's sitting still and he can fix it when it's stagnant.

What we don't want to be is we don't want to be the surgeon. So the more our business is running, the more it's going at a fast pace, the more it's growing, the more it's expanding, you're becoming the heart surgeon. You're having to perform open heart surgery.

That's going to be very difficult and almost, for most of us, we won't have the skill set to do it. So the more we can slow it down and put it in that very slow and steady state, like the mechanic, the easier our work is going to be. And that's why we do this in winter.

We're not asking you to slow down for entire years. Just slow your business down so you can become the mechanic and you can fix things while it's not moving. It takes far less effort, far less skill, and it's going to be far easier for you to actually do and achieve.

And where we're going towards is New Year's Eve. When is New Year's Eve? The 31st of March.

Well done, guys. Yeah, cool. As you eat a bit this morning, well done.

So it's not, well, there is a New Year's Eve, which you're hopefully going to celebrate with your friends and family, but your New Year's, oh, look at this. Oh, wow. There it is.

Amazing. It's muscle fit as well. You look good in that, mate.

That's a really good T-shirt. New Year's Eve is the end of March, the end of the financial year before we start a new financial year. And this is all a game.

You want to have this in the diary. Have a New Year's Eve party booked in with your teams. If you've not done this before, they'll be like, what?

New Year's Eve? Explain it. They'll love it.

It's quirky. It's exciting. It's fun.

And they all know this is where they're working towards. So if you have physical teams, have a New Year's Eve party booked in. You can get some New Year's Eve banners.

Buy them now or buy them like 5th of January. They'll be a bit cheaper, I imagine. Get them all bought.

Get balloons and make this big New Year's Eve party that you do at the end of the year where you take all your team out. If you don't have a physical team, maybe you have a virtual team, put something in. Do a New Year's Eve quiz.

Do whatever it is that you need to do or whatever you want to take away. Make it a big thing where you're like, you're going to make, you're going to celebrate the end of the year. Have a line in the end of the stand.

Where you can make changes for the new year, that's really great as well. So actual changes. So for example, property entrepreneur used to refurb the office.

New artwork, new changes, new desks, new chairs, whatever it may be. Get Bianca a new car maybe. All these different things.

Yeah, exactly. New laptop, all these kind of things. Adam's not happy with this.

Right, so all these nice new changes. So you're coming at the start of the year and you want to make some changes. I think what we're going to do because we're all virtual is I'm going to change some of the company branding, change the WhatsApp group logos, find different things you can just kind of mix up to make it all feel a bit fresh and to start in the new year.

So we need to build our winter list and the winter list is just basically a list of tasks, things that are broken in your business, turn into a project, turn into deadlines, who's going to do what, what's the priority and you just have to go in and execute for three months, yourselves and your teams. Well basically we're going to actually build this out in the room today. So hopefully you can leave with 80, 90% of this done.

We do the heavy lifting here so you can go and take this and then it's basically just a case of get your team to sign it off, you sign it off and let them deliver on the work. So I'll show you the template. I'll take you through it now and then we'll have 10, 15 minutes for you to actually populate it.

Do you mind switching over please? So this is, can you all see that? I'll zoom in.

No worries. So this is going to be the summary page of your winter list. This is going to be your dashboard whereby this is the thing that you're going to keep visible and the key thing is here, you want to keep this top of the pile.

You want your team to be seeing this, you want it to be visible, you want them to be like seeing the progress, seeing right, this person's done an amazing job, why are you still at zero and they're at 10? How is it working? And that's how we motivate people to get this done.

So this is going to be your dashboard and I'll take you through this in a moment. The thing you need to do initially is go to the second tab and actually populate your winter hit list. So we did this at the program on Tuesday and we took it through the methodology and I'll take you through it briefly.

You guys have done this before. You can go on the vault, you can see that training session if you need more depth and detail but this isn't your first rodeo, you know what you're doing. So basically we've got departments, products, which would be what you're actually offering to your clients, marketing and sales, operations, finance and then just a miscellaneous, anything that might pop into that category.

And the first thing you'll do is hopefully you've already done this, you've hopefully set up your WhatsApp groups back in summer or back at the start of the year when we told you to so hopefully you've got a list of all of the things that are broken. So what you're going to do is you're just going to go through that WhatsApp list and get that into this sheet. Obviously you guys are on advanced, hopefully you might have an assistant or someone that can do that essentially for you.

So you might type in products or do marketing sales so level up our website. No, exactly the same. Just new dates on there.

Get a new CRM. Finance, it might be move from QuickBooks to Xero. I don't know, whatever it may be for you.

Direct debit mandates. System. For client payments, whatever.

Just add them all in. MISC you might have like rules around default diary so your assistant can book things in. Whatever it may be.

Operations. I won't keep going but NPS scores. So what you'll do is just list all these things into here to get yourself started and then you're going to have to look through this list and create your priority.

So what is your actual priority? So we've got RAG which is red, it's amber and it's green. So red, business critical, needs to happen.

Amber, it would be great if it did happen, important. And then green would be we'd like to get these things done but if they didn't happen the business is going to be fine we're going to be okay. So business critical might be if you want to make money next year and you're not sure how much money you're making well I'd say business critical would be finance systems.

Getting Xero in place, getting a bookkeep, whatever it may be. Or if you want to double your sales next year well the business critical one might be to get a brand new website or whatever it may be or a sales funnel or a CRM system. So you're going to do red, amber, green.

Couple of them and put them in here. Cool. So then you've just done that you've gone through that process.

Then the next part is to then so you prioritise with your teams. The next part is to go well who is going to do this for me? So select the people that are actually going to do this for me.

So ideally this doesn't all sit on your desk you want this to be allocated to certain people. So for example level up our website I'll put in there JK. CRM system I'll put AG.

NPS scores BO Bianca can do that one. Oh sorry guys. So JK BO AG JK JK You want to put initiatives in for the different team members.

Of course you want to make sure that they are bought into that by the way. Don't just allocate them. You want to go well who's best to do that?

You want to get them to say well I'd be best placed to do that. Oh yeah you would actually that's a good idea. So you want to get these all allocated like that so everyone's clear.

[Speaker 5] (47:24 - 47:32)

So now we've got yeah so there's kind of three elements to this.

[Josh Keegan] (47:32 - 51:21)

There's competence which is all about like who's the most skilled person to do it. For example if you've got a sales team amazing but you probably wouldn't ask them to write the tenant onboarding process. It's not going to be in their warehouse.

So although they're in that department you might want to get somebody else to do it. There is capacity to be realistic. If you're going to go and buy 10 HMOs in January, February, March and you want to get your project manager to do a load of level ups for you within the business it's not going to happen is it?

And the third is PRP so where you can as well performance related pay you could pay people to actually do this stuff too. So there's your considerations about who you actually allocate it to. With all of this the aim is just to be really realistic like if your team don't have time don't overload them or just give them one thing or whatever it may be be really realistic.

So you've got that you've done that and then what we're going to do is once you've actually gone right these are the priorities this is who's going to do it you start to plan it all out. So over here you've got a Gantt chart you can just start colouring them in this is the bit you guys will like. So you just colour them in like green like this is when we're going to do this.

Okay we're going to get this done. I'll just zoom out a bit so you can see the that's what I'm doing. But basically it's just like a Gantt chart so okay we'll do this here.

So you've got a visual of what's going on. Why is the Gantt chart important? Any ideas?

Absolutely. You see potential bottlenecks very visually. Like if you've got if someone's doing all their work within you've got 10 tasks for one person in the same bit they're probably going to be syncing so it's a very visual representation.

And then the top tip would just be if you want to stay out of trouble plan for double. It's always going to take longer than you think. Like for people that have done a new website for example like I remember when I put into a tick list I thought it was going to take 12 weeks to do a new website thinking that was already a lot but it took more like four or five months so it's like these things can take a lot of time particularly if you're relying on other people.

So you've then got it Gantted. You've got all that out and then basically you've got your plan done and dusted and then it's on you to then actually execute against this for January, February, March. Now where the scorecard comes into it is if you go to the task tracker at the top you can then put the same initials that you put into the actual sheet so let's put JK BO AG and so you can see here it's automatically pulled through I've got three tasks Bianca's got two Adam's got one and then what you do is every week you ask people to go on and say like where they're up to and I can go right yes I've done this you type in a Y for complete Adam's done his I've done these and these and then you basically get like the task tracker and you can see I'm at 100% Adam's at 100% and Bianca's at 0% and that's probably realistic of what's actually probably going to happen actually most likely so then so then so then so then so then this then gets sent into the WhatsApp group and then Bianca sees it and she's like well they're both at 100% I've done 0% and I need to pull my socks up and get stuff done and this is the point it's like everyone's kind of you know going against each other pitting against each other and everyone wants to be green everyone wants to be progressing up and this is the power and if you just have this tool you know you post it on a Monday post it on a Friday or you bring it up in your team meeting on a Monday decide the rhythm you're going to work at this is going to do a lot better management management for you we're going to do 10 minutes actually putting this together has anyone got any questions or anything they want to ask before we go into a bit of prime time to actually actually get this done or is it all go on Chris can we get the mic is there a mic Bianca do you mind getting a mic for Chris please there's Chris there's Chris yeah

[Speaker 24] (51:26 - 51:34)

I'm not the best with technology but is anybody else finding it's taking forever Steve reckons an hour mine mine says 20 seconds forever

[Josh Keegan] (51:35 - 51:36)

what to download the sheet

[Speaker 24] (51:36 - 51:38)

yeah the winter hit list blueprint

[Josh Keegan] (51:49 - 51:53)

if you're having an issue getting it downloaded Bianca can come round and help you Claire

[Speaker 7] (51:55 - 51:57)

my question's around guys just

[Josh Keegan] (51:57 - 52:01)

before we get started just quiet quiet please everybody quiet please before we get started go on Claire

[Speaker 7] (52:01 - 52:13)

just a quick one around requirements requirements if you know that there's people you're going to need to bring onto your team I can't remember could winter hit list be the point where we go write the job description or do we wait until spring 100%

[Josh Keegan] (52:13 - 52:19)

yeah I think for recruitment you probably write the job spec create the my house document get it all up

[Speaker 7] (52:19 - 52:19)

and running

[Josh Keegan] (52:19 - 1:05:36)

just get it all ready and then you know you're going to hit the ground running in spring I think that's very good right about 10 minutes let's see get it downloaded just start populating the actual document and then get you to where you've prioritised it you know where you are and you can finish it off in the month put your hands up if you need any help at all silence please work in silence minutes just remember to work in quiet please no chatter last couple of minutes guys last couple of minutes okay we'll finish up there so I got asked a good question when I was going around the room so there's a couple of extra bits of this sheet you can use as well so first is this results box over here which is basically what was done to solve the problem so for example when one of your team members says right get a new CRM they can just when they put a y next to it they might go implemented go high level whatever it may be so you've just got a little bit of a context as to what's actually been done to resolve the issue so you want to use that and then finally you can also use these priorities so it might be that you've got a load of things in marketing sales you've got 5 reds you have to get good at prioritising stuff so if you had a load of reds in here for example you might go well that's priority number 1 that's priority number 2 and that's priority number 3 just to give your team critical clarity on what they need to go on first, second and third I've done this now for years and years and I say the best years we have are the ones where we are very realistic we're very grounded we're very aware of everyone's capacity and honestly choosing 2 things per team member and getting them absolutely nailed is much better than spreading your sales thin and trying to do 30 things and getting all your team members to do loads of different things so if you just did the reds the business critical and you've just got your team members to do the reds the business critical there's no there's no failure in that that is a great place to be the more you can do obviously the more results you're going to get for the rest of the year ahead but be realistic and be sensible about the amount of stuff you're going to get done over the winter season Dex if we can go back to the slides please that would be awesome so get this finished use your prime time to get this finished and get this absolutely nailed and you really want to have this done before you finish for Christmas so we're finishing I think on the 20th of December so you know the brief for the team is we've got to have this done signed off clear planned out who's doing what so you can come back in January and just hit the ground running and relating it back to that blitz for Christmas I shared earlier maybe it might be you or one of your team members that might be on their blitz for Christmas get it done before the Christmas break and have it all signed off so you can come into the new year clear on what you're going to do I know this is daunting but it's also incredibly exciting imagine not having a load of the problems that you're facing now imagine not having to do half the work you're doing now imagine having a business where clients don't really complain imagine being always able to find the files you want and the speed that you want them imagine just being more productive and more efficient that's what this is that's what this is about so don't lose sight of that and this is the thing that fundamentally changes your business and gives you the step change this year and for those of you that want to have a big summer you're going to have to do the work in winter to make that happen as you all know this is part of the game of four quarters at Properties Entrepreneur we run four quarters we have our autumn we have our winter we have our spring and we have our summer and every one of those quarters has a seasonal focus but you can go deeper on this stuff and actually the people that go the distance not only get good at understanding what their annual objectives are but they have a process for taking those annual objectives breaking it down into quarterly objectives breaking those down into monthly objectives and then breaking those monthly objectives down into their weekly objectives which of course is their Sunday sanity success is not big actions it's breaking down the big goals into bite sized chunks and then delivering on those week in week out and when you do that it's not rocket science anymore it's very predictable and that's where the results happen and that's the people that get the results over a consistent period of time they get good at doing this so what we're going to do now is take you through how we're going to play our game of four quarters how we're going to make you highly productive how we're going to make sure you achieve your objectives for 2020 for 2025 and the best person to do that is this man right here let's welcome to the stage

[Speaker 27] (1:05:37 - 1:05:39)

Mr Adam Gorm

[Speaker 26] (1:05:45 - 1:05:45)

Boom

[Adam Goff] (1:05:47 - 1:10:42)

okay good we've got a level up for you now we've got a level it's called the game of four quarters now those people that have been on advance for a few years know what we're talking about those people that are new we've already kind of mentioned it we started speaking about it last month we're going to be who did the game change of planning session with Shiv great yeah fantastic so you already kind of understand where we're going but we're going to we launch it this month because we want you to have it for 2025 all right execution is everything and who here sometimes feels like they've got too much to do they're a bit overwhelmed they don't know which thing to focus on first anyone ever felt like that in their business cool so half the room the other half are liars or not listening to me so it's one of those all right who here on the program first year on advance here on the program thought oh my goodness there's too much to do I don't know what to do next who thought that last year okay cool the thing that's missing is a blueprint to execute this is a framework to make sure you get everything done this is how you have your best year every year and it is called the game of four quarters workbook the best Christmas present that I can give you even better than Josh's lovely t-shirt which I have to say I do quite like this is it this is the secret sauce this is the magic formula this is going to become your bible for the next 12 months this is the definition of success and failure are very predictable I promise now for those people please don't get it out yet please don't have a look at it yet okay pardon is someone talking to me oh no you're just talking to yourselves oh nice feel free okay so this is what you need but don't get it open yet okay now for those people that are like oh my god this is 2024 why is he giving me a bit of paper to write on with that antique thing called a pen yeah when I've got a sauna and I've got this and that and all these crazy apps and habit and la la la and it's all on my phone and woo okay this there's a reason why I still love this even though I'm Mr Digital okay now there's a big debate about which is better written or computer and I would say that there is value in both and I do both and I want to explain why I still use this even though my game of four quarters is also on my sauna and like Mark shared in the group the spreadsheet which I was like oh god but yeah like it's fine you can have a spreadsheet if you want you can have it in a sauna it needs to go into your workflow but there is something magical in writing it down because when you write when you have this on your desk first of all it's a physical reminder so the problem with digital is you can easily minimise it and you can get lost in it there's a hundred of sauna tasks and it's very easy to like tick things off forget things assign them to later and it just goes out of your eye line so this once you've written it down is literally carved in stone unless you're writing it in pencil and you've got a rubber yeah by writing these commitments down to do every quarter every month and every week you cannot change them you cannot change your mind because you are the first person to let yourself down and the problem with digital is it's very easy to kid yourself that you've done it to change things who has ever started with like a Sunday sanity and changed it mid-week come on be honest Zelle never changed it let themselves off the hook it happens a lot for me on the monthlies it's like oh these are the 10 things I'm going to get oh I didn't quite do this month so I'll just move it to next month how easy is that to do but you cannot do it with this this does not lie okay so the reason I put it in this and I'll talk you through in a minute when I put my February game changes in there it sits on my desk open and whilst I've got 300 of sauna tasks to do that month when I'm like feeling stressed or overwhelmed or when I sit at my desk those 10 things are what I focus on in the same way when we gave you the 28 day challenge whiteboard that a lot of you will still have and you see your top 10 the reason we put it on that whiteboard is so that when you're running around and it's crazy and it's noisy and everything's kicking off you always go back to those 10 things and they're on the whiteboard so the simplicity is in the fact that it isn't digital and it's in one place and it cannot be changed and it's a visual reminder that is not on a screen so I really think there is place for both so if you are a bit of a you know a digital only person then I ask you to embrace this does that make sense are you on board with this is everyone on board with this say yes is everyone on board with this say yes good okay we'll do questions in just a second okay fine no let's go come on let's have it if it's that urgent oh you're one short

[Speaker 10] (1:10:42 - 1:10:43)

ah okay

[Adam Goff] (1:10:44 - 1:17:56)

you can't have this is mine so you can't have that one so don't worry we've got plenty I thought you were telling me a joke you were like I'm one short of a I thought it was like I'm getting very passionate about this game of four quarters work but because I'll tell you why because if I don't impress upon you just how important it is and a lot of effort has gone into these and we're not doing it because we like making random books and cutting down trees right like we are doing it because we know this is the secret formula like Dan and I worked out about six or seven years ago that this was the thing that we both did that was different from everyone else so like I just really need you to understand why it's so important so let's talk through it right so now you may open it okay and you may get that lovely new book smell okay now obviously at the start you've got now at the beginning let's just talk about we've got our Handful of Habits different one for every quarter because this is advanced now so you may change it based on the quarters you may keep it the same you've got a nice contents page we've got your Life by Design Wallpanner which if we haven't given to you yet we'll be giving to you later then we've got our dates don't worry about these important dates we will do these over winter this is part of our high performance leadership and management framework they're all going to go in here you've got your Members Only Black Book which again is digital by the way the digital black book is really really good I'll do a little video you've got all the dates etc and then when you get to page 12 and 13 which is above me this is going to be the first thing you fill in when you've set your year of and your headline strategy you've got year of your headline strategy it goes in it's written in this is the game that you're playing you've got space for your tangible targets you've got space for a few sub targets if you need it within the business so you've got your life on the left so my right and you've got your company on the left so you add those in once you've got them cool right it's good this is good it's a game changer next onto page 22 if you skip to page 22 and 23 we'll do December in a minute don't worry about that the next big lumpy thing that you need to do with your game of four quarters is going to be to set your 10 biggest game changes now we call we call the thing that we want to do a game changer because it should be significant your winter hit list will be full of game changes you're going to pick the 10 things that are going to move the needle forward the most the 10 things that are going to result in the step change the 10 things you must do that are going to have the highest impact and you're going to pick those top 10 things for the next quarter and you're going to do that before the start of January or the start of January the very latest we're going to hold a game changer planning session on the 30th of December on Monday at 10am because we want you to have it ready for January so you're going to need to know in order to set January's top 10 you need to know winter's top 10 is anyone not following me because I'm happy to really spell it out if you're not following me so your next assignment is going to be between now and the start of January to actually decide what the 10 most important things are in winter and obviously the cool thing is you can put your headline strategy to remind yourself of it maybe you're going to create a target for this quarter maybe that's a milestone towards one of your bigger targets you can put the challenge that you're going to face in winter the fact that it's dark the fact that you're a blaze and this is a steel project all those things like the biggest challenge burnout boredom procrastination capacity and then your reward what is it you're going to do at the end of the quarter to celebrate the end of winter your New Year's Eve party with your team you might do something nice for yourself so that's the first quarterly game changer and you will do that every quarter every quarter who's read 12 week year here the reason we give that to you last year to read is because it's obviously a similar vibe to what we're talking about here it's having this quarterly sprint that ends with a reward and a celebration and then we go into a new season and we go again so that is something that we're going to and we're actually going to do that in a second but closer to home we can start setting our Sunday Sanities as like a practice we're going into next year we can start doing our Sunday Sanities now within this book so from this week you will be able to populate your Sunday Sanity in this book you can call you can give the week a title the week of getting stuff done the week of clearing up before Christmas whatever you want to call it you put your top 10 there and you can tick it off as you go and probably the probably the best thing about the game for quarter sprint according to a couple of people I was speaking to about is on Tuesday is the scoring system because at the end of every week you're going to give yourself a score now what we don't do when we ask you to post your Sunday Sanity is ask you how you did that bit is like a missing piece of the puzzle that's because you get to now score yourself within your game of four quarters workbook and at the end of every week you score and obviously nine or ten is world class and it goes down from there at the end of every month you'll then add those scores up and give yourself a monthly score at the end of every quarter you'll give yourself a quarterly score and when we say success and failure are very predictable you're constantly getting okay six to 69% you're going to have an okay year if you're constantly smashing world class you're going to have a world class year so it's really up to you so that's from now you'll use that you'll take a picture of what you did on your Sunday Sanity feel free to put in your asana as well but that cannot be changed so yeah so what we're going to do now is I'm going to take any questions that you've got about this game of four quarters workbook you're going to turn to page pages 15 or 23 depending on where you are if you haven't ever done game changes before this is new I'm going to set you the task of setting your December game changes the thing on here on my right hand side of the screen so we're already on the what are we now the 8th of December or something so you might pick 3, 4, 5, 6, 7 things you've got to get done before Christmas they're right at the top of your list some of them will be in your Sunday Sanity that could be your first task if you've already set your December game changes or you'd just like to get straight into winter it would now be a really good time to start penning in some absolute big rocks that you know dig up your winter hit list that you've just been looking at things that you must get done this winter and you can start to draft these out fill it in get it going so that it's there and then the next step would then from there be planning your January because you can't plan your January game changes until you've planned your winter game changes it all comes down from the top are there any questions about this game of four quarters workbook any questions at all there's no such thing as a silly question yes Steve well done Steve always ask good questions well actually we don't know it's good yet we'll save judgement

[Speaker 3] (1:17:56 - 1:18:12)

so this is the first year I'm doing this so just things going through my head now and maybe as I talk it'll come out so we've got winter hit list we've got game of four quarters we'll have objectives that come out a year of a headline strategy how does this all come together

[Adam Goff] (1:18:12 - 1:19:27)

it's really bloody confusing isn't it yes it actually all fits together really nicely so the goal of the book is to try and make you realise it's a funnel so year of and headline strategy is the overarching direction of travel objectives is the things that you want to achieve the targets is how you know you're going to achieve those things start to get more narrow and then each season you're going to have objectives like for example winter is winter hit list so you're going to take those objectives how am I going to achieve those objectives within winter and I'm going to set them as my winter in order to achieve an objective like double my revenue I need to make sure in winter that I'm building a marketing funnel or producing X amount of content on social because if I don't do that in winter I'm definitely not going to create more leads in spring and summer that are going to result in me doubling my revenue end of the year so it's trying to break it down from chunk it's called chunking down from big to small to small so they all fit together they're not in conflict the winter hit list is the winter hit list will be made up of all of your winter game changes and your monthly game changes and your top 10 they're not two separate things

[Speaker 6] (1:19:28 - 1:19:28)

yeah

[Adam Goff] (1:19:28 - 1:19:39)

like your priority for Jan when you do your winter hit list and you're like right I've got these three reds for Jan they're going to be your January game changes top of the list so it's

[Speaker 3] (1:19:39 - 1:19:46)

so we do it season by season we don't take the headline strategy year of backwards from the end

[Adam Goff] (1:19:47 - 1:20:17)

no what you do is you take your headline strategy and you say I'm just going to plan forget spring I just need to plan what needs to happen this winter which is the winter hit list and then you pick the highest chunk things the highest value things as your top 10 game changes for the winter and then you chunk them down into months because one big thing like a new website might have five monthly game changes come out of it but 25 things for your top 10 on a weekly basis

[Speaker 3] (1:20:17 - 1:20:18)

does that make

[Adam Goff] (1:20:18 - 1:20:18)

sense

[Speaker 3] (1:20:18 - 1:20:25)

so it goes into what Josh said as well about the winter hit list might have 20 things on there but what are the meaty ones that you absolutely need to get done that's the game changes

[Adam Goff] (1:20:25 - 1:29:38)

yeah you pick the game changes whether it's a quarterly game change or a monthly game change or a weekly top 10 task depends on how big it is really so your winter hit list is the same if you don't have a monthly game change you don't have a weekly game change you don't have a monthly game change you don't have a weekly game change you don't have a monthly game change you don't have a weekly game change you don't have a monthly game change you don't have a weekly game change you don't have change you don't have you don't have a change you have a weekly change you don't have change you don't monthly change you have weekly game change will go, whereas if I just have it in the diary, then something happens. It's very easy for me just not to go.

I would strongly recommend that you get these in the diary, because then you know that you are going to plan your monthly game changes or your quarterly game changes without fail every month. One of the hosts will be doing it with you. It's a community thing.

We all log on, we all jump on the Zoom call, heads down, plan the game changes, post it in the Facebook group, get on with your day. It's done, it's focused. You've got that group accountability of getting things done.

You're not going to let yourself down. You're going to guarantee it, and success and failure are optics, when if you're not setting these game changes, then you're not going to have the world-class that we want you to have. So there we go.

Ladies and gents, let's introduce Josh back up onto the stage, please, and then we'll head off to lunch. Round of applause, please, for Josh Keegan.

[Speaker 28] (1:29:46 - 1:29:47)

Thank you.

[Josh Keegan] (1:29:50 - 1:33:01)

Do you hear that? Lovely. Yeah, good.

Game of four quarters, genuinely. Like, we always want to latch onto the big things that we're going to do, the deals we're going to do, the crazy, like, the acquisitions we're going to do, and that's all great, but honestly, if you just boil it down to this, this is the blueprint for success. This is the thing you're actually looking for.

It's not necessarily sexy, not necessarily exciting, it involves a lot of brain space and a lot of proactive thinking, but this without a doubt is what's going to take you the distance over the next year. So I think you know what you need to do. Basically, here's your homework.

This is in the back of the books for you as well. On the winter hit list stuff, basically you just need to get your winter hit list populated, which is what these items say, and hopefully you're all clear on what you need to do there. In terms of Game of Four Quarters, start using your Game of Four Quarters workbook for your next Sunday sanity.

Complete and post your Sunday sanity in the group like you've been doing, but rather than post it written, you want to take a picture of your Game of Four Quarters sheet. So you want to see that you're actually using that and you're putting that together in practice. Post your 10 game changes for January, which also we've got the game change session on Monday the 30th.

Decide on your handful of habits for winter and then decide your headline strategy and add it to your Game of Four Quarters workbook. So basically, all the stuff Adam took you through, just basically start using that book and start putting that into practice. You look confused, Imash.

You all right? You're reading? Oh, the screen, sorry.

You're just staring at my face. Yeah, okay, cool. That's fine, yeah.

What's going on? Cool, understood. But it's all in your workbook, so you can check in on it like that.

Private dining, we've got some private dining over lunch. You've got myself and Adam. Obviously, we know which table we'd rather be on.

So on my table, we've got Anthony Carter, we've got Chris Chadwick, we've got Claire Reeds, we've got Dewey Davis, and we've got Graham Lindley. On Adam's table, you've got Ian Newman, you've got John Woodman, you've got Mark Jones, you've got Nick Sinclair, we've got Rachel Scott, we've got Steve Cowgill, and we have Suki. So remember to do some steps after lunch as well.

Get yourself out into some fresh air, get yourself some exercise. Now, last month, Shiv made a big thing about all of you getting salad, which was great, but by the time I got to the salad bar, there wasn't very much left. So I think the advice would be get some salad.

In fact, don't limit what you're taking, just make sure I've been to the salad bar first, and then you guys can fill your boots. But no, just be a bit more conscious of the amount of salad. I was a bit worried about how much fiber people might have been eating.

It's a bit dangerous. Just make sure you're conservative on your salad for the first run, and you can always go for a second one. But get some salad, eat yourself clean, don't be falling asleep in the afternoon.

And just a bit of an update for you. Chris, what's my listing on right now? 26 pounds.

26 pounds. Wow. So, I mean, you can all clap.

I think you should be getting your phones out at lunch and just put more bids on. Let's get some money for Get Up and Give Back, and I might even give away the original, which has got my bodily fluids all over it. So, I'll leave you with that thought before lunch.

Go and have an amazing time. I'm back in the room at 2.30. Let's finish with a huge round of applause. Thank you.