**PPN Session 1 Nov\_Transcription**

[Declan] (0:13 - 0:27)

Ladies and gentlemen, it's your two-minute warning, so in two minutes' time we're going to be live on stage. So make sure you've got yourself a seat, you're primed, you're good to go, you've got yourself a drink. We're going to be kicking workshops to us in just two minutes' time.

Ladies and gentlemen, take your seats.

[Light banter / applause / support voices] (0:41 - 0:53)

We're going to be kicking workshops to us in just two minutes' time. So make sure you've got yourself a seat, you're primed, you're good to go, you've got yourself Ladies and gentlemen, take your seats. We're going to be kicking workshops to us in just two minutes' time.

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[Light banter / applause / support voices] (0:53 - 0:55)

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[Declan] (1:11 - 1:17)

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[Light banter / applause / support voices] (1:17 - 1:20)

We're going to be kicking workshops to us in just two minutes' time. and I'm like...

[Declan] (1:36 - 2:19)

30 seconds, ladies and gentlemen. 30 seconds until we are live on stage. Finish up your conversations.

30 seconds, ladies and gentlemen. Ladies and gentlemen, put your hands together and welcome to the stage, Mrs. Rachel Davis.

[Rachel Davis] (2:20 - 13:41)

How are we all doing? Good. It's an absolute pleasure to be back in the room with you.

Who enjoyed the speed networking? I know it was loud, but it's really nice, isn't it, to be back with the PE family. We're back in the programme, this is all of us.

Take a look around. These people who you were hurriedly saying hello to, sweating this morning, just a second ago, because it was hot, wasn't it? They are the people who are going to be going round the track with you this year, so you're hopefully going to get to know everyone really well.

Where's my clicker? I've forgotten the clicker. Sorry, guys.

It's nice, isn't it? Much more intimate room. Love this.

Who's had a good month? Hands up if you've had a good month. Come on.

Oh, my God, that's amazing. Now, if some of you didn't put your hands up, don't worry. Today, we're going to help you.

If it was a bit of a mixed month and you found the homework hard, we're here to help, so don't worry. Who's excited for workshop two? Come on.

Who's excited for workshop two? That's better. That's the level you've got to go at.

We've got to do one better than Josh. Remember that. You know I'm a property like to walk the talk, so this is a really unique course where the hosts and the trainers go through exactly what you're going through, so you're not alone doing this.

While you've been stressing trying to fit in cave times and homework and look after the kids and run your businesses, I've been doing exactly the same thing. I've been right there with you. Who's done any cave times in a strange place?

Anyone? I've done one in the bathroom. I had to lock myself in the bathroom to get away from the kids.

That is actually true. That's what happens. My 11-year-old won't leave me alone.

Sometimes, if you'd have to do them in the evening, you just have to do them, don't you? Let me tell you a few of the highlights from my month. That's what I'm going to share with you now.

Who has done a couple of cave times in the room? Oh, there's a few? A few couple of cave times?

Okay. Well, for me, this was a massive highlight. It was a massive highlight for me.

Where's Greg? And where's Keir? You guys do?

Yeah, yeah, yeah, yeah. You've been doing. Yeah, did you not?

She doesn't want to admit it. Adam, did you do a couple of cave times? You did?

So that filled my heart with happiness. It did. Woo!

Give him a round of applause. Woo! And it's true.

When you're in a partnership, and I don't think this just matters if it's your life partner, if it's your business partner, you need to be aligned on your goals, don't you? We've all got separate things that we want to achieve, and we have to have a meet in the middle. So that's what me and Paul have been doing over the last month.

We've been meeting in the middle. He's got a different wealth dynamic to me. He's a visionary and a dynamo, and I'm a realist and a tempo.

And we've had some really interesting conversations about where we want to take our business this year. And how we've done that, we've spent it on weekend caves, so I've found that walking helps my ideas flow. Yeah, so I've found that really useful.

So on the weekends, we've been doing walking caves, and we've also had, we promised each other we'd get up at 6am in the morning on a Monday and a Wednesday, and all we've done is shown up and done those cave times. So we've had some great whiteboard time with each other doing that. And so that's one of my highlights.

And then the other highlight has been, one thing this year that I've done differently to the last few years is, when you get a journal, a brand new one particularly, looking at the blank pages, I often think, I can't think of anything to write. Now, there was a few people here, put your hands up if you had difficulty writing from scratch. Yeah, yeah, absolutely.

It is really difficult, isn't it? So what I did was I used some props this time. So my props were the podcast self-awareness, sole purpose.

I even listened to Don't Quote Me for mantras, and I used a bit of time listening to Jim Rohn doing the goal-setting section and the personal philosophy. And what I did was I spent 20 or 30 minutes listening to something first. That would start something thinking in my mind.

It would fire my imagination, and then I would start to write. So for those of you who are struggling with this, as you go into the next month, sometimes you need a bit of inspiration, right? So that's what I've done.

Yeah, absolutely. And then the other thing that I did this month, and more so than I've done in a little while actually, is I've got connected and got really emotional with my reason why. So everyone's got a reason why they're here today.

Why did you pay for this course? There's a reason that you're here. And when I wrote this, right, this is a really personal thing I'm going to share with you right now.

I cried in a coffee shop when I did this. I cried real tears. If you can't see my really messy handwriting, what it says is that my dad died when he was 50.

So I was 26 years old when my father passed away. And I'm very close to passing that milestone very soon. I'm not going to tell you exactly when, but very soon, I'm about to pass this milestone, okay?

And what I realised was that because the next five years, the next 10 years, the next 40 years of my life, however long I've got, has to really count for something because my dad didn't get the opportunity to have it. And very emotional for me. And what I wrote after that, and what I've since felt, is I'm very connected to my reason why.

The things that I'm going to do next, the journey that I'm going to go on for the next five years, it's all about this reason why. And so if you haven't done this yet, go back to your reason why and get very emotional about it because you need that. You need a strong reason for setting out on this journey because that will be your motivation for delivering on the goals that you set yourself.

So those were my highlights from the month. Thank you very much. Okay.

So onto a lighter note, we're going to mark your homework. So who here has finished Ikigai? Who finished Ikigai?

Yeah? Good, good. And who listened to Jim Rohn?

He's absolutely wonderful, isn't he? I've got to say, I read that book every year and every year I get something from it. It's such a powerful ...

I listen to it on Audible. Who listens to it on Audible? Yeah, yeah.

I don't know. And who read the book? Yeah, a few of you.

The Audible is highly recommended if it works for you. So what we're going to do now is we're going to do a three-minute exercise. And I don't know if I can hold the clicker and my thing at the same time, but we'll give it a go.

So has everyone brought their workbooks from the previous workshop? Grant. If you haven't, you need to look at somebody else's because you need to mark your homework in a bit.

So three minutes. The first minute, I want you to do what I've done here. Don't do it just yet, let me just explain what I'm doing.

I want you to tick off what homework you've done and then score yourself out of 100. So give yourself a percentage score like I have. I did 92% of my homework last month.

I didn't do the bounce back loan. Don't tell Dan, just don't tell him. Yeah, I didn't go back through the bounce back loan.

And then once you've marked your homework, I want you to then turn to the person next to you and share with them your score and tell them any highlights or game changes or major things you've learned from doing Cave Time this month. And then I want you to swap. So I'm going to be really straight.

We're going to give you a minute each to do this. So spend a minute marking your homework first, then speak to your partner and talk to them about your score and your highlights, and then let the partner speak after the next minute. So I'm going to count to three, two, one, Declan put music on for me.

Remember to be honest about what you've achieved. It's better to be honest. Right guys, hopefully you've made a score.

Now I want you to turn to the person next to you, talk to your partner, yeah, about the score that you've achieved and also about any highlights. Go for it. Right, I want you to swap over now, swap partners, make sure someone else gets a turn.

Right everyone, have we finished? Can I have your attention back to me if that's all right? Come on everybody.

Hello. Can we finish up? That's it.

Fantastic. Thanks for that. Can we keep that Adam?

It's amazing. Right everybody, can I have everyone's attention? I'm hoping you had a really good share there and everyone shared something amazing.

What I want to do now is I want to have two 30 second shares. Who's brave enough to share their highlights and you don't have to share your score, but you can. Right, I hate throwing this by the way, so I'm just going to do it really gently.

I'm a terrible, I'm so sorry. I am terrible at throwing.

[Greg] (13:42 - 14:40)

So hi guys, I'm Greg, I'm from Bristol and what I've learned through this homework is actually how hard it is to plan five years ahead. It was unbelievably difficult, but the best learning I've had is to review my last five years and how far I've come because immediately when I do something new and I gain a little bit of time, which is precious and important to me, I then don't celebrate, I get busy doing something else and I forgot to celebrate and I forgot that I've achieved a certain level and I'm really busy hands-on doing something else.

The element of not celebrating and not marking these milestones was never there, so I never knew how much I've achieved over the last years and doing the long game and going back, review the last five years, it was massive for me because I've then realised how far I've come.

[Rachel Davis] (14:41 - 15:02)

That's amazing. Can we all give him a round of applause? That's really good.

Someone else has to throw the mic, I cannot do it from there, I'm not capable. Watch out, it's coming. There you are, see, much better than me.

I'm not safe with that thing.

[Adam Goff] (15:03 - 15:03)

What was the question?

[Rachel Davis] (15:06 - 15:12)

Adam wants to share. Do you need me to repeat it? What's the highlight from the month?

[attendee] (15:14 - 15:59)

Cave time I found fine. I was disciplined enough to get up at half six or six and give 30. I took Josh's advice, 30 minutes if you can manage, because obviously I wanted to try and go to the gym and need the kids to get out the door, I suppose my challenge was last Monday I opened a file and it corrupted.

On Wednesday I lost a PowerPoint presentation for today and we had a bank holiday in Ireland on Monday and I had to get our IT guys, so I had to go back and restart it again, so that was a bit of a challenge.

[Rachel Davis] (15:59 - 16:16)

The difficulty is the curve balls that we have in life, they're getting thrown at us and we're trying to do all of this stuff, it's really difficult, but I think Josh's points, if you can only do 15, 20 minutes, you're brilliant. So let's give a round of applause.

[attendee] (16:19 - 16:26)

Again, I just say to all the mummies in the room, hats off to us, because I'm sorry. I said we're in July and I'll say it again.

[Rachel Davis] (16:26 - 25:00)

We're in a brilliance. I love it when we're in love. We are, and I have, like I said, done a cave time in a bathroom just so I could get one done.

Sometimes 20, 30 minutes, it can get you where you need to be. It can get you somewhere at least and it's just about putting the time in, putting the effort in. So thank you for marking your homework, well done everybody.

Right, so before we get stuck into what the day is all about, I just want to, Dan, where are you? Is Dan in the room? Dan Norman here?

He's outside the room, so this is what he looks like if you've not seen him before. Look at the screen, this is lovely Dan. Dan is one of the most generous guys I know.

He is a board member and a long-term property advance member, and I've been working with him for a long time. Here he is, he's the man. Now, Dan's going to be raising money for the Royal British Legion.

Some of you have already bought a poppy already, and he'll be around in the break and accepting donations. Apparently he takes cash or he takes cards, so there's no excuses. He'll take anything.

So the PE community are usually really, really generous, so let's do him proud, and any amount of donation is very gratefully received. So thank you Dan, another round of applause for Dan. Right, okay, workshop two.

Are we ready for workshop two? Yes, good. This is called headline strategy, and this today is all about boiling down all the work that you've done in the cave so far, and creating concise, clear deliverables for the year ahead.

That's what today is all about. And this of course is the perfect time to do it, isn't it? Autumn is the perfect time where we switch gears, the natural world calms down, the leaves die off the trees, the summer growth has gone, and we put our businesses on a bit of cruise control so we can do this and spend time reflecting in the cave, okay?

So hopefully some of you have put some serious pen to paper this month. Who's pen run out? I know Sian's did.

That's a really good sign that you've been journaling away. So we've been in our caves, going deep, and hopefully, have some of you got some clarity already? Like a vague sense of where you're heading?

Yeah, who's got some clarity? Show of hands, show me some hands. Yeah, that's it, you've got, you know, you don't know exactly, but you've got a sense of where you're going.

I'm in the same boat too, yeah? I'm in the same boat. But if you haven't, and you're sat here thinking, I haven't got a clue, don't worry.

Today, we're going to help you, and there's still plenty of time to get to grips with where you're headed and what direction you're going in. So where are we right now? So we're already in the middle of autumn, yeah?

It's unbelievable, isn't it? We're halfway through autumn. We're in the cruise control section of this map.

Think about it like a race on a racetrack. In the autumn, we think about what race we'd like to run, yeah? In the winter, we lift the bonnet of the car and we build the car that we're going to race around the track.

In the spring, we test drive the car that we've built, and then in the summer, we put our foot down, okay? So just think of it like a race, okay? So hopefully, as we've said, some of you will have some clarity on where you want to get to, bless you.

And now, it's time to make that succinct, okay? That's what today is all about. So where are we headed?

We're heading towards January's strategy presentation. So you'll be in, it could be this room, it could be the Wishaw, I'm not sure, but we're going to be in a room together, and you're going to be presenting to your peers in the room your strategy for 2024, okay? Now, we're going to work on this goal together, yeah?

You're not going to be alone. We're all in this together, are we? Are we all in this together?

Yes, we are. We're all in this together. We're going to be doing the same stuff.

I'm going to be doing what you're doing, remember that. And just know that this is coming, yeah? This is what you're planning towards.

So workshop two, headline strategy. We have got three incredible sessions lined up for you today. And after today, you will never see your lives in the same way.

This is absolutely groundbreaking stuff. So please be as excited as I am, because since I saw this, I've not lived the same life since. It's been absolutely amazing.

So session one, every property entrepreneur needs an overarching theme for their year, yeah? The title of the next chapter of their book. So session one, ladies and gentlemen, is on year of, okay?

Session two, when the clicker works, is we want you on your AAA game. So we want you bouncing out of bed, winning the day every day, practicing small disciplines on a daily basis. That's what we want, okay?

So session two, ladies and gentlemen, is a handful of habits. Session three, we want to give you crystal clear clarity, one word, one phrase that sums up exactly where your business is headed for 2024. You wouldn't go on a long journey without a sat-nav, would you?

So we're going to give you that direction. So session three is headline strategy. Does that sound good?

Come on, does that sound good? Yes, it does. Come on, steer with me.

Brilliant. Okay. So that's workshop two.

And before we get into it, I just wanted to bring up life by design, because it's really important that we ... We talked about this a lot at the super event, and this year of is a key facet of life by design, yeah? Think of your life like a book.

You wouldn't write a novel, would you, without chapters? So this is the next chapter in your book. So what's it like for most entrepreneurs?

This is not what other entrepreneurs are doing. This is completely different. So usually they're on the treadmill of life.

They're on that relentless hamster wheel, life's a blur, they're busy doing deals and chasing shiny pennies, and they're not clear on the direction that they're going or anything. But what we want for you is something completely different. What we want for you is that you set a theme for each year, and you're absolutely clear on the direction that you're headed in.

And all you then have to do is show up, right? This will be a year to remember for the rest of your lives. And indeed, and I'm sure Josh and Adam are going to talk about this, but on my office wall, I have years to remember, yeah?

And so year of is absolutely fundamental to you creating your life by design. So remember that. So let me tell you, do you want to hear a couple of examples of what my years off have been over the last few years?

Yeah, why not? Yeah, good, good, glad. I'd be a bit embarrassed if you didn't want to know, because I'm on the stage looking at you, yeah?

It's a bit vulnerable, be nice to me, yeah? I like having the heckler at the front, it's great. Okay, so my year off for 2019, it was my first year on Property Entrepreneur.

So my first year as a student, just like you, but I wanted to have a very personal year, a year of self-discovery, okay? It was the first time on PE, but it was also my first time out of corporate. So it's my first time being a female entrepreneur for the first time and a property investor full-time.

So I wanted to enjoy the ride and I wanted to have loads of personal growth and that's what I wanted out of the year, okay? My direction of travel for 2021 after COVID and homeschooling two children, oh my God, I needed a year of balance. It was absolutely crazy, so that's what we had, a year of balance.

And then this year, my year off theme was say yes. So I wanted to explore my opportunities, say yes to the opportunities that came my way, even if they terrified me, look at me now, I'm on the stage talking to you because I took the opportunity to become the PE host. It was a bit game-changing year for me because the thing that I wanted to achieve this year was to smash down some of my self-limiting beliefs and some of my self-confidence barriers.

I wanted to challenge my assumptions on myself and what I thought I could achieve, and that's exactly what I'm doing right now on this stage. So I'm living my year off right now. So we need you to have a year like this, very clear, know exactly what you're doing, but the question is right now, guys, what's it going to be?

And I'm going to now invite Adam Goff to the stage. So let's put your hands together for an amazing Mr Adam Goff! Go Goff!

[Adam Goff] (25:11 - 25:40)

Rachel Davis, let's give her another hand! Ah, who's Robin? Nice to see you all.

Genuinely nice to see you all. It's nice to be back just us, isn't it? Well, not I say back.

This is the first time. This is good. This is the family.

Nice. Any Scousers in the room? Anyway, who's Team Supper Club?

Yeah. Good time last night?

[Light banter / applause / support voices] (25:40 - 25:40)

Yeah.

[Adam Goff] (25:41 - 40:26)

So much fun. Went late into the night. It normally does.

Burning the midnight oil. Lots of good conversations, and I really enjoyed it. So thanks so much.

There will be an opportunity later if you haven't signed up to a Supper Club yet to actually get involved in that. So I think Rachel did a really good job of just talking about the realities of being a being a mum, being a property entrepreneur, juggling life, trying to get to grips with cave time. And bearing in mind, she's been doing it for five years, and you've been doing it for five minutes.

Don't expect to have executed at her level. Having said that, I was so impressed with Rona's laptop presentation, I had to just get her to share because it's very possible. So definitely don't use it as an excuse.

And success and failure are very predictable. If you show up and you do the work, you'll get the results. But what tends to happen is we're too busy to do cave time.

It keeps getting pushed to the bottom of our priorities. And then we wonder why in January we're still doing our Strategy Day presentation on the train on the way up or in the foyer of the Belfry. So let this be a warning because that's what will happen.

And you just won't get as much out of it. It won't mean as much to you. It was cobbled together.

You'll be embarrassed. You might not even have a presentation or even worse, you decide not to come because you've let yourself down. So you definitely don't want to be in that camp.

And you definitely want to be in like the Rona's camp. So I'm going to ask everyone to give another round of applause to Rona because I thought she was absolutely leading by example. Leading by example.

So yeah, so cave time was the theme last month. That was it. And it's the theme through autumn.

So it's not like, oh, I've missed it. The boat's gone. It's no, I've still got time.

We're giving you until the 12th of January, right? For Strategy Day. So that's what you've got.

And I've been doing the same and I haven't been just surfing in Bali. I have also been doing some cave time. So last year I went away to Peru and I spent two weeks in in this eco lodge in Peru, middle of the jungle, no phone, no TV, no electricity.

And I booked it in in October because I know that's when I have to get reflective. This year, obviously, I went back to Bali and it's just so good to be back. I can't even tell you how much it fills me full of joy.

And one of the things I was working on, I shared with you my long game at the last workshop and I said, I'm going to properly fill this in. And it was very much a skeleton before. So this is my result.

So this is my, thank you. This is my new, my new game. You know, 2023 is done.

We're still in it now, the surrender experiment. And I've kind of got a very clear direction of travel. I basically decided that I want to go back in for another round of punishment and retirement has been good, but I'm definitely hungry for more.

The surrender experiment really taught me that. I mean, mainly, to be honest, around just being a mentor and a coach, because so many people kept asking me for advice. Really, the green light was like, you just need to keep doing this.

This is where you're supposed to go. So really it's about leaning in, obviously getting financially rewarded for that leaning in, then potentially a bit of enjoying the view and then doing a bucket list with my girlfriend who we would, you know, things we would like to do together before we decide to have kids. I know, I can't believe I said it.

So we've had this conversation and, you know, we've agreed on this together. And she was like, we would, you know, we co-collaborated, co-created this plan. So it really revolves around my next level of professional growth, my next level of personal growth, obviously with my relationship, and then building my dream life in Bali, building the villa, moving into the villa, et cetera, and doing things, like I said, before we have a baby and then ending with the baby, hopefully.

So who knows? Fingers crossed. So anyway, I'm really excited about that.

And what I've done is I've actually rewritten the long game template. So if we haven't posted it already, we're going to post a new version of this, which is much more detailed, and it allows space for like an image as well as text. So it's basically we've leveled up our template.

So if you haven't had that in the Facebook group yet, you will get it soon. So we're on to year of really. And the point about year of, and the reason we're starting with this is because it's very unusual for a business course to talk about your personal life.

So this is where we're different. And a lot of autumn is personal development. There's definitely some business stuff, but this is very personal development.

It's introspective. And what most entrepreneurs do is they're just obsessed with work. They only set goals that are financial and work-based.

And then they get to the end of their best years of their life, realising they've sort of missed the boat and they've missed a trick. And by the time they've got all the money, they haven't got any time, or they've sacrificed their health, or both. So we make it a thing on Property Entrepreneur that it's not just about professional growth.

It's also about personal growth. So every year we set who we want to be, who we want to become, who inspires us, and what things do we want to do personally first, and then the business can serve that need. That's how we do it.

So that's why this is so important. That's why we do it first. And as Rachel correctly said, think of it like every year is a chapter in your book, and you get an opportunity every year to have a completely different direction.

Whether you want to go and try living in a penthouse, or try living in a narrowboat, or try living abroad, or try living with your in-laws, or whatever it is that you're going to try, you can try it for a year and then you can change it at the end of the year. Maybe not if you've moved the in-laws in, that might be a bit permanent. But the point is we want you to try all the different flavours and have a different style, direction, mood, vibe, and then you basically leave with no regrets.

That's the idea. Talking about leaving, it wouldn't be me if I wasn't talking about death on some sort of level, but we talk about urgency and scarcity a lot on Property Entrepreneur, mainly to do with selling. Marketing and selling, you need scarcity, you need urgency.

We'll do more of that in the summer. But you have urgency and scarcity with this. Urgency is you don't know when you're going to go.

It could be tomorrow, it could be in 10 years, it could be in 50 years. You don't know when you're going to go, so that makes it pretty urgent, doesn't it? And scarcity is you know you're only going to have so many years anyway.

So when I was thinking about it, I was like, I really need to drill this home that if you don't think this is a priority, then your life's going to pass you by and you definitely don't want to be in that situation. So what we do now is we're going to go through these six different points, as I did last workshop, which basically is going to give you everything you need to be able to craft your year of, which is such a key part of your strategy. It starts with an affirmation, and then what we do is we back up our years of with some personal and professional objectives.

And then I'll ask you to look inside and check, is this really what you want? Or is this what you think you want? Or is it what someone in your family thinks you want?

And then we'll talk about rewards, which is super important, and then basically the method for getting it done. So first off, affirmation. So we need to decide what we want and we need to make sure that we can actually do it.

There's no good saying, well I want to retire and live in Bali if we haven't even got any cash flow sorted. So we need to actually, or any free time, or we're not out of the business. So we need to make sure all these things line up.

One thing I want to kind of start with is this idea of the law of attraction. Who is it? I'm not going to actually name names, but someone in Supper Club last night was talking about things were already happening as a result of the blueprint, as a result of law of attraction basically.

That's right, isn't it? I'm not just making that up. People in my Supper Club, yeah.

We talked about so many things, but it's like this stuff is already working for people because they're on that journey now and they're creating a vibration about themselves. Such a basic principle, but if you don't ask, you won't receive. But if you do ask, there's a very good chance if you have some faith you'll get exactly what you want, with action, with focus, of course.

It's not just going to land on your lap. But this is a quote from the Bible, and I'm not a religious man, but I think there's a lot of wisdom in this quote. So getting started then, so year of.

So we talked about it a few times. We mentioned it on the blueprint. What is year of?

Well first and foremost, the key thing about year of is that it's your personal strategy. Think of it as your personal strategy. It's Tom's strategy.

It's Sam's strategy. It's Rona's strategy. It's my personal strategy.

You're not going to share this with anyone in your business. This is not for the business. This is for you personally.

It's effectively where you craft your life by design. So this is where you create the life that you want to live, and you might be working towards a greater goal, like a long game, but ultimately what you decide in your year of will determine the life you lead this year. Okay, that's the whole point of it.

So you're really crafting it, and you're not just leaving it to chance that you'll fit these things in in the year. You're basically saying, this is what's important to me, and I'm going to make sure I do it because it's part of my year of. So ultimately you have to ask yourself in your cave times, in your journals, and by the time you announce it in January, what do you actually want?

What do I actually want from the next 12 months? Whether it's possessions, whether it's how you feel, like emotional. Is it spiritual growth?

Is it fitness-based goals? Do I want the six-pack? Do I want to lose four kilos?

Do I want to put on muscle? Do I want to X, Y, Z? This is what actually do you want, and also who do you want to become?

Who do you want to become? Do you want to be the person that always says bless you first, or do you still want to be the person that walks through the door first barging through everybody? What do you want to be?

Do you want to be the person that goes up first to eat the buffet or waits and hands someone else a plate and says, why don't you go first? It's like, who do you want to be? Do you want to be the Dan Norman who's given up his day to support the British Legion for the Poppy Appeal, or do you want to be the person that tries to ignore Dan Norman all day because you don't want to donate two quid?

It's like, literally, who do you want to be next year, and who do you want to become? The way we do this is with something called an affirmation board. You will create your affirmation board, and you will look at it every single day from the day you get it in January.

Thoughts become things, so we need to focus on what we get, and this is what they look like. Most entrepreneurs will talk a bloody good game. I'm going to do this.

I'm going to do that, but there's no accountability. They haven't set it in stone. Actually, one of my friends always inspired me.

When he sets his effectively what you would call year off, he engraves it on a coin, and he puts it round his neck. A gold coin, a gold bullion coin, and he puts it round his neck, and he does one every single year. I said, that's so funny.

We do the same, only ours is paper and frames. We're not quite as rich as you, Lucien, but I couldn't believe it when he told me. He's one of my really good mates.

Maybe it's because I told him about what we do, and maybe he'd taken that and run with it, but this is real. This is published. This is on the wall.

This is like, oh my goodness, I'm a little bit scared about this. This is going to happen, and this is what it's all about. It's about getting it out of our heads and putting it into the universe, and then these things will happen.

You'll all get one of these. We'll give you the opportunity to order them. There'll be details about that later.

It becomes literally the chapters in your life. This is Josh's office, I believe, and he's collecting memories, and he's telling his own story. He's also focusing on what this year is.

It's amazing how much you get out of every year on Property Entrepreneur. I'm telling you that now. Honestly, it's so easy for us to say you're going to achieve more in the next 12 months than you've done in the last six years and things like that.

It's because once you start focusing on this stuff, we're not spinning our wheels anymore. We're not just watching Netflix and pissing about down the pub. We're out there to get it.

Some people in supper club last night were telling me they're getting up at 3, 4, 5 a.m. because they're just excited about life. I used to go to bed early at 8, 30, 9 o'clock. I couldn't wait to get up to do some more work.

It's not work, is it? It's creating my life by design. If that doesn't turn you on, then you're seriously in the wrong room.

Those people who are already happy days, for those people that aren't there, you need to go through the exercises and give yourself time away from the noise and the stress so you can light your own fire. It will happen for us at different times. That's in store for all of us.

That's the journey that we're going on. It's so cool, this affirmation board. I've touched on this before.

When it comes to these three personal objectives, this is a really subtle but important point. How we spend our days is indeed how we spend our lives. Rather than wishing it's going to be better later, it's like when I do this then, when I get that fifth property, then I'll go on holiday, or then I'll start taking Tuesdays off, or I'll drop the kids off on a Wednesday, etc.

I'll watch Adam play rugby or whatever. It's like, well, how long are you going to keep saying, when that happens, I'll do this? This is really your opportunity to start making some space for some things that maybe you don't want to put off any longer.

I'm not saying you have to do everything now, but ultimately, your day is your life. If you're having shit days every day, you've got a shit life. It's not like, oh, it's going to get better later.

No, it's shit now. What are you going to do about it? Are you going to do something about it, or are you just going to suffer?

This is like a wake-up call. You might have loads of things going on. You might be super stressed, but there's things you can do for free to improve the quality of your life, like going for an unplugged walk, which everybody, thank God, can do because we're all able-bodied.

These things we can do to improve the quality of our lives. This is an example. We want to make sure we prioritise these things.

The first thing I want to start with is what's the difference between an objective and a target? Does someone want to hazard a guess? Not you, Grant.

Anyone but Grant want to hazard a guess? Go on, mate. I'm only joking.

I might get it wrong.

[Book reference contributor] (40:30 - 40:43)

I've read a book called Measure What Matters by John Dower. It talks about objectives and key results. It's a very similar thing.

Objective is like an overhanging description of what it is you want to achieve, whereas a target is a very specific achieve this by then.

[Adam Goff] (40:47 - 47:19)

Nice. Give him a big hand. Three people thought that was good.

Spot on. Spot on. Well done, Grant.

So, yes, an objective, I would call it a theme, it's an overarching, it's basically a direction of travel, and it's like this is going to happen. For example, I'm going to select where to settle, or build a base. That was one of my objectives I'll talk about in a second.

The target is pinpoint accurate. It's like, you know, I will have got a visa in the place, for example. Maybe not the best example, but the point is that an objective is general and a target is specific, and we start with the general direction and we worry about the target later.

These three objectives that you're going to pick should all be geared towards personal growth. So, if you do want to become a better dad next year, then this is some personal growth for you. Yeah, this is like it, you know, be the best dad.

Happy days. It's like, I really want to do that. I want to raise my standards in an area, what area, that might become an objective.

You can get a really good idea about where you might want to focus if you haven't got it already in your head with your Wheel of Life. The score thing we did last, hopefully you've done in your homework, and it will tell you your potential areas of focus, not every area of focus, but where you might look. If you've done a personal SWOT analysis, again, you can get inspiration for your objectives from this.

Some people will think, God, I really don't know what to do, and often you've actually already done this in some of your cave time exercises is really what I'm going to try to communicate at the moment. So, you can review those, and also your long game. So, if you've got something in your long game already that you want to achieve personally, then is there a stepping stone in there which needs to be considered now?

If so, get it in, and potentially your why. I really thought it was beautiful, actually, what Rachel shared about her why. I hadn't heard that before.

That's absolutely the kind of gold that you can unlock when you hide yourself in a toilet and do cave time for 15 minutes between taking the kids to shower, to breakfast, or whatever it is you're up to. So, yeah, well done, Rachel. That was really cool.

So, yeah, just some personal objectives of mine just from last year. So, one of my objectives was don't feed the monster. This is just objectives, it's not targets, and I realised that I had financial and location freedom, but I was really restrictive in like my gym, my diet, and I'd always need, I don't know, a protein shake, or a certain type of breakfast, or, you know, and it was kind of actually a bit debilitating.

So, I was sort of like actually restricted by this rigid discipline routine that I created. So, I kind of wanted to just be free from all that jazz as well. So, I just knew I wanted freedom in that sense.

So, that was a really good objective for which I had a very specific target for. Second one was the one I just gave you, build a base. So, home is where the heart is, and you can see what I'm doing with these objectives is I'm creating an objective like build a base, and then I'm also putting like a little tagline underneath which gives it a bit of extra context.

So, this one was don't feed the monster, the cooking monster, in case you didn't have that. Bless you, freedom from desires and restrictions, build a base, home is where the heart is, you know, where do I feel like really at home, and then the third one was making the most. You know, every day is a gift, like I don't have a stressful business, I have free time, so let's make the most of this, because it's not going to be like this forever, because I'm not just going to like kick back on a hammock forever in Bali, that's never, that's not me.

So, better be that I do some things this year, because probably at some point I'll get back in the mixer. So, they were some of my personal objectives, which I hope gives you a bit of insight. So, what I'm going to do now is I'm going to hand over to you, I'm going to ask Dex to put some music on, and I'd like you to think about for a couple of minutes about maybe three areas that you might want to focus on with your personal objectives.

I'm not asking you to come up with a year of now, let's just talk about personal objectives. So, you look at your world of life, you could pick like three areas, you know, like health, family, etc, or whatever you want, and if you can go further than that, and you can be more specific, great. So, I'm just going to give you a couple of minutes now to really, while the juices are flowing, start drafting those out, feel free to check over your old notes, get your journals out, etc.

So, yeah, over to you guys. So, please don't talk. If you've got a question, you can raise your hand, and I'll come help, or one of the team will come help.

Don't overthink it. If you're looking through your notes thinking, just maybe just freestyle. What comes to the top of your head?

Okay, we'll end it there. Who wants to share one? Who wants to share one?

Yeah, then we'll go Jamie after.

[Attendee] (47:22 - 47:48)

So, one of my personal goals for next year is that I want to have a proper Muay Thai fight. So, one of my things for this year is fighting fit, because it sort of includes all my diet and gym and everything, because it's not just training.

[Adam Goff] (47:48 - 48:07)

That's bang on. Round of applause, that is absolutely bang on. Do you want to chuck it to Jamie?

Fighting fit, I love that. That's really good, because what you've done is you've actually turned it into a mantra as well. So, you haven't just said, oh, you know, I want to get fit for a fight, which would be a good objective.

You've already taken it to that next level of making it snappy, rolls off the tongue, it's going to look good on your affirmation board.

[Jamie] (48:09 - 48:46)

So, I think for me, it's having more discipline in my personal life, and I don't really know what that would look like as a mantra or anything like that, but I've realised that the business side of things I find very easy. And like you were saying, when you're doing the long game, I found putting in numbers, like net worth, all of that, that was a piece of piss. And then when it was like, oh, what actually makes me happy, I was like, I don't have a fucking clue.

I just kind of turn up, do my thing, make money, happy days. So, I want to have more discipline in my personal life to actually dedicate time to self-discovery, I guess, for myself.

[Adam Goff] (48:46 - 58:27)

Perfect. I love it. Let's give Jamie a hand.

I love that. I think that's really nice, and I think that's just a really good example of... I sort of normally use Dan as an example, I don't want to throw him under the bus, but it's like, every year I tell him to get a life, because he just works all the time.

So, it's like, you're right, we find the work muscle really easy. If we've already built that muscle up, that's a piece of cake, isn't it? But it's like, actually, if you took away work, what would be left?

So, that's a very interesting thing to get curious about. So, yeah, you want to turn them into nice little mantras if you can as well, which I'll talk about in a second, but let's go on to professional anyway. So, just like we've done with personal growth, now we're going to do the same professionally.

So, this is where we want to see some changes in our lives professionally. So, not necessarily specifically to do with your business, but specifically to do with you as an entrepreneur, where do you want to see some professional growth? For some of us, it might be becoming a manager for the first time.

For some of us, it might be leaving our jobs. It might be that we want to increase our profile, for example, our skill set, more training, be better leaders. There are a multitude of things that are like personal development, but we show up better in a professional area.

So, again, I would encourage you to review your cave time exercises, and these do cross over between personal and professional. What did you have in your success years that was professional based? Like I said, for example, being a manager and being a better leader and all that kind of good stuff.

And in your more or less keep, what did you have in there that you wanted, that you perhaps wanted more of? You're like, okay, I'd like to do more of this, which means I need to be a better X, Y, and Z. You can also review your lessons learned, because there's a lot of wisdom in the lessons learned, and a lot of those will be professional based as well as personal.

So, you'll review all of your cave time sessions, and you'll come to the answers that you need, and then you've obviously got your professional SWOT. So, you've done your personal SWOT on yourself, but you've hopefully also done one on yourself professionally in a business context, or potentially even on your business, which you might want to look at also, and your business vision. So, when you're looking at the long game, I talked about business vision at workshop one, and again, if you know where you're going with your business, like you've got double, triple, five locations, then you're probably going to have to become a better version of yourself as an entrepreneur.

So, what do you need in order to get to that point? If you want to be a public speaker, then you're going to probably have to do some public speaker training, or put yourself in a situation where you're doing it. So, you need to start with the end in mind, effectively.

So, when it came to my professional objectives last year, just to give you some running examples, one of them was just to level up. So, specifically with property entrepreneur, this was our headline strategy, which I'll talk about after lunch, but I basically got in line with where PE was going, and I was like, you know what, I need to fully commit to property entrepreneur, and everything that I do, I level up. So, the objective was just level up, and my specific target around that was to make 12 game-changing improvements, so one a month through the year, but the objective was just level up, just like everything I do, let's just do it better.

Work-wise, I had some feedback that I was being a little bit transactional, like I wasn't showing up as the person I wanted to show up at work, and working can be a bit functional sometimes, pinging WhatsApps without any niceties, just not dropping voice notes, saying thank yous, things like that, and I decided that actually the reason why I do this job is because it's the people that I work with, and the people that I get to not just work with property entrepreneur-wise, but obviously you guys, so it's actually all about relationships.

It's literally the people that make it, and if it wasn't for the great people that I work with, I literally wouldn't do it. So, I was like, well, if I'm not investing in those relationships, then I'm not showing up as I want. So, I wanted to create this idea of just developing relationships that weren't just based around work, effectively, and I found this one really difficult because intelligence is not high up on my list, on my skill set, but I realised that I read a book by Arthur Brooks, and it's called Something Along the Lines of the Wisdom Curve, basically.

It's called From Strength to Strength. Has anyone read From Strength to Strength? Okay, cool.

Yeah, Rachel and Ian, how's the end? All good. So, that's a great book about what happens is once we achieve a level of success or experience in an area, we change curves.

We go on what's called a wisdom curve. So, once we know how to do something, it becomes quite easy for us, and we don't necessarily have the energy to do it anymore because we've kind of already done it, but what we can do is help other people do it, and I realised that with entrepreneurship, I'd probably got to that point, and so I wanted to figure out where it was that I was specifically going to help people. So, that was an objective.

So, I was like, look, I know I'm going to do something else professionally, so what is it that I'm really going to teach? What's my niche, effectively? What did I want to do?

So, can you get the mic? Or should we not give Josh a mic? Was it banned, sir?

Yes. Exactly, yeah, yeah. Exactly, yeah.

Thanks. Thank you, man. From Strength to Strength by Arthur Brooks.

It's about energy levels, and it's about the energy level when you start something new is really high, but then once you master something, you don't always have the energy, for example, to go and start a new business, but you might happily help three people start their own business, and they'll do all the heavy lifting and running, and you'll add the value as the mentor, effectively, all the wisdom, and you have loads of value to give in that capacity, but it's a very different curve to go and rolling your sleeves up and doing it yourself. So, that was where I got the inspiration for that objective, and books are really good inspirations for objectives. They are genuinely, and year-of titles.

So, if you've found a book that you love or that you've recommended, then it's a great place to go. So, I'm going to put it over to you. So, like we did last time, a couple of minutes, three areas, headline areas that you might want to get some professional growth in.

If you can, narrow them down, be more specific, and if you can even do that, then you can come up, potentially, with a mantra or two. So, off you go. Okay, nice.

We'll end it there. Lots of scribbling, which I love. Who's got either a headline area they want to focus on professionally or a mantra?

Yeah, we'll go you two then. Chris and then Gary.

[Chris] (58:28 - 58:47)

Yeah. So, my one, as I was going through Cave Time, it was more about how I develop my storytelling and bringing people along the journey with me to attract clients and investors. So, I'm sort of good at doing the doing, but not necessarily telling people about it.

So, I've sort of flipped it around. So, rather than walk the talk, I'm going to talk the walk.

[Adam Goff] (58:47 - 58:48)

Nice. I like that.

[Chris] (58:48 - 58:49)

Yeah, that's just on there.

[Adam Goff] (58:49 - 58:55)

That works really well. Good mantra. Nice one, Chris.

Give him a hand. I like that. That's really good.

Profile?

[Gary] (58:56 - 59:23)

I actually found it easier to do the mantras first and sort of work backwards. Cool. So, I ended up with four, but the one that I really want to focus on next year is delegate, don't abdicate.

Oh, that's a good one. Because I want to step out to step up, and I want to start buying businesses, which means I'm going to be less around for the team, but it's very easy just to chuck stuff at them, and then obviously say, just crack on, leave it, and get it done. But actually to obviously measure, monitor, and manage.

[Adam Goff] (59:24 - 59:33)

Yeah, I think that's a brilliant one. Yeah, let's give Gary a big hand for that. I like that a lot.

Yeah. Has anyone ever heard that before? Delegate, don't abdicate?

[Light banter / applause / support voices] (59:33 - 59:33)

Yeah.

[Adam Goff] (59:34 - 1:13:54)

Yeah. It's a lot of wisdom in that, and it's basically around... Well, hopefully it's pretty self-explanatory, as Gary kind of said, but it's just, if you're going to chuck the ball, make sure they can catch it.

It's not tell them what to do, and then run and hide. It's like set up the systems, the reporting structure, the KPIs, the training manuals. They've got everything they need to support them to succeed, and then cheer them on from the sidelines.

Don't just give them the hot potato, and then run for the hills, which is what we all want to do, but it's not going to work effectively. So I really love that. Delegate, don't abdicate.

That's a really good one. Fantastic. Yeah, and these mantras, they just come.

All these things, they'll come. They're already sayings, and we can all nick each other's, by the way. So any ones that you hear, feel free to borrow, plagiarise, steal, because they're all begged, borrowed, and stolen from someone.

Yeah, so the next step is just to really do a little bit more introspection stuff, and check that this is really what we want. So Tony Robbins said, it's not what we get, but who we become, and what we then contribute that adds value to our lives. So when you're setting goals for yourself, when you get really good at this, and you realise it's all a game, it's not the Lamborghini that gets you excited, it's who you have to become to have earned so much money that you can afford a Lamborghini, and not even worry about it when the clutch goes, and it's 20 grand to fix it.

It's the game is becoming the person that adds so much value in the world that you can have all the abundance you want. The game is not necessarily about the Lamborghini. And for people who really get it, this is how they think.

They think it's like, they get excited about the personal growth they've got to go through to make these things happen in the real world, because it all starts, changes inside out. There's not a successful business out there that hasn't got a successful leader at the back of it. It just doesn't happen.

Unless you get specifically unbelievably lucky, potentially something crypto-based, it's like even then you could say, well, you can't say it's luck, because they took a risk and they got in at the right time. So literally everything is, nothing's by accident. So we want to start thinking about this when we're setting ourselves these goals, not because of the material effects they're going to give us, but because actually what it means for us on our personal growth and who we can actually become, and then the things we can do for other people as a result of creating all this value.

So first of all, what we really want you to do is when you go away after this session in the next month is really dig deep, because the bigger you dig, the more these are going to mean to you. If it's superficial, it won't mean anything to you. If you've really dug deep like Rachel has, and you've struck gold, then all of a sudden you're like, the fire's on.

This stuff is life-changing, and you really have to review everything that you've done in your journal. You need to basically go through your journal and your notes and basically read your... Some people have written pages of notes I've seen on Facebook.

It's fantastic. And again, you can ask yourself this question about who you actually want to become. So it's like, who do I really want to be?

Who are my heroes? Who am I actually going to become? And are these objectives going to help me get there or not?

What type of life do you want to live this year? I mean, I've kind of drilled this point already, but it's so fundamental. This is literally going to determine how you spend your days.

So really, does this fit in with the life that you actually want? The romance versus the reality. It's like the romance of, no, I'm going to do this, this, and this.

Then the reality of, well, it means I'm going to have less time and less time with the kids or potentially less money as I make the investment. We say on Property Entrepreneur that your life is really about challenges, experiences, and adventures. And if you're a certain type of way, you might have a big list of things you want to achieve in life, like a bucket list.

And I'd say this is probably especially true when you're a little bit younger. The world's your oyster, you can see all these opportunities, and you've got a big list of things you want to get done. What I've noticed for some of the people that I mentor is that, potentially, as they get a little bit older or maybe have achieved some things, their appetite becomes less, I don't want to say less ambitious.

It's just maybe settled or happy or in their comfort zone. And the thing I pushed someone on my mastermind on this month was, you're going to die at some point. Don't just think, for example, that travel is pointless.

It's not just going on holiday. Travel can be so fulfilling if you go on a retreat, if you go on a course in a different country. When I went traveling around the world, I didn't just go to Peru and sit in a lodge.

I was part of a retreat and we were learning stuff and I was breaking down emotional barriers that I'd had pent up for years. It's personal growth. So your job is to really get excited about life and taste all the flavors.

And that's a real Jim Rohn thing, isn't it? You've got to try and experience all these different things before you go. So if you're sat there thinking, there's nothing that I want, then my challenge to you is you need to get hungry for the next meal, because there's loads of stuff out there.

You just haven't found it, or you've got a limiting belief around what you think. So you really want to think about the challenges you want to do in your life, what things you want to experience, and adventures you want to go on with you, your family, people you care about. And the last point is that the whole point of this year of is that at the end, you've had a step change in your life.

A step change means a big jump forward. You haven't just meandered through this year. You're a different person to who you were last year.

And it should be an annual step change. And it really, this year of is going to be the thing which everything hangs off. For those people that can't see, it's annual step change.

All effort and action points to this. So I'll run you through some examples now so you can see. So this really is like the overhanging, overarching theme of the life.

This is what I'm doing. Rachel's was say yes, like be a yes man. I thought that was really cool, by the way.

If I'd known that, no, I'm only joking. So I would have asked you to do all sorts of stuff, you know. You could have been doing my job.

Yeah, yeah. So these are just some of them. These are my year offs.

Rachel shared hers, I'll share mine. So when I first joined PE, this is, I said it in I think 2017, this is for 2018. Building firm foundations, turning sand, turning quicksand into concrete.

Because I had all these things going on. I had a business, millions of pounds in revenue. And you know, I almost lost it twice.

And I was stressed and it just felt like I didn't have anything of substance. Like I was just chasing more and more and more and more. And I didn't have these, I didn't have a financial fortune.

I didn't have a base. I didn't have any security. So really what I needed to do that year was just slow down and put down some firm foundations like cash in the bank, emergency funds, you know, buying my first property, focusing on getting the business, making a profit.

All I wanted at the year end was just to feel more secure. And everything hung off that. And then after that, I got the business making quite a lot of money.

And I was like, you know what, I've cracked this business thing now. And I've got everything I needed a lot quicker than I thought. Now I'm ready.

Now that I've got this blueprint and I'm working with Dan, I've got this whole other hunger now to go and smash something else. So the famous quote is, if you gave me 10 hours to chop down a tree, I'd spend the first eight sharpening the ax or worse to that effect. And I was like, you know what, this year I'm just going to like learn.

I'm going to grow. I'm going to push myself. I'm going to get the ax sharp so that I can go out and start chopping down trees over the next three or four years.

So the year of sharpening the ax, it was basically like levelling me up skill wise. That year was hectic. I took on loads of things.

I put myself in a really uncomfortable position professionally. Personally, I did a body transformation. We scaled up property entrepreneur from 12 people to 60 people.

It was like I was on stage, Rachel remembers, I was spilling my words and stuttering and I was a bit of a prick, which didn't help. So I really put myself in a difficult situation. And when I got to the end of that year, I was like, oh my God, I've been in a fast lane.

I need to slow down. This is too much. I'm stressed.

And it was all about getting in the middle lane because in the fast lane, you're speeding, you can get a ticket, you potentially lose your license or have a crash. The middle lane is like the comfortable lane, isn't it? There's space on either side.

No one's going to stress you out. People can still go around you. And it's a lot more sustainable than being in the fast lane all the time.

So that was that year. And then once I'd got settled, I realized that I had everything I wanted. I had the flat in London.

I had the business. I had X, Y, Z. And I'd created all these things around me, like the business, for example.

And I just didn't want it anymore. I realized that I'd achieved it. And then a bit like I'd achieved it, I didn't want it.

It was kind of like, it was a bit like, you know, Marco Pierre White, when he kind of got his stars and then he decided he didn't want it anymore. It was that kind of feeling. So I watched this documentary on minimalism.

Who's watched it, anyone? It's a really good documentary, actually. There's a couple of guys called The Minimalists.

And I just realized that I was so happy when I didn't have anything. You know, my happiest times in my life was when I was just bumming around Thailand with a backpack and I didn't own anything. And I was like an early digital nomad in like 2009, 2010.

And I had a couple of grand a month. I had an online business. I had a bag.

I had a snowboard. I could do whatever I wanted. And I was like, you know what?

I want some of that. Like, this was around sort of COVID time. And I was like, I don't want all this shit anymore.

I just want to have nothing, actually. So that was when I sold the business, got rid of the flat, shook off all the possessions, sold loads of my possessions and went down to a bag. And then when I went down to a bag, it was like, well, right, well, this is time to unplug from the matrix.

You know, I've been plugged into the matrix. I thought I wanted all these things. I don't want all these things.

Who do I actually want to be? I could be anyone I want. Do I just want to be a scuba diving instructor?

Do I want to be a monk or do I want to be like a version of Adam Goff that the world knows? I literally don't know. And I don't really care.

I just want to get out off the grid. I just want to unplug completely and relearn what I thought I knew. And then coming into last year, it was like midway through this year, I was very aware that the universe was leading me.

And I think I've talked about it when I had my motorbike accident. Everything changed for me. And I went on a journey and things started to happen.

I started to meet people like Bella. And I realized that actually, I just needed to surrender and let the universe take me rather than Adam trying to decide all the time what Adam should do, which is a bit like pushing a rock uphill or going against the stream of a river. And I just thought, you know what, rather than me being against the world, which is how it's been my whole life, why don't I just see where it takes me and just not really care and just go with it.

And honestly, last year was the best year, I think, of my life. I met my girlfriend, professionally did things like buy the land in Bali, started the mastermind. We totally leveled up property entrepreneurs.

It's a list of things that happened almost effortlessly because I just tuned into the universe. So these things really shaped my year. And you'll be able to tell that same story.

So the question is, what is it for you that's going to be the big direction of travel for the year? So I'm going to ask Dex to put some music on now. And I want to see if you ladies and gents can start to pen some ideas about what your year of rugby could be.

Okay, we'll end it there. We'd like to share these. Yeah, at the back, Gareth.

[Light banter / applause / support voices] (1:13:57 - 1:14:00)

You're a rugby man, aren't you? Here's a hospital pass for you.

[Gareth] (1:14:00 - 1:15:03)

After a heavy weekend in France with the rugby year. Yeah, for me, it came earlier on, actually, calm in the chaos. You mentioned about potentially living with the in-laws.

That's happening for me this year. So we just started a renovation on our own home. So I've got a five-year-old and a nine-year-old and a dog.

My in-laws have got a three-bed semi, and they've got a dog and a rabbit. So that's going to be pretty hectic. I bought the business last year and try to grow that.

We've grown it from two to eight this year already. And I want to continue that next year. Got a couple of developments on the go.

And I split up with my ex-business partner, so we're trying to separate our portfolio. So there's a lot going on. We've already got stuff.

I'm 40 next September. So we've already got some things lined up in the diary. So trying to condense all of that and manage all that.

It's going to need some calmness to get through it all.

[Adam Goff] (1:15:03 - 1:15:08)

Absolutely. And you're supporting objectives. Any ideas on what they might be to support that?

[Gareth] (1:15:09 - 1:15:13)

The sub-typos, is that what you mean?

[Adam Goff] (1:15:13 - 1:15:14)

Yeah, like the objectives.

[Gareth] (1:15:15 - 1:15:38)

Well, I've got those mantras type thing. Is that what you mean? Yeah.

Back to basics. I think we already know most of what we need to know. So sleeping, getting up early, good diet, exercise.

It's getting back to those where it probably lacks a little bit this year.

[Adam Goff] (1:15:38 - 1:15:39)

I like that.

[Gareth] (1:15:41 - 1:16:00)

Discipline to destiny. I think that was nice. I know where I want to go, but it comes back to basics.

But it's going to take mad discipline this year to do that and be a leader. So work-wise, family-wise, managing contractors and investors and everyone else.

[Adam Goff] (1:16:00 - 1:16:14)

I think that's really good because I've really put you on the spot there, but you see how it all hangs together. It all hangs together. It's calm to chaos.

The first thing that came to my head was no new stuff. One objective could just be no new stuff.

[Gareth] (1:16:14 - 1:16:19)

I've been doing properties last week and I'm just mulling it. The answer is no.

[Adam Goff] (1:16:19 - 1:19:35)

What's the question? That would be a really good objective. The answer is no.

If you're going to do that, it's no new stuff. And then it's like you said, personal care to make sure you're smashing it, being a better leader so you smash it professionally. So I love how all that fits together.

It's a really strong year off. So let's give Gareth a round of applause. He's already making good progress.

And when you get clarity like that, then it's easy because everything else is no, no, but maybe next year. It's like, no, no, this is what I'm doing now and then I'll come to the other stuff later. So that's really, really good.

So when it comes to reward, one of the things that we need to think about is it's all a game. And when you gamify something, you win. You get a ring tone that says you've won the game or success or points or whatever it is, bragging rights.

It's all a game. So we want to give ourselves rewards to make this all worth it. So we love the concept of working by reward on property entrepreneur.

We need something to reward us for our efforts. And it doesn't have to be like a physical thing, but it can be whatever it is that's going to make us feel good about ourselves. A reward should be something that you obviously want either to own, to feel or to experience.

It's like physical thing, an experience you're going to go on or a way you want to be in yourself, you know, peace of mind, less anxiety would be a reward for meditating every day for 365 days, for example. In an ideal scenario, the reward would be something that you actually earned. You can't have peace of mind, proper peace of mind, without doing some, for example, maybe some mindfulness as a tactic to get you there.

Taking Valium would not be a good way to do that. You haven't really earned it. You need to have earned this thing.

Think about the satisfaction of having a cold beer after doing some work in the garden, for example. It feels earned, doesn't it? It's like after a hard day's work.

That feeling is pretty special, a cold glass of wine or whatever it is that you choose to have. This could obviously be something from your bucket list for those people that have got a bucket list or their partner's got a bucket list or their kids have got a bucket list. As I've said, it could be a tangible thing or an intangible thing.

It's really up to you to choose. We work by reward all the time, property entrepreneur. Whether it's working for 90 minutes and then going for a lap around the car park, that's a reward.

I genuinely know. It's like, I'm going to get this done and I'm going to go for a walk or I'm going speak to my mum or whatever it is. Then I'm going to play PlayStation or walk the dog.

That's working by reward on a micro level. This is working by reward on an annual level where you're giving yourself something tangible that hopefully you couldn't have just got beforehand. You have to have earned it, earned the right.

For example, Katie can't just turn up and do the bike. She has to have got in shape. Peace of mind is not a really good example of an intangible reward or an experience that you've had.

An experience is intangible, isn't it, in a way? Versus a new house, a car. I think that's where I'm going.

Do you want to add some insight?

[Declan] (1:19:35 - 1:19:40)

I think it's like going for a walk, like you said, or having a bath at the end of the day. It's just things like that.

[Adam Goff] (1:19:42 - 1:19:43)

Something you could do more of, probably.

[Declan] (1:19:45 - 1:19:45)

Just trying to help you out.

[Adam Goff] (1:19:46 - 1:30:50)

Thank you, mate. Thank you. I appreciate that.

I shouldn't start throwing you under the bus. You get to choose. Some of mine over the years, I bought myself a nice car from working really hard in capital living.

I sailed across the Atlantic. I took a month off the business. That was my reward for getting myself out of the business, was sailing across the Atlantic with these chaps.

Three weeks to Antigua. It was bliss. That was a real exciting reward.

Buying my motorbike. There's always one. There's always one who says scooter, but it's 160.

I don't know. It was pretty fast anyway. I needed a bike license to drive it, but that was like my little fun thing.

That's actually good. I haven't heard that one before. That's good.

Someone's had his Weetabix. That's a good one. Taking my family to Phuket for Christmas.

It was really cool. End of the year. There's me and my sister.

I'm not sure who these guys are, but yeah, that was just really nice getting a villa in Phuket. We've started a thing now where we get together every other Christmas and we do something. Designing and building my own studio flat in London.

That was really cool. Lit me up. Then about three months later, I decided I wanted to leave and become a minimalist.

I never really lived in it. That was really fun doing that. Then obviously the bucket list.

I shared with you on the last session that I did 31 out of the 32 things on my bucket list. Decided not to go to India and to go back to Bali instead. If I hadn't have done, I wouldn't have met Bella, so that worked out really well.

These are things that I've done that you might do. I've already mentioned it. If you're there and you haven't got a bucket list yet, someone said something to me.

They got their kids. They asked their kids what things they wanted to do. I thought that was really cool.

They had a family session. They're like, what would you like to do? Obviously, if you've got kids, you can't just necessarily disappear off and do your own bucket list by yourself.

It's like as a family, what do we want to do? I thought that was really inspiring for those people that maybe haven't got there yet or haven't involved their partners and their kids. For me, my reward this year was taking my family away again for my 40th.

It's my 40th in February as well. We're going to Dubai. My brother's just moved out there and relocated.

That is a booked reward that I booked before my end of year presentation in September. That's cool. We're going in February.

That's rewards. We all need to get something that's going to really light us up, something we can pin on our wall. It might be the picture on our affirmation board.

It might not be, but it's something that's going to get us out of bed, go the extra mile. I couldn't go across the Atlantic unless I got myself out of the business. It's like you need to do it.

The second sentence about the games is that it's all a game, but games should be fun and you set the rules. If you're a slave master, you're going to have no fun next year. You've got to be careful you don't overcook it.

You don't suddenly decide that you're going to do 50 things and they're all going to be done next week. That's no way to live. Don't chew off more than you can.

Most people overestimate what they can achieve in a year and underestimate what they can achieve in 10 years. Remember that. Just to sum it all together and cover these points one more time, really what you need to do, these are your actions, you might want to put them straight in your action list if you want, is basically review your journal, dig deep inside and then re-review your notes.

You're really just going to read all your notes. You're going to get yourself in the zone. You're going to have a triple expresso and you're going to get yourself firing, ready to start putting this stuff together.

You go through and you highlight all your key points. Go to the highlighter, circle it with a pen and you think that keeps coming up, health keeps coming up, health keeps coming up, health keeps coming up. It's like, okay, cool.

These exercises will have brought up a lot of the same stuff and you'll notice a theme. Then you can start to consolidate those down. You might put them then in a new document or a new page on your journal, which is like you've got 20 pages of journal notes.

You turn it down to one or two and you're like, these are the things I'm working with. This is looking good. Then you can select.

Select from them ones that you think are your top three. Then you, once you've sort of select them, maybe you've put them in your document, your iPhone notes, your journal, then you put them down and you come back to them again in a few days or a week and you think, has anything changed? Because the subconscious is already working on this stuff and you read them again.

You go, actually, that's not quite right. Then you tweak, you review. That's the process that I do.

Then once you're really happy or as you're doing this, you could be set on a few already, like Gary is, turn it into a mantra. It's like, great. Delegate, don't abdicate.

Well, that's definitely, that's in. That's not going anywhere, but there's still space for two more. Am I actually sure about those and what could they be?

That is the process that you're going to go through to get to where, amazingly, some of us have already got to. Just some examples. Objectives and mantras.

Live like a nomad. Obviously, self-explanatory, hopefully. These mantras, they need to be obvious what they are.

Press play, have fun, put your family first, be early. That's a good one. Professional or personal, for those people that are bad with timekeeping.

Delegate to elevate, similar to Gary's. Delegate, don't abdicate. Delegate to elevate.

If you want to go to investor level, it's time to get some stuff off your desk and invest. Some not so good examples. I'm not going to read these out.

You can just read them. These are not mantras or genres. 500K rent roll, that's more of a target, potentially.

I live in a beautiful state with optimal health. I can see what they're trying to do, but it's not what we're after. This should not be on your affirmation board.

This is an example of what not to do. I'm not trying to embarrass anyone that's done this, but these are just some of the things we had last year on the order form that just didn't make the cut, because they're not crisp mantras. On your affirmation board, you'll have your year off, and you'll have your three personal and professional objectives, and this will set the tone for your whole year.

Some top tips, and then we'll go to the break. Number one is, don't rush this stuff, ladies and gents. I've already made this clear at the start.

Do not be doing this on the train on the way up on January the 12th. It's just like, it ain't going to work. You're only cheating yourself.

Number two is, dig deep. This is a process, so the deeper you go, the better mind frame you're in, mindset you're in when you go into cave times, and the more undistracted time you get to spend on this, the better results you will get. Like I've asked everyone to share today, I want you to share it.

This is our invite, to share it on our Facebook group. Loving the interaction on the Facebook group, but some of you haven't shared yet, so if you haven't shared, your target this month is to share, is to put it on as accountability, and have us give you feedback, because that's what we're here for, so the community will answer, I promise. Put it on Facebook, see what happens.

Be brave. Life's for living. Don't hold yourself back.

Don't pull any punches. Put some stuff on there that scares you. You get a chance to put it on the Facebook group first before you announce it to the group in January, so be a little bit brave.

It should scare you a little bit. It should put you out of your comfort zone, and lastly, just don't underestimate how powerful this could be. The reason I shared my last five or six year odds is because they genuinely shaped, I set them in January, then did the things I said.

It's not like I've made those up later. I set it, and it changed the direction of my life for the next 12 months, and this is what it's going to be for you. It's going to change the direction of your life.

Bless you. If you decide to be a minimalist, it's going to change the way you are. It's just going to change who you are, so don't underestimate how powerful this is.

Who feels a little bit overwhelmed? Everyone else is lying, yeah? Who feels a little bit overwhelmed?

Be honest. You feel a little bit overwhelmed, going with the proper time to be there? Yeah.

There's quite a lot to get your head around, but the only way to attack it is little by little. It's not about trying to do it all, like I said, over Christmas. The more you show up, the easier it will be.

I just want to show you how this actually looks from last year because I set those objectives, and when you stand up and you do your end of year presentation, this is what you get. Don't feed the monster. I chucked away all my scales for weighing food, weighing my body weight, all that crap, and I beat my obsessions, and I was able to put a tick in the box, making the most of it.

I could surf by myself, which is actually really difficult to do, by the way. Bench press, 50 kilos on the dumbbells, and grew my ponytail. I was like, these are the things I wanted to do.

These were making the most of it. I'm not always going to be able to grow a ponytail, unfortunately. Build a base.

I set up my company in Bali. I got my two-year visa. I put things into action that helped me achieve my objectives, and you'll do exactly the same.

Professionally, professional successes, level up. 12 in 12 things. 12 things that I did that leveled up.

We got world-class NPS scores every workshop, every event, every month, and we sold out for the year. That was great. Relationships, I got comments from everybody, and specifically Dan and Josh, Bianca.

People noted that I was not so much of a prick as I used to be. Crystallising my intelligence, I figured out that actually I really love what I do with Property Entrepreneur, and it really lights me up. I figured out that was my niche.

I didn't want to go anywhere else. I didn't want to do anything else. I started a vlog, and obviously, the Mastermind was the new programme we launched last year to help 15 people really level up their life by design, their wealth, and their health.

So, this is what it looks like. This is what you're going to do in September. You're going to set them in January, and you're going to get this, and you're hopefully going to have a load of green ticks.

That is what we are all about, and we walk the talk. Thanks. Thank you.

We walk the talk. We don't just talk the walk, right? We get stuff done.

So, that's where we're going. Are there any questions before I hand over to Rachel? Yes, Judy, do you want to?

Where is the mic? Hang on. Cool.

Thank you. We will get you the mic from all the way over in London.

[Judy] (1:30:52 - 1:31:42)

Good work. Go for it. So, I know we're talking like of the year off, but this is kind of going back to all the cave time.

So, you know like the five years, like this is what I've struggled on because, you know, like you've discussed like, oh, this is my year off, this is my year off. Did that change throughout your five year, because I feel like, I don't know how to explain it, like it's gone that, so we're concentrating on this year that we want to do now, so this is our year off, and how we're expecting it to go if everything goes to plan. So, with the five year whole thing, I'm struggling to do the rest of the years because I'm like, well, it's only going to go that way if things go to plan.

So, good question. You know, like I'm struggling with, you know, like everyone seems to in the Facebook group have, oh, this is their year off, this year, and I was like, well, I don't have a clue.

[Adam Goff] (1:31:42 - 1:33:32)

Not everybody, not everybody, just some people. I definitely didn't. The long game is hard.

It's not easy. So, I would just focus on your year off for now, because the long game is quite overwhelming, but for example, if your goal is to scale a business, and I'm going to teach you, for example, the different cycles of a business growth after lunch, actually, it's not as hard as you think, because if you're starting it this year, that's the first stage, fall, then you might go into the second stage in year two, storm, and then you might go into the third phase in year three.

So, actually, it's not always as complicated as you think. It's just that logically, if things go to plan, what will it be like? It's like, I'm going to meet a girl, then we're going to get to know each other one year, then we're going to move in the next year, then we're going to live together for a year, then we're going to have a baby.

It's actually more logical than you think, but don't overthink it. Focus on the year off, and remember that everyone has a plan until the bullets start flying. Once it actually happens, it can completely change.

It's just the process of making sure over five years you're going where you want to go, and if you don't do a long game, it's not the end of the world. I would encourage you to try and do it, but it's not like you have to have a long game. It's like, I would encourage you to try and think about it, but it's more important that you nail your year off this year, because this is your first year.

It's what's right in front of you, and maybe that's more obvious to you than perhaps where you want to be in five years, and give yourself a bit of space. Don't stress yourself out about that. It's not worth stressing yourself out about it, okay?

Yep. All right. I'm convinced Dan and Josh have never done their long games.

I shared that on Subbit last night, because I keep encouraging them to share it in our WhatsApp group, and I get nothing back. But it's well worthwhile. Any other questions?

Yes, Sam. Can we get a mic for Sam, please? Thanks, Judy.

Good question. Lots of people are feeling that way, by the way.

[Sam] (1:33:32 - 1:33:55)

Hello. Did you go through a period of speeding up to then slow down? So, for example, again, I'm not speaking for the room, but a lot of people will go, well, I want more time.

I want to spend more time with family, more time for myself, go on retreats, to enable them to do that. They've got to go after all the things that maybe they don't want to do, that are just necessary to get maybe year two or year three or whatever.

[Light banter / applause / support voices] (1:33:55 - 1:33:55)

Definitely.

[Sam] (1:33:55 - 1:34:05)

So, it's like, right, my year of more time for myself, but actually what precedes that is a year of grafting your ass off to get out of the position you need to be.

[Adam Goff] (1:34:05 - 1:34:09)

Yeah, exactly. That's what it's all about. Absolutely, 100%.

[Sam] (1:34:09 - 1:34:15)

That's what I find quite hard between what I want and what is necessary. Does that make sense?

[Adam Goff] (1:34:15 - 1:34:15)

Yeah.

[Sam] (1:34:15 - 1:34:19)

So, I want the year of to be X, but it's preceded with what's necessary.

[Adam Goff] (1:34:20 - 1:35:11)

So, I think, exactly, it has to be based in reality and that's why I said you can't just take a year off if you're still running the business yourself and you're the only employee. So, I think if you're craving some, for example, time off, you can still build it in as an objective, but it's limited to what's realistic and then you've got this great Y and if the Y is strong enough, the what will take care of itself or the how will take care of itself. So, you get excited about being able to sail across the Atlantic for a month, which helps you delegate and systemize your business so that you can do that.

That doesn't mean you can't have some long weekends off and some mini breaks along the way. So, yeah, it definitely has to be realistic, Sam. But yeah, sometimes you have to lean in to then be able to lean out, unfortunately.

Or not. It's your decision, isn't it? It's your decision.

Good question.

[Light banter / applause / support voices] (1:35:11 - 1:35:12)

Thank you.

[Adam Goff] (1:35:12 - 1:35:19)

Any other questions? Okay. So, without further ado, let's give Rachel Davis a massive round of applause, please.

[Rachel Davis] (1:35:29 - 1:35:32)

Wow. How was that, everyone?

[Book reference contributor] (1:35:32 - 1:35:33)

Wonderful.

[Rachel Davis] (1:35:33 - 1:35:35)

Yeah? Did we enjoy that, everyone?

[Light banter / applause / support voices] (1:35:35 - 1:35:36)

Yeah. Yeah.

[Rachel Davis] (1:35:36 - 1:40:33)

Brilliant. So, let's have a think. So, that was so much to take on board, wasn't it?

So, thank you, Adam. That was absolutely amazing. This is actually my favourite workshop.

Workshop two. It's brilliant. So, what we've got to do, we've got to decide what our year off is, yeah?

Our theme that spans our personal and professional lives. Then we've got to pick our three personal objectives and then our three professional objectives and then think about a reward, yeah? Once you've done all of this, you'll know exactly where you're headed.

Shall I quickly show you some examples of my objectives from this year? Do you want to just see some? Yeah?

There we go. Okay. So, I had a big operation booked in the diary.

So, I had a commitment this year that I had to do. So, big operation. So, I knew that for my personal objectives, I would have to live life in the slow lane for a part of the year.

And I knew I was going to find that quite difficult. So, I actually picked this objective, slow down to speed up. And the following objective I had was to focus on the three hours, because I had an operation, had to rest, recuperate and retrain.

So, again, very health focused objective. And then I had 10 remortgages this year and I had to do the refinancing and I absolutely hate finance. I must spend more time with Josh.

He needs to rub off on me. I'll just take that back. But I had 10 remortgages to do.

So, I knew that I was going to find that personally, very difficult to do because I really don't like finance. I usually need it to pull. So, I needed to do the hard miles.

So, they were my personal objectives. And then my professional objectives to help me say yes to opportunities. So, my first objective was to do it anyway.

I don't know, who's heard of Mel Robbins here? She's a great lifestyle coach and she's got this saying where she says, you'll never feel ready, just do it anyway. I'm a complete perfectionist.

It was holding me back. So, that was my first professional objective, I wanted to kick that habit. And then the second one, I spent most of 2022 really distracted.

I'll tell you about that in a second, but I wanted to spend time prioritising the high value tasks and I needed to get them done before the end of the day, before the school run. So, I wanted to eat that frog in the mornings. And then I wanted to kick my comfort zone, very privileged position that I can choose what I do each year, but I was very comfortable where I was.

So, I wanted to make sure that I pushed my limits and did things that really scared me. That's exactly what I'm doing right now. So, I've kicked my comfort zone.

So, those were my professional and personal objectives for a year of saying yes and exploring opportunities. Can't get the clicker to work, but I want to finish on quite a sober warning. Right.

So, I want you to think carefully about your year off and beware of mishitting it. So, I'll tell you a really quick story. In one of the workshops of Property Entrepreneur Advanced, I sat next to Shiv and Shiv was telling me, I can't remember whether it was his year off or whether it was one of his colleagues, but he was telling me about this year of do nothing, delegate everything.

And it sounded wonderful and I thought, I want a piece of that. That sounds great. So, I made my year, the year of do nothing, delegate everything.

So, I would be delegating out everything in my life and my business and life would be a beach, but I had a home renovation planned in the diary that year. So, it was on my personal objectives, it was on my personal objectives, but it wasn't my year off. And this is what really happened.

Everything was difficult, breathing, living, drinking water was really difficult because we had to live in a caravan for six months. As soon as we started that renovation, the curve ball started flying and it wasn't the year that I had planned. So, think really carefully about what you've already got committed to, what you've already committed to next year.

You've just started this course, but you might have committed to some major things next year and just think carefully about them before you think carefully about what your theme of the year will be. So, that's just a word of warning for everybody. Don't do what I did.

Make sure you pick the right year off, okay? And it's going to be your turn soon. So, we've talked about this already.

You're going to get your own affirmation board. So, this is Dan's affirmation board here. You can see it in front of you.

He called it frugal hedonism. It was back in 2020 and he visioned that image that's on that board a year before. So, look at the image that you see next to it.

That was from his canal boat on the river a year later. So, when you vision this stuff, when you're putting this down on paper, what you're thinking of becomes real. This stuff really happens, yeah?

So, you're going to get your affirmation boards. In the next workshop, the orders will open for them, but there'll be probably a deadline around mid-December for your year offs. And then by the new year, in the next workshop, you'll have your affirmation board.

You'll be able to pick it up in January and start living your year off and your theme for the year. Does that sound good?

[Light banter / applause / support voices] (1:40:33 - 1:40:34)

Yeah?

[Rachel Davis] (1:40:34 - 1:40:47)

Brilliant. So, that's what's going to happen. Right.

Fantastic. So, it's now break time. I want you back.

It's what? Yeah. We've got 20 minutes.

Back in the room for 12. Please make it prompt. So, try and come back into the room a little bit earlier than that.

Thank you very much. Put your hands together.

[Light banter / applause / support voices] (1:41:16 - 1:41:20)

Yeah. Yeah.