**PPN Session Two 10.01.2024\_Transcription**

[Speaker 16] (12:12:07 - 12:12:08)

In two and a half minutes.

[Event MC] (12:12:40 - 12:12:52)

Ladies and gents, this is your two-minute warning. Grab yourselves a drink, finish up your conversations. We're going live on stage in two minutes' time.

Ladies and gents, please take your seats.

[Speaker 7] (12:12:52 - 12:13:22)

Ladies and gents, please take your seats.

[Event MC] (12:13:40 - 12:14:11)

Ladies and gents, this is your one-minute warning. We're live on stage in one minute's time. Please take your seats.

Ladies and gents, this is your 30-second warning. Get ready to put your hands together. We're going to be live on stage in 30 seconds.

[Speaker 7] (12:14:19 - 12:14:27)

Ladies and gents, this is your 30-second warning. Get ready to put your hands together.

[Event MC] (12:15:13 - 12:15:49)

Hands in the air if you found it valuable. Look at that, all of you. It's a great opportunity, isn't it, to learn from others.

I think that's the biggest benefit that you get from that experience. It's amazing. Right, now it's time to talk about get up and give back.

And we have got a very special guest coming to talk to you about get up and give back. He's a PE Hall of Famer, a board member. He's led us to victory several times over.

He's a huge part of get up and give back. He's one of the karma credit kings. It's Mr. Dan Norman.

[Dan Norman] (12:16:00 - 12:26:18)

That could have been disastrous to begin with. It's always overwhelming and humbling to have that kind of introduction. But to be very clear, get up, give back each year has been because of the people who are involved in it, not the people who organise it.

But I do appreciate the very kind welcome. We're in our fifth year, which is huge. You must have perhaps been hiding under a rock to not know what get up and give back is about.

It's about improving mental and physical health in property entrepreneurs. It's about raising a boatload of money and about raising awareness, specifically of smaller and less funded charities. Because we want to make a difference where we can.

No offence to anyone who's able to advertise on TV, but that's not where we sit. We try and make a difference for the people who are making a difference in the real granular level. So some previous successes there just fundamentally really hit out of the park over 2019, 2021, 2022.

We upped the game a little bit last year with the Snowdon Summit. So there were four challenges, Snowdon Summit, the Yorkshire Three Peaks, the National Three Peaks. We took over 80 people on those three events and finished off with a firework, which was literally hot, hot, hot, as you can tell.

And it's important to celebrate, right? Because it's our fifth year. We raised 140 grand last year and smashed the half million pound target over four years, which is just fantastic for every single participant, no matter how large or how small.

Everyone made a difference. And it's our fifth birthday. Yeah.

If you wouldn't mind, if you have your birthday before the 7th of June, which happens to be our grand finale date this year, would you please mind standing up? Your birthday on or before the 7th of June this year? And just have a quick look around the room, if you would.

Okay. Thank you very much, guys. Please be seated.

The reason is the cause this year is something of a coin toss. And our cause this year is combating cancer. And that is a 43% chance if you're female and a 45% chance if you're male, that you may get affected by that at some time in your life.

There are 300,000 cases per year diagnosed in the UK. And we picked five charities for the fifth birthday. I just want to give you a rundown of who they are.

So I hope everyone commits in some way. And we try to make it as easy as possible to commit and help in some way to this. I just want to tell you about the causes we're helping.

So Shea Smiles was set up just a few years ago because Shea O'Dea was diagnosed at the age of 11 with a glioblastoma multiforme. It's a very rare kind of cancerous brain tumor. And unfortunately, he didn't make it to his 14th birthday.

Glioblastoma, sorry, more correctly, brain tumors kill more kids than any other form of cancer. And unfortunately, they only receive 1% of the funding in cancer research, even though they are such a savage and brutal disease. Shine Cancer Support, very close to my personal heart because one of my friends, unfortunately, was diagnosed before the age of 40.

If you want to connect with her, she's actually unadvanced. And to see her go through the age of 37, 38, 39, 40 combating cancer is something that, what were you doing in your 30s, 40s? You're having relationships.

You might be getting your first mortgage. That completely goes out the window if you're diagnosed. Okay, it's really, really, really horrific and challenging.

Shine is the only UK charity that supports people under the age of 40 with cancer. Local to us, just in Sutton Coldfield, about four miles down the way, is the Cancer Support Centre. They specifically provide for people in the West Midlands.

They have zero funding from the government. Everything they do is on donations. And the difference that £25,000 would make to them would be incredible.

It's weeks of care and support. UKARE, gentlemen, this is a charity that specifically deals for urological cancers, the five urological cancers, penile, kidney, bladder, testicular and prostate. And it's at the forefront of the research for us gents.

The Eva pill for girls. Unfortunately, there are five types of gynecological cancers, womb, vulva, vaginal, ovarian and cervical, which affect people at a massive, massive level. And it's our humble ability as property entrepreneurs to stand up to this and combat it.

So what are we going to do? Very simply, we're going to have five challenges. You can do as much, as many or as little as you like.

Okay, but I would encourage you all and we specifically designed this to be as flexible as possible this year. We've got some set challenges. If you're crazy and you want to do everything, that's great.

If you want to hike up some mountains with us, that's great. And we have that facility. But also you can commit to just the five weeks to get up your back fundraising and challenge process between May the 3rd and June the 7th.

And hopefully you'll be celebrating with us. So what are they? This is cardio versus cancer.

The five charities and we're going for the five challenges. First one, walking. The average walking rate in the UK at the moment is about four and a half thousand steps.

So if you're doing 10,000, you're doing double average. If you wanted to do, for the sake of argument, 500,000 steps, bringing in that five again, over the five weeks of the get up, get back challenge, you'll be doing about 14,294 steps a day. My math is correct.

Sorry? Approximately. Yeah.

That is impressive. That is impressive. Running.

We've set up a couple of specific activities. There's a Great North Run in Manchester, which I don't know if I remember correctly, is the 23rd of May. We've got the Sutton Fun Run, which is eight and a half miles in Sutton Coalfield on the 2nd of June.

So a couple you can do. Or you can do your own race at your own pace. You want to do couch to 5k, completely cool.

You want to do couch to 10k, completely cool. You want to do a marathon in your own time. As long as you get into that get up your back window and you raise your funds, we'll get up your back and support you all the way.

Hiking. We're going to be rerunning the eight mile Snowdon Summit. We're going to be, not running, we're going to be participating in the Snowdon Summit.

We're going to be participating in the Yorkshire Three Peaks, 26 miles over the three peaks of Yorkshire, and the National Three Peaks. If people wish to do that level, we'll get it done. Okay.

If you think there's a lot of information here, you've all got sheets, brochures on your table. Okay. So please just take the sentiment, if not the detail.

If you're a lone wolf and you like your cycling, or you haven't, like me, pulled on a pair of speedos in probably about 30 years, and you want to do a cycling or a swimming challenge, that is completely fine too. But the point is we're trying to get as much flexibility as possible so everyone, everyone can take part. We had 80 people involved last year.

We're looking to do a minimum fundraise. Sadly, last year we had a few too many people bail on their commitment. £30,000 worth of bailing.

We still did £140,000, but there was a minimum commitment of £625, which happens to be five times five times five times five. And if you can't raise five quid off five people for five days for five weeks, you need some better friends, especially when it's for people suffering cancer. So there's a minimum fundraiser, but some people do so much more than that.

Last year, you'll recognise this chap, not Dan, Umesh. Umesh was one of the Blueprint leaders, and he was actually the highest fundraiser on Property Entrepreneur. I'm not sure if I can do it this year, I've got commitments, I've got the family.

It's £750, it sounds like a lot of money. He raised about three and a half, Anita raised about 1500 quid, his wife, they did over five grand just by walking up Snowdon. Immense, absolutely huge, hats off to them.

They overcame the challenges and they raised the funds. Really, really well done. On the other hand, mentioning family, this is my buddy Greg.

Now Greg not only did all four of the challenges, Snowdon, Yorkshire, Nationals and the Firewalk, but he raised about seven and a half thousand quid. So I would suggest if you've got friends, they don't have to be like him, just any friends and family that want to come in and get involved with you on this challenge. They are very, very, very welcome.

They don't have to raise £625 quid, they can raise whatever they like, but if they want to come in and join you on it, brilliant. Let's get the momentum that GetUpGetBack deserves, let's get the consistency and also the awareness that it deserves. There's a small investment because we want to make sure people are committed.

You can either pay a one-off £50 donation, I can just take part, that's great, or for £150, it gets you your cardio versus cancer GetUpGetBack hoodie. Should you wish to personalise it because you're doing it for your mum or your dad or your wife or your husband or your sister or your brother or anyone that's been affected by cancer, we will do that for you, we will do that. It's optional because I know that's very personal.

And also most importantly, because you've got to celebrate, you get your ticket, you get your guaranteed ticket to the GetUpGetBack grand finale dinner. 100, 125 people, three-course dinner, raising the checks for the charities, we're going to have a lot of fun. That was a test run last year and it's going to go bigger, better, harder and stronger this year.

So, whether it's for Shay, or to help someone who needs the support in their 20s, 30s and 40s, or someone that the medicine stopped and they need the next line of help, whether it's research or for solidarity. Ladies and gents, the commitment form is in front of you. Please do not delay.

This is something that's real. It's here. I know that it will have affected a lot of people.

I hope I've not gone too deep into this, but you will have your own personal feelings about it and your own relationships that have been affected. But let's make a difference. It's GetUpGetBack 2024.

Thank you so very much for your time.

[Rachel Davies] (12:26:26 - 12:26:43)

Thank you for doing this from everyone. Obviously, this is by far and away the most meaningful part of the year for me every single year. Just in terms of details, how do people get signed up?

When do you need them to get signed up by? Obviously, they've just heard about it, just to give people a bit of context.

[Dan Norman] (12:26:44 - 12:27:52)

Sure, absolutely. So, you've got the commitment forms, there's a QR code on the back, because I appreciate there's an awful lot of information that's come out there just now. The commitment form is done by a QR code on the back of there.

Thank you very much. It's a back sheet. Get that dropped on your QR code after you've all done your presentations.

Get signed up. There's actually a slight discount. We thought, you know what, make it a no-brainer.

If you sign up before the 31st of January, if there's still space in the grand finale, then we'll do it at 125 quid rather than 150 pounds. But the process and the dates, basically, we're going to be warming up the tyres for March, because if you are doing an extensive hill walk or an extensive run or whatever it might be, please don't just turn up in your trainers on the day. That ain't going to work so good.

We will be supporting you throughout this process. There'll be team captains for each challenge. And if you wish to become a part of that team, you're very, very welcome to.

But all the information is on this sheet or on the QR code. And there's an additional brochure for the granular detail behind each piece that you will get sent through.

[Rachel Davies] (12:27:52 - 12:28:00)

And in terms of the... If anyone else has got any questions, by the way, feel free to raise your hand. In terms of the grand finale, what date is that?

When is that? Where is it held?

[Dan Norman] (12:28:01 - 12:28:25)

Sure. So the grand finale is on the 7th of June. You're all here for the super event anyway, obviously.

And it will be the evening either in this room or in the Warwick suite. If you forget to subscribe, we'll move through to the Warwick suite. That is going to be fall, so whether it's suit or black tie.

Fancy, right? But please put that date in as soon as you can because there's no better feeling than raising your hand.

[Rachel Davies] (12:28:25 - 12:28:52)

That sounds like a really... Just for everyone who hasn't done it before, after the super event, obviously to then spend a few hours after in the evening celebrating, giving out the awards, raising the cheques. It's a very memorable day.

So even if you're not thinking of, for whatever reason, participating in this, I'd recommend coming to that event because it's quite a good community event. For those people that have never raised any money for charity before ever, and they're thinking, I can't do this, what would you say?

[Dan Norman] (12:28:52 - 12:29:19)

So you might be the last to raise funds when you do a proper job or go and start Guild Guards or something like that. We have four years of experience with about 300 different people who've been in that exact same situation, and we will not let anyone fail unless they choose to do so. Okay, we have every different weapon in our arsenal.

We have every different mechanic and technique to turn people upside down and shape them. We can't do it for you, but we can 100% show you how to do it.

[Rachel Davies] (12:29:20 - 12:29:21)

Katie, you've got a question? Yeah.

[Katie] (12:29:22 - 12:29:27)

I was wondering if you could do the hyping. When will dates be confirmed for that sort of award?

[Dan Norman] (12:29:28 - 12:30:03)

Sure, certainly. So this is a bit of a chicken and egg part of Get Up Your Back. No more than exactly the same as we had last year.

If you're committed to that, we will post out a whole bunch of dates which are the best fit dates we can get. If you cannot attend that because it doesn't fit with your schedule, then we'll find another challenge that will work for you. Okay, so fear not.

We did a lot of juggling last year. I think three people out of the entire 80, well it's 83, didn't get to do what they wanted to do because we did as much flexibility as we could do, but those dates will be coming out as soon as we have all the applications. The quicker you apply, the quicker we can get the information back to you.

[Rachel Davies] (12:30:04 - 12:30:09)

So just to be clear, at this stage, you just need people to commit. They don't have to pay right now, or they do?

[Dan Norman] (12:30:10 - 12:30:33)

We will require payment. I'd say, guys, if you can get this in over the weekend, that would give us a huge help, if only to book the necessary dates. If you leave it three months and expect to do the date that you want to do, that ain't going to happen.

I know that's a bit flexible, but that unfortunately is the nature of the business. We're relying on you to commit to make that happen.

[Rachel Davies] (12:30:34 - 12:30:39)

And if they commit the money now and for whatever reason they can't do it because of dates, then that money presumably gets donated to the charity anyway.

[Dan Norman] (12:30:40 - 12:31:06)

Yeah, sure. I mean, we had two people last year, absolute legends, sorry to share this just briefly, but one guy bust his hand up pretty good, so he couldn't go up the Yorkshire Three Peaks, and we would have more than happily looked after that with him. But he turned around and said, well, I've paid you two and a half grand, how can I give back to people who've really done well so far in their process?

That is heroic. Wow, yeah, that's great. Really, really cool.

[Rachel Davies] (12:31:06 - 12:31:12)

Any more questions for Dan? Yes, Judy, Brendan, Andy, can we get the mics, please? That'd be great.

[Speaker 14] (12:31:15 - 12:31:26)

Sorry, so to secure your place is either doing the £50 or £125, that's how you secure it, and then you know how many people are wanting to do it, and then you'll put dates out.

[Dan Norman] (12:31:26 - 12:31:40)

Beautiful, yeah. On the confirmation form, it also has an indication of what challenges you wish to do. You can do all five if you want.

That's completely up to you, but please just do at least one. Brendan, good to see you, man.

[Speaker 15] (12:31:41 - 12:31:50)

Hi, Dan. Good to see you. You've done a brilliant presentation today.

Are you going to create a little snippet that we can put on social media, because you've presented it so well?

[Dan Norman] (12:31:51 - 12:32:08)

We do have a bunch of assets that will be coming out to support you in your fundraising and your activity, so yeah, absolutely. This is something that, because you guys are new ones that get a good back, something we do issue is provide that at a professional level so you don't have to worry about fiddling around on Canva. Yeah, great question.

Thank you.

[Speaker 12] (12:32:10 - 12:32:10)

Hi, Dan.

[Dan Norman] (12:32:10 - 12:32:11)

Hi, Dan.

[Speaker 12] (12:32:11 - 12:32:25)

Good to see you. This dates, like challenge start and end date, all these challenges have to go within this date, so if you aim for like a 10K run or different thing, you can't fall out of it?

[Dan Norman] (12:32:26 - 12:32:52)

We're aiming on those five dates. I appreciate that if you wanted to do the London Marathon, that may not fall within those dates, so my query would be, rather than do the London Marathon, do another challenge as well. That make sense?

Purely because the momentum you get when everyone's doing a challenge and everyone's fundraising all together, we do better together. That make sense? Thank you very much.

[Rachel Davies] (12:32:52 - 12:32:55)

Any more questions? Let's give Dan a massive hand, please, ladies and gents.

[Dan Norman] (12:32:55 - 12:32:57)

Welcome Rachel back to the stage.

[Event MC] (12:33:02 - 12:35:49)

Wow. Thank you, Dan. Something to look forward to, yeah?

Who's going to sign up today or at the weekend or put it on their action list? Yeah? Good.

Beautiful. Right. It's now time to introduce you to session two, and this is on prime time and time tracking.

These are your secret weapons for winter. Who here thinks they're good at time management? Hands in the air if you think you're good at time management.

Four people in the room. Brilliant. So, and who thinks they're bad?

Who thinks they could do better at time management? Yeah, loads of you. Adam's got his work cut out for him today.

What do you think makes the difference between the good time managers and the bad time managers? Well, it's them knowing where they spend their time, and also being very good at execution, so when they sit down and they do some deep work, they're really good at execution, and this is where we want to get you to. But what's it like for most entrepreneurs?

Most entrepreneurs are running around like little blue bottles, they're overworked, they're underpaid, they pride themselves on being busy, but they're actually busy fools. They do everything from fixing the toilet seats to appraising the deals and trying to bring the money in. But where we want you to get to is to understand that you need to be highly strategic with your time.

It is a finite resource, you cannot buy more of it, and therefore you must value it and use it strategically. You cannot improve what you do not measure, so start measuring it to the second, and you can then better understand how to spend your time better. Now, for me, I've been using Toggle, and Toggle has helped me become a better manager, a better team player, it's helped me become a better delegator and coach, and it's helped me understand where my team is being more efficient and where they're not.

In the early days when I was systemising my HMOs, I used to spend 35 to 40 hours on HMO delivery, and now I spend five, and this is how I got myself in that position. I used time tracking, but I also used prime time to help systemise myself out of the business and go from 40 to five hours. To be honest, I am by no means an expert.

I've used Toggle, I've stopped using Toggle, I have been inconsistent in the past, but there is one man that I know who has time-tracked consistently since I've met him, and probably even before that. I've known Adam since 2019, and there hasn't been a year that he's missed it. So, please put your hands together while I welcome to the stage your head trainer, Mr. Adam Gore!

[Rachel Davies] (12:36:01 - 12:48:54)

Thank you. Happy New Year, everyone. How are we doing?

Are we good? Loving life? Feeling relaxed?

Good stuff. Some of you are literally sitting on top of each other, so if someone's in a tight squeeze, do you want to space yourselves out? Do some people want to move tables?

Rune, you can turn and face me. I think Jacob's getting a bit stressed out because you're staring at him for a while. I know you had to get on your six tables for the presentations, but you don't have to sit on everyone's laps for the rest of the day.

That's not a worry about here. So, get up and give back. You haven't got the context, and Dan just gave you a little snippet, but when he says he's going to give you everything you need, literally, they will design the social media posts and the moving graphics and the videos that you need to post.

It's literally, if you ever wanted an excuse to get better at your social media, to raise your profile, or to raise money for charity, or learn a new skill, and be shown how to do it for free, right, then it ticks all of those boxes, and it might be that you want all of those things. So, for those people that want to raise their profile, everybody, you get a chance to do it for a good cause, not you trying to raise money, not you trying to sell something, you trying to help people. So, you get to learn how to raise your profile and do it for a great cause, and it's very hard for people to not like you for that.

So, I think it ticks a lot of boxes. It's incredibly valuable. I won't say any more about it.

You'll get more month on month from Dan, but literally, for those people thinking I don't know how to do this, they will show you how. Okay. Good stuff.

Right. So, just a couple of announcements before we get into it. Just very, very briefly, thank you to everyone who joined me for Supper Cup last night.

Very enjoyable evening, as always. If you remember, we did launch another date for February, so this is February the 6th, so the Tuesday before the next workshop, and there is one, literally one space left. So, if somebody wants that, they can scan the QR code in the workbook, they can go and see Bianca afterwards.

There's one spot left, so it's first come, first serve. And really, what I want to talk to you about now is the fact that you've done your strategy day presentations, and you've had this kind of accountability spike, but what you'll realise on Property Entrepreneur is that execution is literally everything. And when I say execution, I don't mean going around shooting people, okay?

I mean, it means you pulling the trigger, doing things, taking action. Like how Steve did, you know, Steve Cowgill did on his social media with his campaign over the last two and a half months. Wasn't that impressive?

Right? So, that is a textbook example of someone pulling the trigger, taking action, doing what he said he was going to do. It was obviously difficult, it's challenging.

Marketing is one of the hardest things to nail. It really is very, very challenging. So, what he did was very, very impressive.

And that's what sets us apart from most other people, is everyone talks a good game, but very few people are actually prepared to take action, even if it means failing, even if it means getting a no, even if it means getting rejected, et cetera, et cetera, et cetera. It's like we just try. And that's what we're all about here.

We are triers. We are doers. So, everyone in this room, you know, the people that you're looking at when you're doing the presentations, the people that are going to stand up on stage, we are action takers.

And that's what it's all about. And you've all taken action. You've all done your presentations.

Okay? Even Brendan, did you get your presentation done? Fantastic.

Brendan only joined, you know, two minutes ago, and he already did his presentation. So, I think that's very impressive. Right?

And how... One month ago. One month ago.

Exactly. I mean, yeah. So, that's super impressive.

All right? So, he's obviously... It does deserve a round of applause.

Exactly. Exactly. And I said to him, I said, you've got your work cut out.

There's a lot to catch up on. He said, well, I'm already really busy. And I said, well, good luck.

You know? And fair play to him. He absolutely smashed it.

And that's what we're talking about. You know? That's what it needs.

And the reason why he did it was because he had a deadline of today to get it done. And he committed to come, and he was like, I'm not going to hide in Norway, you know? It would have been very easy, you know, to have a day skiing today and, like, just miss it.

But he didn't. He said, no, I'm going to book on. I'm going to come in.

I'm going to do it. And these accountability spikes are what get results in life. And you'll use them in your business now with your team.

You'll set these deadlines, and they have to do it by that deadline. That's called an accountability spike. And the presentation was an accountability spike.

That's how we make sure you get things done. Now, who's feeling relieved and relaxed? Apart from the people that are probably...

Well, you don't know if you're on stage yet. So, everyone right now is kind of in this ignorance is bliss phase. Who's feeling, like, much more, like, relief, satisfaction, a little bit of joy?

Good. Good. Well, it's very short-lived, okay?

Because there's another accountability spike coming. And this is it. It's called the AGM.

This is your next port of call, the next end of quarter accountability spike. So, some of you will be sat there going, I've absolutely nailed that presentation. I gave it everything.

And others of you will be thinking, you know what? I've seen other people's, and I probably could have done a little bit better. My graphics weren't quite right.

Some people were doing it on the train on the way up. I think Sam's still doing his right now. He's got his laptop open.

So, it's like, you'll fit in one of those two camps. But you've got three months now to get ready for this next accountability spike. And the way we guarantee you get these results, a bit like strategy day, is by holding an AGM blueprint day.

So, we hold a workshop day where we help you write your business plan for your business in a day. So, you know by coming on this workshop that at the end of it, you will have a business plan that you can take to your company AGM. You can show your investors.

You can show your shareholders. You can show your significant other, your friends, your stakeholders that, actually, this is my plan for the business for the next 12 months. This is my tangible printed business plan.

Who here has written a business plan before? Who's written a business plan before? Cool.

Keep your hand up if you've printed and published it. Okay, cool. So, a handful of people.

All right. So, this really is, a bit like your presentation, is your way of just formalising and nailing your colours to the mast about the plan that you are going to do. You've done that for your lives right now.

You now have a very clear life-by-design strategy, I would call it. But you need that same clarity and that same gusto and physical thing for your business. Especially if you've got team members, this really shows them that you are serious about change.

You can distribute this to them all ahead of the AGM and they can really be like, you know what, this girl means business. She's not messing around. This is serious.

It's not just chat anymore. So, this is why we hold this day. It's super important.

And it's basically a whole day where you'll spend the day in the room with me and we will just get this business plan written from 9am until 6pm during the day. So, as long as you turn up with all your homework done, ready to roll, fresh-faced and bushy-tailed, at the end of the day we'll literally send it to the printers and it will be published the next week. So, that is what we are, what we do, what we provide.

You know, what we all need to be making sure we attend. So, it's not just a day. We are making it an overnight experience.

So, rather than just do a day, which we've done before in the past, which is very high value and fantastic, we're actually going to host, after the Property Entrepreneur event in April, we're going to host like a walk and talk. We'll be able to have a chance to have dinner in the Ryder Grill. So, it will be like a lot of chance to get to know everyone else in the community.

There will be other people there, board members, masterminders, advanced people. So, we can actually turn this into a whole 24-hour experience and we're really saying that it's going to be the best 24 hours you spend on the business this year, effectively. So, you can't sign up to it yet.

The brochures aren't ready and I'll be announcing it at the next workshop, but if you wanted to save the date, the QR code is in the workbook. So, it's the day after the programme and it would be your, basically the way you're going guarantee results and actually walk away with a business plan done. Business plan is the sort of thing you think, I'm going to write it, it gets pushed back, pushed back, never done.

You just need the accountability and the support to actually get it done along with the community. So, save the date. The day, you should absolutely attend.

The overnight is optional. So, if you want to do the overnight bit, that's entirely optional. So, I'll talk to you more about that next month.

Any questions on the AGM? No? All good.

Okay, right. Looking forward to working with you on that. A quick reminder about the Winter Hit List.

So, we should all be live with our Winter Hit List. Who is still yet to get it off the ground? Anyone?

Okay, a few people. Nice honesty. I like it.

Okay, good. You should have got to the point where... So, a few people are on this and a few people are just too scared to put their hand up, yeah?

So, I know you've had a lot to do, but you should be at the point where you've created a list, you've created a priority order and you've delegated it to team members. Do you remember this asset we did before Christmas? This is something now that is...

Winter is all about systems, ladies and gents. It's all about building out things that are going to add value to the company. So, you're going to have a big to-do list of things you need to do and this is why it's your winter project.

And if you build the Winter Hit List and you do the things you need to do, writing the business plan is going to be an absolute piece of cake. So, you should have your list, you should have selected what's important. Just to kind of remind you, it's really important to have a timetable of when things are going to get done.

So, once you've got a priority order of your list and the really urgent things need to be addressed first, you know, eat the frog, don't leave it till the end of winter to suddenly decide you've got to build a website, right? So, tackle the hard things first. You've hopefully delegated it out and then you can just focus on executing.

So, there is definitely a planning phase and then it's like, right, X, Y and Z team member or myself, am I set up? Am I ready to go? And all I've got to do now is hit the go button and I'm going to explain to you how you do that in a second with my secret weapons of winter.

And then once you're live, obviously, you've got to manage yourself and manage your team. Agree with your team if they're doing it or an outsourced resource like an EA or someone like that. Agree with them when you're going to check in.

Don't just set a deadline for the end of February and say, great, you're all set, 28th of Feb, cool, good luck. Like, almost guaranteed that's not going to be delivered on the 28th of Feb. So, what you want to do is be like, okay, it's 28th of Feb, you know, how often would we like to check in?

Well, let's do a weekly update, let's do a fortnightly call, you know, and start creating what we would call like an SCS around the project. So, you know, how often you're going to have a touch point with the team member so they have got the support they need to do it and you're holding them accountable and checking that they're on track. So, all these things need to be put on your action list, they all need to be happening.

If you want to get a step change in your business, you've got to get out of the noise of the day-to-day and start working on the business. And this is how you'll judge your success. This is our property entrepreneur scorecard for the winter hit list, right?

So, it's the first page of the asset for everyone that's already done it, as you know. We've done it, you know, we've got 70 tasks, 76 tasks, 70 of which are still outstanding. It's been clearly delegated to different people.

We've done a timetable, we're rocking and rolling. That's our, you know, that's us a week in. And what we're going to do is we're going to post this every single week in the Facebook group.

So, as accountability from our side to show that we also walk the talk, Bianca, who's leading this, obviously, as our lead ops, is going to be posting this and showing you how far we're getting. So, that's our little accountability, and we would invite you to do the same. Okay, so it's a bit like a Sunday sanity style thing.

It's not like, you're not going to not pass the program if you don't do this, but it might be nice as an accountability piece to just keep us updated. So, I'd really encourage you to do that and get going. It's a nice little scorecard, works really well.

Has anyone got any questions on the winter hit list? Is anyone a little bit unsure? Because there are no such thing as a stupid question, okay?

So, if you're still thinking, what is this? Like, you know, just please ask. Like, please ask away.

Yes, Grant. Can we get Grant a mic, please? Where's the catch box?

Thank you, Brendan. Well done. Wow.

Wow. Wow. I thought I'd seen it all, but...

[Grant] (12:48:54 - 12:49:15)

Right, so we've got all of our tasks mapped out, and for me and Kay, we will be delegating those to our direct reports, and they'll probably delegate some of the tasks to people underneath them. So, should we just have our direct reports on here, or should we have who actually the task is being delegated to on the back end?

[Rachel Davies] (12:49:15 - 12:49:19)

Yeah, that's a good question. I would definitely have who is owning the task on there.

[Grant] (12:49:20 - 12:49:20)

On the back end?

[Rachel Davies] (12:49:20 - 12:49:25)

Yeah. Yeah, like, who's responsible? This document is a team document.

[Grant] (12:49:25 - 12:49:36)

Yeah, because we've got a what's not working group in our team slack. So, we're going to change that to our winter hit list. So, we're just going to have all the team in there, and we can post this on a weekly basis.

[Rachel Davies] (12:49:36 - 12:49:50)

Yeah, love it. And, you know, thank you, Grant. What am I doing here?

We're gamifying this, all right? What this is, is a huge to-do list. But now we're turning it into a game, because now everyone's got a score, everyone's got a percentage, there's a leaderboard.

[Grant] (12:49:51 - 12:49:51)

Absolutely.

[Rachel Davies] (12:49:52 - 12:50:33)

This is the KPI for winter. You know, if I talk about what's Bianca's main KPI for winter, you know, she'd say straight away, it's winter hit list delivery. This is the thing that we're making a focus for this quarter, right?

And this is your focus for the quarter. Your focus last time was clarity and the presentation. Now it's getting step change in your business, working on the business, and finishing with a business plan.

So, this should be the thing that you are spending your prime time, which I'm going to talk to you about, on. But I would definitely, yeah, put the person who's responsible. What I would do is I would, you deliver it to your team leaders, or your mini-managers, or whatever you called them, and then they can then delegate down to their team.

[Grant] (12:50:33 - 12:50:34)

Let us know who's doing the task.

[Rachel Davies] (12:50:34 - 12:50:36)

Yeah, or they enter it.

[Grant] (12:50:36 - 12:50:37)

And they can own that, yeah.

[Rachel Davies] (12:50:37 - 12:59:03)

Absolutely, just give it to them. You don't have to micromanage them. You know, you say, look, these are, this is ops, and hello, head of ops.

However you decide to delegate these is entirely up to you, right? And then you're just going to hold the head of ops responsible, and they're going to hold their three team members responsible. And they're going to have a weekly check-in on it, and things like that.

And I, when I had a company, and of those people that have got small teams, we would have probably four or five group meetings about this during the winter. Like on a Monday morning, or something like that. We'd all get together, we'd just talk about when to hit this progress, challenges.

I think your job as a leader is to make this visible, so they know it's important. And the way you make it important is by having meetings, and posting scorecards, and holding people accountable on an individual level, and as a group. And you know, it's very, if you have got like an underperformer, and everyone else is getting theirs done, you know, and like, you know, Dan's like lagging behind, do you know what I mean?

Like, Dan's going to like pick it up, you know, Dan's going to think, right, well, I better get those done, you know, so yeah. Dan did actually have six, but he made me take four off, so. That's another story.

Any other questions about the winter hit list? Great, okay, that really is your main focus now, ladies and gents, that is your main focus. So, I've just given you probably a load more work to do, and think about, that's why everyone's looking so serious.

Who here has got like bags of free time, and they're thinking, great, this is what's going to fill my days, I've got loads of free time, this is going to be great. Good people, that's good, love that. Gary's licking his lips, he's like, yes, I'm going to get my teeth into.

Who here, though, is struggling for capacity? Who's a bit too busy? Yeah, most of us, okay.

So, what I'd suggest you do, the reason why I make you delegated out, is because you've already got enough to do, okay, and the goal of this is to buy back some of your time. The reason you're writing a system, or hiring someone, or writing a system and then hiring someone, or streamlining the way something's done, is because at the end of winter, you're going to have bought back some of your time. So, there's two ways you can solve this problem.

One is, you can hire in help. You can get an assistant or help to do this, and you pay for it. You just simply say, I don't have the capacity, I'm going to enlist an EA, a VA, or if you're really short of time, a VA agency, just to give some of these tasks to, or your friend, your housemate, your cousin, whoever's going to do it.

And the other way you solve it, and I would say you do both of these things, is to be more productive. You need to be like a Rolls Royce, fighter jet, F1 car, productivity beast. If you do both of those two things, then you will achieve this.

Okay, so that's where I want to get you to now. And the podcast that I want you to listen to, to think about delegating, is called The Task Triangle. And we have this mantra, do nothing, delegate everything.

This is episode 49, put it in your action lists. We were talking about this a bit at Supper Club last night, it's like, you want to be the one giving the direction, which is the top of the task triangle. So you are giving the direction, I would like this done, this done, this done, this is how I like, this is how I see it, this is the result I want.

And then you want to delegate that onto someone else who does a lot of the heavy lifting, which is lower down the triangle. And the people that are highly leveraged entrepreneurs, are the ones that operate at the top of that triangle. So every task can be broken up into different components, and it's your job to find other people to do the heavy lifting for you.

You want to do the heavy thinking, and everyone else wants to do the heavy lifting. And this is a new skill for lots of you, because lots of you don't have team, and you're not well practiced at delegating. This is just because this is just the natural life cycle of an entrepreneur.

So I recommend that podcast. And with regards to the winter hit list, this man, Chris Moss, okay, absolute beast, like one of our star performers. Obviously, he's one of our trainers, you met him on the blueprint, he's going to be doing sessions over the summer.

He's got multiple teams, he's got multiple businesses, and he's got a track record of just executing on property entrepreneurs. He's one of the incubators as well. And he's going to be doing a midweek mentoring on this on the 17th of Jan.

So those midweek mentoring sessions are very valuable, and Chris is absolutely one of the best. So put that on your action list as well for the 17th of Jan. So that's next week, right?

So yeah, so next week to get you kickstarted, get you going, answer any more questions. Right, prime time. So your secret weapons of winter.

Without a doubt, one of the big things that changed for me as an entrepreneur was when I learned to be much more productive, and I got my self-organization, as I call it. At least I got my shit together, you know? Like I became organized, I had a diary, I was on time, I was ahead of the game, I wasn't stressed out, I didn't miss deadlines, I didn't forget things.

Like this is what happens when you get too busy. You need systems to make sure you can actually be this F1 car fighter jet style entrepreneur that you're all going to become. So yeah, two secret weapons for winter.

The first one is prime time. Now prime time is definitely not cave time. So I want to explain the difference.

Cave time is what we do in autumn and through the year periodically when we want to solve a problem, like come up with an idea. It's journaling, it's reflective, it's like, yeah, it's very often bigger picture, it's creative. It's creative time.

Prime time is normally done in the morning, right? I mean, that's a good time to do it, right? Because you've got a clear head.

Prime time is the same. I would normally do prime time in the morning because I'm fresh, but prime time is actually doing the execution. It's like doing the work.

This is when you're building assets. This is when you're writing job descriptions, doing your business model. This is it.

This is when you're doing the on the business work that you need to do. And this is where you really expend a lot of energy to actually change the business. Now, lots of people say to me, well, can I get my team to do prime time for me so I don't have to do anything?

And I was like, well, yes, they can do prime time, but ultimately no one is going to build your business for you. So this is where you have to take responsibility for change in your business. No one is coming to save you.

I can talk till I'm blue in the face about how I did it. Josh can share the same, Rachel the same, but ultimately how we did it was we rolled our sleeves up and we got to work and we built our business one brick at a time. And it takes months and years.

It doesn't take days and weeks, but every year you get a step change. And if your step change this year is just to hire a VA, that's going to make a huge difference to your life going forward. And it might take you winter to do that, but that's a significant step.

Because that's what we do. So it's your responsibility to get this done, which means you're just going to have to do the work. I said this to you when I invited you to join us on this journey on the blueprint.

I shared this with you that one hour a day will change your life. What I meant was prime time will change your life. Focusing on this high value on the business work at the start of every day as your absolute priority will allow you to change the business.

And it's very hard to see this initially, because right now all you see is the noise and the chaos of your business. You've got 52 unread emails. You've got 10 meetings today.

You haven't been to the gym for two weeks. It's you are seriously behind and overworked and underpaid. When you're running your business, that's your current business hat.

That's the chaos. What you've got to do for an hour or 90 minutes a day is start working on the future. Because that noisy chaotic business is always going to be there, and it's never going to change unless you actually spend time working on the business.

And so it's like you've got to have two hats. You've got to start in the morning with working on the business. And then once you've done the thing you needed to do that was on perhaps on your winter hit list, then you can come out and you put your head above the parapet and all the gunfire happens.

And it's like crazy madness, customers, suppliers, cash flow issues. That's all still going to be there, but it's never going to change unless you work on it. So gradually, gradually, gradually, prime time is what's going to get you out of it.

Does anyone have any questions on prime time and just generally how it works, tips, tricks? So yeah, Claire and Steve, please, if we can get the catch box around or the mics. We'll start with Steve first because the mic's there.

Yeah. Liam, do you want to chuck it to Claire as well? Steve, go for it.

[Speaker 10] (12:59:04 - 12:59:14)

Probably for my clarity, but maybe everyone else's. Between prime time and Sunday sanity in terms of, is it a case of prime time can be used to deliver the Sunday sanity?

[Rachel Davies] (12:59:15 - 12:59:54)

Yes, that's exactly it. So Sunday sanity, obviously you're doing it on the weekend to plan your week. So two things you need to be a successful entrepreneur.

One is you need to have a good strategy. And the second one is you need to pull the trigger and execute. So if you're thinking about that in your week, your strategy is strategically, how am I going to spend my time this week and when am I going to do those important tasks?

What tasks am I going to do and when? And then you're into the week. And I think as you or someone said last night in Supper Club, the week is just execution.

All the thinking's been done. It's just like, I'm doing this, I'm doing this, I'm doing this. There's no thought.

So that's really, yeah, prime time is when you would do your heavy lifting tasks and they'd probably come off your winter hit list as well at a higher level. Claire?

[Speaker 13] (12:59:55 - 13:00:11)

The morning works for me, but I'm sure there's people in the room that think, oh, actually, do you know what? The morning doesn't work for me. I should do this in the afternoon or last thing.

I was wondering if you could just sort of justify or talk a little bit more about why first thing in the morning and whether that is an option to be flexible on it.

[Rachel Davies] (13:00:11 - 13:08:09)

Yeah. So I mean, I always find, so there's a few things that I think that why I like the early morning. In the morning, no one else is awake.

So if you're struggling to find the time, you can get up early before your kids potentially, before the phone starts ringing, before emails start coming in. So I just think there's a lot more clear air in the morning, generally. Everyone can get up earlier and go to bed earlier.

So everyone can find the time by losing an episode on Netflix and replacing that with prime time. Because that's what it ultimately comes down to. Do I press play on Netflix for another two episodes or do I go to bed and get up early and spend 90 minutes building my business?

I also just think, I believe in this emotional credits idea that you wake up every day with a certain number of energy credits. And the reason why Steve Jobs and people like that wear the same thing every day is because they don't have to use any energy deciding what they wear. And as you go through the day, whether it's figuring out how to get to work, whether you're going to go to the gym or not, what you're solving problems that your team have brought you or answering your 50 emails, you've slowly depleted your energy credits.

And then by the end of the day, you're just not as fresh as you were at the start. So I like to start and use, I've always found that whatever I've achieved has come first in the day, it's the priority. And by doing it first in the day, you're making it the priority and therefore it's going to get done.

Whereas like going to the gym at 6pm is way less likely than going to the gym at 7am, because at 5.35 a crisis happens. So I'm just a massive believer in the morning. And I also think that the morning is the thing where you can decide what you do.

So for example, you decide in the morning whether you open your emails first or not. Like you literally decide. You open your laptop, like you might even need to not open your laptop, you know, what you might be doing might be off your laptop, but it's like you are in charge.

Well, actually the chimp brain is in charge and the chimp brain wants to check Facebook and email because it's easy. But if you actually say, no, I know what my task is tomorrow, I'm going to write that job description and you just sit down at your computer and maybe it's even on your computer when you go to bed and you shut it and you wake up and you go, oh yeah, that's why I like the morning because I can be intentional. And then all the other stuff, even if a house is burnt down, I'll find out about it at 10 o'clock.

You know, it's like there's no need for me to know at 8.30 or 6 in the morning. I'll find out about it at 9, you know, let me know then. So that's why I like the morning.

Yeah. Okay. That's a nice question.

Any other questions? Okay. So what I'd suggest you do is put this in your diary.

Like I would start thinking, when am I going to do prime time? I'd recommend between an hour and 90 minutes to get going and I would just now make it part of your day. Okay.

Put your five sessions in there from your top 10 and get it done. So, right, moving on to time tracker. Right.

So time tracking. So now we know when we're going to be productive, how can we be more productive? So this is a system that we use to see where our time goes and to become way more productive.

So I'm going to talk about the why this is important. Then I'm going to show you how to get set up on Toggle and then we're going to do a session in the room. We're going to get everybody set up on Toggle right before we go to lunch.

Okay. So first and foremost, the reason why we do this is because it will increase your productivity. Once you start and start a timer, you've gamified it and your brain is like, oh, wow, I'm on the clock.

Okay. So it's gamifying it. By starting and stopping the timer, you will see an increase in productivity.

For those people that procrastinate, this would be a great tool to solve that. All right. Second is, frankly, just visibility over where your time is going.

You can't manage what you don't measure. So there's no way for you to make any strategic decisions about your time unless you can actually see where it's going. And everyone thinks they know where it's going, but it's like they think they know what they're eating until they have to use MyFitnessPal for a week.

And then they're shocked at what they're actually eating. All right. It's like it's the same thing.

So we need to actually see what we're working with. Otherwise, we really don't know where we're going. And, yeah, ultimately, time is the only thing that we cannot ever get back.

So don't we all want to know where the most valuable and precious resource we're ever going to have is going? All right. This is why time is not to be wasted or taken lightly.

It also will help your team. So once you've learned this and you've got team members that are super busy, snowed under, and threatening to leave because they're overworked and underpaid, you can use time tracking as a tool to help them figure out where and help you figure out how to delegate some of their workload. Like, oh, my God, I can't believe you're still checking this for an hour every day.

Why are you still doing that? Well, you told me to do that two years ago. Did I?

I completely forgot about that. You don't need to do that anymore. It's like, you need some data.

You genuinely need some data for where's your time going so that you can help them out. And ultimately, on Property Entrepreneur, what we want to do is every year we want to raise your rate. So you don't know what your hourly rate is unless you track your time.

So if you really want to know what your hourly rate is, you've got to track your time. And then you divide the amount of money you made that year by your hours. And for those steals in the room, that will know that equals your hourly rate.

I'm a blaze and even I know that maths works. Does that maths work? Okay.

That's how you do it. It's like I made 100 grand this year and I worked. I'm not even going to go there because I won't be doing the maths.

All right. But it's like, you're going to know your hourly rate. And that's why this is so important.

And when I say time tracking, what does everyone think when I say time tracking, like when it first comes to mind? Come on, shout some things out. What do you think when I say time tracking?

I want to get you to track your time. What do you think? Mark?

Spreadsheets. Timesheets. Boring.

Thank you. Someone was honest. What do you think, Mark, when I say time tracking?

Yeah, yeah. Negative. Exactly.

Negative. It's like, oh, it's controlling. Niraj?

Shout it out. Just shout it out. Exactly.

But initially intimidating, daunting. It feels like we're in a dictatorship. We've got to track our time.

That's not why I became an entrepreneur. I want freedom. I want to be free.

I'm Braveheart. It's like, no. These are the reasons why it is actually going to set you free.

It's going to get you where you want to get to. So a good example, as I've said, is when you're busy, when your team are too busy, and they're like, I'm too busy. I'm too busy.

And it's like, OK, slow down. Slow down. Right.

First thing we're going to do is we're going to see where your time's going, and I'm going to help you. And it's like, OK, that's a really good example. Another good time to use it is when a team member's leaving.

So you can actually see what they're doing. You're like, right, OK, thank you for handing your notice in. What do you do now for the next two months?

We'll have a good handover. We want to leave as friends. It's like, can you help me?

Let's track your time. Let's see where your time's going so I can help delegate better. Other good times is times of change.

When something happens big, like COVID, the first thing I did was like, right, everyone's got to track their time. I need to see where everything's going so I can make strategic decisions about the business. So it's a really important tool for us, but also for our team.

Now, I've talked about, I've done time tracking now. I mean, I lose count, but it must be 12 years. OK, 12 years I've done time tracking for.

Long time. And I talk about it a lot. Now, there's someone in the room who I talked about for years and years and years and resisted it, but eventually did it.

So if Josh is in here, Josh, can you tell me your experience of time tracking?

[Adam Goff] (13:08:12 - 13:08:40)

To me, it was another thing to do. And it was like, I've already got so much going on. The idea of time tracking all of that and the admin associated with it was quite overwhelming.

But then my complaint was I was too busy. I had too much going on, like a lot of people in this room. And I did it.

And it was easily, as a result, probably the kind of year to two years that I did it initially, which is absolutely life changing for so many reasons. That was the year we went from, have you got the graph? Do you want to show it now?

[Rachel Davies] (13:08:40 - 13:08:41)

I have, yeah.

[Adam Goff] (13:08:41 - 13:09:54)

This is what I showed my end of year presentation. It's literally 60% less hours. This is January 2021 to August, so a nine month period.

But then this is our profit, went up by 40%. So I went from literally working 30, 40 hours in the office to literally about 90 minutes a week on the letting agency. But the profitability went up by 40%.

So if you look at like an hour on rate, it was just absolutely game changing. And I was chatting to Rachel before. It's like we sometimes achieve these milestones in the business, like completing the financial fortresses and stuff like that.

And they kind of feel fine. It's like, oh, great, it's done. But you don't really have these days where you can't really believe this.

But when I did this, it was just one of those things that every day I'd wake up thinking, I can't actually believe this is real. To a point it almost made me sometimes a bit anxious. I was like, surely something's wrong, surely something's broken.

But I couldn't believe the free time I had. But also look at the P&Ls every month, and the numbers just kept going up. I just couldn't believe it.

And it was like, it was all to do with tracking your time, delegating all the tasks that you shouldn't be spending time on, seeing what's repeated tasks that you keep recording that actually gets off my plate, and really focusing on the high value stuff. And the results just naturally followed. It was an incredible experience.

[Rachel Davies] (13:09:54 - 13:17:30)

Absolutely amazing. Thanks for sharing that. Let's give Josh a round of applause for that.

It's amazing. So what I'm trying to do is really bring this into focus, because this isn't about tracking time, right? This is about understanding where your time goes, what you can delegate, and how much you're earning, and how you can increase that every year, how you can beat it.

We can all want to make more money. We want to work less. This is the metric that gets you that.

This is the vehicle that takes you to la-la land, all right? This is it. So yeah, we're going to go through a setup now.

So this is what we're going to get everyone to do. So we're going to get everyone to set up Toggle on either your desktop or your phone. I'd recommend both, because then it's really easy not to forget it.

Then we're going to put in some projects for you to start tracking your time against. We're going to do a maximum of five, plus I like to have one for inbox slash WhatsApp. So I have five high-value projects, five different areas of my business, or five different businesses, however you want to do it.

I'll talk about it in a second. Then one for WhatsApp-y, inbox-y, annoying admin-y stuff. You might want to set up a project for your different distributions of focus.

You might want to do one project for your 70%, one project for your 20%, and one project for your 10%. That would be okay. That would be a good place to start if you've got three businesses.

You could just have three projects, plus one maybe for inbox and admin and stuff. By the way, I always get this question, no, you don't need to track your time when you're going to the toilet, just in case, because I always get that question. You absolutely don't have to track it when you're going to the bathroom.

You may decide to set up projects for the type of work you're doing. This would be particularly important if you were in a really busy, noisy business that was really your focus. You might do this on top of the last point, where are you working on your business, where are you being a manager in your business, and where are you actually delivering the work of your business?

The three different types of work that you can do as well, they're ideas for your projects. Then what you're going to do, and I'm going to show you how to do this, is pull reports so you can look at it on a daily, weekly, monthly, and annual basis where your time is actually going. This is the setup.

I'll put this up on the screen when I, don't worry when I go through it. We're going to go through Toggle now. Dec, if you want to switch me over to the Mac.

What I'm going to do is I'm going to do a demo. Let me just explain what I'm going to do. I'm going to do a demo, and I'm just going to demonstrate all those things I just said.

Then we're going to have a little bit of time for everybody to do it themselves. This is very much how we work on Advanced. We'll give you something to do, and then you can work on it quietly on your tables.

You can put your hands up if you need any help, and then we'll come and support you. Just for now, just watch and just understand what Toggle is. Obviously, you'll have to set up a Toggle account, which is super simple.

For those people that don't know, it's toggle.com. You set up a Toggle account, and then you'll go to a homepage. Now, you can see that this is my, I'm actually, I'm obviously delivering PEP.

It's on. The timer is on. You go over to Projects, which is over on the left, and you just start a new project.

It might be that I'm going to do business delivery. I'm going to create, I might give it a nice color or something like that, but for now, I'm just going to create it. I've created one of my projects, and then that's it.

That's what I'm going to do. For the first thing, what I want to do is create my three to five projects. I'm just going to create a project like that.

That's pretty much that. Once you've created that, then just in terms of how Toggle actually works, all you do is at the top, you just say, well, what am I working on? Well, right now, you're all doing something.

You're working on the business. You're at PEP. You're like, okay, cool.

I'm at PEP, and actually, the project would be probably on the business, so I'm working on the business, okay, because this is business time. All of you can set this up and start it. You start it on the business.

You can actually create a project from there, actually. You create a project. You go, thank you very much.

I'm on the business. Has everyone followed me so far? Then actually, when did it start?

Because sometimes we start tasks, and we forget to start the timer, all right? Actually, this started at, unless you're Jamie York and Sam Spencer who came late, 8.30 this morning, all right? You started that at 8.30 this morning. I've been doing that for four hours, 44, and then that's going to run until the end of the day, and I'll probably forget at the end of the day because I'll be saying goodbye to Adam and telling him what a great day I've had and all that sort of stuff, and then in the morning, it'll still be running. You'll be like, oh, man, still running, and you just press, okay, I'm going to stop this now, and I'm going to click into here, and I'm just going to edit it, so actually, it stopped at one, and you can just change the time as you want, and then you can just edit that, so you go, okay, cool, so I didn't actually spend 20 hours at Property Entrepreneur, and then you go again, and it's like, well, what am I doing now?

Well, I'm working on my winter hit list, all right? I better get to work, all right, and that's it. That's pretty much it, so that's how you set it up, and then in terms of reports, it's super simple.

You just go over to the left, and you say, right, cool, this is this week. This is this week, and I've got, you can do it by duration. You can do it in order.

You can do it in percentage, and it tells you not only how many hours you're doing, but also where it's going, and I'll do it on an annual level, like the last 12 months, but when it comes to me doing my strategy, one of the first things I do is I look at my hours, and I look at where all my hours went, and look, I spent 289 hours on this role, and then I know how much I earned doing this job, so I now know my hourly rate.

It's really simple. It's like, well, okay, well, if it took this many hours last year, do I want to do more or less, and how's that going to fit in with my strategy, and I've suddenly got all this data, so that's it on an annual basis, but on a weekly basis, which is where I want you guys to start from now on, is to look at last week when you do your Sunday sanity and say, okay, cool, well, last week, what did I actually do last week?

Okay, cool, well, I obviously had a bit of an off day on Monday. Well, it was New Year's Eve, so we forgive ourselves, but it's like, look, this is how I spent my time. I spent an hour on barley, and I spent quite a lot of time planning every day, because that's what I do, and a bit of stuff managing my financial fortress, and working for PE, and clearing the inbox, because there was stuff over Christmas, and running PE, and stuff like that, so this is literally what I did, ladies and gents, for about two years in capital living to get myself from being the busiest man I knew to running that business on a couple of days a week, because every week, I would look at the list of things I did, and then I would think, right, what do I need to delegate, get rid of, and just, frankly, just get off my desk, and week by week, I was giving things to other people, hiring other people, and I was reducing my hours a bit like Josh, and obviously, increasing my hourly rate, so any questions?

Yes, okay, good, wow, loads of questions. Okay, let's get some mics going on. Thank you.

Yes, go for it.

[Speaker 9] (13:17:32 - 13:18:03)

Can I just ask, can you have subcategories? Because I'm thinking, I have business delivery, which is 75% of my week, and then 25% is business development, but within that business delivery, I currently have 35 projects, and I need to track my time on each of those projects, and for the last six years, I've just used an Excel spreadsheet, because I need to then charge each of those 35 clients for that time.

[Rachel Davies] (13:18:03 - 13:18:48)

So you do have a client's part here. I don't use this, so it might be that if we had a client, that we can actually attach, here we go, what's this? This looks like it could be client.

Yeah, billable hours, exactly, so it might be that you don't need to, you know, you just need to tag a, you know, have a project like delivery, and then you can just tag a client, you know, like you've got billable, billable, this might be, you might have to pay for that element, which I'm not, I'm sure you won't mind. The fact that you're doing it on a spreadsheet is, it's time to change, you know. Yes.

Have you, please, yes, if we can get a mic to Neeraj, that'd be great. Thank you, Neeraj, that'd be helpful. I don't actually bill out to clients.

[Josh Keegan] (13:18:48 - 13:20:02)

So the way this works, and hopefully you don't want to confuse or overwhelm anyone, but projects are attached to clients. If you choose to use a client, you don't have to at all. So the hierarchy is clients, projects, and then tasks.

So you could either assign individual clients, or there is a tag system in here, and you could use the clients as a tag. I'd use one or the other, but the point is, you'll be able to get the data out. You might need to play with it a little bit, and what I'm saying won't apply to most people here, but I found Toggle to be super, super user-friendly, and there's loads of good YouTube videos on it.

So one of the reasons why I've stuck with it is, from what Adam was showing, you can change and edit anything just by clicking on it. So, yeah, I just play around with the client system and the tag system, but the only thing to bear in mind is that each project can only be assigned to one client. So if you're doing the same thing for 35 clients, you'd need to set up 35 clients and then have subprojects, it might be easier just to put a client tag, which you can make anything you want it to be, to whatever you're doing for that client.

But if you have a little play, you'll figure it's super intuitive.

[Rachel Davies] (13:20:02 - 13:20:39)

Yeah, and the other thing as well is when you've got team members, like admin is Tony, so I can see Tony's work, right? So this is Tony's hours, my EA, but I've got complete visibility of my whole team, because it's an organisation. So I can see what she's done, how she's spending her time.

I don't have to ask her the time sheet, it's just done. She's an assistant, she works. So your question is quite specific.

The answer is yes, but yeah, you're already tracking your time, which is great, now you've just got to change the system. So today you might not be able to solve that in the next five minutes, but you'll be able to go away and solve it within a few days, definitely. Any other questions?

Yes, Andy.

[Speaker 11] (13:20:39 - 13:20:45)

What about unproductive time, so distractions, people interrupting you, do you track that as well?

[Rachel Davies] (13:20:45 - 13:21:12)

Yes, yeah, absolutely. So like, no, I don't, but what I would do is if the phone rang and it was, you know, my cleaner, and then I'd been chatting for an hour, I would just stop this and go back and edit. Like I would take it off, you know, because I'd forget to stop because something distracted me, like, you know, the cat had a problem or whatever, and then I'm sorting the cat out of the bath, and I'll come back, oh, my timer's still clicking, right, I'm just going to go back half an hour, and just keep it accurate.

[Speaker 11] (13:21:12 - 13:21:28)

But would you track your wasted time, though, because, or distracted time, or unproductive time, because I feel that that sometimes is a lot of where my time goes, is people coming in, asking me questions, and it's then for me to track that to then get a process in place.

[Rachel Davies] (13:21:28 - 13:22:14)

If that's a problem for you, I would just create a project called distractions, or like noise, and it's just like every time that happens, someone talks to you for half an hour, it's noise, you know, and it's up to you how you track it. What I'm trying to do now is get you started, because the hardest, the reason why people don't do this is because of the reason we talked about, but also because it's just hard to learn anything, you know, it's just like, there's resistance, so now it's just like, could, even if, ladies and gents, you just press start and stop for the next 28 days, and just worked out how much you were working, that would be progress, right, and then you can start to get more detailed about, okay, well, what work was I doing, and actually, I need a new project, so when you review it weekly, you can fine-tune. For now, it's like, if you just started and stopped, it would be great.

[Speaker 17] (13:22:17 - 13:22:17)

I have a nightmare.

[Rachel Davies] (13:22:18 - 13:22:19)

I know, I mean, oh, sorry.

[Speaker 10] (13:22:21 - 13:22:35)

If I need to go into an email and find an email and find myself 20 minutes later in my inbox, so is there a way that, and I wouldn't be able to track that, that'll just happen, is there a way to toggle weeks to your inbox so you can automatically detect when you're in your inbox?

[Rachel Davies] (13:22:35 - 13:22:40)

Do you know the answers to that question? Could you chuck the mic over, please? Thank you.

[Katie] (13:22:45 - 13:23:34)

So, in our company, we use ActiveTrack to track in the software system, and what that does is it tracks clicks on your website, so it'll say, say you've got a website that's open but not been clicked, that'll be tracked as inactive, and we can train it with AI to see what websites are acceptable for different departments. So, for example, with our sales team who are maybe doing social media posts, it'll say, yeah, Facebook's an acceptable platform for you to be on, but that's maybe not an acceptable platform for our maintenance team to be on, for example, so you can track it like that, and it actually tracks active click-through as well, so if somebody's just sitting with your system open but not actually using it, not actually using emails, then it tracks that.

[Rachel Davies] (13:23:35 - 13:23:40)

That's scary. But in terms of Steve's problem, though, for his own distraction, is it like...

[Katie] (13:23:40 - 13:23:43)

It tracks your inbox, though. It can track clicks through Gmail.

[Rachel Davies] (13:23:43 - 13:23:45)

Okay. Yeah. That'd be interesting.

[Katie] (13:23:45 - 13:23:54)

And the other system we use for the phones is RingCentral, and that tracks all the phone calls that's made or...

[Rachel Davies] (13:23:54 - 13:24:12)

I've used RingCentral. It's very good. Thank you so much.

Thank you for that. What I'd say is, like, you'll get lost and then you'll come back and you'll see your toggle on, and you'll be like, oh. It's self-awareness.

It's awareness that you've got lost. Yes. Well, one more question, then we'll just get into this.

All right? We've got to go to lunch. Yeah.

[Speaker 12] (13:24:13 - 13:24:16)

Do you link your calendar to it?

[Rachel Davies] (13:24:17 - 13:37:38)

I think you can, and I think you can link Asana to it, but no, I don't. It does know what my calendar says, and it sometimes says, are you doing this? So I'm sure there's way more clever features.

Like I said, for now, the main thing is just to get everyone started. So what I'm going to do is I'm going to flip back to the screen deck. So just now, I'm going to give you...

You've got a little bit of time now, five minutes, okay, just to create a toggle account. All right? No talking.

If you need help, put your hands up for help. Okay? Set up your toggle account.

I'm going to put it on screen what you've got to do. Set up your projects. Have a little play with it so that when you go home tomorrow, it's just not a hard thing to do.

This is something that and start the timer. Start the timer for PEP. So we're just going to...

If you've got any questions, put your hands up. Let's keep the noise down, please. Thank you.

It's on the screen if you need it. All right, ladies and gents, we'll wrap it up there. So hopefully you've all got started.

Toggles look no longer a scary thing. I'm just going to run you through what you do on a weekly basis, all right, to actually get the results, all right? Like I've already alluded to this.

This isn't going to be new information. This is the process you need to go through every week. First of all, so we can put our laptops down now.

We can shut our laptops, okay? Everybody, thank you. Yep.

Last few minutes, we're going to go into lunch. On a weekly basis, you look at your tasks and you eliminate the things that you don't want to do anymore. Dan always used an example.

He used to go for a second haircut in the month. He just decided to stop doing it. He was like, why do I do that?

It's just ridiculous. So he saved himself like two hours a week, all right? Two hours a month.

So you stop doing some things. Eliminate. The second thing you do is you think, well, what can I automate?

What am I doing here that takes a lot of time that actually I could seriously automate, whether it's AI or a clever system or something that could just do it for me? For example, you know, tracking your time, going from using a spreadsheet to using toggle is as much more automation, isn't it? So what can I automate?

And then also then, what can I delegate that's low value? Why am I still, you know, why am I still writing out the birthday cards? Like, why can't I write a note about what to put in a birthday card and give it to an EA so they can write the birthday cards?

You know, for example, like it's low value work, but the intention is good, but you don't actually need to be the one that's doing it. So if you use this eliminate, automate, delegate, and you do it on a weekly basis, you'll start to create more time. And by creating more time, you'll focus on higher value things, which will increase your hourly rate.

And that's the game, all right, because we're already too busy. So when you're actually using this, what you want to do is you want to keep this accurate on a daily basis. So you want to have it as the first tab on your browser, you want to have a post-it note on your screen until this becomes like habit.

You want to have it open on an app on your phone, so it shows it's ticking, so that you always keep it updated. And just accept that until you get good at this, there's going to be time spent adjusting it because you left it on when you went to the football. You know, it's like, that's fine, but it's still running and you just adjust it.

Just you must make it accurate. Don't be ridiculously pedantic with it, but it does need to stay accurate. Otherwise, it's not going to be of value.

And then effectively, the system that you're going to use is you're just going to work, you're going to track it, and then every day or week and month, you're going to review it, you're going to make some improvements, and then you're going to repeat it. And like I said before, slow and steady wins the race on this. And very, very soon, you'll start to see a step change.

Like I absolutely guarantee results. In fact, honestly, this is like a money-back guarantee. I'll tell you now, right, if you try this for a week and you think it doesn't work, it doesn't make you more productive, it doesn't give you more clarity, it doesn't give you value, I'll give you the opportunity to jump up on the mic next time and tell me so.

I guarantee this will work. Literally, it's proven to work. The only reason it won't work is if you don't actually do it.

Oh, Gary's woken up, isn't he? That's exactly not what I said. I just want to stress how important this is.

This is very easy to think about and not do, but this is why we've made it your 28-day challenge for the month. So, this will be your challenge. So, what I want you to do is every week when you post your Sunday Sanity is post a screenshot of your toggle with the same Sunday Sanity from the last week.

Absolutely, all right? So, even if it's got 15 minutes on it because you forgot, that's okay. At least it's a start.

We'll do better next week. But that's your challenge, should you choose to accept it, all right? Execution is everything.

I'm going to give you another podcast to listen to. I'm going to just invite Rachel on stage to close off. Episode eight.

You need to become a productivity powerhouse this winter. There is another episode called Get Stuff Done, okay? And this is just about you executing.

This is a great podcast to listen to, to help you fire up the flywheel and become like an absolute beast this winter. So, at the end of winter, you've got a business plan, you're rocking and rolling, and you're ready for championship season. Good.

Enjoy that session? Good stuff. Okay, the midweek mentoring is going to be delivered by this board member, Tony Rigby.

Okay, Tony is literally an execution powerhouse, right? This guy does whatever he says he's going to do, right? He leads the board in this execution is everything.

Whatever he says he's going to do, he does. And he might not necessarily get the results he wants from it, right? Because not everyone can, some of these things are out of his control, but the actions he says he's going to take, he absolutely takes, and he's meticulous about it.

So, if you want to hear from an absolute maestro on this, then 31st of Jan, Tony Rigby. He's an absolute high performer, an absolute legend as well. So, I'm going to invite Rachel on stage now.

Let's give Rachel a round of applause. Thank you very much.

[Event MC] (13:37:43 - 13:42:47)

Thank you, thank you all. Thank you all. Right, did everyone enjoy that?

Yeah? Are we all going to toggle? Or clockify?

Good, good, right. Just a bit of sentiment from me. The thing that you need to get your head around is the discipline of it.

So, the difference is in the discipline in terms of doing prime time, and the discipline of doing your toggle. So, just get it done, and you will see your business transform. And if you forget to use toggle, don't give up.

As Adam said, just carry on. We all make mistakes. It's really, really easy to correct it, yeah?

So, don't give up because you forgot yesterday, and you haven't, and you've left it on for 48 hours. I've done that. I'm actually not toggling now, but I'll do it when I sit down.

So, keep going, yeah? Don't give up. Right, it is now time to tell you the votes, yeah?

They are all in. They have all been counted. So, I need your help.

Can you please give me a drumroll, yeah, as I announce the first winners? On table one, the winner is Natalie Carter. Not expecting that.

Well done, Natalie. Oh my gosh, well done. Right, so ready?

Drumroll, please. On table two, the winner is Stephen Cowgill. Well done, Stephen.

Right, drumroll, please. Serious business. On table three, the winner is Katie Harvey.

Well done, Katie. Well done. Right, drumroll, please.

On table four, the winner is Jasmine Gill, who isn't here, where is she? There she is. Oh, that really confused me.

I was thinking she's not here, what am I going to do? Right, drumroll, please. On table five, the winner is Ravennault.

Well done. Table five. And finally, the big drumroll, please.

Table six, where are you? At the back. The winner is Afam Siddiqui.

Woo! Wow. Well done to all the table winners, a fantastic job.

It's now time to get yourselves ready for presenting in session three, so at the lunch break when I call it, I need you to head over to Declan and he's going to get all of your slides up onto the big screen here to get you ready for session three. Understood? Well done, and well done to all of you.

You've done a fantastic job. Right, guys, can you just settle down for a second? I've got a couple of things and then we've got to get to lunch.

So, you know, it's private dining time now, so we all want some one-on-one time with you. I'm just going to call out the VIP list. So, on Josh's team, we've got Brendan, Gina Moffat, we've got Lindsay, and then we've got Matt Graham, Rob Heffernan, Smitha Adala, and Tom Dias.

You're all on Josh's table. On Adam's table, you've got Carol Clark, Grant Hutchby, Lorraine Brown, and then you've got Rune and Tom Woodcock, yeah? And then on my table, we've got Katherine Armshaw, Claire Reid, Liam Duffy, Phil Vihuel, and Valerie Bassocking, yeah?

Has everyone heard their name, listened out, know where you're going? In the restaurant, it's the restaurant at the back section of the restaurant, that's where we'll all be sitting, and we should have a table at the front, sorry, front section, and also you will have a name, there'll be a name on the table, yeah? So, just make sure you know where you're going.

Has everyone had a chat with their buddy yet? How many people have had a chat with their buddy? Just a few of you?

Right, in the lunch break, you need to get onto your buddies, yeah? Yeah, find your buddies. Right, in terms of timings, in terms of timings, we are going to go until 2.30, yeah?

So, be back in the room for 2.30. You've only got 45 minutes, yeah? Just wanted to let you know. Okay, whoop, give yourself a round of applause.