**PE Session 2 - 24.12.03\_Transcription**

[Rachel Davies] (0:26 - 1:55)

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

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

Please, we're live on stage in one minute. Sit down, please. Ladies and gents, this is your 30 second warning.

Get ready to put your hands together. We're live on stage in 30 seconds.

[Speaker 13] (1:58 - 2:12)

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

Get ready to put your hands together.

[Rachel Davies] (3:01 - 4:57)

More and they will tell you. Give you their phone number. Really important that you connect with them today.

Welcome back everyone. Welcome back to the virtual delegates. Give them a wave at the back.

Give them all a wave. Hope you have a really good day. It's time now to talk about get up and give back.

So every year we have a charity initiative. We call it Get Up and Give Back. There's two strategic reasons why we do get up and give back.

One is to improve the mental well-being and health of entrepreneurs. And the second one is to raise money for charitable causes across the world. We have got an incredible mission that we want to achieve by the end of 2026.

We want to have raised a million pounds for get up and give back. That's a really big target. We're on our way there.

Dan's going to tell you all about that. And so we want to do something meaningful to the community and that's what it's all about. So the grand finale is going to be on the 5th of June.

It's one to put on your action list, to put in your diary. It's a dinner event. It's absolutely fantastic.

We did it last year. It was brilliant. It's where we give out the checks and we celebrate our successes.

And that's after the super event. So what's in it for you? Well, Dan's going to go into more detail on this one, but what's in it for you is that we will help you.

We will teach you how to do social media management. So if some of you are sat here and you're not very good at raising your profile on Facebook, if you get involved in get up and give back, we are going to teach you all the tricks, the tips, the hacks on how to do good social media. And this is what Dan is going to stand up and tell you about now.

So it's that time. Let's invite and introduce our leader for get up and give back. He is the king of Karma Credits himself.

He is the owner of Rover Homes and Rover Homes Mentoring. He's a highly experienced property entrepreneur. He was recently on the property entrepreneur podcast for completing his financial fortress.

So it's giving a massive round of applause and a huge warm welcome to Mr. Dan Norman, people.

[Speaker 3] (5:08 - 10:27)

Thank you so much, Rachel. It's always really nice to hear those kind words and also to be invited back to do this. I don't think they've got anyone else who wants to do it yet.

But that could be you. That could be you. A quick, huge thank you to everyone who donated to RBL, Royal British Legion, the Poppy Appeal.

Because you didn't just succeed, but you absolutely smashed the target this year. We raised 50% more than last year. And last year was exceptional.

So you guys are just epic. Give yourselves a huge round of applause. Thank you.

So get up, give back. What is it all about? Very, very simply, get up, give back has three aims.

And this has been developed over the last five years now. Number one aim is to improve the mental and physical well-being of property entrepreneurs. Because it can be lonely.

You might not have a huge organisation, you might be working on your own. We want to assist people in being at the top of their game. Number two is we want to raise awareness of a cause.

And each year, there's a different cause. And we also want to raise an absolute tonne of money for those charities. And you're in the right place to be able to do this through the methodology and the blueprints that we teach.

I could rattle on literally for hours. I've got eight minutes. So it's much better that rather than tell you, I show you what's been done over the last five years.

Last year's charity was something that affects 43% of women and 46% of men in cardioversity cancer. And we didn't know really what to do this year. I want to share with you the evolution.

So I'm just trying to tease you what's going to happen next year. Do you want to know what it is? Well, you'll have to wait just a little bit.

We gave back evolution very simply. In 2019, Operation Smile raised £80,000 by either doing a 5k run, a 10k run, a half marathon, and we did a whole load of operations for kids with cleft palates, giving them a quality of life. 2021, Buses for Homeless, £126,000 because we walked, not individually, but collectively walked not once but twice around the globe, 100 million steps in a period of 12 weeks.

100 million steps for losers. So the next year, we decided we'd do three times around the world, 150 million steps in a 12-week period, which is just incredible. And more kudos to the people who did that.

2023, we thought, okay, time to calm things down a little bit now. So we're going to have three separate challenges. Every year, there's a ratcheting.

So if you don't feel you can do a lot, you can do something. If you feel you can do a load, then you can do more if you wish to. That's how we operate.

2023 was a hike against hunger. We took a total of 82 people either on the Yorkshire Three Peaks, the Snowdon Summit, or the National Three Peaks, which is basically three days yomping up and down hills. All the Snowdon Summits, only eight hours.

Well, some people just wanted to walk 10,000 steps a day, and that's fine. And they all raised funds, which was brilliant. That's where we hit £511,000 cumulatively, £500,000 to charities that were all deserving.

We learned, you know what, we're balancing supporting smaller charities and bigger ones. So this money goes directly, every single penny, every single pound that we raise goes to the charities that we support. 2024, cardiovascular cancer, massively close to everyone's heart, obviously all over the media with the King and the Queen-to-be.

And it's also our fifth birthday. So five years, and in five weeks, we did five challenges for five charities to raise £25,000 per charity. And we had a bloody great black tie knees up as well.

Okay, we thought we needed to go a bit extra, and we did. I won't batter on too much about what we did. But let me tell you about what the effects were, or more precisely, let me let the charities tell you what the effects were.

[Speaker 9] (10:28 - 10:53)

I head up the Eve Appeal, the UK's only gynaecological cancer charity. We fund research, we fund awareness work, and we fund a nurse-led information line, which is here for anyone with concerns and worries and questions about signs and symptoms. Raising awareness of the five gynaecological cancers and raising funds so spectacularly for our work, we just couldn't be more grateful.

[Speaker 10] (10:53 - 11:16)

Hi, this is Nikki from Shadesmiles. We are just completely blown away by how much you guys managed to raise in such a short period of time. To let you know a little bit about what that's going to mean to us, this year we are planning to co-fund a clinical trial.

These are incredibly important to families to be able to access experimental treatments here in the UK.

[Speaker 7] (11:17 - 11:44)

Hi everyone, my name is Kyne Wen, and I'm the co-founder and co-CEO at Shine Cancer Support. We wanted to say a huge thank you for all the fundraising you've done so far. Over the last 30 years, the percentage of people diagnosed with cancer under 50 has increased 24%.

Shine wants to be there for each and every one of them. We run in-person and online support, and we need more resources to run more of those programmes to meet the increasing need that we're facing.

[Speaker 8] (11:45 - 12:12)

Hi everybody, it's Jackie from the Cancer Support Centre here. I'm just hopping on just to say a massive, massive thank you to all of you. For every £10,000 that you guys have raised for us, 30 people will be able to have a complete therapeutic treatment programme delivered by us here at the centre, and that is just a phenomenal, phenomenal change that you've been able to make.

[Speaker 3] (12:14 - 16:18)

This is the important bit. This is what people did. 100 participants, five different challenges, 2,036 individual donations and £142,000 raised.

It's just unbelievable. She found out about the results, Nikki, who was in there, she unfortunately lost her son, Che, at the age of 11 to glioblastoma multiforme. It's just something that's not acceptable.

It shouldn't be happening, a child of 11 passing away, and that's why we do what we do and get up your back to make that difference. But we always say, don't we, what's in it for me? You've always got to give people that when you're in a negotiation.

It's not a negotiation because I know you're all going to take part, so it's great. But what about the participants? So I think Dan's actually here.

Dan, that's your front room, isn't it? Your gym. Yeah, yeah, yeah, lovely bit of glasswork there.

If you need any glasswork, go see Dan. He wanted to get retraining again. The ladies, they wanted to do the length of the Thames and they went on a walk together.

Matt Dorman wanted to push himself, see if he could do a half marathon. We just took a load of people up Snowdon. I mean, it was a load of fun.

The weather was great, it's just grand. Chris wanted to advertise his Devonair Plus brand. Rachel, you wanted to get back in the pool, didn't you?

That's what you wanted. And Jacob wanted to go on a plane and wing walk. So you can go as far as you like with these guys.

I mean, one guy carried someone up Snowdon. I didn't want to, you don't have to do that. It's not part of it, but we just had a lot of fun.

We just had a lot of fun. That's what I interview. It's part of the community.

Dan himself said, this is something that I believe is the backbone of the community. Get Up, Get Back every single year is something different and it's a beautiful thing. So what can you do?

Number one, right now, put on your action list. Thursday the 5th of June, after the super event. It's almost like become a bit of a summer party, hasn't it, Ad?

We call it the Get Up, Get Back grand finale. You can come even if you're not involved in Get Up, Get Back, which I'm certain you will be. We'll have some fun.

It might be a little bit more relaxed. I don't think we'll be doing back tie this year because that's for the million pounds thing in 2026. We're already planning.

We're already thinking about it. Save the date. Make sure you've not got an early train.

We'll have a bit of fun here. It'll be good. Get Up, Get Back 2025 commitment is in January.

I'm around over lunch. So if you want to ask questions, you want to get a bit of feedback, you want to find out more about what we did, you want to get more involved, that's fine. I can't tell you what we're doing next year because that happens in January.

Oh, yes, you can. Oh, no, I can't. A bit of Christmas.

That's when we get the commitment. And the reason for that is twofold. One, we don't want to kind of overreg thing.

You've got a lot to do in property entrepreneur to begin with. And we already have a little bit of a runway, even though the challenges are only over the five weeks of May and June. We don't want to overreg your pudding too much.

So we're releasing very, very gently so no one gets overwhelmed. And also, we have a chance to get things organized. That's fair enough, isn't it?

Get your steps in. Anyone else have Santa turn up and make their clothes a little bit tighter over December. Just get moving a little bit, OK?

Because why we do this in part is to help everyone be a little bit healthier, help everyone get a little bit more movement. That's part of what we do. And I've got to just give a little bit of a Christmas shout, of course.

I love a bit of George Michael. What if it wasn't last Christmas? Or what if it was someone that you know is last Christmas?

That's why we do Get Up, Get Back. Ladies and gentlemen, 2025 is your year on Get Up, Get Back. I can't wait to share the journey with you.

We're here to help. We're here to support. We're here to be part of it all together.

So step up, sign up. We'll see you in January. Thank you so very much.

[Rachel Davies] (16:32 - 21:14)

Thank you, Dan. I have to say that Get Up and Give Back is one of the most inspiring and positive things I think I've done in the last five years. I've taken part every year.

Obviously, you will do what you can. I invite you all to get involved. It's absolutely fantastic.

You will get something out of it for you. It will help you with your social media, and it will raise your profile on social media just from doing Get Up and Give Back, but it will make you feel absolutely brilliant. And I would say the thing that's in it for you mostly is feeling really good about what you do.

It's those karma credits, isn't it? So we'll get the tills ringing from January onwards. So now it's time to move on to the accreditation.

So remember, we talked about this earlier. We've got four key milestones that we want you to commit to, and they are doing 90% of your Sunday sanity. You get 10% margin of error, yeah?

But we want you to post Sunday sanity 90% of the time. The next thing is to attend 10 out of 12 workshops. Obviously, if you're in Barbados and you can't make the next one, that's fine because obviously we understand you've got holidays, but we want you to get to, in person, 10 out of 12 workshops.

The other big milestone is to present at both awards days. So if you aren't here, you need to put your presentation into the Facebook community, take part, do your strategy, and then go on your holiday if you can't make it. But we want you to be as present as possible for both of those, and then we want you to take part in the Facebook community.

Now, we've had a look at the Facebook statistics, and there's quite a few of you who are making fantastic contributions, and I thank you for those, but there's quite a lot of you who haven't actually posted that much in the community. I'm starting to look at a few people. Right, so you can start posting in the community.

If you're feeling shy, don't be. It's amazing how much genuine support you can get, not just from the trainers, but from everyone in this room. There's a mountain of value here in this room, and there's been some fantastic comments from other people, not just me, not just Adam, not just Josh.

So there's lots and lots of value that we can share with you. So please be brave, and get into the community, and join in with Get Up and Give Back, and you will hit that milestone. So the question is, how are we all getting on with getting to our accreditation?

Remember, this is a badge that you can put on your socials. It's a badge that you can put on your website. It'll give you that slight competitive edge in your area.

These things look really professional on your branding, so it's 100% worth going for this accreditation. And the reason we ask you to do all of this is because we want you to have the most successful year that you've ever had, because you're on Property Entrepreneur, because we're giving you the right frameworks, and the right methodologies. And this is the framework we want you to follow to be successful.

So there is a real reason for you to be doing it as well. So how did you get on? So can everyone stand up, please?

You know what's coming? Come on, stand up, everyone. Yeah.

So look at all these wonderful greens we've got. If you can see your name on the screen, fantastic. So can we give everyone a round of applause for those who are green?

Well done. Right. So I guess you know what's coming now.

Who's in amber? This is the amber list. So all of those people who are in amber, can they sit down?

And that's if you haven't done a Sunday sanity post in the last four weeks, you are in amber. So for all of those who are on that list, you need to sit down. Is everyone sitting down who should be?

There is no appeals process. No, there is an appeals process. It is you have to email Bianca and Lauren on the ...

If you look on the Sunday sanity post, you'll see there's an email address that you can write to. Sunday sanity, a property-entrepreneur.co.uk. You can email them. If you've been on holiday, you've been really sick and you've had COVID, it's all genuine reasons, let her know.

So if this is out of date and not quite right, then let her know it's after today so we can clean your slate. But all of you who are not quite making it and in the amber zone, you've got to ask yourself, how are you going to level up next month? Because all of these milestones are here to make you pull the trigger, get the work done.

When you hit strategy day next year, and you're starting to put your strategy into place, what's going to happen is you need to have 10 high-value tasks that move the needle forward or you're not going to achieve your strategy. That's what it's for. We are not here as schoolmasters.

Adam might be, to be fair. Adam likes being a schoolmaster. But I'm not here to do that.

I am here to genuinely support you and encourage you, get this stuff done. Do better next time. Get these ambers down.

We want everyone in green from January onwards. Can you commit to that? I said, can you commit to that?

Yes, that's better. So start with conviction because the new year is coming. Brilliant.

You can all sit down now. Well done. Right.

So now we're moving in.

[Speaker 11] (21:14 - 21:19)

Just a point to note. Some people who are in amber, who are crying blue murder.

[Speaker 17] (21:20 - 21:21)

I was ignoring them.

[Speaker 11] (21:21 - 21:39)

It might be because you missed last workshop. So the key one is Sunday sanity. Everyone can do Sunday sanity every week.

So if you've missed Sunday sanity, then you're in the doghouse. If you missed the workshop, then obviously you've missed the workshop. That's different.

So you do have to attend then, but it's the Sunday sanity that is definitely in your control.

[Rachel Davies] (21:39 - 21:53)

Absolutely. Yeah. Sorry, I'll clarify that.

That was the Sunday sanity tracker that we've got there to keep an eye on. Yeah. There's unhappy faces in the room.

What was that? We got a question? Are we okay?

Adi, do you want to ask? Yeah.

[Speaker 14] (21:53 - 21:57)

I just wanted to clarify the period for the six Facebook posts.

[Rachel Davies] (21:58 - 21:59)

It's a year.

[Speaker 14] (21:59 - 22:02)

As I said, six posts in a year, just to be clear on that.

[Rachel Davies] (22:02 - 25:58)

It's the six posts. Join in, get up and give back. That's what you do throughout the year.

It's really easy to do. And I encourage you all to share your journey with us because we can help you on the journey, right? And so can everyone else here.

So it's now time to move on into session two. And this is one of my favorite sessions. I remember being introduced to this and it was like a light went off.

I'm like, this is amazing. This is the winter hit list. Who here can think of one thing that's broken in their business right now that's not working very well?

Hands in the air if you can think of one thing. You should all have your hands up here because the reality is that all businesses are broken year in, year out. Yeah.

Who can think of 10 things? Anyone think of at least 10, maybe more than 20 things broken in your business? When I say broken, I don't mean either because you're just not working quite right, things you can improve, all of that.

Now, most of you should have something that you can put on a winter hit list. So I'm hoping that, Josh, we need to get more hands in the air there, don't we? Because really you all have something that's not working right in your business.

It might be a lack of capacity. It might be a lack of systems. This is where we start building things on our winter hit list.

And the reality is that most entrepreneurs don't think about things like the winter hit list. They don't know what it even means. They are trying to fix things while they're massively growing.

They're trying to strategize when they're doing lots of different strategies. They're literally busy fools. And that's not what we want for you.

What we want for you is to take a time out, pause, think about all the things that you need to improve in your business or change, put them onto a list, collate that list from your team, and then spend three months in winter fixing those things, making those changes, and then you can set change come spring and summer. And that's how we want you to do this. That's how it works.

Because in reality, you cannot paint a masterpiece whilst running on a treadmill. It is just not possible. You need to take a break.

You need to work out what needs to change. And this is where step changes happen. So we'll talk about the summer and the sales season, the championship season, but the reality is you need to have a really successful winter in order to step change in the summer.

And you have to work really hard in the winter to get the results that you're looking for come spring and summer, and that's what it's all about. I liken it to a life admin. Who here has had lots of life admin where loads of things have built up over time, and then you sit down on a Sunday and get loads of jobs done?

That's how it feels. It can feel really cathartic getting this stuff done. Who here has set up their winter hit list WhatsApp group?

Anyone got WhatsApp groups running? A few of you. Some of you might need to get that set up.

I use my winter hit list WhatsApp group to have a strategy day session with my virtual assistant. It helps me with my HMO business. We did a fantastic session when we got to the SWOT analysis.

We used the winter hit list WhatsApp group to help us understand all of the weaknesses, all of the things that we wanted to change in the three key areas of the business, which is going to be finance, operations, and the product itself. So that's what we did in our strategy session, really helped us inform it. And this is what you can have when you get into the winter.

You can have a spreadsheet. Josh is going to show you how to set all of this up. Last year, I did 91% of my winter hit list.

It absolutely step changed my business at the end of the year. I've got that Rolls-Royce rhythm now. What I'm finding is that this year, my winter hit list will be done by my virtual assistant, and I won't need to get involved in it at all.

Last year, I had to step back into the business because I lost some team members and had to do all of the work. This year, it looks completely different because I don't need to do any of the work, and that's what we want for you, a massive step change in the way you do things and improve things. This guy is the best man to get on the stage.

It's now time to bring on your next speaker. He literally is the wizard at the winter hit list. He is Mr. Ultimate FD himself. Let's give him a massive round of applause while I bring him to the stage. It's your trainer, Mr. Josh Keegan.

[Josh Keegan’s brief “thank you” before starting] (26:04 - 26:09)

Thank you.

[Josh Keegan] (26:09 - 41:12)

Thank you. Thank you. We're all good?

Big year this year for me. I've worked really hard as a property entrepreneur. I've really helped Adam a lot this year.

Hundreds and thousands of pounds worth of sales. Got him out of a lot of buyings, a lot of difficult situations. On my desk today, I was treated with this hat as a gift for all my hard work.

This is my one Christmas gift, which is great. Very warm right now. Very, very warm.

I'm going to do my best. We'll move on. Anyway, let's dive into it.

Behind the scenes, what I've been up to. Has everyone had a good month? God.

Oh, dear. Oh, dear. Everyone had a good month?

Yes. Yes. Okay.

That's better. I've had a good month. I'll show you how good my month has been.

Hopefully, you guys will have a better one next time. One of the biggest highlights was Mastermind. We took our Mastermind away on a retreat to Centre Parcs.

It's a very different holiday without kids. Much, much, much more enjoyable. We did all sorts.

We sat around by the fire. We did lots of cave time together, some very competitive badminton games, cooking, eating, walking, chatting, talking about strategies. Honestly, it was such a game changer.

I think I was a bit stuck. I'd done a lot of cave time, a lot of journeying, and I hadn't quite nailed my year rather than my objectives. It was actually amazing to sit down.

I sat down with Rupin and Chris in our little lodge, and I was just talking it all through. We'd all done it the same in the morning. If you've not yet done this, and you're not quite clear on stuff, take some time to actually share what you're thinking with somebody else, some people that know you well, maybe people in this room.

I was sharing what I was saying. They were just coming at it from a totally different angle. I'd never considered the way they were looking at it.

It was an absolute game changer. What I'd done is I'd looked at the last five years, and I'd basically just been through and highlighted. I basically went through my phone book like we told you to do, and then wrote down all the things, all the significant life events, all my fond memories over the last five years.

I went through with a pen, and I just circled all the things. I was like, wow, that was great, that was great. I brought it down to three or four different things that I'd done over the last five years, like time, experiences, physical challenges.

I had a title, and what I realised was what is my year of actually going to be? They came up with this. It was the highlight reel.

What I'm doing is taking the last five years, and taking those highlights, and then putting it into this year. My year of is the highlight reel. It's all about just living my best life, enjoying stuff, doing all those things that really light me up, which I feel like lost my way a little bit with having the young family, and getting back into that zone.

It feels so good. It's a really great one, and I'm excited to show you guys at the end the actual highlight reel of this year that I'm going to create. If you've not yet done it, sit down, discuss it with people, talk to people in this room, just bounce the ideas off each other, and you'll find you'll get some really unique insights and perspectives.

I'm going to go into winter for a bit. We've been enjoying autumn. Always fun, isn't it?

Journaling, cave time, nice exercises, the big picture, the fun stuff, but we are going to have to drift into winter for a little bit in this workshop to start talking about the work we're going to have to do in winter. Winter is quite gruelling, to be honest with you. It's not an easy season.

It's arguably one of the most challenging seasons that we have on Property Entrepreneur, so you need to get yourselves prepped and ready for this because this is going to be the difficult work, but without a doubt, this is the work that will fundamentally change your business, and change the trajectory of your lives as a result. It's the important work. Who's too busy?

No one for the year? Everyone's too busy? There seems to be not much, people don't seem to have anything much wrong with their businesses, but I feel like you were just falling asleep a little bit, and actually, we've probably all got lots of problems, got issues, got challenges, we're overwhelmed, got too much work on our plate, and our business is fundamentally needs fixing.

That's what the aim of the game of the winter is. It's actually to go into the weeds, sort it all out, and come out with a brand new business ready to go the distance over 2025 and beyond. There's one big project in winter.

Who knows what that project is? It is the ... So two people knew, that's cool.

You've been listening. Even Rachel's top, she literally took you through exactly what it is. Yeah, well done.

So what is the project? It is the... Better, better.

What's up with you guys today? What's up? You all right?

The serious, very serious group. Okay. I'll do my best.

I'm going to try and warm you up a little bit. I'll start with an analogy. Let's do an analogy.

Who likes a story? Yeah? You like a story?

Good. We're all happy now. Good.

I'll do a story. Cool. So one day, it's a foggy and dark day.

This is all irrelevant to the story. I'm just making a better story for you. Foggy and dark day, and there's a heart surgeon, and he's driving on his way to the hospital to perform surgery.

And he's going, he's around these windy roads, it's quite misty, and all of a sudden, his engine light comes on. He's like, oh, no. I need to get that sorted.

So he takes his car, and he knows his mechanic. What's his mechanic called? Add to the story.

Fred. Fred. I'll go for Fred then.

Well done. So he goes and speaks to Fred, and he says, Fred, I've got an issue. My car has got the engine light on.

And he goes, oh, no worries. We'll just get it sorted for you. And he goes, oh, when can I come back and get it?

Because I need to start going to the hospital. I can come back tomorrow. Great.

So he comes back tomorrow, and he says, Fred, how are you getting on? Fred's a bit down. He's like you lot.

He's a bit down. He's a bit down, and he's like, is it ready? And he goes, no, it's not ready today.

And he goes, oh, right. Okay. When should I come back?

He goes, just come back tomorrow. So he comes back the next day, and he goes, Fred, is it ready? And Fred goes, no, it's not ready today.

He goes, this is getting quite frustrating, Fred. When can I come back? He goes, just come back tomorrow.

So he comes back tomorrow. He comes back the next day, and he says, Fred, is it ready now? Fred goes, yeah, I've done it.

And he goes, okay, how much is it? He goes, it's 500 quid. And he goes, okay.

So he pays 500 quid. And he goes, Fred, what's up? Fred goes, we do the same thing.

We take an object. We pull it apart. We fix the valve.

We replace it. We put it back together. It's brand new.

So it all works exactly how it did before. I get paid 500 quid, and you get paid hundreds of thousands of pounds to do the same job. And the heart surgeon, he takes a step back and thinks, well, that's quite a profound thing to say.

And he goes, he stands back and he thinks about it. And he goes, try doing what you do when the engine's running. And that's the concept here, is Fred is a mechanic.

The engine's stopped, and he's trying to fix it. He's getting paid 500 quid. The heart surgeon is trying to fix a heart that's still beating.

And the analogy, and the reason why I've told you this story, is because you need to slow down. Winter is difficult. And if you want to go 1,000 miles an hour, but then have any chance of fixing anything that's broken in your business, you're going to be the heart surgeon.

But if you slow things down, if you stop growing, you say no to that few extra clients, you don't quite bring on that team member just yet, you say no to that deal until spring, and you focus on fixing, you're going to have a much, much better chance of actually doing this in practice, which is going to be really hard for some of you, but that's what you need to do, that's what you need to do to make the most of this. So winter is one of our most important quarters.

If abs are made in the kitchen, your business is made in winter. And that's what this is all about. It's getting insular, it's looking in, it's not about doing anything with the external market, and slowing down as much as possible to fix everything that's broken.

And then we've basically built a brand new car. We've already started our race in autumn, we've built our new car, and then we're good to go. We're going to have six months of chaos, growth, deals, whatever it is you want, but get things fixed and working before you set out onto the track.

So these are winter hit lists, and there's six steps to this. So the first is strip out. So you're going to strip out everything that's broken in your business.

For some of you, it sounds like that list is going to be quite short. Then we're going to prioritise, which is what is your actual priority? How are you actually going to prioritise this, and what are you going to do first?

Then we're going to select the right person to do this for you. Then we're going to timetable it all out, so we're going to actually have a plan to work towards. Then we're going to execute against that.

This is the plan, let's execute and let's make this happen. And finally, we're going to manage it. So you need to be a manager and manage this whole thing through to completion.

So this is the winter hit list. Let's start with strip out. Who has already set up a WhatsApp group or something where they can collect their winter hit list items?

Amazing, cool. Who attended the blueprints in summer? Cool, so keep your hand, you all did.

Everyone put your hand up. Everyone put your hand up. There's a few of you doing it.

Everyone put your hands up. Okay, cool. And so for those of you that did what we asked you to, yeah, okay, cool.

Some of you just put your hands straight down. Yeah, cool. So you're all asking the blueprints to set this up, and that's what you needed to do.

To set up a WhatsApp group, you can take your hands down, WhatsApp group, and to actually start recording all the winter hit list into that WhatsApp group. You should have started doing that a while ago. And the whole purpose here is to get to a place where you're just stripping out anything that's broken.

So anything that doesn't work, anything that's wrong, anything that's just not quite good needs to be stripped out. This is mine for my team. We did ours on Asana this year.

They wanted to do it, so I let them do it. And we just basically started pulling all of the things into one place, all the things that are broken, all the things that aren't working particularly well. So why do we do this?

Well, the first element of this is to gain insight. So you want to gain insight into the business. Now, you've got your view, and for some of you, it might just be you.

You might have one assistant or whatever it is in the business at the moment. So you might have a lot of insight, but you might find, like me now, I've got multiple people in lots of different departments, and actually, I don't know what's not working for them. I don't know all the things that aren't actually going well for them on their level and what they're doing and who they're interacting with.

So this is going to gain you insight into what's actually broken in the business, what's actually not working. And the key sentiment is you can't fix the roof when it's raining, but you can see the cracks. So you can't fix the roof when it's raining, but you can see the cracks.

Last year, somebody said, you know, we're in our busiest season at the moment, so we don't actually have time till the winter hits. Now, when it calms down, we're going to get started. Then they asked a question.

It was like, well, no, no, no. If you're in your busiest season, if you're ridiculously busy right now, this is the perfect time to start recording stuff. And ideally, you want to do this in summer.

You want to start you into this in summer where things aren't working, things are starting to crack, things are starting to fall apart. But if you haven't already started, you can start this now and you can pull this all in and get this all together. You've got a few weeks left till Christmas.

You want to list everything. So there might be some really big things which are broken. You might need a new website.

You might need to download Xero and actually start using your property accounting software. You might, I don't know, what else can we do? You might want to bring in a new property management system.

You might need to sort your client accounting, whatever it may be. You might need to bring in Asana. You might need a new branding pack, whatever it may be.

There might be big things you need to do. And those are great. So you want to get those on the list.

But also, you want to list all the paper cuts as well. So paper cut is that short, sharp thing. It's like, you know, on a daily basis where you just feel it, that frustrating thing.

And that could be you go into Google Drive or whatever it is you are. You can never find that same file. You're always looking for it.

It's an annoying file. I always go to look for it. I can never find it.

It takes me five minutes. I find it. I instantly forget about the problem.

But that's where you just log those things down. That might be that one of your links on your website doesn't quite work properly. It might be that you need a slightly upgraded slide deck, whatever it may be for you.

What are those small things that are causing you issues and frustrations each and every day? If you get rid of those 20 small things a week, that's going to compound to a huge impact for you over the year. So you want to list everything out, big and small.

You want to then take this list. You want to consolidate this list. And you want to departmentalize this list.

So consolidate basically means, well, if you've got 10 things related to proposals that you send to clients or 10 things related to the lettings process when you bring in a new tenant, bring them all together and go, right, there might be 10 things here, but is that actually just lots of duplication? Is that actually four things that we actually need to do and work on here? So consolidate it and work out, bring those things together.

Like, can you consolidate tasks? Can you get rid of tasks? And departmentalize just basically means put them into the different departments in which you're going to operate in.

Any departments we might use? Anyone want to shout out? Accounting?

Yeah, finance. Marketing, sales, operations. There's one more I'm looking for.

Yeah, product. So products, marketing, sales, operations, and finance. And yeah, you could have additional departments in your business as well, which might be more suitable for you and what you're doing.

So you want to basically consolidate the list. It's a nice, short, sharp list. And you want to put them into the relevant departments.

So, right, these are going in finance, these are going in operations, these are going in my products. And put them into those relevant departments. And then finally, we want to set a strict deadline.

Deadlines get things done. If you ever want to achieve something, if you want your team to achieve something, you need to have a deadline. We want to finish this, we want to close the door, and we don't want to be thinking about this again.

If you do winter right, you're going to kind of find it a bit difficult at the start. Then you're going to start to enjoy it. Then you're going to hate everything about it.

You're going to want this to be over. I want this to finish now. This needs to stop.

I can't run another process. I can't have another meeting about our tenant onboarding process. I can't do it anymore.

This needs to stop. And your team is exactly the same. So we have seasonal activity, and winter is your seasonal activity.

By the end of winter, your deadline is going to be the end of winter, and you need to finish. And that's your winter hint list. Absolutely done.

No one wants to do this forever. These are your departments, as I said before, products, marketing, sales, operations, and finance. Maybe you've got a sourcing business, and to be fair, sourcing would probably go into marketing or operations, or maybe you have something where you're like, actually, Ben said HR.

Maybe Ben's in a place where he's got to a size where he needs a full-blown HR department, so you might have an HR. So you can add more stuff to this, but these would be your five basic ones I'd say would probably most of you would use to categorise. What we're doing, Rachel showed this before, is we're going to create this, and I'm actually going to take you through populating this by the end of the session, so you don't need to take pictures.

We're going to give you the link to this, and I'm going to show you how to do this in practice, so you don't need to worry. I'm just going to show you basically where we're going to get to, is over here you've got different things in your hint list, different actions, and then you've got them broken down into departments. So things like product, decide on a new mentorship programme.

A lot of my masterminds are launching mentorship programmes. Cool, they've got a side in it. Marketing sales, fix the website, create a new scorecard.

Operations, create a property management dashboard, choose a property management software. Finance, get a bookkeeper, set up Xero, whatever it may be for you, you want to add them to this list. So that's step one, to-do list of all the things that are broken.

Then we're going to move on to your priority, and we want to get to a place where you've actually prioritised and made this clear. How do you think we would prioritise this? Anyone want to shout out?

I've got the catch box somewhere, I think. How do you think you'd go around thinking, right, what is the actual priority? Because obviously we want to get everything done, but how do we actually get Rufus in prioritising this?

Yeah, John, should I give that a go? I think I can try. You're behind me, I'm worried about it in the front.

Are you ready? Right, there we go, look at that.

[Speaker 15] (41:14 - 41:16)

Impact on the business.

[Josh Keegan] (41:16 - 1:08:23)

Yeah, absolutely. What's the impact on the business going to be as a result of this? And I'd say, you could go a bit deeper, and you could go, yeah, impact on the business.

Is this urgent? Is this important? How business critical is this thing going to be?

Is this thing going to be something that, if we don't do it, the business is fundamentally going to break? Or is this thing going to be something that would be nice to have? Think about how actually important is this for the year ahead?

That's definitely what you want to do. And what we want to do is use RAG system. Anyone know this sample?

Red, amber, green, well done. So red would be business critical. Like, we need to do this.

If you guys want to make more money next year, you need a finance function. If you guys want to make more sales this year, you're probably going to need a website. These are business critical things.

And you might have something in your business that as a result of this not being fixed, it's actually causing client issues, customer service issues. These would be business critical things. You need to get these things sorted.

Some of you reds. Your ambers would probably be your important things. But if you didn't do these things, we would probably be okay.

We'd probably be just fine. This is quite hard to distinguish because I think as entrepreneurs, we see everything as a red, all just needs to be done. But ambers are things like, I've got an idea of an amber for them, an amber might be an example.

Asset bank. Yeah, great. That is a great amber.

So ideally, we have all of our standoff rate procedures in an asset bank that everyone can go and look at whenever they want, or like an asset list of all of our processes and policies in one place. But the last four years, we've not had that and we've been fine. So it'd be really great.

It would add a lot of value to the business. But it's like, if we didn't get it done this winter, it wouldn't be the end of the world, but we really want to try. And then greens.

Greens are like nice to have. So really great to, you know, we're in a place, we've had a website for five years, it's worked pretty well. It'd be really great to have a new website.

But if you've got like finance issues, if you're hemorrhaging cash, you've got clients that are complaining because your client service isn't good, or the property management software keeps breaking, or whenever you move a tenant in, you've had, you know, people have input the wrong amount on the contract, and so you end up having a tenant that's paid you less for 12 months, that happens to us, because the process wasn't robust enough.

I'd say those are business critical. Website, if you've had the same for five years and it's worked pretty well, you know, it's probably a green. Great to do, but it's probably a green.

So you've got to prioritise. A new website for somebody might be a red, a new website for somebody else might be a green. You've got to work out what's most important to you.

Think about business critical. Like these are your red tasks, and it's like these are going to be your first port of call. And I'm going to say this to you guys quite a few times throughout this session, so I'm warning you.

You, it's like a handful of hamburgers as well, similar advice. I'd much rather you come away from this session, and you deal with tick lists, and you choose one red business critical task, and you nail that task, than to choose 20 hamburgers and just fail. Now that's quite extreme.

You're probably more likely to have four or five red tasks, business critical that you're going to get done, and you're just going to focus on that. That is a massive achievement. It's not about the ego saying, you know, I had 76 tasks.

It's like, well, how many business critical did you have out of five? Have you got them all done? Yes, great.

Forget about the rest. So you want to choose the tasks that are business critical. Those need to be your focus, your absolute laser focus for you and your team.

And if you do find you've got, between you and five team members, you've got 12 business critical tasks, and you only get them done for the year, great. That's great. If you prioritise things properly, that's great.

That's going to step change you, rather than spreading yourselves too thin and trying to get too much done. And then what we want to do is estimate the amount of time it's going to take. Everyone know the saying, stay out of trouble, plan for double?

Yes, stay out of trouble, plan for double. Entrepreneurs are very optimistic. Team members can be quite optimistic.

You want to be very realistic with this, and if you think it's going to take you four weeks, it might be more like eight. I keep using it in the example, but has anyone actually had a new website done for them before professionally? It takes a long time.

The copy, the imagery. I remember when I had that on my tick list, I thought it was going to take me about eight weeks. I thought I was being served for that.

I think it took us literally about five months. We literally smashed winter out, and we were well into spring. So if you want it done properly, it will take a fair chunk of time.

So stay out of trouble, plan for double. Be really realistic with the amount of time things are going to take, because then you're going to be realistic about your capacity as well and the amount you can actually get done. Quick wins.

This is a little hack as well. So okay, we want the reds to get done, but on your wins hit list, I would always recommend you have a little blue, which is quick wins, and these quick wins are things that are going to make you feel good. So okay, we want to get all the reds done, but at the same time, if you've got three reds and they're grueling tasks that are going to take weeks and weeks and weeks for each one of them to get done, they're painful, they're exhausting, you sit down, you've got to write a brand new process document for the entire business, or you're writing three new brochures for each of your products that you're going to send out to clients. These things take time, they're exhausting the hard work. Then you might want quick wins as well, and quick wins are things that are just, like I used that example before about the folder, you keep going in, and every time you can never find this single file in there.

You might add that as a quick win, go right, move this sheet so I know where to find it, and add a link to my desktop, bookmarks, so I can always find this specific sheet, and you might have that as a quick win, and you might go, right, I'm going to do my prime time, I'm going to sit down, I'm actually going to get this work done, and I'm going to work on this business critical task for 60 minutes, then I'm going to do three quick wins, because then you're going to come out of that feeling good, feeling motivated, rather than feeling like you're never quite getting anything done, you tick stuff off. It's just psychology, motivation, we feel good when we tick stuff off, don't we? So this is where you're going to get to, it's basically going to be in a place where you've got your departments, you've got your list, and then you've got your red, amber, green here.

I'm just going to put this down, red, amber, green. Top tip, your headline strategy. Who's nailed the headline strategy now?

Few of you, not many. Who's kind of getting there? Oh, okay, bad question.

Who is clear on the direction? So it's going to be growth, we're going to be, yeah, okay, great. So think about your headline strategy, and hopefully by the time we're into January, you've got this nailed, but if your headline strategy is all about growth, well then you're probably going to prioritise the things in the Wins Hit List that are going to be about growth.

If your headline strategy is all about service, then you're probably going to prioritise all the things in the Wins Hit List that are about service. So that might be what you use to actually be your filter to go, right, I'm going to prioritise this, prioritise that, based on what my headline strategy actually is. Cool, so now we're going to move on to the next part, which is select.

So we've shipped things out, we've prioritised them, now I want to select the people that are actually going to do this for us within our businesses. Now I do appreciate some of you will be by yourselves in your businesses right now, so a lot of it's going to be you, and I own my stripes here, I was thinking about it on my way down. I remember getting to a hotel before, you know PIN in the evening, and I was speaking at PIN, I was speaking at PIN at 7, I got to the hotel at like 3, and I had four hours, and I literally put my headphones in, and I spent four hours redoing our property onboarding process for the letting agency.

I remember it so vividly, thinking this is horrible, this is horrible work that I've got to do, and it's four hours of work to make it happen and get it done. I used to do all the heavy lifting at the start. Now, as I've moved on, I've got a team, and a lot of the team are going to take a lot of the heavy lifting, and we'll all be in it together.

You might be somewhere in the middle where you've got a VA, you've got two VAs, or you've got people that can actually help you. So think about who can actually do this work for you, so you can get it all done much, much quicker. So it's not when can you do this, it's who can do this for you, and I really encourage you, this is not just the winter hit list guys, like obviously if the winter hit list, this is really important, not when can I write copy for the new website, but who can write the copy for the website for me.

But this is like not just for the winter hit list, this is for every single thing on your to-do list, to start thinking, not when, but who, who can I give this to. When you start getting creative with that, you'll be amazed at the amount of stuff you can get off your plate. Especially, you want to delegate to elevate.

So what I mean by this is, who can you delegate this to, to actually elevate the quality of the work? So who can you delegate this to, to actually elevate the quality of the work? If you're in a situation where you've got, you need a branding pack, and you think that you're going to learn how to do that and do it on Canva, and create a world-class brand, like maybe you will, but I promise you, if you show me five Canva brands that you've done, people have done themselves, and five professionally designed brands, I could pick out the Canva brands really easily.

Like you can tell who's had this done professionally, who's not had this done professionally, same with websites. So can you find a graphic designer that's going to do this for you, and it's actually going to not only save you time, it's going to actually result in a higher quality piece of work. Now, of course, I understand that we all have budgets, and you know, some of us might be in a place where we can spend £2,000, £1,000, whatever it costs on a professionally designed brand, and like letterheads and everything.

Some of us might not be in that place, but the kind of principle still stands. What can you delegate? What can you outsource?

What can you get other people to do that will do it better than you? Think about your lanyard. You know, if you're a Blaze, and you're planning to write a new process, well, then you might get a VA that's actually steel, and they can potentially do that work for you at a better level.

So what can you delegate to actually elevate? The dream team. So think about your team.

You know, you want to be highly leveraged. You want to be highly valuable. Who's in your team that you have already around you that can actually do this work for you?

And think about this in practice. So one of the biggest blockers that people have for delegation is normally that people, they perceive that people can't do anything better than them. It's just like the work doesn't come back to their standard.

It's always a big blocker. So you can do five tasks yourself to 100 per cent to your standard. We can have five people doing five tasks each to 80 per cent.

And it's like what's actually better within winter? And you might have to take it back, review it, give them a bit of feedback, and then you polish it off and nail it. But that's where you want to be.

It's like one genius, lots of workers. That's where we want to be. You want to sit in the middle.

And Dan Martell, who's read Buy Back Your Time? Anyone read that? It's the book of the month in advance.

It's a phenomenal book. He talks about the fact that you just need to get out of your way. And honestly, like 80 per cent done, but not on your to-do list is brilliant.

And that's the way you need to be thinking about this stuff. Of course, you need to review, you need to make sure it's world-class, but get other people to do the heavy lifting for you. Think about expertise, think about capacity, and think about PRP.

So expertise. People in your business will have a certain line of your colour and have certain skill sets. So they're going to be in flow doing certain things.

Like I've got basically, I asked them to do wealth dynamics the other day, and I've got basically, my team is Tempos and Steals. They're all Tempos and Steals. And honestly, I used to think I was going to be always the best at building forecasts for people, building models.

And now I've got Ben and Vinan, who basically are both Steals, and they just love it. They're just so into it. They geek out.

They have formula meetings where they just meet to discuss a formula. I don't think they need help. I think they just like telling each other about the formula they've created.

I feel left out sometimes, to be honest. I used to really like formulas. But it's like, that's their flow.

So you want to give people that stuff that's in their skill set and expertise. If you've got a salesperson, don't say, oh, you do sales, so can you write the office manual for sales? Salespeople are normally blazers.

It'll be a disaster. Likewise, don't speak to a Steal and say, oh, can you just write me a call answering script for customer service? No idea.

They'll just say, well, my script is don't pick up the call. They won't know what to do. They'll be out of flow, and it'll be clunking, it'll be pain.

So you want to think about who's got the right expertise and who can you actually ask to do the work for you. The second point is capacity. Just being really conscious of capacity.

Because in reality, who's found running a business and doing cave time pretty hard? I'm in the category. Yeah.

Your team and the people that are working with you are going to find this really difficult because you're asking them to answer the phone, respond to emails, speak to tenants, speak to clients, fix maintenance, do whatever it is you're going to ask them to do, and now you're going to say, oh, as well as doing your job, I also want you to spend high-value business development time building the business for me as well. You've got to be very realistic with capacity, and if you know your busiest season is January, February, March, whatever reason, maybe you sell, trying to think of a good example of something that would come after Christmas.

Maybe you sell a, maybe you have a service which basically destroys Christmas trees. So in January, February, March, you are destroying a lot of Christmas trees. I don't know if it's environmentally good to be doing that.

By the way, if that's you, don't do that, okay? Cancel that one. But you'll be busy.

So if all your guys are going to be out and your operations team are going to be destroying thousands and thousands of Christmas trees, don't ask them to be doing the heavy lifting. That's not what you should be doing. You should be thinking about who's got more capacity, who's got less capacity, and all of this is about being realistic, being realistic with everyone's time, being conscious of it, and when your team members say to you, oh, yeah, I'm going to get these 20 things done, you want to go, whoa, you've got this.

We're taking on these three new clients. You've got this to do. You've got that to do.

Are you sure you can get 20 things done? And you go, you know what? Take that down to these six, and if you have time for the rest, brilliant, great, but let's just focus on these six.

I literally had that conversation yesterday with one of my team about what they're going to try and get done before Christmas, and he gave me eight things. I was like, wow, that's a lot of stuff. Let's take it down to, and we agreed that it was these four, and if it gets the rest done, brilliant, but those four, so you have to talk people out of it, and then finally on PRP, performance-related pay, so where I'd say you probably need to be quite established to be doing this, so it may not be for everybody, but where you can incentivise people monetarily or non-monetarily, I'll talk about that in a moment, where you can give people a bonus for getting this stuff done, you can. We've had people that say, right, for every 10 minutes hit this task, you get a £200 bonus, whatever it may be, so you could put some sort of package in place for people so that they get some sort of pay. You could have a team target, and assuming the team hits it, you get a nice bonus.

If you are using people in the Philippines or overseas, I was having a chat with Richard, who has VavaVoom, and he was talking about the fact that you can give them, they much prefer non-monetary bonuses, like have a day of paid leave or whatever it may be. I guess it is kind of monetary, but they want their time back, so think about what you can offer people once they've done a certain level of workload. Finally, be realistic.

This is probably the hardest thing to do, but go back to the heart surgeon analogy. You don't want your teams to be heart surgeons. They're probably not cut out to be heart surgeons.

In reality, we're not cut out to be heart surgeons. You want them to be the mechanics, so try and be realistic about how much things are going to slow down for them, and be realistic about what it is that they can actually do. Going back to our schedule, what we're going to do is we're going to populate this of all the different people that can do all this stuff for you.

Who can do this stuff, and who can actually get this stuff done? Just a top tip on this as well, there are going to be service providers that literally do the thing that you want to do. If you do need a brand new website, find somebody that's an expert at building websites.

If you need to master your SEO this year, find someone that actually knows about SEOs. If you need a branding pack, find someone that can build a branding pack for you, whatever it is you may be. We literally, ultimately, we build finance functions.

If you need a finance function, come speak to us. We can see if we can build you a finance function. Find the people that can actually do what it is you need, so leverage the time.

You can just pay, that's a big job off your list, and you can focus on the things that you're in flow at and that you're good at. Once we've done this, we need to then timetable this out and create an actual plan to work towards. The worst thing that could happen now is we spend all this time, we have all these great intentions of these things we're going to fix, we're actually quite excited about getting started, but then we don't create a plan.

When you don't create a plan, what do you do? You plan to fail. I can't remember who's that saying, but you plan to fail.

We need a plan. This doesn't have to be rocket science. When you get good at planning, you start to see the problems before they become issues further down the line.

All you need to do is do an hour a day. If you imagine right now you're doing cave time. All we want to do is swap out cave time, we're going to swap it to prime time.

That's how we're going to deliver on this. You can ask your teams to do the same. I know Adam did this at Capital Living back in the day, where basically they had a rule where it was prime time between 8 and 9am.

No phones, no questions, no talking in the office, no emails, prime time. You could put this in place for your teams and be really respectful of that if you get your teams to do this with you as well. We're going to timetable.

First, you want to make sure people have ownership of this. Who, if your team member misses their deadline by weeks, whose fault is that? Yeah, it's yours.

If they didn't set the deadline, it's your fault. If they set a deadline and you didn't challenge them on that deadline, that is your fault. You need to get really clear on that.

When we work with people, we need them to set their own deadlines and then you need to challenge them. People will try and impress you. They'll say, oh, you need this.

Cool, I can have it done tomorrow or Wednesday. It's like, whoa, that's a lot of work to get done by Wednesday. Are you sure you can actually make this happen?

Once it's agreed, it's been agreed, but you want to make sure people actually own these deadlines. Then we have the art of actually scheduling. You want to schedule this out.

The top tip when you're scheduling is you want to under-promise, over-deliver. Under-promise, over-deliver. This is a really good tip as well.

Whenever you're dealing with clients, whenever you're doing any project-based work, I've heard, I don't know if it's actually true, that Amazon do this, is they say, right, you order on Sunday, I'll be with you by Wednesday, and then they deliver on Tuesday because it delights you. You want to be in that same boat with all your wins hit list. It's like, right, we're going to get this done by the end of March or your team are going to get this done by the end of March, and you get it done by mid-March.

That's where you want to get to. Under-promise, over-deliver. What we're going to use is a Gantt chart.

Do you know what a Gantt chart is? Yeah? Quite a visual thing.

It's a visual chart, so you can actually see how things are actually going to work out in practice. You want to set yourself and your teams up for success. What tool do we have that you use every single week that will really help you nail your wins hit list?

Well done, Charlie, well done. Sunday Sanity, exactly. The majority of you, based on the standing up that we saw earlier, use Sunday Sanity every single week.

Basically, that's a top 10 of what you're going to get done for the week. It might be a good idea to go, well, every single week I'm going to look at my timetable of the wins hit list. I'm going to look at all the tasks that I've got associated with me, and I'm going to allocate three of my Sunday Sanity to the wins hit list.

So 30% every single week to the wins hit list. If you just do that process, and your team does that process as well, then you'll find you'll get loads and loads of stuff done. You want to be performing at a very high level.

This is the art of high performance. There's two elements, there's two skill sets you need to get really good at to perform at a high level. The first is setting realistic goals and targets.

So the first is setting realistic goals and targets, which the second is executing against those goals and targets, exactly. Now, most people in this room don't have a problem with number two. They're good at executing.

You're going to work hard, you're going to get stuff done, you're going to get up early, you're going to be driven. Where we all tend to struggle is number one. The amount of conversation I have to have a mastermind with my group, we do a monthly game changer.

Literally, now I've started reviewing everyone's game changer before they commit to it, because you look at it, and you see from my life, well, you're not going to be able to get that done, because it's relying on three other people, and that's an unrealistic time frame. So you're going to come, and you've just not hit it. That's not where we want to be.

You want to be in a place where you'll get really good at going, this is a realistic time frame, I'm going to get this done this week, and you are then going to go ahead and deliver it. So you need to work on that throughout winter, getting good at setting realistic targets, realistic objectives, and then getting good at actually executing against them. So this is what it's going to look like, which is basically a Gantt chart.

So you can see here, you've got your, over here you had all the things you set out, you've got your priorities, and then you're basically just going to colour it in green. That's when you're going to get And as I said, stay out of trouble, plan for double. If you think it's going to take three weeks, maybe add four weeks onto there.

Just be really realistic about this, and just put in when you're going to do all these different projects. So you've got your moments at the top, and you can just see exactly how things are going to actually work. What do you think this helps us identify before we get started?

Capacity, yeah. Anything else? Yeah, exactly.

So, yeah, I'll repeat it. So basically you've got capacity, so actual capacity of people, and then make sure the flow of objectives is right as well, so you can actually see stuff. So if someone's planning to start something here, but it can't be done until this is done, that's not going to work, is it?

So you can see the dependency of different tasks. And then capacity, and one of the words I always look for is bottlenecks. So if you can just see that one person's got loads and loads of green all together, let's put it in the middle of the bottleneck there.

They've got like five things all happening at the same time. They're probably going to struggle. So you start to visually see it, and start to plan out.

We want a really realistic plan. You want to get to the end of winter where everyone's nailed this, they've not failed. Then it's execute.

So we timetable it, and now it's time to actually execute this and put this into practice. And these are a few things that you can actually use to execute this pretty rapidly and effectively. First thing is remember it's all a game, and you want to make this as fun as you possibly can.

I'm not going to sugarcoat this for you. This work is the difficult work, and most of you won't love this work. Most of you will not enjoy this work at all.

It's going to take a lot of mental energy. You're going to be busy. There's going to be urgent things flying in, and you're going to have to make time to actually do it.

So make it fun. Change your scenery. Go to a nice hotel.

It's similar to Cape Town. Go to a nice hotel, order yourself a green tea, whatever it may be. When you finish your work, give yourself a reward.

Go out for lunch. Do whatever it is you want to, but create rewards. Gamify it.

Go, when I've got these five quick wins done, I'm going to go out for dinner. I'm going to go to the driving range. Whatever it is for you.

Just do whatever it is that's actually going to help you gamify and help you really, really enjoy it. Remember the mindset shift is fixed today and gone forever. Fixed today and gone forever.

When you nail this, when you get this right, and when you create a process, how-to guide, a standard operating procedure, sometimes it's just a loom video, and you nail that, and you delegate it, you may never have to see or do that task ever again. Like ever again. So this is a huge tool for leverage.

So it feels like hard work, but it's a huge tool for leverage, and every hour you spend building an asset, building a tool in winter, it's going to save you hundreds of hours throughout your next one to three to five years within your business. So just remember that. This is an investment of time.

We're very good at investing money and investing in property. This is an investment of time to save time. This is going to be your prime time.

So this is going to be your seasonal focus. So like cave time was your seasonal focus in autumn, as soon as we get to the first of January, we're going to shift into winter, and winter hit this, and actually building this step out. This is going to be your prime time.

It's that first hour, 90 minutes of every single morning, the first thing you do each and every day, and this is going to really move the needle and push things forward. You want to do maximum 90 minutes. So we've talked about this before, like in order for a human being to actually focus for a period of time, 90 minutes seems to be the optimum amount of time.

After that, you get marginal gains and like diminishing returns. So you want to be in a place where you've done 90 minutes in total. You want to do this every day if possible.

Some of you that may not be possible, you might be doing it once a week, three times a week, whatever it is you can manage. You might have to do slightly less. Whatever it is for you, but you want max 90 minute sessions to actually get this work done, get stuck into it, get yourself in flow, get it nailed, and then get out.

And you're going to need to be on the AAA game. If your plan is to take your two weeks off for Christmas, drink every day, eat every day, eat all the turkey, all the trimmings, eat chocolate after chocolate after chocolate, eat all the kids' sweets, whatever it is you're going to do, and then come back in January and expect to nail this, you're going to be disappointed. Because you're going to feel sluggish, you're going to feel a bit hungover, and you really need to go on your AAA game to make winter count.

So I'd highly recommend, you know, by all means, enjoy yourself at Christmas, but make sure by the time you get back in for January, you're in a good place. You're feeling good, you've done your steps, you've done your exercise, and you're ready to go, because you need to be in a really, really good place to actually smash this out of the park in the new year. I'm so sorry for those of you who have dreams of the Christmas break now being crushed and destroyed.

I feel bad, but you'll thank me for it. What else do you think we could use to nail our winter hit list? AI, absolutely.

Honestly, like, you can do so much more now with AI. A couple of years ago, we weren't talking about this, but now AI is here. Oh, my goodness.

The amount you guys can get done is absolutely ridiculous. Anyone heard of ChatGPT before? Just kidding.

Everyone's heard of ChatGPT. So ChatGPT, we can use this for all sorts. You can use this to write emails you don't want to write, template emails.

You can use this to create contracts. You can use it to create policies, processes. You can do it to write agreements, marketing, website copy, social media posts.

Like, whatever it is you want, ChatGPT can normally do this for you or at least can get you 70%, 80% there, and you can just do the final tweaks. Anything else we can use this for that I've not said? Where's your cat?

John, can you pass the mic down to Cat, please? I'm going to get some ideas on this. Go on, Cat.

[Speaker 4] (1:08:24 - 1:08:29)

Have you used the interactive person now that you can talk to and converse with?

[Josh Keegan] (1:08:29 - 1:08:29)

No.

[Speaker 4] (1:08:30 - 1:08:31)

This is game changing.

[Josh Keegan] (1:08:32 - 1:08:33)

How did you get that?

[Speaker 4] (1:08:33 - 1:09:29)

It's on ChatGPT. You can use it on the free version to a limited time. Then you subscribe 20 quid a month to have it permanently.

You choose your person, but this is next level. They understand sarcasm, sorrow, all emotional range. So if you are actually thinking creatively about a concept and you want to have a chat with somebody about it, it will interact with you as if it's a human being.

It actually created for me my year of title because I wasn't quite there. I couldn't get the words. It listened to everything I had in my mind, what I was envisaging, what kind of characteristics I wanted the phrase to have.

This is the first time I ever interacted with it. It said, wow, that's an amazing... It was human.

That's an amazing year you've got ahead. That's such a nice way to get to know you. How about...

And it came up with year of cherished moments. I was like, oh my God, you just nailed that. And it went, yeah, no, it's cool.

So it's... Yeah, that's creative interaction as well.

[Josh Keegan] (1:09:30 - 1:09:46)

It's just chat GPT, but I don't know how you find it. Maybe someone put a link in the group if you use it. Yeah, that'd be really good.

Is it just on the main chat GPT, Debra? Anything else? Anyone use chat GPT before successfully?

Just do Dan and we'll do Andrew. Can you pass it over, please, Cal? Or maybe ask your assistant to do it.

[Speaker 5] (1:09:49 - 1:09:50)

I'm not good at this.

[Josh Keegan] (1:09:51 - 1:09:52)

Oh, there we go.

[Speaker 5] (1:09:52 - 1:10:33)

Hi, it's Andy from Rotherham. Hello. I'll be really quick.

I've got two. The first one's quite a funny one and the second one was really useful for us. The first one, I asked chat GPT to look at my previous searches of what I've looked at and roast me on it and be completely brutal.

And it came back with a... If you're fragile, don't do it. But it's really funny.

I posted it on my LinkedIn. I got loads of interaction with it. It says, check my searches out and roast me on it.

And the other one, we use it to write reviews of people we work with. It just blitzes them out and way more succinct than we could. And we're getting some little responses back from them.

[Josh Keegan] (1:10:34 - 1:10:39)

Amazing. Spot on. Perfect.

That's great. Dan? We'll move on.

[Speaker 12] (1:10:40 - 1:10:49)

I'm Dan from Birmingham. I use mine to actually create the headline strategy and year of images. And that was kind of by typing in.

[Josh Keegan] (1:10:50 - 1:10:51)

What's that one on?

[Speaker 12] (1:10:51 - 1:10:59)

It was on the free. It was kind of create me a motivational poster for, and then I'd put what it was. And it'd kick out quite an image, quite a funky image actually.

[Josh Keegan] (1:11:00 - 1:12:41)

So yeah, I didn't know you had a chat GPT, but there's mid-journey. There's all these different ones as well. We can do graphics, you can do images, you can do branding.

There's so much stuff. So go and play with that. And honestly, like look at this.

And if you can AI it, use it. Loom. Loom's phenomenal.

Use it a lot. But the kind of next level of Loom is like if you want to... Loom is just phenomenal for just getting things off your plate.

You never have to do them again. But there's an AI plugin to Loom. So you can do it, the Loom.

And then you can press a couple of buttons, say turn this into an SOP or an operating procedure, whatever you want to call it. And all of a sudden it just gives you this... You've got the Loom video.

It's edited Loom video, so it gets rid of your ums and ahs and makes it better. And then you've got this amazing written operating procedure below. So it's just like, wow, that's quick.

So do the task, call it on the Loom, press a couple of buttons, and now you've got something to add to your asset. So some phenomenal stuff in here. Decipher AI.

There's plenty of these now. So you can use stuff like this for social media. So if you need marketing content, you need a better way of creating videos for your marketing, more social media posts.

My marketing manager uses this to basically take the podcast, turn it into transcripts, turn it into lots of snippets of videos, add subtitles and all that fancy stuff that people have. Just phenomenal. She just plugs it in.

It just does the work for you. So think about AI. I'm not an AI expert, but ask in the group, share in the community about the kind of things that we're going to be doing, that you're going to be using it for.

But where can you use AI to fast track this journey for you? Go on, we'll do one more assignment. You still drinking your Red Bull?

I thought that would come off in your handful of habits.

[Speaker 6] (1:12:45 - 1:13:21)

Two things very, very quickly. So one of the things you can do with ChatGDP is with email. So you can say to it, I've written an email, you can get it to write it for you.

Change the tone of it to sound less aggressive if you're angry about something. Change the types of words to make it sound a lot more eloquent, et cetera, which is amazing. But also Apple is bringing Apple Intelligence mid-December roughly, and they've taken ChatGDP and put it in so any Apple device from a certain age forward can actually get that just on your Apple phone, which is really, really good.

Nice. Great.

[Josh Keegan] (1:13:21 - 1:29:52)

Thanks for sharing. You can keep the mic. So the deadline which we're working towards is this, which is New Year's Eve.

So this is not the 31st of December. This is the end of March. This is the end of this current financial year and the start of a new financial year.

So the end of winter, Jan, Feb and March, then we're going to do New Year's Eve in our businesses to celebrate the end of the financial year and into the new financial year at the start of April. And this is where we're trying to get to. This is the end.

This is what we're telling our teams. This is where we're getting to. We're going to throw a party.

We're going to do a quiz on Zoom, whatever it is you guys want to do. That's the line in the sand where we're going, right, winter needs to be done by that point. We're going to get to New Year's Eve.

And you want to, if you can, make it a bit of a significant thing, a bit of a significant event in the calendar. So a property entrepreneur for years has always done a refurb of the offices. So everyone finishes New Year's Eve.

They come back Monday, there's new artwork, a bit of painting, decorations. It's been moved around. So it feels like a brand new year and a brand new start.

Think of your businesses, what things can you do and change to actually make it so that it feels like a new year, a new start for you. The asset factory. So everyone should have one of these.

You don't necessarily need an actual door in your office, which is on the fancy glass. But what you need is a space where you can go and go into what's called the asset factory. So it might be a hotel.

It might be a living room. It might be a bedroom. It might be somewhere where you go and you go, I'm going to go into this asset factory.

I'm going to turn my phone off in this room. This is not my office because I'm too used to checking my WhatsApp and being on Zoom, whatever it is in my office. I'm going to go to a different space in the house, different space outside, put yourself into a co-working space, whatever it may be.

You want to have no distractions and just have 90 minutes of solid work. Write down what you're going to do. I'm going to rewrite our HR guide and go in there for 90 minutes, box it off and then come back out.

FedEx days. Can people remember what FedEx days are? No?

Oh, that's a shame. Okay, so FedEx days. The whole concept here is you can give your team FedEx days.

And the concept is your team can say, right, I need to get this done. I need to get this one win to get this task done. So I'm going to take Monday off.

I'm going to be uncontactable by anyone in the office. I'm not going to respond to emails. For all intents and purposes, I am not working.

And you go, yeah, no worries. So you're going to work on this task, yeah? And they go, yeah.

And you go, cool. The only criteria is you've got to deliver. So you've got to have done it within that 24 hours.

So if you come back and you've done it by three o'clock and you want to just have a break for the rest of the day, that's cool. Likewise, if you work until 11 o'clock at night, that's on you. But you've got to come the next day with it done and dusted.

That's a FedEx day. So you might decide you're going to take a FedEx day or you might allow your team to take a few FedEx days throughout winter, just letting them focus and get stuff done. This does work by the way as well.

If you've got like a beast, like a brand new brochure or loads of copy you've got to write or, you know, a marketing campaign you've got to plan out to go, right, I'm taking Tuesday off. Don't contact me. And then you decide that you're going to get this done no matter what.

And you just do sprints of 90 minutes, have a little break, 90 minutes, do like four or five 90 minutes and it's done. It can be like a real game changer for you. And then we need to manage.

So we actually need to manage this through to completion. One of the most important things to understand is there's two types of tasks in your business. You've got important and you've got urgent.

And some of them fit into both of those categories. Naturally, the urgent will always try to steal your attention. The urgent is why you've not managed to smash cave times so far.

The urgent is what's going to hold you back from getting your winter hit list done. But you need to understand that's urgent work. That's going to come in, turn off your devices, turn off the noise and focus on the important work first.

With your team, you want to coach but do not criticize because they're going to be having the same challenges that you're having. So you want to coach, not criticize. Don't beat them overhead, don't crack a whip.

You want to be in a place where you're coaching them through. Where they're coming to you going, look, I know we've got this deadline but I don't think I'm going to be able to get this done this week because I've got all this work to do. You go, oh, that's interesting.

How can we make this work? What can we change? What can we give away?

If I helped you do this, would you be able to get it done? You want to coach them through so you're basically like you're cheering them off the sidelines but you're supporting them and achieving those objectives and those goals. It'd be very easy to criticize but this is a really difficult skill set and we're all going to have, we're going to struggle to do this.

This is a really difficult thing to do. So don't start criticizing when they're doing their absolute best and they are literally doing all of the work in the business. They're answering phones, they're speaking to tenants, they're doing whatever they need to do.

Don't criticize when you're coaching. Identify your best productivity time and your team's best productivity time. So this is when, as it sounds, you're most productive.

I really wouldn't recommend deciding, right, I'm going to put my 90 minutes of prime time in at 3.30 in the afternoon. Some of you might be brilliant at 3.30 but I'm half asleep at 3.30. I'm in my afternoon lull, I'm feeling really tired, I'm mentally fatigued, I'm done. So set yourself up for success.

Don't put it in at that time if you know it's not your best productivity time. Whereas if you know, for me it's about 6 to 7.30, that's my best productivity time, that's when you want to be doing your winter hit list. And think about your team as well.

When should they be doing their stuff? When are they most productive? When are they going to get the most done?

And encourage them to do the same thing. This needs to be top of the pile. So in your businesses this needs to be top of the pile.

It should be very visible. Your team should know about it, they should be talking about it, you should be reminding them about it, you should be applauding them when they do something well, you should be literally shouting about the winter hit list for a three month period. Everyone should know about this.

So whether you have a weekly meeting about the winter hit list, maybe you have a monthly meeting, a fortnightly meeting, whatever it may be, you need to find ways to make this very, very visible. You want to celebrate the successes, you want to publish the scoreboard as it goes, we'll give you one in a moment. You want to make sure that everyone can see this and see that this is the focus and this is what needs to be the main focus for the next three months.

And use SES management. So set up, check in, sign off. Set up on a Monday.

What winter list task are you going to get done this week? I'm going to do these three things. Oh great, that sounds like a bit too much.

Can you actually get those done? Okay, I'll do these two things. Cool.

Wednesday, check in, how are you getting on? Then on Friday, are you done? Yes, I'm done.

Great. Set up, check in, sign off. This is the SES management system.

We've taught this a couple of times and this is all about accountability spikes because when you check in, when you have accountability spikes, when you keep asking people how they're getting on with stuff, the performance goes up here and it stays up here. This is all about SES and this is all about checking in with people. Top tip on this is we have what's called a hashtag WTW WhatsApp group, so hashtag win the week.

And basically every week on a Monday, the team have to post in their top 10 or top three, depending on what they're doing. Some people have been a longer time do top 10, people that are relatively new do the top three. On a Wednesday, they check in how they're doing.

They say, right, we are on 30% through or whatever it may be. And on a Friday, they put in how they've done against the week. Just that posting, that public accountability really works.

And you want to be doing that with your win tip list. Get people to check in against their tasks. So that's the win tip list.

I'm going to take you through a live example in a moment. Before I do, a few top tips from experience. So the first is the time to start was yesterday.

The time to start was yesterday. So well done are those of you that took notes in the blueprint, you took action and you got this all set up and you got your WhatsApp group set up, well done. For those of you that didn't, it's not too late.

You can start this now. You can get this done. So make sure you don't leave today without setting a WhatsApp group up, even if it's just for you and your business partner or if it's just for you, setting this up and start logging some things in there.

So do this now. This is all about slowing down to speed up. It's really hard for entrepreneurs to do.

A lot of you probably won't listen as much as you should on this or don't think you can slow down quite as much as you probably should. The more you slow down in the winter season, the more you become the mechanic as opposed to the heart surgeon, and the more you can do the easier work. It's going to be much easier if you slow down.

When you've slowed down effectively and you've rebuilt the car, you're going to have a totally new engine, totally new car, and you're going to be able to whiz around the track much, much faster. Landing planes. So landing planes is all about bringing the actual plane into land.

And the whole concept here is 90% done is as good as not started. So we want to be the place where you're finishing things off. We'd much rather you choose three tasks that you're going to nail than 10 tasks that you get to 90%.

You want to nail everything. You want to bring things into land. You want to finish things off and finish the job.

Play the game. You want to gamify this as much as progress. Create bonuses for your team.

Make it fun. Make it visible. Make it a game for yourself.

I'm going to lock myself in a room for 90 minutes. I'm going to go to a nice hotel when I'm done. I'm going to buy myself a massage if I get five quick wins done in the next 24 hours.

Whatever it may be, make this all a game for you, your team. The more you gamify this, the more fun it will be and the easier it will be for everyone. And then finally, fire up the flywheel.

Anyone know what a flywheel is? A few of you? Yeah.

So basically, the whole concept here is it's one of these. It's a big wheel, very heavy. But what they do is they store momentum.

So once they gain momentum, they just keep going around, around, around, around. But to get them started, it can take an incredible amount of energy. So it can take 100 men to actually get this thing started, to push it the first inch, to push it the first 30 centimetres.

The energy to get it all the way around for the first time is absolutely humongous. The second time, absolutely humongous. But then all of a sudden, it starts basically spinning by itself and it needs no more energy and momentum.

And that's what you're going to go in Freedom Wins Hit List, like with anything. You're going to be a bit pumped up and excited, hopefully, to go and actually get started, thinking about all the things you're going to fix. You're going to be enjoying it.

Your team is going to be enjoying it. And then you're going to have a car crash of a huge amount of work. You've got snow down there.

You've not looked at the Wins Hit List for three weeks. You're like, oh my goodness, I'm overwhelmed. I'm tired.

I'm exhausted. I don't want to do winter. But what you've got to do is you've got to keep chipping away at it, keep the momentum going.

And then the flywheel will get going. All of a sudden, you'll be absolutely loving it. You'll absolutely fly through to completion.

And some of you will get to the end of winter and you won't want to stop. This is what the flywheel is all about. It's firing up and getting it all going.

One for your action list is to listen to this podcast, which is The Game, which is podcast 87, which is all about the seasonal methodology and how it all works. And the support and resource for this session is this sheet. So this will be posted for you to find.

And I'm going to take you through it now so you can actually see it in practice. Basically, what you've got on here is a Winter Hit List tracker. And all you're going to do is, like we talked about, you're going to strip out.

So you're going to get the list of stuff and you're going to put it into this tab here. So you're going to add some stuff in there. So you might go into products, new brochure, marketing sales.

You might go, right, content calendar. So upgrade website, change backlinks, whatever it may be. Go on to YouTube.

So you just add things in. Finance, bookkeeper, zero, text. You're going to add things in here.

You're going to basically put them all in. Then what you're going to do is you're going to basically assign a rag to it. So is it red?

Is it amber? Is it green? Whatever it may be for you.

And then over here, you're just going to put a person. So you're going to assign it to its relevant team member. So let's give Bianca some more to do.

She seems to never have much on. Add a few more in. So add those to Bianca and I'll put, I'll give me one here to upgrade the website.

Give Adam one and I give Rach one. So what it's going to do is you basically have a list. You've got the right people, you've got the priority, and then you've got the right person against that list.

And then as we showed you before, you're going to start planning out. So you go, right, we need a new brochure. Okay, when's Bianca going to do that?

Well, she's going to do that first because we're actually going to rebuild the website based on that brochure. So we'll give Bianca this amount of time. Obviously you want Bianca to actually set this.

This is nice green. Once that is done, we're probably going to upgrade the website after that. So we'll start that around here because we're going to send the brochure to the designer, make sense, and, you know, upgrade the website based on the brochure, take it to the end of Feb.

And then at the same time, Josh can start, Adam can start sorting the backlinks out with whoever's going to do it. And then, yeah, I can't really actually because it's, I need to see the table. And then Rachel can get us onto YouTube whenever she wants to pop in there.

So basically you start populating this and having a Gantt chart. What I'll do is now I've done that, I'll zoom out a little bit so you can basically then see, start to see how it's all looking. So you can see who's doing what by when.

You want to just spot bottlenecks, spot capacity issues, you know, just start planning this whole thing out. So that's the first step, is getting all that populated. It should be relatively straightforward and, as always, creative collaboration.

You want to make sure your team is heavily involved in this as you can. For me, I've got somebody else actually building this whole thing with the team and I'm going to review it and check it, but I want them to set all the deadlines, I want them to set the tasks, you know, and I just want to sign off and go, yeah, that looks good or challenge it. So you've got that and you've then got your Gantt chart, you've got it all planned out, and then what you've got in here is a task tracker.

So you need to put people's name in here and what it's going to do, it's quite a clever little sheet, is you've got a person's name and what it's doing is saying, right, well, we've assigned three tasks to Bianca. She's got one completed, she's got two outstanding, so she's 33%. Josh has got one task, none completed, etc.

And so basically this is going to be your scoreboard and what we'll do and what we'd encourage you guys to do is every single week you want to share this into your team WhatsApp groups, everyone's seeing it visibly. Ask people to update it before you go, share it into the groups, then it becomes very visible how people are doing and everyone wants to be doing well, don't they? So, for example, all you do is when you get something that's completed, so say Josh has done the website, you put a why for yes in there, say Bianca's done a brochure, say Rach has done a thing on YouTube and we'll say Bianca's also in the content counter setup.

So, like, you can put all these green, you can see the underperformer quite clearly, can't you? So, then Adam gets sent this on a Monday and he's like, oh my god, they've all done it and he's sitting there with red and he's not even started and he realises he's got to put his socks up. So, this is like the power of this, it's like you can see it working, you see it operating, so you can hold everyone accountable as you go.

Now, honestly, don't underestimate what gets measured gets managed, don't underestimate the power, just put in a screenshot of this into WhatsApp group on a Monday or email it out, whatever system you use and show people visibly so they can actually see this because you'll just start to see that they just start doing, no one wants to be red when everyone else is green, no one wants to be red when everyone else is yellow and we'll start moving the way forward and they'll get this done.

So, it's very simple, it's easy, some of you will be able to take this away and you'll turn into a really complex thing where you create all these different task dependencies and you've got a massive list, that was the old me, that's the way I used to do it but I'd really encourage you not to do that, use this template, keep it very simple, very concise, less is more and if you just choose three to five business critical tasks per person and you just nail those this winter, that'll be a huge, huge win.

Any questions before I finish? Yes, go for it John, just a mic at the back for John please and Simon, do you want to pass that back?

[Speaker 15] (1:29:56 - 1:29:57)

You use Asana, don't you?

[Josh Keegan] (1:29:58 - 1:29:58)

I do.

[Speaker 15] (1:29:59 - 1:30:02)

Could you not do that in Asana's way?

[Josh Keegan] (1:30:02 - 1:31:18)

You could but once again, just don't overcomplicate it, my team have done it on Asana but we're putting it onto a spreadsheet because you've got the visibility, everyone can work a spreadsheet, it's just very clear, very easy, rather than tasks getting lost, I'd 100% recommend just use the spreadsheet. You might want to manage tasks on Asana then, it's like the subtasks, whatever, but the visibility and the management of it, I would keep it on Wintier List and if you want to use Asana for stuff, feel free but I would just keep it all on there. Any further questions?

Everyone clear? Is everyone a little bit, maybe excited? No?

Who's excited, say yes! Okay cool, a little bit of excitement, Tina's excited, good. Right, thank you all, honestly winter is one of those things, it is a very difficult three months but it will fundamentally change the trajectory of your business.

Hopefully you can see the value in doing this, get your Winter Hit List nailed and then you want to hit the ground running in January and get this stuff done and every piece of hour, every minute that you invest in the Winter Hit List in winter season will yield 10 times the return for you over the year and this really is the tool you need to make the boat go faster and actually achieve those year off, those personal and professional objectives, those headline strategies over 2025.

Thanks so much and welcome Rachel Davies back to the stage, thank you!

[Rachel Davies] (1:31:24 - 1:39:00)

Fantastic, right, did we enjoy that? Did we enjoy that? Everyone was taking copious notes, yes it's serious business the winter because if you work hard in winter, I promise you, you will reap the rewards in summer because that's what it's all about.

We want to step change, we want to see some have the best year on record, we want to have some magnificent results in 2025 and we can only do that if we concentrate and get the work done in winter and just that final sentiment on Winter Hit List from me, to solve a problem you need to remove the cause not the symptom so don't rush this, put some time in the cave to figure out what the problems are that you need to solve in your business, what are the things holding your team back, what's holding you back and actually put the time in to fix those. Josh, I don't need to labour it, he talked about prioritising in quite a lot of detail there but it's really important if you treat the disease not the symptoms you will solve some amazing issues in your life, in your business and you will be able to step change in the summer so that's the key sentiment from me. Who hasn't set up a Winter Hit List WhatsApp group?

Anyone brave enough to put their hand up? Get it done straight after this workshop because it's really important, it will feed into your strategy sessions that you're having with your business partners and your teams, really, really important and then tomorrow we have Katie who is a virtual host, she's going to be doing your Winter Hit List set up so if you want to go into this in more detail I really recommend that you tune in with her and she's going to walk you through how to set up your Winter Hit List.

She is on her second year on the track so she did this last year so she's got all the lessons from doing it last year, she's going to feed that into that midweek mentoring so put that on your action list, it's tomorrow at 12 noon so it's coming up quite quickly. Let's have a look at your homework for this session just to finish off. We want you to populate what you've got in your Winter Hit List WhatsApp groups, you might want to do your Winter Hit List WhatsApp group first for a week or two before you do this but get it done as soon as you can.

Prioritise your tasks, red, amber, green, as Josh said, keep it simple and give them a priority of one to ten because you've got to go after those big problems first. Then I want you to allocate those tasks to different teams and departments if you can. For my HMO business I'm allocating all of it to my virtual assistant so it'll be very clear what she'll be doing.

Book your monthly review meetings in. If you have got a fairly new team you might want to, as Josh said, do a weekly check-in to make sure that they're keeping on track with their progress. That's something to do, monthly or weekly depending on how experienced they are, that's what we'd recommend.

That's your homework from that session. I just want to move on to supper club now. This is the formal dinner that we have, that you can have with the trainers on Property Entrepreneur.

You bring a problem and you leave with a solution, the idea is that many heads are better than one. There is some great value, as I've said a few times in this room. It's on a Monday evening for the workshop, you turn up about 6.30, have a three course meal. Lots of people have been on it already. Shiv did one recently, everyone was like next level advice, fantastic feedback from everyone in the room. This is the kind of stuff that helps you move forward.

I think you might have noticed by now on workshop three, we're all about action and getting results that way. This is what supper club is about. Quite a few of you have objectives in your years of that are around networking and connecting with people.

Well, this is a place to do it. It's a mini mastermind, give you a flavor of what a mastermind is all about. It can help you solve problems, give you accountability, help you move forward.

Obviously, it's been very successful. In January, it sold out in record time. We've asked Shiv to come back and do another one, but he's been so popular.

On the 3rd of February, we're going to be launching another supper club. This has just gone on the market. Three spaces have already been filled.

Remember, we can only take around 12 people on a supper club. In the front and the back of your workbooks, you've got a QR code you can book on and join us for that supper club on the 3rd of February. It's great value for money.

We're looking at 150 pounds for a three course meal and you can solve a business problem at the same time. Yeah, that's massive value for money. I've got my kids out.

It costs me about 150 quid and I don't get that kind of value. Just think of it like that. You still can buy three.

It's 3.90 for three. You save a bit of money. It's definitely worth doing because there are six workshops next year in 2025 on supper club.

It's good value for money, so you can still buy three for 3.90. Don't forget to add the VAT. You can bring a partner. If any of you are on this journey without your partner and they're sick of you talking about property entrepreneur, bring them along.

£99 plus VAT. That's what you can do. Get them absorbed into the atmosphere so that they're more on board with the things that you're doing.

The QR codes in the workbook. First come, first served. Right.

Handful of habits. Who hasn't handed in their card to Bianca or Lauren? There's still a few of you.

I want you to make sure you give them to Bianca. She'll get them done for you at lunchtime. She's sat over there, so make sure you head over towards her and get them done.

Remember to put your name on the back because you don't want the wrong habits back. On the community, thank you for everyone who's taken part in the community, who's offered advice. There's many of you who have posted their year off and their headline strategies.

I think you've noticed we want to help you. You get lots of feedback back if you post something in the community. The reality is not enough of you are posting in the Facebook community.

Something is holding you back. The steals, the tempos in the room, the people who are feeling a Please, this week and next week, I want you to be flooding the Facebook community with all of your headline strategies, your years off, checking that you've got everything nailed down and you're happy with it before you order the affirmation board. It's really important you ask for help or you get some feedback from not just me, not just Adam, not just Josh, but from the rest of the community.

What do they think? Yeah, we're all in this together. Thank you for that.

We're now coming to the time for private dining. If you have been invited to private dining, this is again like a supper club taster for those of you at lunchtime to sit with a trainer. It is chosen at random, so if you haven't been chosen so far, you will be chosen in the future.

It's now time to get your phone out and check whether you've been chosen for private dining. We have changed a few places just before lunch, so you might have got a new WhatsApp message on it, so please check. Josh, me and Adam have got a table that you can sit with.

When you're in the queue waiting for your lunch, I want you to be thinking about your wealth. What we're going to be talking about is what you're going to be spending most of your time on next year, and also what's your wealth strategy for 2025. That's what we're going to be talking about at the table.

Oh, you get Christmas crackers. Look at that. That's nice.

Thank you, Bianca. That's a level up. Also, if you get a chance at lunch, get those steps in, go for a walk around the block, and then come back ready for and refresh for session three, because session three is the best one yet, so we've got lots of great content for you in that session.

It's now time to finish that off. We enjoyed winter hit list. Was it good?

Excellent. Are you enjoying the day? Everyone, you're all so serious.

Are we enjoying the day? That's better. We've got to keep the energy flowing.

Let's finish that session on a