**Workshop 1 Session 3\_Transcription**

[Adam Goff] (0:00 - 0:05)

Ladies and gents, can I have a massive round of applause please for Mr Josh Keegan.

[Josh Keegan] (0:17 - 0:18)

Enjoy yourselves?

[Speaker 5] (0:18 - 0:19)

Yes.

[Josh Keegan] (0:19 - 7:02)

Nicely filled up on dessert? Yes. Very, very good.

Well welcome back. Let's let the room settle in before we dive in. Who's having a good day so far?

A few of you, two or three. Who's having a good day so far? Very, very good.

We've got some extremely exciting news to share with you now before we dive into our session three. So we've had a bit of a problem on Property Entrepreneur for a long time in that we've not quite nailed our product stack. We've had advanced which is £18,000 plus VAT and then at the top end we've then had the board which has been this big jump £30,000 paid up front and working with Dan and we've known there's always been this kind of challenge in the middle which means that people can't always get the best results.

So this year we've filled that hole and we found and created a product or service that you can join a new membership which actually means you get to work in a small close-knit community like the board without the huge price tag. And this is the Mastermind. So I'm delighted to announce that last night was the first session in the brand new Mastermind hosted by Adam.

And what is this? So what actually is the Mastermind? So basically it's an opportunity once a month to do a round table dinner, have one-to-one Zoom calls, private mentoring with Adam throughout the month, a WhatsApp group, end of year retreats and the whole aim of the Mastermind is to make sure that everybody goes further.

So it really is for those people that want to go the distance because there's so much power in not only coming to the advanced events also having a small close-knit community and that's close-knit groups hold you accountable and take you all to the next level. Unsurprisingly, this was sold out and I just want to take a moment to actually congratulate our founding Mastermind members. So if you guys don't mind standing up for me please.

We've got Mr. Martin Rapley, we've got Glen Abraham Lindley, we've got Chris Dornan. Stand up for me guys. Where are you?

There we go. Don't be shy. Here we go.

Chris Dornan, we've got Matt Donnell, we've got Umesh Kaura, we've got Suzanne Elsie, we've Craig Shields, we've got Valerie Horton, we've got Shani Miller, we've got Casey, we've got Finn Moat and we have Steve Hammons. These guys have taken the plunge and these guys have committed as a group to go really far and go the distance this year. So let's give them all a huge round of applause.

Well done. Thank you. So that's what we've seen.

A close-knit smaller group takes people the distance. Now what we wanted to also do is make sure that for those of you that just joined the Property Entrepreneur program that you've got the ability to experience something like this, which is why we're launching Supper Club 2024. So Supper Club is basically once every two months.

It is on the Tuesday night before the Wednesday program event. It's a round table, it's three hours and the whole principle is you come with a problem and leave with a solution over a five-star three-course dinner hosted by Adam. And what we actually found last year on feedback was the people that did the Supper Club, without a doubt, it was like their best thing in the year, their biggest highlight in the year.

Not only because it increased their network, it increased the people that they know, but it meant that it held them accountable. It made sure they got so much more done. It was no surprise at the end of the year, six out of the six finalists on stage on the program were all Supper Club attendees.

Absolutely no surprise. So if any of you really want to go the distance this year, particularly those of you on the program, you've now got an opportunity to actually join the Supper Club and get in that small close-knit community. The price for Supper Club is £250 plus VAT.

But assuming you're on the program and it's your first year, we're actually giving you an incredible offer to basically make sure that it's totally accessible to each and every one of you. So the price is going to be £129. That's a three-course meal here in the Belfry.

It's mentoring with Adam. It's roundtable, come with a problem, leave with a solution. It's a night's entertainment here in the hotel.

It's going to be first-come, first-served in your workbooks on page 32. If you just turn to page 32. Do you want to see this page, page 32 in the book?

So you've got the dates in here. You've got a QR code, first-come, first-served for those of you on the program. So if you scan that QR code, it'll give you a list of all of the prices.

And I'd highly recommend that if you want to come to these, get yourself booked on now. Not only is there a discount for those of you on the program, you're also going to get further exclusive offers as well. So one of those is if you want to bring your business partner, it's an extra £99 for that additional person.

If you're going to commit to three supper clubs in advance, it's £109 per supper club. And if you're going to commit to six in advance, it's £99 per supper club. So these are like phenomenally valuable.

These will go like absolute hotcakes. It's always sold out in year one. So make the most and get yourselves booked on and make the most of that if you really want to go the distance this year.

Right, that's supper club and that is Mastermind. Congratulations once again to all of those Mastermind members that have taken the plunge. And for those that booked on supper club, make the most of this.

This is really how you go the distance this year. Okay, so we're going to now move on to our second session of the day. Who feels they could be doing a bit better?

Yeah, amazing. So that's like literally everybody in the room. So and like that, that's normal.

We're entrepreneurs. That's how we operate. That's the way we think.

It's all about doing more and doing better all of the time. Most entrepreneurs spend their lives being constantly disappointed in themselves, frustrated in their results, and they give themselves such a hard time because they never actually do what they say they're going to do. On the program this year, we want to make sure you raise your standards because those people that raise their standards can look in the mirror, they feel proud of who they are, they feel proud of what they've achieved, and these are the people that actually go the distance.

If you can fundamentally say what you're going to do and actually achieve it, that's how you're going to have the success this year. So we're going to encourage each and every one of you in this room to fundamentally raise your standards to take you all to the next level. So it's going to totally change the way you think.

Now I'm going to welcome to the stage the man who has probably the highest standards that I've ever seen out of anybody in this entire universe in this world. He has the highest standards. It's crazy.

And he is going to take you through how he actually does this in practice so you can raise your game and have your best year on record. Sound good? Sound good, ladies and gents?

Are we ready to raise our standards? Okay, ladies and gents, without further ado, let's welcome to the stage Mr. Daniel Hill.

[Daniel Hill] (7:10 - 20:38)

Thank you very much. Lovely. Good to see everybody's hands up.

We're definitely in the right room and what I'm going to share with you here is going to be an absolute game changer. So in 12 months' time, when we're at the end of the year presentations, you're all going to cross the line and some of you are going to have crossed the lines with huge success. You're going to be absolutely chuffed, smashed out of the park.

Huge success. Others are going to have struggled. And when we talk about a proper entrepreneur, you'll hear people in the community say, you know, it's changed my life being a proper entrepreneur.

And I guarantee from today, a proper entrepreneur will change your life. But I'm not trying to be the superhero in a cape. We don't have some magic wand.

What we mean is it will just fundamentally change the way that you live your life. And what I'm going to share with you now is how to change from today the way you live your life to raise your standards. And in the same way that every single one of you said, you want to be better.

You want to push yourself. You want to improve. My hand was up at the back as well.

I constantly want to be better. I constantly want to raise my standards and I constantly want to take things to the next level. And this is how we do it.

Thing to note is you are, like who you are as an entrepreneur, as an individual, as a wife, as a husband, you are the things that you do and the way that you do them. And in this session, we're looking at the things you do, the way you do them, and we're going to raise your standards. It's really that simple.

It's everything you do, we're going to raise it to the next level. The big part here is all about rewiring your brain. And if you look at the high performers, when we talked this morning about being a hero, how to choosing your hero, they're going to be people you aspire to.

And I guarantee when you look at the people you aspire to, one of the reasons they are or they have what you want is because they have higher standards than you. They have standards that you aspire to. And what I want you to do is just rewire your brain about standards.

And when we talk about changing your life, from the next coffee break, this will change your life. When we're talking about raising standards, the way that we do it is we identify where your current standard is and then we take it to the next level. So a standard is like some of you at home, the bin gets nearly full up, it's just about getting towards the top, you're tying a nice knot, nice and proactively, you take it to the bin and you put it in the bin.

It's just your standard. It's the way you do what you do. Whereas others of you, you wait till the bin's overflowing, it's splitting at the seams, there's rubbish all over the worktop, and then when you have to, you drag it out and it's frustrated and it's made the kitchen a mess.

Exercise. Some of you will go out there and get steps every day. Your definition of the morning is your standard is you get up, you have your water, you have your tea, and you go out for a walk.

Maybe listen to a podcast, maybe go and listen to the birds. But your standard is you start the day with a walk. Whereas the standard for most people is the zombie nation.

Wake up, phone's straight there and it's social media, it's WhatsApp, it's whatever. It's just sucking all of those dopamine drivers out of you. But that's your standard.

That is your standard. That's where your standard is. When we come to events like this, some of you, your standard is that you always turn up late.

You're running in the last minute, you're grabbing a coffee on the way, your coat's over your shoulder, the car's unlocked and still running in the car park at five to ten. Whereas others of you, you're here at 9am. You get your lanyard, you have a nice tea, you're chilled, you're networking, you're adding value, you're making the most of the opportunity.

These are your standards. If you want to be the best version of you this year, we need to raise those standards. If you think about why this is important, there's a great quote which says, how you do one thing is how you do everything.

If you look at your desk in your office and it's a complete mess, the likelihood is your accounts are a mess, your marketing plan's a mess, your CRM's a mess. Because you've got a green lanyard on, Christine. I want to rewire your brain and think about how you do one thing is how you do everything.

And next time that bag's splitting or is filling up, you say, this is me now. I'm taking this out now. Or you get up in the morning, you don't jump straight on your phone, you get up, you grab one of the kids, you grab a dog, you grab the next door neighbour, whatever you want, and you go for a walk, you get some fresh air.

And you just raise these standards. Because how you do one thing this year and in life and business is basically how you do everything. If you look at the people that you want to be like, you'll notice that they just tend to have consistently higher standards than the people that aren't quite where they want to be.

Whether you've got low standards now, and this is going to be a first easy quick win, or you've already got high standards, it doesn't matter. The game is endless. And we're constantly trying to take it to the next level.

When we do this, success and failure are both very predictable. And outside a proper entrepreneur, the reason that most people get this wrong, and they don't raise their standards is they don't understand how to play the game. When somebody comes into your office with their lunchbox full of broad beans, and they're like, you know, what's that?

And they're like, Oh, I'm on the broad bean diet. Seven days, all I'm eating is broad beans. And I'm going to be six pack bikini beach by Sunday.

Do you want to join me? The general consensus is mate, you're wasting your time. Like don't waste your time.

It's complete false economy. We're not going to go for these grandiose life changing. I've never been for any steps.

I'm going to run half a marathon every day. Success is just these tiny little incremental changes. Maybe you go for 2000 steps, 4000 steps, maybe you and yeah, you know, etc.

We just take these tiny little steps and then and then build them up. Huge successes never say that people underestimate what they can achieve in a decade, but overestimate what they can achieve in a year. The reason for that is that the huge success is just built out of tiny steps.

And I'm not going to say to you, right from tomorrow, we're doing high intensity training on a Monday, we're doing fasting on a Tuesday, we're doing meditation on a Wednesday. It's like, let's just look for these tiny little opportunities to raise your standard and over a period of a week, a month, a year, it will fundamentally change the standard you operate at. To fire up the flywheel, we have to start small.

And we're not going to go on some mad fad diet for seven days, we're just going to look at the simplest of wins and do it bit by bit. Because when it starts moving, the flywheel is in motion. If you're not ready to listen to the podcast episode for the flywheel, go and listen to that blueprint.

The idea is that the first day you go to the gym, you're motivated, you spent 150 quid on your new trainers, you do your first workout, you stand in the mirror afterwards, and you look worse than when you went in because you're fat, you're puffy, your face is red, and then you probably don't go the next day. We want to fire up the flywheel, it's the hardest bit, but when it's running, the more you do, so let's do these little things, get these success triggers, the more you do, the more you will want to do. It will give you those success triggers, you're feeling good, this is me now.

But the less you do, the less you physically can do. If you don't go for steps, you physically can't tomorrow. If you stop running, you physically won't be able to run tomorrow.

So we want to raise your standards. And it's really simple, it's really straightforward, and it starts when you go into the next coffee break. The three steps to this, the first is to identify the rules.

How do you open the bin? How many steps do you do in a day? How many times a week do you drink alcohol?

Whatever it is. You're going to come up with a rule, you put the rule in place, I'm going to get here at nine o'clock, not five to 10, and then it becomes a habit. The first two months, it's going to be a nightmare, but then it becomes a habit.

I get here early, I relax, I have a coffee, I'm not sweaty when I walk into the room. It becomes a habit. And then when you have a habit, it becomes a standard.

And it just becomes the way that you live your life. And over a period of days, weeks and months, your standards will increase. And that gap between where you are and where you want to get to will very quickly close.

So we're looking for these tiny little steps to create the rules, the rules become habits, the habits become standards. And then if you listen to James Clear, Deep Work, and now Cal Newport, that sort of stuff, it's habit stacking. Go for the easy quick wins, then lay a little bit more on top, a little bit more on top, a little bit more on top.

And this compound effect over a lifetime puts you exactly where you want to get to. So how are we going to raise your standards? Let's think about three before I leave you to go into the next session.

The first is wealth. You know, we've got three values on proper entrepreneur, your wealth, your health and your life by design. So wealth, what is your current standard?

Well, in the early days, we take phone calls, we go for coffees with people because that's what we do at the beginning. Are you still in that point? Like maybe you run a letting agency, a portfolio building company, an estate agency, and everyone wants your time, let's have a coffee, let's go for a chat.

And your standard is you spend a lot of time giving value, where now it's not actually a win win. Well, let's raise the standard. But now can we go for a coffee?

Can we have a chat? Absolutely. If you want to go to www.danielhill.co.uk, you can book 30 minutes for 800 pounds, or you can book 60 minutes for 120. Or you can do a full deep dive consultancy for 90 minutes for a grand. Whatever you want, that's fine. And that's just your new standard.

You know, you're raising that standard. I don't do free coffees anymore. I do this.

I did it for the blueprint, you know, for the podcast. Back in the day, I would do podcast guesting for free. As soon as I realized that it wasn't really a win win.

I just said, if you get 10,000, if you've got 10,000 downloads per episode, I'll do it for free. If not, it's 1500 pounds. And of course, the first time you feel nervous, you feel awkward.

But if someone pays you 1500 quid to sit there for an hour and do a podcast, this is me now. I've raised my standard. I've raised my rate.

This is where we are. So think about what changes you need to make to set that new standard. The second one would be health.

You know, is your standard that you currently get up, you open your laptop and you get to work. On the end of your bed, on your kitchen table, you get to work and that's just your standard. It's slow.

It's sluggish. It's not healthy. Why don't I start going for some steps?

I was chatting to one of the board members yesterday and they said that before they started RNT, they were doing 3,000 steps a day and they were embarrassed. Getting to 8,000 steps a day seemed impossible. Now they're doing 12,000 steps a day without even thinking about it because you go on that journey.

It's raising the standard. That's just what you do. When I started doing my cardio, I started getting back into cardio this year.

My first cardio challenge was I had to do 250 calories in 20 minutes. Rather than try and smash it in the first day, injure myself and be completely demotivated, my first thing was all I need to do is cycle on this bike for 20 minutes. I did it and it took me 25 minutes.

Sorry, 20 minutes and I did maybe 180 calories. Then the next day I was like, well, actually, however long it takes me, I'm going to do 250 calories. Then the time, every time I got on the bike, got it down to doing 250 calories in 20 minutes and that's my new standard.

We were in Portugal last week for the board retreat. There was no air conditioning in the gym. It was 22 degrees.

I still went in and I did my cycling because that's just me now. Gabby stopped me out there and said he was behind me on the bike in the gym this morning. I'm at the Belfry, I'm busy, but that's just me now.

I need to do my cardio. That's my standard. Have a think about what health goals you can set.

Then finally is your life by design. Yes, we're here to do deals. Yes, we want to make money, but we're here to have a life that we enjoy.

When we're looking at your life by design, what does it actually look like? Is your standard that you're so connected to your phone, you don't spend time with your family, you don't spend time with your partner, you're laying on the sofa in the evenings, just doom scrolling through social media. Is that your standard?

Well, let's think about changing the standard and get one of these for your office. This is what I have. At seven o'clock in the evening, six o'clock for my work phone, seven for my personal.

I take it off, I put it on charge, and that's just my standard. I don't take the phone to the bedroom. I don't take it in the lounge.

My standard is it goes there. When I got a work phone for the first time, I was like, I can't believe, I can't be unavailable in the evenings. I can't be unavailable in the weekend.

Everyone needs me. And about two years ago, I got a personal phone. And from now on, Friday afternoon, my phone goes off, it goes in the drawer, and I don't even pat an eyelid.

Going on a work phone to me now at the weekend would be alien. I just don't get that. But for a decade, that was how I lived my life, because this is my standard.

I've raised my standard. I don't go on my work phone at the weekend. This is me now.

This is how I'm living my life. Have a little think. I'm not going to put any music on, but just have a think now, whether it's wealth, health, or life by design.

What standard are you not? Where are you not being yourself? Where are you not proud of who you are?

Where could you improve the opportunity in your life? What's the quick wins that you can do when you leave today on either your wealth, your health, or your life by design? And we'll just pick a few of those up as we go into the week ahead.

Tiny things, tiny steps, make huge successes, and you raise these standards, and it will change your life. We're going to go into the next session. If you can just add on to your action lists or your journal list, raise your standards.

What I personally do is make a list, a list of the standards where I'm not where I want to be, and they then become my challenge and my targets for the months and years ahead. Ready to raise our standards?

[Speaker 5] (20:39 - 20:39)

Yeah.

[Daniel Hill] (20:39 - 20:49)

Excellent. Without further ado, let's welcome to the stage our host of the Property Entrepreneur Programme for the second time, Mrs Rachel Davis, ladies and gents.

[Rachel Davis] (21:04 - 26:12)

Wow, that was amazing. Thank you, Dan. I think it's worth saying I've been on Property Entrepreneur for five years, and I remember Paul said to me last year, he said, you do realise Rachel that you're unrecognisable from the person you were when you worked in corporate, and I was like, am I?

And I think that, trust this process, you start raising your standards over the years, that builds and accumulates into something really quite powerful. And I do think, if I look back now, I am a totally different person. My standards are so much higher.

My steps, just putting it out there, they're 15,000 a day. So, you know, that's my standard. Yeah.

Right. So now, guys, we're on to session three, and it's now time to talk about the long game. So who here has nailed their five-year plan?

We've got some advanced people in the room. So, do you know exactly where you're going in the next five years? Excellent.

Who hasn't though? Hands up if you haven't. Right.

Don't worry, you're in the right space. Yeah. When I first joined Property Entrepreneur, I didn't know what was happening next week, let alone next year or the year after.

So, yeah, you're in the right room, you're in the right place. And we've talked about this already. Adam laid this out so beautifully.

I'm not going to spend too much time on this, but this is the right time of year to reflect and to be introspective, isn't it? And that's the right thing for us to do. So this is the perfect timing for it.

And so how do we do it? We do it through the long game. And we follow this methodology, because it's really easy, isn't it, in life to get trapped in this cycle of chasing the money, doing the deals, being the busy fool.

I'm an absolute classic for it. I have been there in the past. You know, you don't really think about what you want to achieve in life.

You're just too busy, you know, looking after your children, working really hard, not thinking about your future. And maybe some of you have been in a position where you've actually built a business, but five years later, you think, I don't actually want to do this. I don't know if any of you have experienced that in the room, but I've seen that happen and play out with other people.

But wouldn't it be more impactful if we could live life more intentionally and think about where we want to go in our future, think about what we wanted to do for the next five years, and then slowly put plans in place to achieve that step by step? Wouldn't that be a much more impactful way to live? And then you can look back and five years later, sorry, five years in the future, you'll be living a life beyond expectation.

You'll have transformed what you've achieved in life because you've set yourself a direction and all the compasses point north and you're going in that direction and everything you've done each year is stepping towards that right direction. You may not have your life by design in one year, but you will have it in five. So this is me living the commuter, sorry, this is me living the commuter life, doing what everyone else was doing.

Four hours of commuting a day into London. I didn't really have a massive quality of life. I was so tired, I didn't spend enough time with my children.

I was living life by default, really. I didn't have, you know, just didn't have enough energy. The only time that we had any quality time was on a two-week holiday.

Yeah, so that's what we get. But I was doing what everyone else was doing, living this life by default. And I took a long hard look at myself.

So fast forward to now, taking a long hard look at myself and I decided when I went through the programme, I decided to craft a life that I really wanted. Yeah, this life, you know, I come from a generation of women who were told they could do everything. So I thought I had to live this life of being on, you know, having a big job in London and, you know, having the family and doing everything.

But the reality was that I wasn't living the life that I wanted to. I wanted to be more present with my children. I wanted to be there for them.

So we put into our plan, we had this summer of adventure and we spent five years living this plan. So every year we would have a summers of adventure, weren't necessarily in the summer, they were all throughout the year. And instead of having a two-week holiday once a year, we started having six to eight weeks holiday with the children.

We bought a caravan, we toured the UK, we toured Europe and we've had such an amazing time. And this photo is just all of the fun that we've had over the last five years. And we've done that by putting that in a plan and intentionally going out there to live it.

And if you do this, if you have a great vision, you know, you're very clear on what you want to achieve. We wanted to achieve quality family time. And we set out this vision, we made a plan and we did something step by step, year by year.

And then we look back now and I think, wow, look what we've achieved, we've delivered, we've reset the bar. We talked about standards a minute ago, reset our relationship with our children and it's so much better now. So that's a little bit about me there, but now it's time to welcome back to the stage.

So people, it's now your head trainer, it's time to hear about the long game, it's Mr Adam Gough.

[Speaker 5] (26:23 - 26:24)

I'm so sorry.

[Adam Goff] (26:26 - 29:49)

Okay, good stuff. Ready for this? Good stuff.

Life by design. Life by design, we keep coming back to it. What a lovely example that Rachel just shared there.

Wasn't that beautiful? She's killing it. Yeah, you know, this lady, like I said, she walks the walk as well as talking the talk.

That is genuine, real progress. That is unbelievable. So life by design.

Just remember, this is a privilege. This is a privilege. We are very lucky to be doing this and we need to make the most of it and we should all be looking forward to strategy day.

Who's looking forward to strategy day? Okay, all right. The Steele's didn't put their hands up very much, most of them did.

God, it's such an easy target. I'm sorry, Steele's, I shouldn't do that. I've got three or four Steele's in the masterminds, they'll never forgive me.

But look, at the end of the day, we are setting our annual goal on strategy day. But if we really need to have a long-term view, it's no good just saying, well, this is what I need now. Now, you know, it's like, this is what I want in the future.

This is actually the final destination because otherwise we're kind of guilty of firefighting. So this change won't happen overnight. It won't happen in a few months.

It'll happen over years. And if we don't do this, like most people, we just stay on that hamster wheel. Hamster wheel, just trying to get through the day, get through the week, get through the month, get through the year.

When I just get to that, oh, when I get to that, oh, and you just kind of, you never really get anywhere. You're just surviving. That's not what we want to be.

We want to be highly strategic. We want to have thought about this and crafted it during autumn, built out a plan that works, have it on our wall, come back to it, use the law of attraction to wish this stuff into our lives. And then when things get tough and things get hard and it's rubbish, we look at that and we say, this is why.

This is why I'm doing it. This might be a bump in the road, but I'm still on the road. And that's why it's so important to have that long term vision board, long game.

This is such an important part of property entrepreneurship. It's not the easiest part. I'm not going to like dress up for you.

This is difficult to do, which is why only a handful of people have got it nailed in the room. But what I would say is that rather than do nothing with this is to start. And I'm going to share an example of my latest one, and it's all about putting pen to paper and actually getting something down.

This is not about perfection. This is absolutely not about perfection. It's about the attempt of trying.

It's a process, so go with it. So this is us. This is the long game, and we're going to go into this now.

So the first stage, following in the workbooks, is to basically review where we're at. But before I do this, I just want to frame again this long view. So this is a famous quote by Bill Gates.

Some of you will have heard it before, which is, most people overestimate what they can achieve in a year, but they underestimate what they can achieve in 10 years. We're not selling get rich quick, and that's not what we're doing. We're selling the reality, which is like it's going to take work, but it's get wealthy slowly.

And it's like this stuff happens, but it doesn't happen in 12 months. Richie, four years. Rachel, five years.

Josh, eight years. Me, seven years. It's like, this is how long it takes.

Okay, that's kind of the good news and the bad news. And we know that it takes 10,000 hours to become good at anything, don't we?

[Speaker 5] (29:49 - 29:50)

Yeah.

[Adam Goff] (29:50 - 37:34)

It takes 10,000 hours to master anything, or 10 years. So this is all fine, but this is why we need that long-term view, so we're not just spinning our wheels. So let's look at how we review first.

So first of all, we're going to look back. So the first thing is, this is a very simple exercise you can do in your journals. This is going to be another piece of homework, okay?

So you've got your journals now, you can put it straight in your journals if you want, or you can put it in your workbook. So just on the left-hand side, write the last five years out. This is looking back now.

Some people that just came on the blueprint will be familiar with this because we did it briefly. You're going to go away and do some more detail. So you write down the years, last five years down the left, write your age at those years, how old you were, and then consider your significant successes, failures, challenges, benchmarks, the time you bought the new car, when you had the baby, you launched the business, you got the office, your first 10k month, your first 100k month, your first 10k deal, you know, your first million pound deal, like the day you became a millionaire. Those things that you've done, write them down, recall them, plot them over the last five years.

And to get the juices flowing, feel free to review your social media, yeah? We might not want to look back on our photos from five years ago, but that's a really good place to start and relive the journey. That's the beauty of social media right now, isn't it?

We can relive our journey and we can think about how far we've come, because guaranteed, you will have forgotten how much you've achieved and how far you've come. And the reason we're doing that is because we're trying to get hungry for this next meal. Because if you are satisfied and relieved and encouraged you're by yourself, then you will be positively motivated.

And if you look back and you think, I've been spinning my wheels for a bit, I've been stuck in a rut, I'm still X, Y, and Z, and I'm not where I want to be, then that's going to also give you the self-kit to say, no, we're only here for 4,000 weeks. I need to make the most of it. I need to make this happen.

I want to leave a legacy to my kids. I want to have these experiences. These are my reasons why.

So for those people that have already done a five-year plan, you can just look back at your last five-year plan. So for those people that have been on this journey with me, with Property Entrepreneur for the last seven years, you'll know that this was my five-year plan that I set back in, goodness me, 2018. So I would have set it in the autumn of 2017.

And I built this out, and this was really me picking key areas in my life that I wanted to develop. And I tried to put some nice photos on. I've tweaked it slightly over the years, but when I, for example, came up with my year offs, so I just put in those graphics to make it a bit more visually appealing for you guys.

But this was it. This is what it looks like. This is where we all can get to.

And by and large, 90% of that, I just, well, frankly, achieved. This is where we are. We're in 2023.

My goal was always to have an optional exit from my company, which I obviously did in 2021. And I achieved lots of these things along the way, whether it was getting my Vespa down there, by the way. Dan always takes the mickey out of me.

It was a lot cooler in his world, wasn't it? No? All right, okay, fine.

Rewards, so for people that haven't seen this, this is rewards on the left, giving to charity because I was even more narcissistic than I am now. Some personal wealth goals, my headline strategies, my year offs, taking the business through a journey. It really laid out the map.

Now, this looks simple, but it's actually, it's hard to do, but it's not as hard as you think, and half of the challenge is actually getting going. So something else I'm going to encourage you to do on this is another exercise. So that's your one exercise, which is look back.

And then I'm going to encourage you, now you can get in the workbooks, and towards the back of the workbooks, you're going to see something that looks like this. And this is called the Wheel of Life. So this is a really useful tool.

It's at the back of your workbooks, few pages from the back. And this is a very useful tool that basically summarizes the key areas in life. So you've got physical education, you've got career, finances, health, family and friends, romance, personal growth, fun and recreation, right?

So you've got all these different areas. So it's all done for you. And then what you do, I haven't got the click at the laser, so I can't really show you, but you just go and you give yourself a score out of 10 for every single area of your life.

So that's what we do. So what I'm gonna do is I'm gonna ask Dex to put some music on now. And I'm going to give you a minute or so, you can write over in the workbook if you want, because we're going to give you a soft copy online.

Or you can just score yourself in those areas next to it or something like that, whatever you want to do. Off you go, let's do it. Where are you now in all these different areas?

When you've done it, just put your pen down. Okay, cool. We'll stop the music there.

So when you look at this way of life, and what you do is then you join all the dots. So you can draw a line around the wheel. And you can just get a very nice visual representation of where you're thriving, and where maybe you're not where you need to be.

Now, word of warning, we are not expecting 10 out of 10 all the way around. So everyone who did that, you've done it wrong. Okay, there's some like super achievers in here, like I'm smashing it in all areas.

Yeah. It's like, you need to get some counselling. I mean, there's like, there's deep seated issues there.

All right. It's just not true. Okay.

You can't be everything to everyone. So you join up the dots, and you'll get a nice graphic, as I've just said about where you might want to focus, because there's nothing wrong with being a lower score, because you can't do everything all of the time. So you either need to realign your expectations, or you just need to accept that, you know, that's where you're at.

So hopefully, that makes sense. That's a really useful exercise. And hopefully, something you can get a little bit introspective with, and start to highlight areas that you're going to put on your long game.

That's the whole point of this. You're like, is that something I want to really deal with this year? You know what?

No, it's not. Is it something I'm going to deal with over the next five years? Well, yes, it is.

It might be that health isn't as high as it wants to be this year, but, and it might not be that it's possible this year, but it might be that it is next year. That's definitely health. But equally, it might be, no, now's the time for health.

Because actually, this is really important to me now. And it's gone right up my values. And it's going to become one of my objectives, which I'll share with you later.

[Josh Keegan] (37:34 - 37:37)

Adam, are you going to do your, I know you're dying to do it, your annual romance update.

[Adam Goff] (37:38 - 37:39)

Oh, here we go.

[Josh Keegan] (37:40 - 37:41)

You do it every year.

[Adam Goff] (37:41 - 37:44)

I thought I'd completely forgotten this is the annual joke, isn't it?

[Josh Keegan] (37:44 - 37:47)

Yeah, it's the annual joke, yeah. But it's not a joke anymore, is it? Because it's got serious.

[Adam Goff] (37:48 - 37:50)

No, it's not a joke, Josh, because it's very serious and very personal to me now.

[Josh Keegan] (37:50 - 37:51)

What's the score?

[Adam Goff] (37:51 - 38:48)

No. Well, I mean, I mean, well, normally, normally I have the laser and it's like, I can show you, but I don't have the laser, but yeah, normally I'm pretty good. Romance is normally a zero, to be honest.

You know, poor me. Yeah. But yeah, I kidnapped a girl in Hong Kong last year and now she's my girlfriend.

So um, yeah, so I am in love now. I'd say that is, that is right up there, to be honest. 11 out of 10.

Thank you, Josh. Yeah. Nice.

For those of you that didn't hear my end of year presentation, I basically spent 10 minutes talking about how in love I am. So you probably did well to avoid that. But yeah, no, so this is it, isn't it?

And it wasn't necessarily something that I targeted, but actually, well, I'll share with you my five-year plan, but it was definitely on there, because it was, it was a pretty gaping, gaping gap. Um, so hang on a second.

[Speaker 6] (38:53 - 38:59)

Just remind me, is that like the city you live in, your house, your house, your space, yeah.

[Adam Goff] (38:59 - 1:10:02)

Where are you spending your time? Places have power, you know, it's very important. Thanks, Billy.

People are wondering who this chap at the front is, I keep asking all these questions. It's our Lord on the board, Billy Tariff. Okay.

So long-term eight years now? Eight? It's got to be nine.

Yeah. Yeah. Seven or eight.

Yeah. Um, there we go. Still a student, still learning, still progressing.

That's what it's all about. Okay. So, um, what we're going to do is we're going to talk about the six areas that you're going to use in your, you could potentially use in your long game, because there's a million things that you could choose to use in your long game, but we need to start narrowing them down.

So what I'm going to do is I'm going to take you through some of the big areas that we like to use that perhaps are on the wheel of life as inspiration, ideas, and then ultimately it's up to you, whatever you want to have on your long game. It's completely up to you. They could all be money focused.

They could all be health focused. They could be whatever that you want them to be. So this is entirely for you as we build this out over the five years.

So first of all, as it's one of our core values, health. So one thing to think about when we're thinking about health and we keep putting it off because we're very good at sacrificing health for money. That's just classic human nature.

But I want you to think about this quote, how we spend our days is indeed how we spend our lives. So if you're living in a state of, I'll do this later or when, how long is that state of mind going to be around? How long can you afford to put it off?

Is it until you have a health scare? Is it until someone close to you has a health scare? Like we sort of know we might be on borrowed time with stuff like this.

So now would be a time to really think about, is this a time I need to address it? So I'm ahead of the game and I'm not doing it because I have to. I'm doing it because I want to.

All right. Health is something we need to enjoy when we make all this wealth and it's no good sacrificing it all when you're young to have money when you're older and then you die because you're in ill health. All right.

It's like, it's a bad idea. Okay. It's like saving sex up for old age.

It's a bad idea. Okay. There's no point saying when we get to the 60, when we retire, we'll start having loads of sex because it's probably better to do it as a young person.

Wouldn't you agree? Awkward? Is it awkward?

All right. You can tell I'm in love now, right? Can't you?

Even weirder. Okay. So health.

So when you're thinking about health, these are things you might want to think about for your long game. So what's your weight going to be like over the next five years or your wellbeing? How well are you going to sleep?

How much time off are you going to have? Are you going to shed that two stone that you never lost from Christmas in 2009? Is it going to go?

What's your flexibility like? Like in five years, are you going to be like a spring chicken? Are you going to be like my old man?

He can't bend over to do his shoelaces up. It's like tragic. It's like, how are you going to be?

So that's really important. You might want to think about just your habits, like how healthy are your habits? So think about where they are now versus where they are in five years.

If you're spending nights in binging Netflix for five hours at a time, is that really like a healthy habit? And if that's what you do now, do you want to be doing that in five years? Do you want to be?

Cool. Maybe you don't, right? So are you going to the pub on a Friday to celebrate a hard day's week's work?

Or are you going to a spin class, you know, with Dan? Like these habits are might be ingrained now, but they might, and then you might think they're unshakeable now, but maybe you're convinced that in five years, you don't want them anymore. What about your hobbies?

So what hobbies could you have, or that you would want to introduce to have good mental health, to keep yourself occupied over the next five years? What about sport and activities? You know, all these things like, are you, are you going to the pub?

Are you getting a drive into the pub? Or are you, you know, taking the dog for a walk? It's like these little changes, they actually make quite a big difference to our lives.

So are there any sports and activities that you want to do that you want to pursue? You know, I was talking to someone at lunch about playing badminton three times a week. Fantastic.

You know, is there something you've put down like dancing that you've always wanted to get into, you never did, or you've just put it down because work got in the way. What can you pull back and when over the five year period? Because you can't do all this in year one, but if you say, look, I'm going to pump it for two years, then year three, by absolute promise to myself is I'm going to do that trip of a lifetime or that, you know, join that dance class.

Then it's like, okay, cool. It's in the plan. Like it will happen.

It's just potentially not now. And just what's your lifestyle going to be like? If you're running around a hundred miles an hour now, hamster on the wheel, and you're sat in an office, is that how you want to be in five years time?

Or do you want to change in lifestyle? Do you want to be active? Do you want to be out and about?

Do you want to be on the phone? Do you want to be less office based? Do you want to be still living in England?

Do you want to be, do you want to go down South where it's warmer? You know, like all these people that live up North in Leeds, Scotland, I don't know what you're up to. You know, it's sunny on the South coast and you don't need a passport.

You know, it's there. There's palm trees in Bournemouth. Okay.

So, you know, like how, what do you want your lifestyle to be like? I think these are really good questions. And something I did that I would recommend you put on your action list is I got this from Ryan Halliday.

Halliday? Halliday? Halliday?

Halliday. Thank you. Halliday or holiday?

Who thinks it's holiday? Who thinks it's holiday? It's holiday then, isn't it?

Just me. So Ryan Halliday, the stoic philosopher, right? The writer, he said something he did.

I watched YouTube on it a couple of years ago. He wrote his ideal day. He was like, what would my ideal day look like?

And I'm going to craft that. And it was waking up early because he'd had a good night's sleep the night before. It was going into his office and doing some writing because he's a writer.

That's what he loves to do. Then it was being awake for his kids when they woke up, playing with his kids, having breakfast with his kids, doing some exercise. It was et cetera, et cetera.

It had work in the day. It had kids in the day. It had responsibilities in the day, but it was an ideal day.

But why can't you live that ideal day every single day? That's what I do. That's what I got on my long game.

I'm like, this is what I want every single day to be like. This much work, this much play, this much health, this much. And that's what we need to get to.

So when it comes to thinking about your health, one of the biggest game changes I've had, like Rachel shared her step target. I was probably doing three to 5,000 steps a day. Akash will probably tell you.

But now it was like steps, absolute game changer. Physically, physical health, mental health, like getting outside, unplugged especially, and walking is without doubt something that everyone needs to be doing if you're not doing it already. It's a really, really good habit.

And I always know that I need things in my life, like sports. I need to like go and jump off a cliff in Switzerland or surf in Indonesia. This stuff gets me going.

I really enjoy it. And every year, I'll go on a snowboard trip. And obviously, more and more now I'm surfing because I'm in Bali.

So these things for me are like, they've got to be on the journey. They're like big trips to Japan and things like that. They've got to be in there.

Otherwise, I'm not getting excited. And meditation, it's something that I've come to in the last six years or so. And it's always got to be part of my life.

It's just got to be there. It's got to be something that I come back to. And it's how I want to live.

So these are just examples that you can use about how you can change your life. When I started off on my five-year plan, I wasn't necessarily a public speaker. And I was like living in London and running a business that was very steely in London.

I was like, you know what, this isn't my natural energy. In five years, I'm not sure I want to be doing this anymore. And that's what I realized I had to sell or have the option to sell.

Because what I learned on Property Entrepreneur about my wealth dynamics didn't lend itself to that business. So now, it's, as I said, my dream day in Bali. For me, I'm living the dream.

That's my dream. I'm living it. And I want everybody in here to live their dream.

So let's talk about wealth, because wealth probably should factor into this. So health, wealth, life by design. So you might want to think about your cash flow target.

Basically, what's your salary going to be, your regular income going to be, your reliable rent roll. So you might want to stick a cash flow target on there. You might want to stick a profit target on there, which is bonus money, end of year money.

If you do a good job when you do that deal, you get this lump of money. You might have a profit play that's introduced in your five-year plan, or you might have targets for that. And equally, your asset base.

I'd really suggest everyone, minimum, has assets and cash flow on there, because that is what? Financial fortress. We want to have a net wealth number, and we want to have a cash flow number from our net wealth.

That's what we need to be free. So that's what we should all be aiming for. So I'd really suggest that probably goes on there.

And debts. How much debt are you going to have? If you've got three million pounds of the debt now in five years, what's it going to be?

Is it going to be five million, or is it going to be two million? That's really important. So as I've said, net wealth is a really good score to see how you're doing in the wealth game.

And it all comes down to the financial fortress. Financial fortress is something we're very proud of. We see it as the absolute aim of the game.

It's the ultimate place that we've all got to get to. We see it as an obligation. It's not a choice.

It's not, oh, maybe I want, do you want a financial fortress? Maybe. It's like everybody should have a financial fortress.

It's everybody's obligation to get one, because the level of choice and freedom and the difference of experience in life it gives you is like nothing else. It's that ultimate lifeboat money. That's that lifesaver, the flip the switch whenever you want, because either you want to, or you have to.

That's what it's there for. It's your security blanket. So this will have a huge impact on your life.

And that's why this quote says it all. Your financial fortress is your ultimate security and independence. So this, if you haven't got one, or you've got one, but you want another one, this should be on your long game.

This should be a key part of your long game, because it's going to drive all the other decisions that you're making, so you can achieve that level of financial independence. Okay. And then what about your business?

Because the business is going to be what generates the wealth. This is the thing where the money's going to come out. This is the cash making machine that we're all building here on Property Entrepreneurs.

So this is quite exciting when you think about this in terms of long game. So in terms of your business, do you have a vision for your company in five years? Do you have a very clear vision?

And what are the values of the company that you can imagine in five years? Because you might have an amazing company now, but you might see something better or bigger or smaller and better. It doesn't matter.

But what is the vision? Like, have you actually got a five-year vision for your company? What sort of scale do you want to get to?

And what sort of size do you want to build this thing to over the next one, three, five years? Do you want to become the best landlord in London? Do you want to become the UK's best landlord?

Do you want to become the best deal sourcing company? Do you want to win awards for customer service because you've got five-star service? Do you want to hit the Times Rich List?

What do you want to achieve? That should go on your five-year vision. And essentially, what even industry and sector do you want to be in?

A bit like I decided that I would love to be in the education space, there's a part of you that wants to be in a whole different sector. And at some point over the next five years, you're going to have to start doing that because otherwise, it's never going to happen. So is there an area that you've identified?

Is it AI? One of the chaps in Mastermind last night was talking about smart homes and how passionate they were about that. And it's like, is there something that you are dying to do?

And you can't quite get to this year, but you know you want to do it in five years. I think that's really important. And ultimately, it's linked to the same thing.

What are you ultimately passionate about? And who are the people potentially that you want to share this journey with in this business? Are they imagined people?

Are they people that you've currently got? Is it like, oh, in five years, I want a really good management team. And they're going to be like X, Y, and Z.

I'm going to have a head of ops, a head of finance, and a head of sales. Or is it, you know what, I'm going to grow my team with me. They're still going to be with me.

They're my brothers and sisters. We're going to be in this together. So that could be really important when you're looking at your business.

This vision stuff really worked for me. I sat down with a coach in 2012, and I created a three-year vision for Capital Living when it was me plus two and 21 houses. And then I went to me plus six and 50 houses.

And I set a three-year vision, did all those things I just shared with you, and totally transformed the business. I sat down with my team of two in full and broad way on the roof terrace with a couple of some lime and sodas. I said, right guys, or guys and girls actually, because it was Amy and Richard, everything's going to change.

Everything's going to change. I've got this vision for the company. And that was me launching like you will after strategy day to your company, your vision.

And everything changed. We won the awards that I wanted to win. I literally wrote this vision out, and it was like dialogue.

These are the awards I want to win. It got featured in national press. We're in every national newspaper, sometimes for good things, sometimes for not so good things.

The Daily Mail. And it all came true. I won best landlord of the year in London.

I became a young gun entrepreneur in 2014. And the icing on the cake obviously was winning the property entrepreneur of the year. So all that stuff that I dreamed of with my business ultimately meant that I had a business that was generating a lot of income.

I was making a lot of money by this point. So I was 2014. I did it a year ahead of time.

I did it in two years, not three. And all of a sudden I had this business that I dreamed of where I was at investor level, and I was pretty much free to do whatever I wanted. And it was making a significant amount of money, which then helped me achieve my financial fortress goals.

That's how I bought my first house in Jan 2016 in London, you know, 1.1 million. And then quickly in quick succession, two or three years later, bought another two. So that allowed me to complete my financial fortress.

This is how it works. Okay. This is how it works.

Yeah. And like I've already shared with you, my passion of being a speaker was definitely on there. And I've sort of been waiting for all day to say this.

Like I am so grateful for all of you here. And when I look at all your faces, I am just filled with joy. There's been about three times I've wanted to say that today, but it hasn't felt like the right moment, but this really lights me up.

But it makes me feel a way that I don't feel about anything else. Don't tell my girlfriend. But it really genuinely excites me.

And like, it's just an amazing privilege to be here for me. So I'm really living my dream by doing this. So thank you so much for that opportunity.

Okay. So that's business goals. So hopefully this is getting the juices flowing.

What about fun? What about pleasure? So what about your social life over the next five years?

What's that going to be like? Is it going to be less? Having a chat with a masterminder today is like, you know what?

Let's do a bit less. Or is it more? Is it, no, I need way more time with my friends.

I'm not having enough fun. Like I'm not doing enough social stuff. I'm missing all the barbecues and the birthdays.

I actually want to be there for those. What about your home? How's home going to be?

Are you going to move home? Are you going to be living with the same person? Where are you going to be living?

Yeah. What's it going to be like at home? Is it going to be like super fun?

Or is it going to be like super stressing? You know, like, I don't know how it is now, but you can imagine a better home life if you want. All right.

All that is definitely on the cards. What's your personal life going to be like? So is there anything you want to achieve personally?

Like, you know, absolutely cracking something, like, you know, cracking the tango or whatever. Or like, you know, going to places, like learning a new skill. Like it's not just about work and business.

It's things that you want to do for yourself that have nothing to do with money and not for money. Are there some holidays you want to go on? Some trips of a lifetime?

You know, I'm still waiting for Dan to go to the Grand Canyon. He's been talking about that for about 30 years. I'm sure he's going to go at some point, but I know it's important to him.

And the reason I'm saying it is because I want him to go. You know, I really want him to go because he keeps saying, I really want to go, but he's not doing it. So it's like if it's not in his long game, maybe that's why he hasn't gone.

Okay. So we can easily just, you know, even people like Dan can, can look past these things. Okay.

And it's all a game. So what rewards are you going to basically give yourself? All this fun stuff, all this pleasure stuff.

For me, this is where I call it rewards. And I like, this is my cherry, my like, my thing I'm chasing, my carrot. And maybe you've got a bucket list, a bucket list of things you want to do before you die.

Who wrote one of those in lockdown? Just me. Like literally, okay.

You all had a really too good a time then. I was having a rough time. So I was like, these are the things I need to do.

And it's changed my whole, you know, it's changed my whole philosophy. Like I had it on the long game anyway, but I was like, no, I've really got to do this. And yeah, I mean, I think we should all make a bucket list because we don't have long and there's stuff we've got to do.

And it's kind of funny, but we're all going to die one day. So we might as well use that as a motivator to kick us up the ass to make sure that we make the most of this time on this planet that we have. It is a gift and you don't want to die with any regrets.

Do you? So let this be a little messenger to you, which is don't waste it. Okay.

So when I made my bucket list, I put it into action. 32 things on that bucket list I achieved. I did all of them, except the last one going to India.

But that's because I decided I wanted to go back to Bali. But for those people that saw my end of year presentation, that year was a whistle stop year. That was just crazy.

So that was satisfying. I would say doing this at the end of building a business and selling it was the equivalent of like doing a hard day's work in the garden and having a really nice cold beer. It's that you've earned it feeling.

And it was, I just enjoyed the taste. It was a satisfying taste. And if this is the journey you want to go on with us using the blueprint, then this is what it can be.

All right. But you have to build a list. You have to build a list.

So last but not least, we're going to pull all this together now. So we've got the last sort of few minutes or so. So stay with me and then I'll invite Josh up in a minute and we'll go to a break.

So I've given you some inspiration. I've given you some key areas to focus on. Hopefully you've taken some notes, but ultimately this is definitely your long game.

This isn't mine. So in the workbook, you've got this. So you should be able to see this.

I imagine it's probably the back of the workbook near the wheel of life. Yes, it is. Good.

So this is how you can start to plot out. And the same way I plotted out mine, we've put the years in for you and we're going to, we can give you a soft copy of this as well. Bianca, would it be okay to post that online?

Thank you. So you can do this digitally if you want, or you can just use a spreadsheet, whatever works for you. But this is it.

And this is where we want you to all get to. I'm really going to push everyone this year to actually nail this down because it isn't easy. So this is what you need to do.

So as we've done, you can define your years on the left. What you need to do is put your age in because obviously we can't do that for you. We can't do everything for you.

Okay. Then you need to pick your six key areas. Wealth, rewards.

I'll show you mine in a second. But I've given you some. You need to pick those, the things that you want to focus on.

You get what you focus on. Choose wisely. And then what I would do is start in five years time where you want to be.

See, obviously there's one year out or five years down. I like to go five years and then work back because I know where I want to be in five years. And I work back to three years or four years, three years, two years, and then this year.

Now, all of a sudden I've got clarity on where I'm going and it makes total sense that I have to do this this year because otherwise I'm not going to make it where I need to get in five years. So yeah, break it down into years is the next point, which is easier said than done. And then just formalize it, like bring it all together, get some images in there if you can.

This is your vision board. It's a vision board in a grid. It's organized.

You know, it's not random photos all over the place. This is a route map. This is a roadmap to your life by design, literally to the life that you are going to imagine this autumn in the cake.

How cool is that? That's pretty cool, isn't it? Okay.

Who's excited about this? Good. You can say yes.

Who's excited about it? Say yes. Whoa, good.

Okay, good. Because we're getting, so what time is it now? It's four o'clock.

Just checking there's no afternoon slumps going on here. Okay. It's easier to hit your targets when you, sorry, it's easier to hit your goals when you can see your targets.

So there's this whole thing now that's the elephant in the room, which is everyone goes, yeah, yeah, yeah, yeah, yeah, yeah, yeah. And then doesn't do it. So my, I've kind of already alluded to this with the, you're going to die soon thing, but it's like, why wouldn't you do this?

We know this is a real thing. There are numerous examples just in this room of things that are far too coincidental to be coincidence. Does that make sense?

So if you don't do it, you're not using the power of the law of attraction. But if you do do it, it might just actually happen. So if you don't set your destination in the sat nav, you're never going to get where you want to go.

It's accident. It's what everyone does. It's surviving.

Why can't we be intentional about our life and get to the end? So, and this is what I did. I've, this happened, this actually happened.

It really did happen that I ran around London in my moped and started giving to charity. We threw get up and give back and spent time. We re-established my relationship with my mum, re-established my relationship with my dad, like have these active adventures, got a place to live in London that was my own, did my bucket list, sold my business, went vagabonding around the world in a 16 kilo backpack, right?

Like that was it. I did it. And I grew the business from starting, storming, norming.

It was like, this was my journey. This was the PE journey, which was like, I need to put this methodology into my business quick. And I did it.

And it got me out the other end. So this, this happened, this really happened and it can happen to you. So completed it mate, exactly.

Thank you very much. So last year, I'll tell you a story. Last year, I was like, well, I've completed it mate.

I really don't know what to do next. I'll be honest with you. I was kind of standing up here and I was thinking, I'm not going to do one this year.

I'm not going to tell anyone, but like, I don't feel like it, you know, like this was the start of autumn. I'll be honest with you. And I, I didn't have any clarity.

I didn't have any clarity of what was next. And I went through autumn and I studiously did my cave times, which I love. And I'd actually, I actually did a long game, but being a blaze, I'd forgotten I'd done one.

And when I was going back over my, cause I have annual tasks in my sauna for cave time and stuff like that. And I think I went in my drive and just, or I set up a new long game document. This is classic blaze.

So I was on, I was on in the cave recently, last week, and I was writing my long game and I saved it on drive, the long game. And as I was like searching for it again, I realized there was two long games. I was like, hang on a minute.

What's this? Oh, it's from last year. Oh, I've done all this before.

Which was kind of fun, but a waste of a couple of hours. But the point was, is that this is my new long game and I haven't made it as visually pretty yet, but I wanted to share this with you because um, I was actually overwhelmed. So I've tweaked it a little bit.

Um, but what would I, what would I give you from this? So, okay. Well, I hadn't realized that I had, um, set myself on the love train.

Like there's this whole thing about relationships, which wasn't in my, in love, which wasn't in my other long game, right. It wasn't in there, was it? And like, I had this thing and I'd written creating connections.

And I think it meant like making new friends in the place I wanted to live in, Bali. Uh, but I didn't know that then. And, you know, I guess like meeting someone.

So I think the idea was I'd maybe kind of met them by osmosis. And then this year I'd be in a relationship, obviously it's kind of happened a little bit sooner. And I was reading this and I was like, wow, that's like, that's crazy.

Like that actually happened. And then, um, so I knew I wanted to pick where I was going to settle, but then I was like, actually, no, I was always going to like, my rewards was to always have this dream home. I was going to build my dream home in my destination.

And well, this year I bought land in the place that I decided to set. I was like, okay, well that kind of worked. Um, and yeah, like, I don't know, lots of things.

There's a few things on here, but the point is, is that I'd done it, I'd put it away. And then I came back to it. I was like, wow, this stuff's happening already.

I actually forgot I even had it. So this is, this is the power of this stuff. This is just so great.

And I can't wait to, I've got an asana for this autumn to, to make this more visual. I want to put some images in there. And because I think last year I was thinking maybe I'll just wait and I did it anyway.

And look, look what's happened. You know, without a doubt for those people that weren't here on strategy day, I've had the best year of my life, best year ever this year. And it was the year where I didn't push.

I just went with the flow and I just got in tune with myself and the universe. And I just took opportunities as they came. And it's been, it's been honestly, like without a doubt, my best year.

And I think it's because I did this just like I did it six years ago. So hopefully I've convinced you. I'm going to just leave you with some top tips and then we're going to round up.

So my number one top tip is that you can do anything, but you can't do everything. So you must have a modicum of self-restraint when you're doing this, because you cannot do it all. You can't have 10 out of 10 on every aspect of the wheel, the wheel of life.

So pick your battles wisely, would be my advice. Absolutely nothing should be arbitrary. We've mentioned it a few times already today.

This is something we live by. If you find yourself writing 10k a month, a million pound net worth, a hundred grand in the bank, delete it. Why?

You haven't, that is not, you've been lazy. That's laziness. If you want to work out your monthly requirement for cashflow or what you think you want to spend, spend a few hours working it out on a spreadsheet, how much each thing's going to cost your house, your car, the childcare, the holidays, you work it out.

Don't be lazy with this stuff. And then if it's like financial fortress, what asset class are you in? Or do you think you could be in for a boring, boring asset class to have in your financial fortress?

What's the ROI? How much money do you need? And then work out your number from that.

Don't just pay this lip service agent. This is really important. I'm going to say something about delayed gratification.

So again, this is really a tip is don't just say that you're not going to have any holidays for five years because you just want to be debt free in five years. Like for me, or if you can do that, that may be something you go for. But the problem with that is it's jam tomorrow, jam tomorrow, jam tomorrow.

There's no jam today. And depending on where you are on your journey and everyone has a different lens and everyone's at a different point. If you're like rolling it up all the time, I'd say it's probably not where it needs to be because you've got to have some enjoyment.

You've got to like spend your money. You've got to enjoy life. You can't just delay it.

We don't pay ourselves for years on end. We'll have fun later. That's not the way to go.

And ask your family and your friends for feedback. So talk to them because they know you, they care about you, maybe even your mentors and ask them for some feedback. So this is where I'm thinking I want to be.

Is this realistic? Like what do you think? Does this sound like me?

And just have a conversation with them, like seek their counsel. And a bit like with the money thing, like loosening the purse strings a bit to have nice things. Enjoy the view.

So this was one of my lessons learned from a year ago actually. And one of the biggest lessons I've learned in my life, which is most people when they climb to a view, to a peak, to something they want to achieve in life, straight away they start looking for the next thing. There's a famous quote from Edmund Hillary.

So Edmund Hillary went up with Tenzing to Mount Everest first. And they said, how did it feel to be at the top of the mountain? And he said, well, actually it was great because I got a view of all the peaks around me and I was already plotting my route up that mountain.

Are you serious? Like did that really happen? So my biggest lesson is that when you reach a peak in life, rather than go and look for the next peak, is actually take time to enjoy the view.

So on this five-year journey, are there any years in there where you're actually giving yourself a break or taking some time out or is it all rolled up for five? And if so, why can you justify that? These are all things I think, bless you, are super important.

That's me and my mum, by the way, in Bali. Yeah. So just enjoy life, enjoy the journey.

Don't be rolling it all up. Hopefully I've made the point. I think I'm probably labouring it now.

Okay. We're going to end it now. I was going to draw it to a close.

So this is one of the people that I know has had a long game for a while. In fact, he probably inspired me to do mine, if I'm being honest. Or maybe it's the other way around.

I don't know. You can tell me. But which way around is it?

Where is he? You've had one. You had one before we met.

Whichever way I want it to be. But he's always had clarity on the future. This guy absolutely has demonstrated this.

And for those people that don't know his journey, you know, I'm sure we all know his journey. But he came from really having a very, very small lifestyle job to now having a very successful industry-leading, market-leading, award-winning business. So Shiv's going to be running midweek mentoring for us Wednesday, midday on the 25th of October.

For those on the programme, it's every single week at midday. I didn't make that clear last time. We're going to talk about that in the homework.

So this will be midday. Shiv's going to take you deep dive behind his long game. And he can answer any questions you've got.

So you can nail it as well. So any other questions for long game? Good stuff.

Closing sentiment. This isn't easy, but it's really worth it. Make sure you get it done.

The sooner you start, the easier it gets. And with that, I'd like to welcome to the stage Rachel to close us off. Thank you very much.

[Speaker 5] (1:10:02 - 1:10:20)

Let's give Rachel a big hand. Oh, wow.

[Rachel Davis] (1:10:20 - 1:15:12)

We're nearly there, guys. Right. So, you know, when I first came on PE, I've never thought like this.

I'd never thought about planning five years in advance or 10 years in advance or even a year. And I remember seeing Adam's plan for the first time. And I was literally blown away by it.

I was like, how is this dude doing this? How is this coming true? I don't understand.

And I've literally watched him put these plans into place and deliver on them year after year. And then having been through the last five years and looking back at my five year plan, I actually realized today that I've delivered on it. I've done it.

And at the time, you know, I didn't. It's amazing. If you just follow it through and have the discipline to keep going, set your focus year by year, then you will get to your end destination and you'll be completely blown away by what you've achieved.

But as Adam said, it is difficult to do. You won't find this task easy. And if I could leave you with any advice, it would be just spend more time in the cave, really trying to figure out what that one major, the overall destination, where do you want to get to in five years?

What does that look like? Make sure you have a crystal clear view of what you want that vision to be and make that really powerful. Yeah.

And the more powerful that vision is, the more you'll be motivated to get there. And then when you're setting your every each year, what I want you to do is think about what's the one major thing you could do this year that's going to get you closer to that destination. And think of it like that step by step, because you're not going to get your overall destination in one year, but you will get it in five.

Yeah. You know, my relationship, my children is incredibly different now and I'm living the life that I wanted, which is having this amazing, meaningful life with my children. Whereas before they liked the nanny more than they liked me.

You know, it was completely different. And you can, and your five year plan, it doesn't have to be massively grandiose. It could be just like what mine was, which was about having a better life with my family.

So, you know, just think about it in that way. It will be hard, but it will be so rewarding when you come to do it. And it takes 10 years to become an overnight success.

We've heard this a couple of times today, and it really won't happen overnight. And just coming back to the story I told you about my overall destination, the one that I wanted to be this, you know, wonderful mum. I'm not always a wonderful mum, by the way.

Sometimes I get it wrong. But, you know, this meaningful life with my children, one of the things that was really holding me back was my health. And I've been suffering hip pain for a really long time.

So to get me to this destination that I wanted to be at, I was worried about my health longer term. I was really struggling. I wasn't getting very far with the doctors.

And I felt like, you know, I was going to be in this situation forever. And when I went on PE, I realised that the thing that I was missing was a plan. So I decided to, I had this vision.

It was to be pain free within five years. Yeah, that's what I wanted. I wanted no more hip pain.

I wanted to get rid of it. I wasn't entirely sure how at the beginning, but as I went through this process, I put processes in and I put focuses in each year of things to do. And I went out there and I even helped my mental health.

Part of the journey was to go on to GUGB and walk millions of steps, even though I had this issue. And it really helped with that. And I carried on step by step.

And I was walking to this destination. And now, finally, I am pain free. So I've actually got there.

Five years. I've done it. It's amazing.

This picture of me here, this is not very glamorous. I can't believe I've actually put it on stage. But it was me after my having major surgery.

And that's why I took a year out of PE this year, so I could get to get this done and to deliver on this overall destination that I wanted to have, because I want to be able to have amazing holidays and not be in pain when I'm on holiday and having a great time with my children or the quality time. So that's now when I step by step, I put things in my plan and I followed them through and I just trusted the process. So remember, if you you've always got to have that destination in mind, and you will get there if you have that destination.

And remember, you always should be working towards that strategic plan and then you'll deliver on it. So the results in the end will become inevitable. So if you're sitting here thinking, I'll never be able to do this, you will.

And if some of you have got big dreams, then hold the phone. You're going to just blow everything out of the water. You're going to have such a great time.

Right, it's now break time. So we want you back in the room at five past four. But before you go.

Oh, quarter past. Sorry, we're running behind. Sorry.

That's probably me waffling. There's protein bars at the back for snacks if you want them. And I want you to just give everyone a massive round of applause.

Is that all right?