**PPN Session 1 - 05.11.2024\_Transcription**

[Speaker 3] (1:17 - 3:42)

In this video, I'm going to share with you how to create a simple and easy-to-use and easy-to-use Ladies and gentlemen, we're live on stage in three and a half minutes time.

[Rachel Davies] (3:43 - 3:44)

Please take your seats.

[Speaker 11] (3:45 - 4:16)

Baby, don't make a sound. Two a.m. love, gotta keep it down. Don't wait around for a signal now.

Give me some verb, I ain't talking now. You wanna ride in a six. You wanna down in a six.

But when I lean for the kiss, you said I'll probably send you some bits. And I'm like, hell nah, been waiting too long. Hell nah, I want that cruel love.

And I'm like, hell nah, been waiting too long. Hell nah, I want that cruel love.

[Speaker 17] (4:16 - 4:21)

Ladies and gents, this is your two minute warning. Finish up your drinks, finish up your conversations.

[Rachel Davies] (4:21 - 4:25)

We're live on stage in two minutes time. Please take your seats.

[Speaker 12] (4:26 - 5:03)

Losing all my innocence, everybody. Riding on my innocence, everybody. Losing all my innocence, everybody.

Riding on my innocence, everybody. Losing all my innocence, everybody. Riding on my innocence, everybody.

On my, on my, on my, on my, on my, on my, on my, on my, on my, on my, on my, on my, on my, on my.

[Speaker 11] (5:08 - 5:15)

Just hit the pedal. If things go wrong, it's just incidental. My bad, never got the memo.

That you never have fun while you're in the limo.

[Speaker 17] (5:17 - 5:22)

This is your one-minute warning, ladies and gents, your one-minute warning, take your seats.

[Rachel Davies] (5:39 - 5:47)

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

[Speaker 13] (6:18 - 6:34)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause, and welcome to the stage, Rachel Davies!

[Rachel Davies] (6:44 - 17:35)

Hello, property entrepreneurs. Are we all good? What a rousing noise.

I love it. It was very exciting this morning, watching you all meet and greet each other. It's a massive pleasure to be back here in the room, but what I want you to do right now is to just take a look around.

These are all the people. This is your programme family. These are all the people you're going on the journey with.

The next 12 months, we're going round the track together. A little bit of awkwardness this morning, meeting everybody, but in 12 months' time, Neil's like, no, in 12 months' time, you're all going to be good friends, and that's what we want for you. Enjoy the day.

Let's get some energy flowing. Let's have some fun. Do some great sharing, because this is a safe space to share your challenges and your successes, and just enjoy learning the content and enjoying the company, and that's what I want for you today.

First things first, I want to give a big wave, everyone wave, the camera behind you, so they can see you. The virtual delegates are over here. We've got the virtual delegates on the programme for the first time, and Katie Harvey is running and hosting the event for them, so let's make sure we remember them, but also, can I just ask you, if you're going to share something, if you're going to ask a question, can you please make sure you have got a microphone so that the virtual delegates don't miss a thing.

It's really, really important for them. Are you guys going to be the best year group we've ever had? Are you?

Absolutely. That's what I want. The question I've got for you now is, have you had a good month?

Hands in the air if you've had a good month. Who's had a challenge fitting all the homework in? My hand's still up.

This is real life. This is trying to fit this all in. It's not easy.

If it was easy, everyone else would be doing it, but they're not, and this is the key. I'd like to ask you to please switch off your phones, because it's really important that you focus on the content. This is really quality time spending on your business, not in it.

We want you to make the most of it. You are here to focus on the content, so please switch off your phones. There's ample opportunity in the break to reconnect with your businesses and your WhatsApps, so do that in the breaks.

Many thanks. How was it this morning? Did we enjoy it?

The shaking hands, getting to know a few people? Yeah? It's really, really important.

Let me tell you why it's so important. This month, I've been on advanced five years, and this month, I've had six conversations with different people in the community. I've had people helping me with supported living questions that I had, who've got years and years of experience of doing it already.

This stuff, this community, there is a mountain of value in this room, and you just don't know it yet. Someone said to me, was it you, Jared, or someone about Supper Club, there's a mountain of value in the room, yeah? You need to take advantage of it, and that's why we do things like shake hands, because it's really important for you to get to know each other, because in a few years' time, you're going to be doing business together, or helping each other in some way or other, yeah?

Right, so you know I'm a property entrepreneur. We did this at the Super event. We like to share behind the scenes with you, and how we're getting on ourselves with the corn work, and the things that we're doing in our businesses.

I just wanted to give you some insights into how I found cave time over the last month. This year, I'm doing things differently to what I did last year. Last year, I was up with my husband at five o'clock in the morning, doing cave times with him.

This year, we're not doing that, because we go to the gym early in the morning now, so that time has taken up. I've had a theme for the month. It's been lunchtime cave time, so I've been trying to squeeze them in around lunchtime, tying them in with dog walks, that kind of thing.

At the beginning of October, I actually had a bereavement to someone really close to me, so it's been a really, really challenging month for me. When I started cave time, I actually felt empty, because of the shock of what had happened to me. I thought, I'm never going to be able to do this.

I'm actually quite worried, but then I started the process, as Adam always says to me, trust the process. I got started, and what I found was that it made me feel really grounded and really grateful, because I went through that exercise about what I've already got, and it made me feel amazing, actually, and very grateful for what I had. Then, it started to help me to look forward to the future, because that's what I needed to do.

Although I'm grieving, I need to look forward to the future, and actually, the ink flowed once I got over that initial, how am I going to do this? I've been quite amazed at the results. It's really saved me cave time this year.

I think I mentioned it on a message to Adam. It's saved my life. It's really, really helped me get through it.

Of course, it's my fifth, sixth year on the track on Property Entrepreneur, so I've been applying some creativity to the exercises. I've been thinking about things in reverse this year, doing the same exercises as you, but thinking, what does success not look like? What do I not want?

Also, what am I scared of? What's holding me back? What are my challenges?

What are my roadblocks? What's really getting in my way? I've been doing a lot of that work as well.

The stage of life that I'm at now, me and my husband have decided we're at the right stage in our lives to get a financial advisor, so we looked at our financial fortress, and we looked at our finances, and we are in a good position, but we actually think right now, we're in our 50s. Right now is a really good time to start doing that financial advisor, so we've got one booked in in December, and that's going to help decide our strategy for the next year to come, for the next five years, perhaps even for longer. That's what we're doing.

Then a tip for some of you who are busy mums or busy dads in this room, and you've got children, I've been doing a lot of thoughts in motion, which is where my pen's been in my pocket, my journal's not been very far away, and when I've been at the gym, when I've been walking the dog, when I've been in the car, my journal's not so far away for me to write those amazing thoughts in, because I tend to have better thoughts and more clarity when I'm on the move.

Maybe that's just being a tempo, I'm not sure, but that's what I do. I leave lots of blank pages with topics at the top, and I fill them in as I experience things, and as I move along. Then me and Paul this year, instead of doing it differently to last year, we've been doing cave times at the weekend, and I want to reiterate this, if you have got a significant other, if you've got a partner, if you've got a business partner, make sure that if it matters, that your five-year goals, when you start looking at them, are aligned with what your partner wants as well.

It is fine if your parent, your partner, gives you permission to go off and dream big and do your own thing, but if it's important, you need to get them aligned as well. Some of the revelations we've had this month have been around the children, so we feel a bit empty-nester, they've got more independent, so all of our last five years were about quality time with the kids, and now we're realising they don't want to spend as much time with us, and things have shifted. The other thing, like big revelation, is that we feel really financially vulnerable, even though we're in a good financial position, it could be better, but we feel very financially vulnerable.

I wonder if that's my age, I've just gone into my 50s, and now we're both in our 50s, and I think that's changed things. Financial security came up as a really big thing for both of us, so I think the big step change for me and my partner this year is going to be completing our financial fortress, and we're both on board for that now, whereas before, we weren't. Yeah, so that's what we're hoping to do.

You can hold me to it later. But what I've been doing a lot of this cave time is thinking about the problems that I've got and spending a lot of time on them, and I came across this quote, and I think this really aptly shows you what cave time is all about, and it's this, it's from Albert Einstein, if I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem, and five minutes thinking about the solution. So that's one of the reasons to do cave time, because you can spend a lot of time working out what's holding you back, and what you need to do to break through to the other side. Right, so Dan Norman, where are you Dan?

Can you stand up for me? Dan is here, moving on to charitable things now. Dan is here, he is our get up and give back leader and legend.

He's here to raise money for the Poppy Appeal and also for the Royal British Legion. He's got his poppies at the back. If you haven't already, please donate.

Any donation you can give is very gratefully received. He's here in the break, so you can go up and get a poppy from him then, or a wristband, or a ruler. You've got all sorts in there, haven't you?

Yeah, he's got something for lorry drivers. So he's got everything you could want. So please give, if you can, give generously, make a donation, it's absolutely greatly appreciated.

So can we give Dan a massive round of applause for doing that for us? Thank you, thank you Dan. Right, now we talked about this at the super event, it's now time to mark your homework.

But before we get into it, who here, I want a show of hands, who has read Ikigai? Anyone read Ikigai? Some of you.

Who's listened to Jim Rohn? Quite a few of you as well. Did anyone tune into any of the podcasts that we talked about?

Yeah, quite a lot of you, excellent. So that's good, so you're consuming the content as you go along. So now what we're going to do is we're going to turn to page four in your workbooks.

I'm just going to tell you how to do this before you start. Three minutes, in the first minute I want you to turn to page four, put a tick in the box if you did do the homework, and a cross in the box if you didn't. It's page four, it should be page four, if you're stuck let me know.

It's right in the beginning of the workbooks. And then I want you to reflect and give yourself a score out of 35, be really honest, it only works if you're honest. And then in the second minute, turn to the person next to you, tell them your score and tell them what your highlights from doing Cave Time have been, any big revelations that you've had.

And then in the third minute I want you to swap over, I want you to listen out for the duck quack because it'll tell you when the minute is over. So first minute reflect, second minute share with your partner, then swap over. Does everyone know what they're doing?

Yeah, it looks like it. Three, two, one, off you go. That's the first duck quack and now turn to your partner, share your score, tell them about your highlights on Cave Time.

[Speaker 10] (17:37 - 18:09)

Are you on your own there?

[Rachel Davies] (18:09 - 18:14)

Are you two sharing together? Go on, just join each other, go on, stand up maybe.

[Speaker 19] (18:39 - 19:51)

Right, swap over with your partner and let them share. Right, if you could settle down now, please.

[Rachel Davies] (19:54 - 21:02)

I love how this works. It doesn't work on babies though, does it? Thank you very much.

Thank you very much for your attention. You were a very serious lot, I like it. The focus, it's intense, it's good.

Right, if everyone could settle down. Hopefully you shared some great highlights there from your homework. And the truth is, this is, for some of you, the first time that you may have put serious pen to paper.

Right, some of you here, who's never journaled before? Loads of you. Right, so this is the first experience you've ever had of it.

So I'm really keen to find some insight from you. So what I want you to do now is I'm really looking for two people to share their experiences of Cave Time. Now you can either volunteer yourself or you can volunteer someone who's told you a great piece of insight.

So you can volunteer the person, the partner who just spoke to you. So who wants to volunteer to give me some Cave Time shares, tell me what your experiences and your game changers are like? Excellent.

Brilliant. Right, so I'm going to give you this one. Thank you.

And we need, oh, Bianca's bringing the microphone over for you. Would you like to share first? Yeah, I can't quite believe I'm doing this.

[Speaker 6] (21:03 - 22:12)

I was away a lot actually, so it was kind of interesting, like when I was in America, because I'd wake up very early, so it was quite a good time for Cave Time. Good times, good times. But yesterday I kind of tried to finish everything off.

And one of the things I did was reviewing the last five years. And I haven't actually done much in my business in the last five years, so I kind of thought, oh, God, I really want to do this. And then when I actually started to do it, there's two things.

Number one, I got planning permission that I've been working on for eight years, and a lot of it was my personal work, not just the team. So that was like quite a big deal. And I sorted out, you know, that was my business.

But also in my personal life, I didn't want to cry, but in my personal life, I had anorexia as a teenager, and I've kind of had a long journey. And then the last year, like my whole, I do other coaching stuff, and my whole eating pattern completely changed. And I thought that is so, like, I was like sort of eating like I did before I had anorexia.

You know, I had like lots of years of gaining and losing. And it was like sitting down and doing the Cave Time that sort of consolidated that for me, like 50 years of kind of chaos of eating disappeared within the last year. And it was like consolidating that.

So that was really powerful for me.

[Rachel Davies] (22:12 - 22:13)

Oh, that is absolutely amazing.

[Speaker 6] (22:13 - 22:15)

Give her a massive round of applause. That is amazing.

[Rachel Davies] (22:16 - 22:42)

And basically, what's happening there is you sometimes get the opportunity to see the bigger picture and what's actually happening to you as a person. And I've had a few of those moments where you're like, wow, look what I've achieved. Look how far I've come.

And it's not always a business challenge, is it, that we're getting over? It's personal things as well. What an amazing show.

Thank you so much for that. And what have you got for us? How was your Cave Time?

[Speaker 5] (22:43 - 22:43)

Purgatory.

[Rachel Davies] (22:45 - 22:46)

Brilliant.

[Speaker 5] (22:46 - 23:00)

We're figuring it out. The first thing, and I've put quite a large post about it in the Facebook group. And I kind of feel like if I'm not working on the business, I'm kind of wasting time.

I'm being lazy.

[Rachel Davies] (23:00 - 23:02)

So if you're not in it, you're finding it's really difficult.

[Speaker 5] (23:02 - 23:57)

I can actually see the benefits of actually stopping, taking yourself out of business and figuring it out, which is doing it expertly is quite difficult. I overthought trying to get a cave. Weekends away and all sorts.

But sitting down somewhere peaceful and quiet, I've said to a few people in their own 10 minutes of peace and quiet for me feels like a day. I need to stop and do something. So I struggled a bit at first.

I then went to one of my wife's business conferences, which was last weekend. And I took my journal with me. I'd started figuring things out, but I sat down in this conference with 1,500 people and cheering and awards and all sorts.

I did more work in that time when there's chaos around me. And I felt much more comfortable.

[Rachel Davies] (23:58 - 23:59)

Ah, funny like you need a bit of noise.

[Speaker 5] (23:59 - 24:20)

Need a bit of noise, need a bit of like, yeah. And there's no detriment there. Really just the pen was flowing.

I also think I'm going to start looking at maybe dictating it and printing it off. I hate writing. I find it really uncomfortable.

So I think just dictate it, print it off, stick it in your journal as well. It's my journal. I do it how I want to do it rather than how I think other people think I should do it.

[Rachel Davies] (24:20 - 25:36)

And that's the whole point, isn't it? Andrew, well done. Give him a massive round of applause for getting through that.

I think the whole thing is we can give you the methodology, but you need to fit it into your lifestyle. Yeah, you need to make it work for you. I talked about thoughts in motion might work for you.

That's what I call it. And all it means is I do my best thinking when I'm doing something else. And it's just finding ways to help you manage that and for it to work for you.

Have you got some value from the sessions and some good content come out of the cave time? Brilliant. That's what it's all about.

Well done to all of you who've been working out how cave time works for you as a person. It's really, really important. And I think a lot of you now, who here, hands in the air, can see the value of cave time?

Yeah? Literally everybody in the room. Wow.

That's amazing. So the 28-day challenge this month was Sober October, wasn't it? Who here went sober, tried to go sober?

Anyway, a few of us. Who did something else? Did anyone do a different?

Yeah, so we've got a few people in the room. So can we have a share from someone who went sober and someone who did something else, if that would be great. I've got the microphone here.

Who would like to share their experience of Sober October? Come on. We're all friends.

We're all going to be really good friends in 12 months. Right, brilliant. I hate throwing that thing.

[Speaker 8] (25:38 - 25:58)

Yeah, so I've done the no alcohol thing before, so I thought I'll do something different. And I like to think I didn't have a sweet tooth, but I think over the last few months, I'm getting more and more sugary and snacky things, so I thought, right, I'll stop all that. I did really well, and then I had to go to a family funeral, and everything went off for that weekend, and then I've had to pick it up.

So mostly good.

[Rachel Davies] (25:58 - 26:01)

Yeah. Did you get back on it though, after you fell off?

[Speaker 8] (26:01 - 26:09)

After a few days, yeah. I thought, right, Sunday, and then it was Monday, and then it was Tuesday, and then it's like almost a week later. I thought, yeah, I need to get back on to it.

[Rachel Davies] (26:09 - 26:30)

It happens to me. I did 27 days sober, and one day, obviously it's been a very emotional month for me, right? So I had one day where I just drank half a bottle of wine, because it was all getting too much.

But then the next day, I got back on it, and stayed sober for the rest of it. So this is it. It's about trying things out, seeing how it...

Did you find, from the experience, did you feel better? Did you find any benefits from it?

[Speaker 8] (26:31 - 26:33)

I did, and it was surprisingly easy.

[Rachel Davies] (26:33 - 26:34)

Right.

[Speaker 8] (26:34 - 26:37)

But it was more difficult to get back into it. I haven't stopped.

[Speaker 19] (26:37 - 26:37)

Yes.

[Speaker 8] (26:38 - 26:46)

Sorry, I haven't started it, then I had to stop, and then gone back into it. If I'm getting back into it, it's difficult, but starting from a cold start, originally, at the beginning of the month, was surprisingly straightforward.

[Rachel Davies] (26:47 - 27:07)

Yeah. And I think that's true. It'll always be hard.

So it never gets easier to be good at these kind of habits, but you get used to getting back on it quicker and faster, and that's kind of how it works. Thank you very much. Give them a round of applause.

Right. Who wants to share their... Anyone who's been sober for the month, or nearly sober?

Tina?

[Speaker 4] (27:07 - 27:09)

Not sober, because I don't drink that much at all.

[Rachel Davies] (27:10 - 27:10)

Got something else?

[Speaker 4] (27:10 - 27:13)

I started doing... Can you use the microphone for me, Tina?

[Rachel Davies] (27:13 - 27:13)

Sorry.

[Speaker 4] (27:13 - 27:59)

Thank you. I've got such a big gob anyway. Because I'm always with the band, we eat at three o'clock in the morning after a gig, and it was driving me mad, because I've got belly problems, so every morning I'd wake up and I'd feel awful, and it drained me, and all of that.

So what I decided to do is do the 16-hour thing, where I don't eat for 16 hours. Fascinating. Eight of it, I'm asleep anyway, most of the time, I guess.

But I've got a Kit Kat in my bag, and I'm waiting for 11 o'clock. So I'm struggling a little bit because I'm a chocoholic. So all I was doing, because I'm so busy all day, was eating chocolate instead of...

And then I get to the night, three o'clock in the morning, everyone goes and gets pizza or a kebab on their way home in the tour van, and that was really hard, because I went to Belgium for eight days with all of them, and they're in the van eating kebabs and pizza, and I'm like, I can't wait till 11 o'clock in the morning to have a Kit Kat. It's a bit like that.

[Rachel Davies] (27:59 - 28:00)

So did you stick to it?

[Speaker 4] (28:00 - 28:01)

I've done it, but I've still got a big arse.

[Rachel Davies] (28:01 - 37:22)

Excellent. Well, so give her a round of applause. Actually, can I just ask, while we're all getting to know each other, can you please introduce yourself, say your name?

That will really help everyone, and then... I've just realised then I should have probably said that earlier, but if we can do that, that will really help me, and it'll help everybody else. Thank you so much for doing that.

Well done. Really good. Right.

So workshop two is called Headline Strategy, and what today is all about is boiling down all the time that you've spent in the cave, and then from that, creating some clear, concise deliverables for your year ahead, and that's what it's all about. But where are we in the seasons? We are in autumn, so the natural world has really calmed down.

The noise of summer has gone. The world has switched gears, and what we want to be doing now is putting our businesses on cruise control, pausing anything new while we give ourselves time to reflect on where we are right now and where we're headed in the next year or in the next five years, and hopefully lots of you sound like you have put serious pen to paper. Has anyone got some clarity now, like a sense of the direction they're going in?

A few of you? Now, don't worry if you haven't, because we have got time. We've got all of the methodologies to help you.

You will get there. Just trust the process. So where are we in the methodology?

Well, we are at workshop two. Can you believe, I'm going to just turn here, we're at Headline Strategy already, yeah? So we're halfway through autumn.

This stuff goes really, really quickly, and if you remember from the super event, we talk about a racetrack analogy. So a property entrepreneur is like a racetrack. It's like doing Formula One.

In the autumn, we go on cruise control. We get strategic. We start thinking about the tactics and the strategy for the next race to come.

Then we take the car. We put it in the pit stop. We lift the bonnet, and we go into the engine, and we start rebuilding the engine of our businesses, and at that point, we're looking at new systems, new processes, new finance structures, and then we go into the spring, and we test drive some of those new processes and systems, and then what we do is we bring on capacity.

So we start hiring people to help us race the race of our lives for that particular race season, and we get ready for the summer, and the summer is sales season. We put our foot down. We've warmed the tyres, and now we go into the summer.

We put our foot down, and we race the race that we've been planning to do all year, and every year, this is how we work on Property Entrepreneur. Every year, we're getting ready for a new season, and that is how it works. Where are we headed?

We are headed to Strategy Day. So Strategy Day on Property Entrepreneur is where you'll stand up in front of your peers here and present your 10-minute presentation of your strategy for 2025. Just know that it's coming.

It's in the January workshop, and that is what we're working towards. All the methodologies, all of the tools that we give you are aimed at building up this strategy and building up the tools you need to do a really successful presentation, so know that's coming. So we've got workshop two.

It's Headline Strategy. We've got an absolute fantastic line-up for you today. You're going to love the content.

So the first session, Every Property Entrepreneur Needs an Overarching Theme for Their Year. It's the title of the next chapter in your book of life. So session one, ladies and gentlemen, is Year Of.

Session two, we want you to be on your AAA game all of the time, and we want you to be bouncing out of bed, winning the day every day, practicing small, consistent disciplines every day. So session two, ladies and gentlemen, is on Handful of Habits. And then session three, we want you to have crystal-clear clarity, one word or phrase that sums up your direction of travel for 2025.

You wouldn't go on a long journey without a sat-nav. This is going to set the course for the year to come. So session three, ladies and gentlemen, is on Headline Strategy.

So that's the line-up for today. Does it look good? Yes.

You're going to absolutely love it. It's going to be a cracking, cracking day. So before we get into session one, let me just set the scene and explain Year Of.

So Year Of is, as I said before, it is a chapter in your book. You wouldn't write a book without chapters. This is the title for the next year, the next chapter of your book of life.

And it's a key facet of life by design. This is what we've been talking about. This is what we talked about at the Super Event, and it's really, really key for that.

And what we want you to do is pick an overarching theme for your year. It needs to sink in with your personal and your professional goals, and it needs to sit across the top of everything you do this year, and it reminds you how to move forward. You pre-plan it.

You then take action. You'll have goals and targets to take action, and then you live that life, and then you deliver at the end of it. So you get to choose what that year is going to look like and how privileged are we to get the opportunity to do this.

And the key difference here is that most entrepreneurs don't do this. They don't do this at all, and most people don't, do they? No one plans their life in advance, but this is what we do on Property Entrepreneur.

We do things differently here, because the reality is that most entrepreneurs are on the hamster treadmill of life. They're busy spinning lots of plates, trying to make money, chasing lots of different directions, doing lots of different things, but they never take the time out. Like Andrew said, you're busy working.

When do we ever take the time out to think about what we really want out of life? And that's what you're doing here. You're doing things completely differently to everyone else.

What we want for you is you to set a theme for your year, know exactly where you're headed, set yourself some clear goals and deliverables for that year, and then go out and smash it. And we're going to give you loads of examples today on how you do this, and it will be a year to remember for the rest of your life. Let me just walk you through mine, just to give you an idea of how this works.

So my theme this year has been building the bedrock, and it's all been about laying the foundations for my next five-year plan, so putting all the groundwork in. In my personal life, it was about protecting my time with my family, because I was starting to work a lot harder, but I wanted to keep the rocks in first, so the major, major things with my family. As a person, I wanted to get fit again.

So I'd had a major operation in 2023, and I had to get fit again. I was really, really unfit before I started last year. And I wanted to go back into the gym and do all that core work, that stability work, and that balance to get me back on track.

So that was what my personal life was all about. And then in business, we had a business in form stage, so obviously we needed to do the groundwork to get it up and running, and then in my HMO business, it was all about delegating and elevating my team, and doubling down so we could make more profit from what we already had. So can you see how that theme fitted in with everything else going on around me?

And you can do the same thing. So this is what you're going to be planning over the next couple of months. So this is an example of three of my years off that I've had on Property Entrepreneur, and it is the biggest thing that I do differently now.

Before I came on Property Entrepreneur, I just used to let life happen to me. Now, I plan it strategically. Everything is deliberate.

I have a theme for every year, and I go out and I achieve it, and that's how we step change our businesses. That's how we make these material and personal and business differences to our lives. I'm not following the crowd anymore.

I am learning how to set my own strategic goals, and I'm a tempo, so I'm not naturally good at this. Setting my own goals. Here's some great examples.

In 2019, it was my first year as a full-time Property Entrepreneur out of corporate, so I wanted a year of self-discovery. In 2021, we went through COVID with a HMO portfolio. It was an absolute nightmare and homeschooling.

All we wanted, more than anything else in the world, was balance, some balance back in our lives, and that's what we aimed for for that year. And then this year has all been about building those foundations, getting everything ready to start scaling a new business, and getting my five-year plan in the right place. Those are some examples of some of the years that I've had, and you can have the same thing too, and it really does say at the end of the year, you'll be able to see those big step changes.

Don't underestimate the compound effect of this. Five years, I started on Property Entrepreneur. I wanted to replace my income.

We built up a HMO portfolio. I systemised it. Now I do about four hours' work a week on my HMO portfolio.

It brings in the same money that I earned in corporate in London, and now I don't need to go back to working in London anymore or working for somebody else if I don't want to. And that's the difference. Over five years, you can achieve a huge amount if you do this year on year.

The other thing, some of you will do things more dramatically. I had two small kids when I did that. I did it over five years.

Quite a lot of you in this room could do it in one. But the difference was, it was my race at my pace. So that's what I want to reiterate here.

Don't get wrapped up in what other people are doing. This is all about you. So it's now time to bring on our first speaker of the day for session one.

Right, so let's give him a huge round of applause. Before you do that, let me just say, this guy is a multi-award winning entrepreneur. He's been living off the steam since he was 37.

He has the lifestyle that most of us dream of. He's absolutely superb at setting his years off. Let's give him a massive round of applause.

It's your head trainer, Mr. Adam Gore.

[Dan] (37:30 - 37:49)

Thank you. Good morning. Are we having a good time?

Say yes. Excited to be here? Say yes.

The first workshop where it's just us. It's nice, isn't it? Really cute.

Really sweet. Who was at supper club last night? Keep your hand up if you loved it.

[Adam Goff] (37:50 - 46:49)

Yeah, really good fun. I saw you yesterday in the lobby. Absolutely.

We'll talk about more in a second. Guys and girls, it's really good to see you all. I am very excited.

This is the start of the journey. Who enjoyed the super event? Let's have a show of hands.

Really cool, wasn't it? I'm really glad. Thank you for all your great feedback.

We love those super events because they are different, aren't they? They're big and glitzy and noisy. Some people, it was a little bit too noisy for them, but that's fine.

That's how it is. They're very excitable. We get the year off with a big bang.

It's like, yeah, everyone's there. It's woohoo. This now is down to business.

This is focused and it's just us in the room. We know the program works so well because everybody is at the same stage in the journey. Obviously, everyone's at different stages of their business and life journey, but everyone is starting Property Entrepreneur for the first time.

Just to reiterate what Rachel said, it's a safe space. Just going back to the blueprint and the atmosphere we had on the blueprints that we loved, it's that again. It's safe.

It's secure. It's share your fears. Thank you so much for sharing your share earlier.

That's really brave of you. I think that's really great. That's what it takes because there's no bullshit in this room.

There's no I'm the best and look at me and woohoo and everything's great. No, no, no. It's hard.

It's tough, but we get through it together and we have some really great successes. Is that okay with everyone? Say yes.

Is that okay with everyone? Say yes. Just to set the tone.

Set the tone. We'll see if you guys are going to be the best group ever because it's still to be determined. We're not going to give you that accolade just yet.

The challenge is there if you want it. It's all about participation. I've loved seeing everyone in the Facebook group getting involved.

If you haven't been involved in the Facebook group yet, stick it on your action list now. Get on that Facebook group. It's not Facebook.

It's not cat-licking ice cream. It's not doom scrolling. It's your peers on this program who are sharing their journey, asking for help and inspiring you, motivating you, and you can do the same for others.

For those of you that think it's social media, it's not social media. It's a private group for us to evolve as a unit. That's really important.

I'm very excited about today. I need to move on. Otherwise, I'm going to talk for the next four hours.

No one's going to get any teas and coffees. Welcome to the virtual team. Good to see you all with your cameras on, loving life and with us.

Obviously, cave time is the focus now. What you'll learn very quickly is every quarter we have a focus because you can achieve anything but you can't achieve everything. What we need to do is pick our battles every quarter.

This is what our methodology teaches us, remember. For everyone who hasn't managed to slow down yet and is still running at a million miles an hour, this is the opportunity to talk strategy and to decide what we want. I find strategy conversations really exciting.

Does anyone else find them really exciting? Doing deals, talking about the future, what do we want, what have we got? Most entrepreneurs spend 365 days of the year talking about that type of stuff.

We park those conversations for now. We can have as many of them as we want now. Once we get to the 6th of January and you do your strategy presentation, then we stop with the new ideas.

They go in the drawer, in the journal, in the notes on the phone, and they don't get picked up again until September, October next year because now we've got to focus on our plan. This is the time to indulge and enjoy it because very, very soon that window is going to change. When someone in my mastermind comes up to me in June and goes, I've just started a new recruitment business and everyone in the WhatsApp is going, yeah, good for you.

I'm like, what have you done? This is a disaster. Why have you started a new business in June?

That wasn't in the plan. It's like you've just got to remember this. This is where we make the plan and then we go and execute it.

Does that make sense to everyone? Really enjoy it and indulge because very soon that window is going to pass and then we're going to be into building systems. For the steals, they're going to love it, but everyone else is going to think, why did they sign up to Property Entrepreneur during the winter because it's tough.

Then we'll come out of that and it's going to be spring and everything will be good again. Who has actually been loving Cato? I know Rachel has, but who's really been loving it?

A game of honesty, who's actually not done one or really struggling? Perfect, good. I would expect that.

I wouldn't expect everyone to just lock into it straight away. I haven't had loads of success with finding time for mine either because my summer has been super crazy. What I'm saying now really is a bit of a warning.

It's now or never, so it's really time to lock it in. Another thing that I think is really important is talking through your strategy with your buddy. Who here made the most of the buddy up this month?

Who here think they could have made more of an effort with the buddy up? Great, good. At least we're honest.

Talking and certainly for Blazers and Dynamos, talking through problems is a really good way to formulate your ideas. For some people, this idea of sitting down and looking at their journal is like homework. It's dull and it's boring.

Actually, they'll find any excuse like the washing up to not do it. Actually, if you are that person, then book a buddy call and just talk about ... You don't have to have this whole thing of what you're going to say.

Just talk about what you're feeling and what you're thinking for the year. With the mid-month mentoring calls, for example, if you're struggling, book yourself a slot. Don't have a problem, but just ask the mentor if they'll listen to what you're thinking about for the next year.

In that 15-minute slot, you'll probably do more progress than you did in an hour and a half by yourself. Dan, do you remember when we did our group mentoring call that Dan turned up to and three other people didn't? I won't name names.

We spent an hour just talking about your future, didn't we? We didn't really have an agenda. We just spoke about it.

It was very, very clear, wasn't it, what was right for you. Hopefully, that's informed your autumn. Really use the buddy up.

It's there for a reason. It's a peer of yours who's got no vested interest in your future or not who will give you honest feedback and advice. If anything, just be someone to listen to.

It's very, very important. A bit about me behind the scenes. I've talked about me.

I've struggled a little bit with cave time. I haven't got as many as I'd like in. That said, I have been doing it for eight years.

It's quite a well-oiled machine, if you like. I've got some cave time booked for the plane home on Thursday. I can't stress enough, if you haven't done your cave time, why you just need to get off the treadmill.

If you are that busy, then I would seriously think about booking a day away, like something in the diary that's locked in. I used to book myself away to a hotel or something for a night because I would guarantee that I would do it. I know it's not possible for everyone, but that is something that I would really recommend.

Unless you slow down, you are just going to give it lip service. You're not really going to go deep. Your whole year is going to be spent on the treadmill again because you never really got clear on what you wanted.

I'd really recommend you to do that. Obviously, I like doing mine in Bali, which helps because it gives me a bit of freedom and I can really get inspired by being in that environment. Because I've crafted my long game, I already have, like tempos will be like this, because I get a little bit as a blaze.

I sit down and go, what do I want? Because my memory is like a goldfish. I'm like, what do I want this year?

I go, oh yeah, a long game. So I get out my long game and I'm like, oh, that's great. I've already done the work.

So for me, this is about leaning in last year. This year is about actually making the tills ring. It's about actually banking next level of wealth creation, moving in with my girlfriend, which is going on track, designing our home, getting some balance, and moving into probably a nicer place.

So that was what I set two years ago. So it's already given me a direction, isn't it? I've already got some of my objectives actually already from my long game.

So who here has had a go at this? Great. So I wouldn't expect people to get this necessarily straight away or maybe it might take you a year to get it.

Some people it takes them longer. But this is the value of doing this as well, because then it comes to K time. You've already kind of got a head start.

You remembered what was important and you stick to your long game. So that was really important. That was something that I've really reflected on this year.

So let's talk about year of. So year of is we start with this, because it's one of our foundation assets, I would say. The thing that makes us different from everyone else is that we believe in living life to the max, to the fullest, and having our businesses serve our life.

So the reason we bring this up first is because I'm going to talk about business after lunch, but ultimately the business is only there to make your life better. Do we agree? Three people agree.

Do we agree?

[Speaker 10] (46:50 - 46:50)

Yeah.

[Adam Goff] (46:51 - 59:04)

So therefore let's start with what we want and then let's try and build the businesses that will support that life. Because most people just think the answer is to work harder and eventually someday they'll get there, wherever there is. And the problem with that, and the problem with being an entrepreneur like we all are, is that we get a bit work obsessed.

We literally, a lot of us become workaholics. Anyone here like a workaholic? I am.

Yeah? Because it's addictive, isn't it? It's like really exciting and it's all go, go, go, and we're sort of programmed to do it.

The problem with becoming a workaholic is that we don't leave any space for the other things in life, the other things on the wheel of life. We're not leaving space for our health or our friends or fun or travel experiences. We're actually delaying gratification and all those things, but potentially indefinitely.

So the whole reason we started a business was because we wanted to, I don't know, be living off the steam, for example, and so we could enjoy things in life that living off the steam would give us. But actually if we just spend 30 years trying to live off the steam and we don't enjoy anything in life along the way, by the time we get to the end we might be out of energy and out of time. So we need to try and enjoy the journey, and that's why every year we have this year of at the beginning.

We focus on things and we make sure that our business won't get in the way of our year of. So if our year of is something that is about creating more space for our family or starting a family, then we need to sync that with our business, because if our business objective that year is ride the rocket and start three start-ups and get 10 million in funding, there's a huge conflict. But we're very good at thinking we can have our cake and eat it.

We think, oh, yeah, I can definitely start a business and have a baby and lose weight. It's like, well, actually, when you put it all on one bit of paper, that doesn't actually look too smart, but that's what most of us do. So that's why we need it all to hang off each other.

I'll just sort of reiterate as well why I think this is so important. I talked about running out of time. So when we come to sales, we'll talk to you about urgency and scarcity.

These are the things that you need in life to normally get motivated. It's what people use to get you to buy things sometimes. And we need to just remember that there's a bit of urgency and scarcity in life, isn't there?

There's urgency because we don't know when our time's up, do we? We don't know. Who knows when they're going to go?

We've seen a clairvoyant and they've told them, scary, freaky, doo-doo-doo-doo. None of us know. Like Buddha said, and I think I shared it in the Facebook group, the biggest problem is you think you have enough time.

That's your biggest problem. So we don't know how much time we've got, so we don't know when, so it's pretty urgent. And scarcity is like, we don't know how many weeks we've actually got left.

There's only so many weeks anyway. So we're all running out of time. It's very morbid, but it's very true.

Now, when you join the mastermind, the first thing we do is we buy you one of these. Has anyone seen these before? You have?

Who's seen one? I'm just interested. Okay, cool.

Well, nice. They're getting well known. My life in weeks.

For those people that haven't seen this, sit down. Be prepared to be depressed. So this is your life in weeks, and it starts off when you're a bambino and it goes when you're old and wrinkly.

And every dot is a week that you've lived, and obviously this person is, for the best part, halfway through their life. And what I ask everyone on the mastermind to do when they join is fill this in, which by the way, two people still have refused to do, and then fill it in every week when they do their Sunday sanity. And it's not some sort of sick, twisted joke that I've got.

It's just the reality is that we just don't have enough time to achieve all the things we want to achieve and see and feel in life. And every week it's a nice reminder that that is actually happening. So I think that's a nice little caveat to this introduction.

So this is what I'm going to take you through now, and you're going to start taking notes in your workbooks, which well done, Bianca. The workbooks look absolutely fantastic this year. So let's take notes as I go through this, and every section I'll give you some points and some pointers.

You can take notes, and there'll be time at the end to answer questions. So the first section is called affirmation, and this is about the affirmation board that Rachel mentioned. This is about you deciding what you want from the year, which is a journey, and then figuring out if you're actually able to achieve that thing, the two things.

What do you want? What do you want to be? What do you want to have?

And can you actually do it this year? Now the reason we like affirmation boards and we like investing the time now, excuse me, and the time in our homework to do this is because, as you all know, we're a little bit woo-woo at Property Entrepreneur, and we believe in the law of attraction, and we believe in, so we believe in that, but we also believe in the real world of just setting goals and going after them. So it's double bubble, and this actually is from the Ask and You Shall Receive.

Jim Rohn was big about saying it, and honestly, I could list scores of examples of where people have put things in their journals and in their year-ofs that have happened, crazy things. I mean, having babies, buying amazing boats, doing all sorts of things. So this is the chance we get to dream, because honestly, more often than not, these things end up happening.

So the first point to know about the affirmation and year-of is that this year-of is a completely personal strategy. It's actually got nothing to do with business. You will not share this with your team.

This is private for you. This is the work you do first. It's not something you share with everybody else.

So it's all about your life. I think that's the most important thing, your life, because you're going to learn a lot of new things on Property Entrepreneur this year, and some people will get a little bit confused. So I just want to drill that in from the beginning.

This is for you. And this is where you create your life by design. This is about what you want now, your long game in five years.

It's literally everything that you want from your life. So it's got nothing to do necessarily, like some of it will have financial and money, but it's not about teams and businesses and products and pricing and anything like that. It is about health and life and fun and relationships.

It's the wheel of life, basically. So this is where you figure out what you actually want. What do you want for the next 12 months?

What's the destination in the Sat Nav? What is your experience of the next 12 months going to be? Who do you want to become in the next 12 months?

Do you want to become a better father, a better mother, a more inspirational entrepreneur? Do you want to become more patient? Do you want to become more generous?

Who do you want to be in 12 months' time? How are you going to show up in life? How are you going to show up as a dad, as a mum, as a brother, as a leader?

And we pull this all together with something we call an affirmation board. Now, Rachel talked about the affirmation board already, which is one of those fantastic things we do on PE, which is, again, like a big milestone on our calendar. And this is what they look like.

This is some of last year's affirmation boards. So you'll spend the next three months deciding what you want from your year. And then in December, you'll put an order in for one of these affirmation boards.

And this is what you'll, because most people talk a really good game when it comes to their plans next year. But when you've spent three months thinking about it, and then you've actually crystallised it in a framed, printed, that you cannot change, something that is going on your wall that you cannot talk yourself out of, blazes. So you're like, this is what I'm doing.

It's literally on my wall, and I can't change it. Because if you're like me, you change with the wind. And this is what it's all about.

One of my friends, I was talking to my friend, I was telling him about what we do. He's a really successful entrepreneur, seven figure profit every year. I said, this is one of the easiest exercises we do.

And have you thought about doing it? And he said, this is so weird that we're talking about it. So I said, why?

He said, and he took off his necklace, and it had a gold coin on it. And he said, every year, I make all my plans for the year, and I have them engraved on a gold coin, solid gold. I was like, you're joking.

He was like, no. And I was reading it. All his little objectives is gold, all that sort of stuff.

He's not a PE client. But I said, why do you do it? He said, it's literally carved in gold there.

I wear it with me every day to remind myself of what I'm going to achieve this year. I said, wow. So it's kind of our version of that.

So don't worry. It's not a gold frame. It's not going to cost you 2,000 pounds to buy.

It's a very modest amount of money. But that's where we're going. And we all do this.

This is Josh's office with them piled up. And we talk about year of, and we think about chapters in our life. The year of is a chapter in your life.

And how many chapters are you going to have? 80, 90, 100, 120? All right.

So this is like a frame for your chapter in your life. It keeps you focused. It keeps you motivated.

And then once you've done the year, it acts as like a memento, if you like, like a success. And when you look back, lots of the masterminds are talking to me on the Barley Retreat about how they look back over their year of presentations, like in strategy, and they read them. Once you've got two, three, four, five of those, it's amazing to see your own journey.

Rachel, did you do that by any chance? Did you do that? Did you look over them?

So good, isn't it? Oh, my God. So succinct to have like 12, 15 slides, and you just flick through them, pictures, everything.

So yeah, so anyway. So that's where we are. Right.

So that's our year of. Now we're going to talk about objectives. So the next thing is the personal objectives that we're going to achieve.

Now, before we get into that, a really key thing here is this nice quote that I like, which is, how we spend our days is actually how we spend our lives. Now, this is a bit of a tongue-twisting quote. What does it actually mean?

Okay. Well, what it means is that if our life is really hard, and we're constantly late, and we're constantly overweight, and letting people down, and skint, and not sleeping, and letting customers down, and getting bad reviews, and falling out with people, then you might not be having the best time. All this bad stuff that's constantly going on.

And I don't think that's any way to live. So the message I try and get across here is, if it sucks, you know, it might not get any better. So you need to try and improve your experience now.

Because it's no good thinking that one day it will be sorted. I can put up with this now, because soon it will be fine. It's like, life is now.

It's today. And don't get me wrong, I like to work hard for something in the future. But if it's really rubbish, you need to really move some stuff around.

Because this could be it, you know. There isn't really a tomorrow, and there's no yesterday. It's just this moment.

So when you're setting all these goals, I really want you to think about yourself and put yourself first for a change. Because it's no fun getting kicked to death, to be honest, and not enjoying yourself. So when it comes to these objectives, right.

What is an objective? Does anyone want to hazard a guess, what does an objective mean? It's not a trick question.

If you just raise your hand, and I'll ask the mic to be ... What's an objective versus a target? Anyone want to give it a go?

It's not a trick question, ladies and gents, all right? Go for it. Let's get Charlie on the mic.

You got the mic in you there, Charlie? Good man. Youngest guy in the room, but the bravest.

Let's give him a big round of applause.

[Speaker 14] (59:07 - 59:12)

Is an objective like a mission you have to complete, sort of thing? Could be, yeah. You know what I mean?

[Adam Goff] (59:12 - 59:17)

Yeah, absolutely, yeah. A mission. I like that, because it's a ...

I'd say an objective is more of a journey.

[Speaker 18] (59:17 - 59:18)

Right.

[Adam Goff] (59:18 - 1:02:26)

Yeah? So it's like a target, if we think about it versus a target, a target is very specific. I want to make £100,000 this year.

That's a target. I'd say an objective is more like a theme. It's like ...

So Charlie's use of mission, it's like it's a journey, it's a theme, it's like something you're going for that ends up having a target attached to it. So targets are hard and fast, and objectives are more of themes. So if your target was £100,000, your objective might be to make the tills ring or increase profit, something like that.

So we're going to come to targets next month, but for now you just need to set objectives, which are basically directions of travel, things you want to focus on. So you will set three objectives for personal and three for professional, which I'll talk about in a second. Of course, these objectives, they need to be about you and personal.

Now, this was always a good one with me and Dan, because we are like chalk and cheese. When I first met Dan, all his personal objectives were always about business. I was like, what are you doing?

Because he didn't ... If you listen to the podcast, you know that the guy did not have a life. Literally his life was work.

I was like, what do you mean? How can your personal objective be all about money? I was like, what about everything else?

What else is there? So the key thing is it's about areas that you want to grow in personally. The next point is the wheel of life.

So for those people that are workaholics and haven't given themselves any time off or anything fun, get out your wheel of life, because that's what you're missing in there. Spirituality and where you live and fun and recreation. The fun stuff and all that sort of stuff.

Family, all that other stuff. Where do you want to grow personally? What do you want to improve?

Can you look at your wheel of life? What was low on your wheel of life that you think is something you want to address this year? Because we can't address everything on the wheel of life.

So what is it going to be personally for you? Nothing business. This is where as well you can look at your personal SWOT analysis.

Your strengths, weaknesses, objectives and threats. So again, on the mastermind, everyone's been asking me to do the SWOTs. A couple of people actually even offered to do it for me, which was very nice.

And this is where you could do better as a human. Some things would be like weaknesses that I've given to people recently, like overthinking, lack of confidence. Strengths would be extrovert, detail orientated.

And then normally the opportunities and threats come off the backs of the strengths and weaknesses. So if the strength is that someone's very credible in business, then the opportunity would be to tell people about their credibility. So look at your SWOTs and who actually did get someone to do a SWOT analysis on them already?

If you have, I've been very impressed. Cool. Okay, great.

Nice. Was it a partner? Who did you ask?

Nina, who did you ask? I'm interested to know. It takes a bit of gumption, doesn't it?

[Speaker 7] (1:02:26 - 1:02:29)

I'll tell you this, if no one laughs at it. I sent out a Google form.

[Adam Goff] (1:02:30 - 1:02:31)

You sent out a Google form?

[Speaker 7] (1:02:31 - 1:02:38)

So I asked some family and some close friends and they were like, look, I don't want to offend you. One of my friends was like, yes, I'll tell you.

[Speaker 10] (1:02:40 - 1:02:40)

Finally.

[Speaker 7] (1:02:40 - 1:02:54)

But then I sent out a Google form, so it was anonymous, and asked my sisters, my mum, a couple of really close friends and some business people. And I'll tell you what, got some right things back. It was great.

Care to share? Yeah, there's a couple.

[Adam Goff] (1:02:54 - 1:02:56)

Share one that really stung. Go on.

[Speaker 7] (1:02:56 - 1:03:00)

One that really stung. There's a couple.

[Adam Goff] (1:03:01 - 1:03:01)

I'm evil, aren't I?

[Speaker 7] (1:03:03 - 1:03:30)

You don't have to, it's cool. Just trying to think of one that would be like, I don't take anything really personally, so I don't think any stung particularly, but one was about that I've got a really good intuition in terms of knowing what's right for me, but not being brave enough to actually do it if I feel like it's letting someone else down. That I found pretty hard.

Okay, cool. Because it was like, it hit me on the nail on the head, they knew me really well, but I was a little bit like, ooh, I don't know if I like that.

[Adam Goff] (1:03:31 - 1:03:31)

Good one.

[Speaker 7] (1:03:31 - 1:03:31)

Gee.

[Adam Goff] (1:03:32 - 1:03:37)

Yeah, yeah, when it stings, that's when it's good. Yeah, that's when you know it's right. Thanks, Nina.

Let's give Nina a round of applause.

[Speaker 9] (1:03:40 - 1:04:01)

Kat, do you want to share? Have you got time to share a quick one? I'm scared of this, because the last time I threw it, I hit somebody on the head.

So watch out when I throw it back. Yeah, I asked my immediate partner, Paul, and I asked a business partner. So, and the one that stung was Paul saying to me, you're not money oriented, and you don't set boundaries.

[Adam Goff] (1:04:01 - 1:04:03)

You're not money orientated.

[Speaker 9] (1:04:03 - 1:04:04)

Yeah, and you don't set boundaries.

[Adam Goff] (1:04:04 - 1:04:05)

And you don't set boundaries.

[Speaker 9] (1:04:06 - 1:04:06)

Yeah.

[Adam Goff] (1:04:07 - 1:04:08)

The two go together, or they could be separate?

[Speaker 9] (1:04:08 - 1:04:13)

No, boundaries is about my energy and time going outwards.

[Adam Goff] (1:04:13 - 1:04:15)

Okay, so you give, give, give.

[Speaker 9] (1:04:15 - 1:04:21)

Yeah. And you're not money orientated. And he's right.

But it's how that then shows up.

[Adam Goff] (1:04:22 - 1:04:27)

Right. So kind of a good thing, because it's maybe who you are, and you're not all about the money, but actually it has a result?

[Speaker 9] (1:04:28 - 1:04:32)

Yeah, probably a bit less responsible than I need to be.

[Adam Goff] (1:04:32 - 1:04:37)

Ah, right. Yeah, yeah. That's another way people do it with money, isn't it?

Just buck it out kind of thing.

[Speaker 9] (1:04:37 - 1:04:40)

I don't, yeah. No, it's not quite that. But anyway.

[Adam Goff] (1:04:40 - 1:04:41)

Anyway.

[Speaker 9] (1:04:41 - 1:04:46)

It got to the heart of it, and I thought, yeah. He sees the gap in the potential. That's what he sees.

[Adam Goff] (1:04:46 - 1:13:53)

Amazing. Well done. Let's give Kat a big hand.

Thank you. Really brave ladies to share that. Well done.

So, yeah. I mean, I do think, like, this is such a valuable exercise. It really is great.

And, yeah. It just dawned on me that when a couple of my masterminders offered to do it to me, that I hadn't actually really invited it for a couple of years. And I was like, wow, actually, yeah.

So, yeah. It's good for everybody to do it. I recommend you all do it, it's a good bit of medicine.

And then obviously, this will start helping you build out your long game, and there may be things on your long game, the big rocks that I spoke about, that might inform some of these objectives. Because if they take three years to make, or to come to fruition, then you might need to start sorting some of them out, for example, because not everything is solved in 12 months, far from it. And your why, of course, your why is something that you would go back to, to try and inform these personal objectives.

I thought I'd share mine with you, this is what everyone will do. Everyone's going to do this. This is the advanced deck, so you'll do it on the programme deck, but this is from my strategy day presentation, which is what we're all doing at the beginning of January.

And you will list your three personal objectives for your peers, and if you're successful for your stage. Mine last year was around health, so I wanted to get fit through 40, not just fit for 40, and it was about middle lane. So what we do is we have an objective, and then sometimes we have a little tagline to just add a little bit of je ne sais quoi to the end.

So yeah, that was about me, it was health, it was about staying fit through 40. Relationships, so as you all know, I'm in that really sickening honeymoon phase with my girlfriend where we're really in love and everything, and it's great. And I wanted Bella to move to Bali.

That was all I really cared about, what is success to you next year? It was just, I just want to be with Bella all the time. So it's obviously quite a hard thing to control.

So I decided I wanted to be more of a magnet, not a master. I'm saying, you've got to move kind of thing, which is the Adam Goff Blaze School of Business. It was like, try and woo her a little bit and encourage her to move.

So it was about being the magnet, wanting to move, and actually it's kind of really going to plan. Isn't that a cute photo? Isn't that nice?

It's Josh and his missus. And then the last one was around mindset and abundance and personal spending. So having been frugal for a long time, Bella said something to me about how the Chinese believe that when you spend money, it all comes back.

Obviously, we all know about abundance mindset, and I really wanted to challenge myself to actually just lose the fear of not having enough money. So I think there's a couple of things I'm scared of in life. One is being fat.

And the other one is being skint, if I'm being really honest. So these drive a lot of the things that I do in my wife. And there's various reasons around those to do it when I was a kid.

So I just thought, well, you know what? I've got this financial fortress income, and it's close on six figures, and I don't actually need it. So why don't I just blow it every month and see what happens?

Because it's going to be there again next month. And it was like a very different mindset. I was just like, let's just go.

Forget rolling it up and reinvesting it and blah, blah, blah. Just spend it, all right? And I was just like, so I just went for this burn what you earn abundance mindset.

I just started spending like it was going out of fashion. That was it. New villas, first class flights, as you know, the whole shebang.

And it was actually hard to spend the money, to be honest. But it was just changing, like tipping, like over the top tipping, giving money, like just whatever. You know, it was just, that was my year.

So those things really shake. You see how they're all very personal. Okay, there's a money one in there.

But they're very personal. They're very private. And they should be.

You know, they should be very important to you. This is like, this is love and affection in your life, really. So that's your personal objectives.

Now we've got to do some professional ones. So very similar, almost carbon copy, just based on work. So the thing you want to think about with your professional objective is where do I want to grow professionally in 2025?

Like how can I be better in relation to work? Am I going to be a better manager, a better leader? Do I need to learn?

Do I need to take responsibility? Is it mindset or is it like actual? Is it skills that I need to learn or is it kind of mindsets that I need to adopt?

These are great ones. I'd recommend that you review your successes. Successes.

So a lot of these, as you'll notice, are just going over the homework that you should have done or made a good headway into. And the more less keep. A lot of more less keep will end up being work-related.

Less talking to customers. More Sundays with the family or more delegation. Keep whatever, team members, PE, the business, et cetera.

Like a lot of that tends to be work-related. It's not always, but it tends to be. But by reviewing these things, you'll get your personal and professional objectives, so they're not mutually exclusive, all right?

Obviously, going through lessons learned, you know, again, this is not just about professional. This is personal, but through your lessons learned, you can quite easily build an objective. If you had a really tough lesson, then there's a learning out of it and you can actually create an objective to solve that problem going forward.

That works really well. And obviously, you can do a professional SWOT, and this might be more to do with your businesses or just you professionally, how you're showing up at work. Bless you.

How are you showing up at work? So, you know, you might be a fantastic manager, but actually, you're really bad at the leadership piece, or you might be really good at setting strategy, but really bad at actually getting things done, and actually, you set a new target every month and the team are all over the place. So, you can really start to analyse yourself as a professional and, you know, people in your personal life might be able to do that, or you might even invite some of your senior team or business partners to do it for you.

And this is where you start to think about, again, which I gave you last month, your business vision. You know, where is it you want to take the business, and who do you need to be in order to get the business to that place? This three to five-year vision that you want for the business.

My professional objectives from last year was all about going from the beach to the battlefield. So, thinking about the theme chart that we were talking about, it was like, you know, previously, I was sipping coconuts and, you know, working a few hours a day, max kind of thing, just like wherever, whenever, whatever. But I knew that professionally, it was now basically beast mode, without calling it beast mode.

I could have probably called it beast mode, but I didn't because I like the beach to battlefield mantra a little bit more. It was like, I am going back into the fire. Like, I'm going back in and, you know, everyone's got a plan until the bullets start flying.

So, I knew it was going to be a bit crazy. Hold my pint is basically like, watch me while I do this, which we did. Level up my leadership.

So, the tagline for this was just being the leader I would work for. And the reason I'm sharing with you these, ladies and gents, is because obviously, you're going to have to create your own. So, you know, there's some people that I've really enjoyed working for in life, and there's some people that I haven't, and I really wanted to be aspirational and do that.

And Dan was one of my heroes to try and achieve that, to basically be a better leader at work, something I'm still working on always. And thirdly was about balance and setting the boundaries was I knew I was going into the battlefield. Of course, it's very hard to ask the enemy to stop shooting at you while you make your dinner and go for your steps, all right, because it just doesn't work that way.

So, I knew that I was going to sacrifice some health and probably go over the top, typical Adam, this year. So, I wanted to set a boundary and, like, an objective around balance. Because time off is not a luxury, it is a necessity.

Good, yeah, a requirement is actually accurate, but pretty good, pretty good. It's not something that is optional. It's actually very, very important to let the brain and the body recover.

So, these are my professors, they all hang really well. So, all in, focus on the leadership piece, but don't completely burn yourself out because you'll just... You know, with me, if I burn myself out, I'll just stop because I just...

If me, business isn't fun, I just stop. That's just what I'm like. So, that was it.

So, they're my fresh objectives. All good, any questions? Yeah, Matt, how are you doing?

Good to see you. Welcome aboard. Missed you at the super event.

It's all good. Introduce yourself to everyone so everyone knows who you are.

[Speaker 18] (1:13:53 - 1:14:00)

Hi, I'm Matthew. I just had a question on the level of leadership. Do you have any advice on that?

[Adam Goff] (1:14:01 - 1:14:08)

How long you got? Yeah, seriously, I'm only joking. In what sense?

Like, anything specific or...

[Speaker 18] (1:14:08 - 1:14:11)

Just on being a leader, I would work for...

[Adam Goff] (1:14:12 - 1:14:14)

Yeah, because you're now running...

[Speaker 18] (1:14:14 - 1:14:15)

Yeah.

[Adam Goff] (1:14:15 - 1:14:17)

What's the company called? Arcon? Is it Arcon?

[Speaker 18] (1:14:18 - 1:14:18)

Arcon, yeah.

[Adam Goff] (1:14:18 - 1:16:21)

Arcon, yeah, because it's Arcon and we've got Arden over here, Arden. Yeah, I'm getting tongue-tied, yeah. Arcon in Ireland, yeah.

Yes, good one. What we actually do, we've got a whole day on leadership and management coming in the spring, which will be good. But in the meantime, I...

So, the things I did was I would ask for feedback from my team. So, the really important thing that I wanted to create was a... All feedback is good feedback, even if it stings.

In fact, that's the best feedback. So, the thing I wanted to do was create an environment of honest feedback with my team. So, it wasn't the old, I tell you what to do, get on with it sort of thing and you can't approach Adam with it because he'll go crazy or whatever, that type of manager.

It was very much like, look, I work with professionals, we're all professional. I don't get it right all the time. I'm happy for you to offer me feedback in the same way that I'm going to offer you feedback and try and create a supportive environment where that's actually OK.

And in my business, that was suitable. It might not be suitable in every business, especially if you're employing like a group of young 18-year-olds, for example, it might go a bit crazy. But that was one of the things I did to try and encourage that.

The other thing that's really important that I'm still not good at, Bianca's listening carefully now, that's what I'm saying, is setting your team up properly with things to do, right? So, when you give your team a task or your team member a task, how you actually set them up with it will determine how well they deliver that task. So, if you give it to them quickly on a voice note, you haven't really shown good care and attention.

If you'd invested an hour putting together a document with a Loom video that walked them through it, then their chance of succeeding is so much more. So, it's really trying to think, the mindset is really about service. And, of course, we're not perfect because we're so busy all the time.

But if you can invest time in giving them everything they need and they can just focus on doing the job, by de facto, you're a better leader. So, there's lots to it. Read Dale Carnegie, How to Win Friends and Influence People.

[Speaker 18] (1:16:21 - 1:16:22)

Yeah, I've listened to it.

[Adam Goff] (1:16:22 - 1:16:36)

Yeah, great book, always go back to it, really, really good. Could talk about this forever, so let's grab some time and chat about it. Okay, good.

So, that's your personal and professional objectives. Yes, another quick question. How are we doing with the mic?

Matt, have you still got the mic?

[Speaker 10] (1:16:36 - 1:16:36)

Yeah.

[Adam Goff] (1:16:37 - 1:16:45)

Let's do a quick one, then we'll move on. I know I said questions at the end, but... It's all right, I apologise.

Oosh. Good to see you, my friend, how are you?

[Speaker 15] (1:16:45 - 1:16:56)

There we go. Just very quickly, obviously, those objectives were headline, they're not very detailed. How do you hold yourself accountable against those at the end of the year?

[Adam Goff] (1:16:57 - 1:17:07)

Yeah, great question. So, as I said, they're objectives, they are woolly by their nature, they're like a direction, they're a theme. What we do next month is we tell you how to set a tangible target against each objective.

[Speaker 15] (1:17:07 - 1:17:08)

Okay.

[Adam Goff] (1:17:08 - 1:17:18)

So, each objective has a target and the target is something you hit. It's specific, it's time-bound and it gets done.

[Speaker 15] (1:17:18 - 1:17:19)

So, just headline now?

[Adam Goff] (1:17:19 - 1:43:10)

Headline now is what is the objective, worry about the target later. Okay, great. So, the objective could be lose weight.

You just know I want to lose weight, I've decided I want to lose weight. Not you. God, I always pick weight, it's such a controversial one.

But you know what I mean? The objective is like, I need to lose some pounds. Or Rachel's get fit.

Well, she just knows she wants to get fit, she hasn't actually decided what fit means yet. That's, we do that, we do that next month. Okay, so, a bit of Tony Robbins.

So, this whole thing around growth is, yeah, we get lots of benefits from it and there's lots of outcomes of being successful in life. But it's not what we get, but who we become and what we contribute to others that really adds value to our lives. So, the thing about this whole thing, I think I said it last month is, for those people that are maybe coming up against their own limiting beliefs around what they can and can't have and what they're entitled to, a really good reframe is that it's not about, for example, buying a Lamborghini.

It's not about that. For some people it is, but that's not this room. It's nothing to do with that for us.

It's who, how much value would I have to add to the world to be able to buy a Lamborghini in cash? Right? Not much.

Yeah? Or, you know, pay off my house debt-free and stuff like that. It's not about necessarily what you're going to get.

It's about what you have to give and then you'll get back. It's the law of reciprocity. So, this whole game is about you becoming a better version of yourself because then all of the fruits will follow.

But if you focus on yourself and who you are and how you show up, those fruits will follow. It's guaranteed. All right?

It's basically guaranteed. Rather than focusing on what you're going to get, focus on who you can be and what you're going to give and then by de facto you will get those things that you so desire. So, in terms of the year of, some points around this is that you really do need to dig deep on this.

It's a life-changing experience and you should be reviewing everything that we've given you in Cave Time. Everything that we've been giving you because this is a chapter of your life that you are going to live only once. So what is the theme going to be for this year?

As I've already kind of alluded to, it's basically about who you want to become this year. If you want to become the leadership maestro or you want to have a year of frugal hedonism like Dan did where he left his penthouse and lived on a narrowboat. I'll talk you through some of mine in a minute.

Or the year of being in the middle lane because you've been in the fast lane for ages. Or the year of love. This is literally what your year is going to be about.

And who you're going to become during that year. Ultimately, what's your experience of life going to be like this year? So if your life, I remember once my accountant said to me, oh, Adam, it's a bit of a water and beans year or something like that.

Something like that. Basically, Adam, you need to rein it in because you haven't got a lot of money this year. I had a big tax bill, I can't remember what the...

But that year was about frugalism. It was like water and beans. I mean, that could be my year of water and beans kind of thing.

Because that's the year. The year is like saving and we need to... There's a problem coming, so we need to save.

Or the year could just be splash the cash. The year of abundance. So it's literally going to determine how you live and what you do.

Think about this, your challenges, experiences and adventures. So life is about challenges, experiences and adventures. And I talked about it in the long game session last month.

So they could quite easily inform your year of as well. So why not think about those while you're pulling it together? And ultimately, you're after like a bit of an annual step change.

So what you're going for is not something that you've already got. It's something that you want. It's something that you desire to have.

It's your destination in your personal sat nav. So at the end of the year, you have actually achieved it. And in the same way we're going to do this for our businesses after lunch, all your effort and energy is going to go into achieving this in your personal lives, everything.

All effort and action is pointed towards this. And this saying of the year of is going to be like the mantra of your year. It's going to be the thing that factors into every decision you make because it's the guiding star that allows you to make every decision.

Because if it doesn't fit in with your year of, it doesn't get done because it's not right, is it? It's not what you wanted. So let me give you some examples.

2017, I set this one, which was my first year with PE, setting year I was officially like this, if you like. And mine was building firm foundations, turning quicksand into concrete. So I had a rough ride.

I think I told some people the story. Successful business, millions in revenue, lots of profit, but almost lost the business twice in about three years just from cash flow, etc. Something I didn't see coming.

I was like, how am I this successful person, but yet I've got sleepless nights sometimes around losing the business or running out of money? And I was just really sick of that. And I just said, I just want a firm base.

You know, I just want a firm base. So my year of was just firm foundations. Everything had to be built again from the ground up, obviously including my personal finances.

It was just laying solid bricks. And that was what the whole year was about. It was about going back to basics and relaying everything.

A couple of years later, I'd gone crazy. I had a beast mode year and I got to the end of the year and I was like, oh my goodness, I need to chill out a little bit because I am burnt out. So I went from the fast lane to the middle lane.

And the whole year was about less, slowing down to speed up, a bit less to actually achieve more so that I didn't push myself too far and stay in the red zone for too long. After I sold my company and I was out, living off the steam, I just unplugged. I was like unplugging from the matrix basically, like just pull the thing out of me.

I just need to get out of Western society for a while. I need to just go and do my own thing and not think about all the things that I've been obsessed with for the last however many years. So it was just like completely just unplugging from the matrix and all these things that we're supposed to do, program to do.

And it really did inform all my decisions. These things inform all of your decisions, like what you're going to do, right? And then last year, as I shared with you, leaning in.

So leaning in, the tagline was commitment equals freedom. I was very clear on where I wanted to live, what I wanted to do for work and who I loved. And it was about me going all in.

Beast mode could have easily been one, but beast mode didn't really encapsulate my personal life as well. So it was about basically just leaning in and whereas before I'd been really free, it was like actually, no, commit, like chain yourself down, for want of a better word, but like, you know, really lock yourself in, strap in, because you're not going anywhere, like the rocket's leaving and you're not getting off, like you know you want to go to the moon. So press the button and off you go.

And that was kind of my whole year last year was just go, go, go, go. When I wanted to pull back, I just knew I needed to have to go. So you can see how powerful these are.

They really will determine 365 days of your year and you'll look at them every day with your affirmation board. You'll look at them, you'll remember them and when you're faced with a difficult decision, there's a crossroads and if you go back to something like that, then it's, you know, oh, I've just had an argument with my missus. It's like, oh, I don't know.

Nope. You know, it's like you just focus on, you know, I've had a rough day at work or a bad month or, no, this is what, you knew this was going to happen and you stick with it, my friend, because that's what you, that's what you, and it's really, really, it's really great. Really powerful.

So this is what you've got to look forward to. This is why this is such a good process. Right.

Rewards. Let's talk about some fun stuff because some people look really serious this morning. You know, it is fun on Property Entrepreneur.

She's like, yes, we're having fun. Yeah. Good.

All right. This is good. This is good.

It is serious because it's your life, but also we can have some fun doing it. So let's talk about rewards because it's all a game and games are supposed to be fun. And if they're not fun, it's because you've got it wrong.

You know, you haven't figured it out. You haven't cracked the code yet. So we need to, we need to work on that.

And one of the ways we like to reward ourselves, have fun is by rewarding ourselves. So we have this whole thing at Property Entrepreneur is work by reward. Working by reward will help you stay focused and it will help you push that last 10, 20% when you are going to give it, going to give up.

Because let me tell you something, ladies and gents, you are the first person to let yourself down. That is a fact. All those promises you've made to yourself that you've never kept, it's you that's, it's you that's let yourself down.

You're the one who's let yourself off the hook. So if we can give ourselves a reward that we really want, then hopefully that'll get us over the line, push harder and, you know, make sure we get it. So obviously it's gotta be something that you want, something that you want to feel or experience or have personally.

So we get a chance to dream and we get a chance to think about those things that maybe we've never given ourselves permission to do. A good example of me would be flying first class that I shared with you last month and I think it's in my slides just now. It's like, I kind of, I've flown first class before when I was a kid and I'd never, I just never really thought it was something I would do.

You know, it was just never really on my radar. It was just like, yeah, like, that's cool and I've done business a lot, but first, nah, you know, it's just, that's not for me. So it's one of those with, and I was like, actually, well, why, do I want to die and not do first thing anymore?

Well, why not? Why can't I have it? And it's like that sort of journey is actually, well, that could be a really good reward for me.

It's like, because I wouldn't necessarily just fly myself first class because it's June, but if I do this and do that and get that, then great, let's do it. That'd be a really good reward because I would never normally treat myself to it. I think that's what's quite good about it.

So yeah, this is the third point. It's something you have earned. You know, can you really earn it?

I, even though I missed a holiday, I don't like going on holiday unless I feel like I've earned it. Does anyone else know what I mean? Does anyone else?

Like, if you said to me now, let's just go to Barbados tomorrow, I'd be like, uh, all right, when we're leaving, no. But I'd be like, well, you know, yeah, so let's go, Marius, let's go, woo. Gert's playing.

All right, so yeah, I'd just be like, no, you know what, I'd rather like, I'd rather go in three months because then I can have a really good run into it. And like, you know, I can, you know what I mean? Like I could finish it.

Does anyone know what I'm talking about? It's like, for me, I have to earn it. Like that feeling of a beer, a cold beer after something, a hard day's work or a rugby game or whatever it was.

You know, just waking up and having a beer is not the same as going for a run and having a beer. You know, it's like, you earn these things or whatever it is that you do. Like you earn them.

And Dan and I always used to joke, like when we were like cutting weight and stuff like that, when we were idiots, you know, we would like, we would treat ourselves, you know, our rewards would be like, you know, a salad or something. It's just sad, isn't it? But it's like, you know, like a salad or whatever, or like, you know, the grenade bar, the half a grenade bar that we were allowed to eat.

You know, we were like. You know, but it's like, it could be as small as, I'm just going to finish this and then I'm going to take the dog for a walk. It's like that, but also on a macro level.

It's just, it's the game. It's all a game and we need to like, we need to start programming ourselves around that. Of course it could be a bucket list item.

It could most definitely be a bucket list item. In fact, I'd really encourage you to make it a bucket list item for the same reasons I explained earlier about urgency and scarcity and we're running out of time. And of course it can be tangible or intangible.

You choose. It doesn't have to be something that you have. Of course, you can also give it to others, which is really nice.

So just as some examples of some rewards over the years, you know, I bought myself a nice car when I was in my 20s. And by the way, I would never tell anyone not to buy a nice car. So for those people in the room that are craving a nice car, go and have it.

Like, enjoy it. Like, it's about experiences. You know, you'll buy it.

You'll probably put it on finance. And after two or three years, you'll realize that was the most expensive thing you ever bought in your life and you give it back. Or you might be a real petrolhead, in which case you absolutely love it.

Great. But like, these things have to be enjoyed. You don't wanna die with that.

If you really like cars, go and get a car. Like, don't think that we're not into that, you know? Like, of course we are.

Another reward that I did was obviously I sailed across the Atlantic with a group of friends. This is them. This is us on the boat landing after three weeks at sea in Antigua.

Absolutely amazing experience. What a great reward for getting the business to the point where I didn't have to be in it for a month. So all that work of, like, getting myself out of the banking, like, asking the question, like, how would we do this without Adam?

And then putting all those things in place and actually going away and not thinking about work being completely unplugged for 22 days, which is what it was. And the day I landed, I rang my manager and I said to her, so how's it going? She said, oh, great.

Yeah, to be honest, nothing much to report. I was like, all right, cool. Whiskey?

You know, it was like, it was perfect. It was great. It was a really great reward for a lot of work.

And it just, it kind of, for me, it was fantastic. It was really great. And so that was really important.

You know, bought myself a scooter one time. A big one for taking my family away. You know, one of the things I learned early on in PE was that I wasn't really doing enough for them and showing up as a leader within that, my little unit.

And that was us at Christmas. We've done loads ever since. Getting myself an apartment in London, which I developed in my own building, which was really nice.

And of course the bucket list, which I shared with you yesterday, you know, like the reward of getting to the end of my long game. This was like a bigger reward for the end of the five years, which was, as you know, doing lots of crazy things and ticking off everything I had on my bucket list. Absolutely everything.

Like I just spent basically two years just going absolutely bonkers and getting that done. Who's been working on this? Yeah?

Cool. A tip is, some people say, with some of my clients who've got kids, say, well, I'll show up at the bucket list and we've got kids and la la la, and you know, it changes things. One person last year actually asked their kids what they would like to do on their bucket list.

And the kids come up with loads of really cool ideas. And it was like, they did it as a family. You know, so don't feel like you can't do it just because you've got a couple of sprogs.

It's like, well, actually they might have some, they might have some really cool ideas as well. You know, and like, that's actually a really fun experience. And now you can do, because I kind of realised you've got these phases.

You've got bucket list when you're single or whatever, single or unmarried or whatever. And then you've got bucket list as a couple phase. It's like good things to do.

There's some things you want to do by yourself, right? Like full moon party in Thailand and all that sort of jazz. All right.

And there's things you want to do as a couple, you know, nice things, romantic Venice, you know, that sort of stuff. And then obviously kids, Santa in the North of Finland, I imagine Disneyland. Help me out guys.

I don't know, I haven't got kids. Things like that. Safari?

Safari, yeah. Yeah, the animals. Oh, Lion King, Simba.

Amazing. Yeah, cool. That's so cool, isn't it?

I mean, you'd rather have kids with you, right? When you go and see Santa Claus. Bit weird if I turned up to see Santa Claus by myself, right?

Yeah, exactly. Well, I'm here. Imagine like Adam Goff just sold his business.

Like long hair, walks with his backpack. Where's Santa? You know, it's like.

Yeah, exactly. Yeah. It doesn't really work.

Oh, what have I done here? I don't know what I've done. Is that right?

Something's happened to my slides deck. You might want to change them. I've got so excited I've broken the slide deck.

Yes, and then probably the silver surfer bucket list. Yeah, the sort of kids have left. Call them silver surfers.

I haven't offended anyone, all right? That is a saying, all right? That is a saying, because I meet lots of silver surfers out in Bali and Thailand and places like that.

People in their, I don't know, probably from 60 onwards who are like pre-retirement, early retirement, in retirement, even in, I've met some people a lot older than that, doing their own thing. You know, travelling around, doing the eat, pray, love thing. Going around, doing their thing, living their life, having a great time.

That's their bucket list, isn't it? You know, so I'd say there's different phases of the bucket list. I could talk about bucket lists forever.

Anyway, where are we? Where are we at? Because I got a bit lost there.

Right, so the last one, method. Yeah, okay, let's rattle through this and some questions. I actually covered this already.

It's all a game, but all games should be fun. And it's you who write the rules. So if you're having a really bad time, you're not going to fix it in auto.

I promise you that. You're not going to fix it in year one, but you could have a step change. So you can definitely make progress towards solving the mess that you've spent the last 10 years creating.

And that was where I was with building firm foundations. It was like, you know, it was one thing at a time, but it actually came together pretty quickly. It always does.

But it's not, for some people who've got some things going on, it might take you a number of years, but the step change is what you're after. So yeah, this is the method. So go through your journal and then go through your journal again.

Okay? Keep going through your notes, keep going through your notes. And what you want to do is start highlighting the key points.

So what I do is I circle them. I start circling themes, like things that are coming up again and again, the things that are really jumping out at me as the one. Yeah, absolutely.

Like, you know, the health thing really has to happen, or I've really got to do that trip to Patagonia now and all that type of stuff. And just consolidate it down. So you go through, you circle everything.

And then on another page, you start to just do your year of objectives, personal and professional. And you start actually drafting them. Like, these are the three or the four, the five that I've got.

And so it goes from pages and pages of notes to just, do you understand what I'm saying, yeah? Just like a, just a short list. And obviously, this is what I'm talking about.

You know, you start selecting ones that look like they could be your objectives. Then you close the journal, you go about your day, and then you come back again tomorrow or the next week, and you review them again, and you start, you just keep coming back to them. And the brain is subconsciously thinking about them between sessions until you can really nail them down.

And then obviously, the last step, and sort of simultaneously, is you're trying to turn them into these mantras that we like. So don't get too obsessed with the mantras at the beginning. The mantras will come.

The most, the best thing you could have is just have three personal, three professional, you know, lose weight, love more, give more. And then it's professional, you know, be a better leader, you know, be the manager, financial fortress sort of thing. Like, you could have, and then you could figure out the mantras later.

So some examples of some, I've given you lots of my examples, so I'll just run through these. These are good examples. Living like a nomad.

Okay, that would be an objective, obviously. It's very clear what you're gonna do there. Press play, that was one of mine, which basically just means have fun.

Press play, have fun this year. We need to enjoy ourselves. Family first, that's another one of mine.

It's a great one, family first. When I was taking them away, doing that type of stuff, it'll really determine your year. Be early, that's one of Dan's, because he was forever late, rushing around.

Not late so much tardiness with being late, but always last minute. And so he wanted to get ahead of the game and be early. And of course, a professional objective, which we all love, is delegate to elevate.

Because we've all got the problem where we're doing too much work. I don't know if there's anyone in here who hasn't got something like a delegate. So that's a good one.

And by the way, all of these are fair game. You can absolutely borrow them, steal them if you want. I only charge 100 pounds per objective per year.

So if you'd like to borrow one, just let me know. Now the point is, there's no reinventing the wheel here. So we really can share these objectives.

The reason we share them is because we want you to use them, because why wouldn't you benefit from the years of us doing it? Some not so good examples, what not to do. We set the bar on how I manage my estate.

That's not a mantra. That's a sentence, okay? So the difference is huge.

This is well articulated, wordsmith, beautiful, rolls off the tongue, hashtags. These are things, statements with withs, tos, as, live in a beautiful state. Yeah, I mean, these are very good objectives.

They're just not good mantras. That's the difference. This is a target, 500K rent roll, and this doesn't really mean anything.

This is just the name of something. So this is your first year doing it. I'm not expecting you to get it right, but I am inviting you to put up your year of and your objectives into the Facebook group, and we will give you feedback.

How about that? Okay, we will give you feedback. There will be a post.

I'm pretty sure it's going to come out in the next week that we're going to do that will be inviting feedback, and it will be one post and a thread. So we'll all post in there, and one of us will give you feedback on your draft objectives. So feel free to use it as soon as next week or later on into early December so you can get some feedback to get your objectives sorted, and then it's the mantras that we'll give you feedback on as well as if we think they all fit together or not.

If we see things that are completely opposed, we will tell you, and we'll help you get there because it's your first year doing it. As I said, this is what you want to get to. You want to get this on your action list to start thinking about this, and there'll be a deadline coming for it next month.

So some final top tips is for those people that haven't got started and are still behind a little bit, you don't want to rush this process. You're doing yourself a disservice if you do, frankly, so I would really make sure you start this early. Dig deep and keep asking the question why.

I've actually said dig deep three times on this presentation. One way to dig deeper is to keep asking why. I want to lose weight.

Why? Well, because I want to look better. Why?

Well, because I'm trying to find a partner. Why? Ask those questions.

It's a really good way to dig deep. There'll be a lot of inspiration, and you'll be able to get good feedback from the Facebook group. That's really what I was just mentioning.

So share and also read and learn from everybody else's because we're all in this together, and lots of us will have similar objectives. Definitely be brave in the same way that lots of people have been brave today sharing. Really please be brave.

That is absolutely crucial, and again, please don't underestimate how important this process is. Please don't underestimate how important this process is. It's really, really, really important, which is why it's the first thing we do.

We said PE will change your life, but it'll only change your life if you let it and you put the work in. There's a lot to do. Success by the inch is a cinch.

Just some examples of what you could do. I shared this already earlier, but my target around Burn What I Earn was basically spend my financial fortress income every month. It will affect your year.

Like I said, I've got myself a new villa in Bali with beautiful sea views. I only train now with a personal trainer. I only get drivers everywhere.

God, I'm such a snob, aren't I? Flying first class, only booking business class. I just went all in, took my family to Dubai, probably the most expensive place on the earth.

We had an amazing time, but that's it. That's what lies in store. You set an objective and then you do it, okay?

Professional, I told you, beach to battlefield, going all in. Well, previously I was sipping coconuts and living on the beach, and I went from probably a 10 to 15 hour work week, so I do track all my time, to consistently over 40 hours. And by the way, I stop it when I go to the toilet.

I'm that anal on tracking. And I worked every single weekend. All right, so it just goes to show you set these things and they will determine your life, but you'll get the result at the end, right?

So what did we get? Well, we've had the best year we've ever had on PE as a result, so that was fantastic. I know I've answered questions as I was going through this.

Do we have any more questions to finish before I invite lovely Rachel on? Yes. Guys, let's introduce ourselves to everyone as well, because everyone's still getting to know everyone.

[Speaker 14] (1:43:12 - 1:43:21)

Yeah, I am Thomas from York, and it was just to go back, you sort of set boundaries. How did you set boundaries with balance with work and sort of lifestyle, because that's what I really struggled with.

[Adam Goff] (1:43:21 - 1:43:49)

Yeah, so my boundaries were working hours and no work weekends, and I completely break both of them. But they're probably the best ones. Like no phone after seven, so rules.

Like no phone before 10, so you can get your prime time done, no phone after seven, no work chat, because I know you work with your partner, no work chat after dinner. You need to set your own boundaries like that. Perfect, thank you.

Yeah, no worries, you're welcome. Tina?

[Speaker 4] (1:43:52 - 1:45:00)

Hi, I'm not struggling to know what I want as much. I'm struggling for people that are around me to accept what I want. So at work, for instance, when I went to Belgium, I had all these messages on my chat for work.

We're really busy, we've been left in a lurch. No, it's the same amount of people. I wouldn't have made any difference because I've got somebody to do my job, because I'm still classed as a member of staff in their eyes, but I'm not.

And I'm trying to separate myself, and then I'll get people saying, oh, you need to get a manager, which I don't have a problem doing financially, but I do have a problem the way my staff will react to that. And I know a lot of yous will sit here and go, well, get new staff. Trying to get a chef is ridiculous.

No, no, no, I get that. So I don't want to upset the people that have been with me for five years that are really good at their jobs, but I do feel a lot of guilt, and I feel like, I mean, on Sunday I was crying, I was burnt, like I burnt myself. I was crying in the kitchen, because I was like, what is going on?

I just feel like they're not wanting what you want, so it's really hard, and you feel guilty for that. So I don't know.

[Adam Goff] (1:45:00 - 1:45:34)

Good one, great question, and that's what we're going to deal with with headline strategy after lunch. So there's a blueprint for that, because that is the hardest thing about business, without a doubt. Okay, we are going to go to a break.

If you've got any questions, come and see me at the back. Have we enjoyed that, ladies and gents? Okay, just a final sentiment is, remember that this is a privilege, but the fact that we're able to do this is an absolute honour and a privilege.

Don't save all the fun for retirement. You need to make space for it now. Get specific, live life to the max, and have no regrets.

Ladies and gents, let's give Rachel Davis a big round of applause, please.

[Rachel Davies] (1:45:37 - 1:53:19)

Thank you for that. Did we enjoy that, ladies and gents? Yes.

Did we enjoy that? Yes. Excellent.

It is a great session, Year Of. It's one of my absolute favourites. Totally changed the way I do things in my life, having Year Ofs every year.

It's brilliant. And to sum up there, overarching theme, three personal objectives, three professional objectives. Make them mantras.

That's what you've got to do. Thought I'd walk you through mine as an example, because you learn from me. You learn from us here on the stage.

So you remember mine was building the bedrock, and it was the theme of putting in solid foundations. One of the things I want to say to you about this is when you start trying to think of what these are going to be, you will learn more about yourself in the effort of trying to achieve these objectives than you ever have before. Because sometimes we need to experience things to know that we don't want them.

So you might find that you set a target or an objective, and you actually discover throughout the year that you didn't actually want it, but that is as good. It's a good experience. So this is the first time you guys are doing this, and I wanted to reiterate that.

That you, it's just the effort of achieving them will teach you so much, so much more for you to journal in your journals as well. So that is something to remember. Let me walk you through mine.

So my first one was get the rocks in first. So protect my family time. In hindsight, and this is something I want you to learn from me, I set this objective, but I gave myself too many targets to hit.

So I had to do 12 date nights, 12 weekend activities with the kids, and five holidays. It was exhausting trying to do all of that, and I needed to have some visible routines and schedules to run by, and it was absolutely crazy. I managed it, but I was tearing my hair out all year.

It really wore me out. So in hindsight, it was too much. So learn from my mistakes.

50 and fit. This one was really easy. I've never swam before, and I wanted to swim a mile front crawl without stopping.

85 lengths in my pool. I could only do, at the time, two lengths front crawl without getting tired. So that was the objective, and I hit that by June.

So you need to think about these things that you're setting. When in the year do you want to be hitting them, or when do you want the outcome for that objective? It's really good to think about these things as well.

And my final one was financial fundamentals. So I wanted to live what we call personal cash flow management. You're going to learn all about it here in the community in a future workshop.

So I was managing my personal cash flow because we have got really sloppy finances. So I was getting that under control and setting budgets of spending for myself, and I did all of that. So I had two targets there, and that was easier to hit.

So you can see here how we have the mantra, and then we follow it through in the next. You don't have to do this. This month, it comes in December, but just start thinking about how this works for you.

And then professional objectives. The first one was every day's a school day. What I did here was I wanted to be cyber-certified by September.

What happened there was, remember we talked about arbitrary goals at the super event? I actually think I got caught up in a bit of alliteration there. Didn't really look into the detail of how I was going to get the certification by September.

I haven't hit that one. I'm hopefully on track to get it by December. So think very carefully about, do not set arbitrary goals for these things, and make sure when you do it that you have them.

This one's quite, I actually just want to say a disclaimer because I know they're at the polls today. I don't want Donald Trump to win a second term. But this was all about my first time as a public speaker on Props to the Entrepreneur.

I wanted to adopt the feedback that Adam and Josh were giving me, and then I wanted to be good enough to be invited back, and I hit that target. And then the third one was the coach approach. So here I wanted to do 52 pages of reflection, so reflect every week in my journal.

I'm on, I think, week 45, so I'm on track to hit that by the end of the year. I started it in January. And then the second one was to create a video and document library.

I wanted to be a better leader for my team of virtual assistants. I went from four Loom videos on the free version to a paid-for Loom version with 40 videos, and that was the change that I wanted. And incidentally, that target, I tied that in with the winter hit list, which you're going to be learning about today.

By the end of winter, I'd created that document library, and I'd already hit it. So thinking about your outcomes, thinking about what you want for the year, when are you going to be hitting that target? How are you going to tie it in?

So there's just, hopefully, you can learn from my experience. And I managed about, I did two out of three of my professional objectives by September, and I did three out of three of my personal objectives. So it just gives you an idea of how we landed.

You know, this stuff, we don't, there's a disclaimer here, is we don't always get it perfect. We don't always do 100%, and we've been on Property Entrepreneur for quite a few years. And then another thing to know, I want to show you my, this is what the affirmation boards look like.

So this is an example of one that you'll be getting. Just wanted you to see mine, that was building the bedrock. And this is one of Dan's on the screen.

And what I wanted to, when you come to doing these, I want you to be really clear on the image that you want to put on the affirmation board, because this was Dan. He downsized to a canal boat from a house, and his vision the year before was to have that sunset in his eyesight, and he had exactly that by the end of the summer. So these can really, you can manifest your, whatever you want for the year, put it in an amazing picture, and then that, more often thoughts becomes things, and these things actually happen, don't they?

So that's something you can do as well. And then to help you with this, we have got a really big hitter. He's one of Adam's masterminders.

Chris Dornan, he's a very, very experienced property entrepreneur. He's in the service to accommodation and the property development industry and areas, and he's also got his own education company as well. He's very, very experienced.

He's going to be helping you with year of. He's going to be on midweek mentoring on the 13th of November. So put that in your action notes.

Very experienced guy, and he's going to help walk you through how to do that. Let's just review the homework for this month then. So Adam said, we want you to go back through all your curve time.

So if you're part way through it, finish it off, and really consolidate down what you've learned and read it, go back through it, consolidate your notes down, and then start to look for the key themes that are coming out from all of the curve time that you've done. Draft your year of. So what is the overarching theme for your year?

Then your personal objectives, a maximum of three. Then your professional objectives, a maximum of three again. And then once you've come up with the ideas of what the objectives are, boil them down to mantras.

Get help from the community. Post them in the community. Me, Adam, Josh, we're all here to help you.

We'll help you do that. Draft your reward. What are you gonna give yourself for hitting those targets?

And then schedule in. Just make sure with the affirmation board, the deadline is the 10th of December. So just make sure with the affirmation board that I just showed you, that's when you need to order it by.

So put that in your diary just to make sure you're aware of when the deadline is. But don't do it until, don't order the affirmation board until you're ready, until you know exactly what you want for your year of, would be my advice. So that's the homework that we've got in homework.

If you want the whole review of the homework, it's in the back of the workbooks on page 59. So that's what we need you to do throughout November. And as you can see here on the screen, we've got some dates.

That's just suggestions for when you need to get things done by. So it's just a suggestion from us on when we think you should get things done during the month. Right, it's now time for a break.

So did we enjoy that session, guys? Yes. Excellent.

So I want you back in the room for 12. Let's finish session one on a massive round of applause. Well done, everybody.

strawberry. Thank you. Make me feel good.

Make me feel nice. Give me your lovin'.

[Speaker 3] (1:53:19 - 1:53:36)

All through the night. Make me feel good. Make me feel nice.

Give me your lovin'. All through the night. Give me your lovin'.

All through the night.