**13-12-23 - Video\_Transcription**

[Attendee 9] (0:03 - 0:33)

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[Attendee 11] (0:33 - 1:02)

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[Adam Goff] (1:11 - 1:15)

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[Attendee 5] (1:25 - 1:27)

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

person , in person in person.

[Attendee 10] (1:34 - 1:34)

Bye.

[Adam Goff] (1:35 - 1:53)

In person. Yeah, I actually, Dan and I booked to go on it and then COVID happened and then they offered to, we got an offer where we could do it in virtual and in person for the same price. Nice.

By that point we were like, you know what, we don't want to do it. I was a bit sick of Tony Robbins, but I'm actually coming back to it now and I'm thinking maybe I'll do it with my better half.

[Attendee 5] (1:53 - 2:00)

Have you done UPW? Yes, virtually. Right.

So imagine that times by a million.

[Attendee 11] (2:00 - 2:01)

Yeah.

[Attendee 5] (2:02 - 2:04)

Yeah. That's what I want.

[Adam Goff] (2:04 - 4:08)

And obviously I'm in a band, so I think I'd get a lot from it from the events perspective as well. Right. So.

Oh yeah. Not that I see myself as a little Tony Robbins or anything. Do you know what I mean?

Wannabe. How are we doing team? Feel free to say hello.

Ross, good to see you. And you. How are you?

How you doing man? Good to see you Adam. Looking good.

You win all the prizes for that little background. Well done. You're looking good.

How's things? You all right? Very good.

Thank you. Yeah. Loving life.

I'm just in Phuket at the moment in Thailand and here for Christmas. Nice. Are you going to go to Koh Phi Phi or Phuket?

Is Phuket south of Bangkok? Yeah. Phuket's near Phi Phi.

I will be. If my girlfriend has a way, we'll be going to the islands at some point. We're going to Chiang Mai for New Year.

We're going to go to a monastery and hang out with the monks for a few days, for a week maybe. Yeah. So that should be really cool.

Really cool. So, ladies and gents, how are you all doing? Anyone else want to say a quick hello before we get going?

It's good to see everyone on board. Ravi's here. Hi Carol.

Hi Tom. Hi Alex. Hi Natalie.

She's getting her steps in. Sian's on the line. Living the dream team.

Living the dream. Look at this. Got gallery mode on.

If you haven't got your camera on, get it on because I want to take a screenshot. You can put it off afterwards. You can take it off afterwards.

Hey, there we go. Mark's turned up. He's in his beanie.

He hasn't got the heating on. Love it. This is where we get to see who's in their pyjamas.

We just did the mastermind call and I was calling people out. Here we go, Ashley. Good to see you, my friend.

On site. In the van. Where are you?

I know you're in prison now. All good? You're not locked up, are you?

You're not bagged up, are you, Ashley?

[Attendee 3] (4:09 - 4:10)

Just for the weekend.

[Adam Goff] (4:13 - 4:29)

Big night on Saturday night, yeah? Suki, good to see you. Hi, Greg.

Hello. Wow, Mark really has turned his... He didn't even give me a chance to take the screenshot.

He turned it off that quick. He's like, oh, my God. I really was...

Anyway, it's all good.

[Attendee 4] (4:29 - 4:31)

I can turn it back on again.

[Adam Goff] (4:32 - 11:20)

Yeah, thanks, man. Okay, cool, right. We're going to do a little wave.

Do a little wave from here. Yay! All right, great.

Nice. Living the dream. Good.

People are... People are still joining. God.

Trying to get property entrepreneurs to sign up on time. So, I hope you're all well. If you wouldn't mind, I'll probably just mute everybody.

Just to make sure we don't have any embarrassing moments. And, yes. Actually, what I need to do is make sure we're live on Facebook.

So, just bear with me one second. Let me go live. I've got my tea.

You'll be pleased to know, everyone, I've got tea. Because someone on the Mastermind... We did a Secret Santa on the Mastermind.

And my Secret Santa bought me some quality English tea. So, I'm very, very happy. So, I've got some tea out here in Asia.

My Secret Santa bought me... Quality English tea. So, I'm very, very happy to have that.

Right. So, ladies and gents. This is, obviously, Welcome to Mid-Month Mentoring.

Good to see you all. Thanks for joining us. Get involved.

Really, all I wanted to do at the start of this call was take you through the slide deck. Just to check everybody's set up with that. It's your first time doing it.

Next year, you'll be seasoned professionals. You won't need my help. Although, things do change a bit, to be fair.

Next year, in advance with the presentation. We won't worry about that just yet. So, yeah.

Really, I just want to just run you through this. Make sure everyone's clear. Maybe have a couple of minutes for questions.

Then, we'll go straight into the mentoring. Because we have got, certainly, three people. I'm not sure if Loreen's...

I haven't seen Loreen. Loreen, are you online? Are you here?

If you're here, then you've got a slot as well. So, we'll just rattle through. Everyone's going to get sort of 10 to 15 minutes each.

Right. So, let me share the screen with you. And hope it's the PowerPoint you're getting.

And not the Property Entrepreneur Budget. Which is what happened on the Mastermind call just now. Which was good.

So, that's cool. So, at least they all know about the Property Entrepreneur Budget. But they've all signed NDA.

So, they can't tell you about it. So, don't even think about asking them. All right.

So, anyway. This... Show of hands.

Who's already downloaded this? Had a look at it? Yeah.

No worries. Okay. Cool.

Good. So, this is a value then. So, that was really what I was doing.

Two things really. A, I was checking to that you're all awake. And you're not too scared to put your hand up.

And second of all, just checking to see that, you know, this is actually high value for people. And it's not just a case of me repeating what's already been said. So, let's not worry about the top one.

You can delete that. Obviously, this is all laid out for you nice. So, two reasons for this.

One is to make it easier. And the second one is to make sure that some people... I'm not naming any names.

Josh. Yeah. Don't spend a load of budget on getting some fancy all singing, all dancing presentation just because they can't beat Adam in a fair fight when it comes to our head-to-heads.

So, this is to level the playing field, right? We always be on the same page. So, yeah.

So, if you... What can I say about these presentations just to sum it up? You don't...

It's your presentation. You spend the 10 minutes how you want. Very occasionally, people turn up with no presentation.

And I'll still invite them to share 10 minutes of how... Of what they think because, you know, for various reasons, stuff have happened in their personal lives. You know, it does happen occasionally.

The point is it's more about the process than it is about the actual presentation. So, if something in here doesn't resonate or it's not quite like work... Like, for example, you don't really need to talk about wealth hierarchy, then feel free to omit it.

Basically, don't do anything just for the sake of doing it. But really, it would be good to cover all of these things. But you need to be conscious of time because 10 minutes is no time at all.

I've already spoken for 10 minutes, but I haven't even got started. Right. So, long game if you've done it.

Year off. Obviously, you're going to have that. That's going to be...

This should be a nice big image. Really nice. Like, that really encapsulates where you're going.

And then, objectives wise, you're going to have three images that capture the objective. Capture the spirit of it. And it could be with text.

Probably with text over it. And that's what this example is. So, let's look at the middle one because it's a good one.

Master the middle lane. And this was Dan's. I think this was Dan's from last year, potentially.

Master the middle lane. And his tangible target was 7.2 hours a day. Now, he's done some fancy graphic design on there.

Don't worry too much about that. But you could also do design like that with simple apps. Word swag is what Dan uses.

Word swag. And if someone could put that in the chat for me, that would be really appreciated. Just word swag.

And you can just design these on your phone. It doesn't have to take a long time. Once you've got to the stage where your presentation was complete, then I would add these nice frills at the end.

Like, get the presentation done first. And basically, you just put these in. On little animations, I would.

Just one at a time. Bang. Objective one.

Karma credits. Bang. Objective two.

Master the middle lane. Bang. Objective three.

Frugal hedonism. I'm going to live on 750 pounds a month. And that's how you do it.

And then at the end of the year, what you'll do is you'll replace that image with the finished image of you with a six pack or you with your time tracker saying 87 hours or you with your Revolute spend, which says 750 pounds a month on average. And you'll set out what you had, and then you'll replace it with the actual. And that will be very impressive, and it will be something you'll be very proud of.

And then obviously, if you're at the point with your business where you've got a headline strategy, maybe some people are still in the form stage. They're not even setting one, potentially. But if you are, and most of you will be, then that can go in there.

You can have your three supporting objectives in there, if you want. You know, that might be really relevant to you, or it might just be enough to tell us about the headline strategy and where you're going. Ultimately, this is between you and your team, really.

The supporting objectives are, you know, we will share ours, and most people will share them. But they're really for you. That's where you're putting the onus on the team to make things, get things done.

This is 70-20-10, how you're going to distribute your time this year. So you can put little text boxes in here about where it's going to go. And then, well, you already talked about, we'll do questions at the end.

And then, thanks.

[Attendee 7] (11:20 - 11:28)

No problem. There's a lot of people that just can't get in. Can't get in?

Can't get in. So just have a look at it.

[Adam Goff] (11:28 - 12:13)

Thank you so much. Who can't get in? There we go.

Hang on. Steve, let me stop this view. There probably is a waiting list somewhere.

I have been letting people in. For those people that can't get in, on time is late. That's what I'm going to say.

On time is late. All right. On time is late.

So it's all good. Right. Hopefully, everyone's in.

Let me just check. Yeah. Okay.

I'll finish this off, and then they can listen to the recording. And once I've done this, I'll let them back in. And that's pretty much that.

So that's a short summary of your deck, painted by numbers. Have we got any questions before we go into the mentoring? Me, please.

[Attendee 5] (12:14 - 12:45)

Certainly. Go for it. So I've pretty much done my presentation in terms of structure and what I want it to look like.

Still got some filling out to do. But it follows that exact sort of process. But I've used my own slides, like my own deck.

Is that okay? Or do you want me to put it all into the Property Entrepreneur one? It's not a problem.

I can just paste all the information in. But it's sort of branded for KG Shortstay rather than Property Entrepreneur.

[Adam Goff] (12:49 - 12:57)

Yeah. I mean, it's your presentation. I'm not going to be arbitrary about it.

It's got to be in the deck. No, it doesn't.

[Attendee 5] (12:58 - 13:13)

It really doesn't make much of a difference to me. It's just whatever, like if you ever wanted to share it with other people, anything like that. I want it to be in a format that you guys are most comfortable with, if that makes sense.

Yeah.

[Adam Goff] (13:13 - 13:30)

And I think if you get on stage as a finalist, your presentation is going to be on the big screen. And so you'll have that essentially behind you when Bobby takes a photo of you. So, yeah, I wouldn't say it's compulsory, but I would say that, yeah, it would be, you know, it would be.

So I've just seen Nicholas's comment.

[Attendee 12] (13:32 - 13:39)

Well, I also have done the presentation on my own slides. So, yeah. So good question here.

[Attendee 11] (13:42 - 13:42)

Nicholas!

[Adam Goff] (13:43 - 14:17)

I've just seen your comment. So, yeah. So I'd say, ideally, yes.

But, you know, this isn't a dictatorship. No, no, no. But I think it's nice if everyone's on a level playing field.

It would be looked on with a dim view if there was all sorts of crazy different slides and stuff like that. But it's not another world, Grant. No, that's fine.

You've answered my question. Sweet. I've got a question.

Oh, yeah. Sorry. We'll go to Sian and then we'll go to Ravi.

Sian.

[Attendee 2] (14:17 - 14:38)

Really quickly, because I've got sort of like two businesses. So like two, yeah, two lots of objectives, three lots of objectives. I've got the three of the personal and then three for one business and three for another.

So I'm just wondering if you could perhaps speak to that.

[Adam Goff] (14:39 - 14:51)

You've got a mentoring slot, haven't you? Yeah. So we'll go into that because that's, yeah, we'll go into that in a second.

Ravi, you've also got a slot. Is this with regards to the presentation generally or can it wait for your slot?

[Attendee 3] (14:53 - 15:06)

It's specific to the presentation. It'll be very quick. Go for it.

So I get it. You know, the year of, the three objectives, the headline strategy, the three objectives. Remind me, the first slide says the long game.

Remind me just quickly what that is. No problem.

[Adam Goff] (15:06 - 15:16)

That's your five-year plan. Oh, yeah. So you've got to the point where you've done that.

You can share it. If you haven't, obviously, you're not going to share it. So no stress.

Yeah.

[Attendee 11] (15:16 - 15:17)

Awesome.

[Adam Goff] (15:18 - 16:04)

Wicked. Thanks, guys, for sharing word swag. Any other questions?

Rune's in. Catherine's in. Nice.

Welcome, Rune. Welcome, Catherine. I think Catherine's coming in now.

Good. Better late than never. You missed all the good stuff, guys.

For those of you who have just joined, you missed, honestly. Grant took his top off. And it's not recorded.

It's not recorded. What a shame. So, yeah, any other questions about the presentation?

If someone's got their hand up, actually, I can't see. So let's just check. No one got their hand up?

No. Okay, cool. Right.

So for those people that have missed that, this is recorded. It is in Facebook. Have a look.

I've just done a brief setup on the Strategy Day presentations. So, Sian, let's come back to your question.

[Attendee 11] (16:04 - 16:04)

Okay.

[Adam Goff] (16:05 - 16:20)

Yes, well done for booking a slot. So we've got, you know, we've got 10 to 15 minutes or so. Happy to dive in and give you all the help you need.

Shall I just address that first question with regards to?

[Attendee 2] (16:20 - 16:24)

Yeah, that would be helpful. Because I think, I don't think I'm the only person in that position.

[Adam Goff] (16:25 - 17:39)

Exactly. No, this is the beauty of these calls. Lots of people will be thinking the same thing.

So, yeah, so let me, maybe it's a good idea to share my screen, actually, again. So, I'm still getting people in here. So, right.

Everybody has a year of three personal and three professional objectives. Everybody. Everybody.

Regardless of how many companies they have. The year of is a personal thing. It is the year of, you know, getting my shit together.

The year of, you know, the year of, like, big change. The year of, like, for me, leaning in this year. It's like, it is very personal to you.

And in order to do that, or the six things that are going to help you, you're going to set three personal things. Health, mindset, whatever. And then you're going to set three professional things, which is areas of professional growth that, by doing these things, they will also help your business.

[Attendee 2] (17:40 - 17:40)

Right.

[Adam Goff] (17:41 - 19:16)

So, yeah. So, there'll be, like, personal things. Like, I'll give examples of some of mine for this year.

So, professionally, I want to be the leader. Like, it's all about leadership. So, I've got an objective based around being the leader that I would want to work for.

So, if I show up as a better leader, all the things I'm involved in will do better. That's, there's no, that can't be a company objective. Because if it's just about Adam or Sean becoming a better leader, like, everyone's like, well, that's got nothing to do with me.

The company objectives, if you're following me. So, the company sets a headline strategy, which is like the company's version of a year off, Sean. Right.

So, it's like, we're going to go from good to great. We're going to, we're going to, we're going to start. We're going to scale.

We're going to, we're going to calm down because it's too noisy. We're going to, we're going to, we're going to make profit. That's what a company has to do.

And in order for the company to make profit, it has to do three things. Like, maximize its margins and perfect its product. And, you know, walk the line, manage its costs.

It has to do those three things to make profit. And someone can have one or five companies, so they can have five different headlines strategies and five different sets of objectives because each company is isolated. And it has its own little thing.

And so, yeah. So, hopefully I've answered your question. And actually now you've come to the realization that you need three of these.

[Attendee 2] (19:18 - 19:23)

Now that's clear now. Thank you.

[Adam Goff] (19:24 - 19:27)

Absolutely. So, yeah. Do you have an idea of what they could be?

[Attendee 2] (19:28 - 19:50)

Oh, yeah. No, I've kind of, I have done three. I just wanted for the presentation to sort of like, I have done three professional objectives.

And I've done objectives for both companies. But I, so I just put it all in, really. Yeah.

[Adam Goff] (19:50 - 20:06)

Yes, you can. But bear in mind, you won't have enough time to put, you know, some people will, what you don't want to do on a strategy presentation is talk really fast because you've literally got 100,000 words to get in. And if you talk really fast, then you're going to get it all in.

But then no one's going to listen for more than 10 seconds.

[Attendee 11] (20:06 - 20:07)

Fine.

[Adam Goff] (20:07 - 20:59)

People are just going to tune out. So, if you've got like, this is where with people with more than one company, it's like, you don't really have the time to really go into the company detail, I'd say. You can acknowledge it and you can talk about it if it's pivotal.

But people are going to be most engaged with how you're going to grow personally and professionally. And then you talk, you mentioned the company, you talk about it, but it's normally like in the company, we're solving sales systems. You know, this year we're going to solve sales.

And we're going to nail our systems. It's like, you're talking about business functions and it's like, these are the, this is the target. The company's going to make a hundred grand.

The company's going to make a million quid. The company's going to make 10 million quid. That's the target.

Set your stall out and then we'll be cheering for you in, in September when you've completed it.

[Attendee 2] (21:00 - 21:15)

That's brilliant. Thank you very much. It's really helpful.

Really clear. I did have a question to bring today. I don't know if I've got time to help again.

I think I was trying to think of a structure in question.

[Adam Goff] (21:16 - 21:24)

What are you asking me? I'm just going to grab my charger. Okay, go for it.

[Attendee 2] (21:25 - 22:43)

So one of the areas I'm sort of developing is, is that particular property business. And this is to do with the, just kind of all the, or what do you call it? You know, we're just putting all the actions down for the whole of the winter hit list.

And I have been on the winter hit list for where it seems a long time now. And I've written so much. It's on and it's only me.

I'm a one man band. So it doesn't matter who's that. So I have got a VA now who's doing the social media and email traffic.

And, but I'm just sort of like wondering if you could give perhaps myself and other people some tips on, you know, where you'd start prioritising because, you know, I mean, maybe that's a really vague question or whether I sort of like, I sort of start developing more of a systemised approach rather than systems. I don't know. So I just, yeah.

So sort of property business, where would you, you know, with the massive list, any tips?

[Adam Goff] (22:45 - 24:41)

Yeah. Yeah. You're more than welcome.

What, so there's a saying, the squeaky wheel gets the grease. What's the most like, what are you, what's the most. So what's the most noisy and is it one of your objectives?

Because the consideration is that there's always way too much to do. That's never going to change. Doesn't matter what you are.

So it's our job is to prioritise in winter, the things that are going to make the biggest difference for the rest of the year. Really what winter is about is, is working really hard. So you have a step change this year and a step change could be hiring your first VA.

And it's like all the team of VAs. And you're like, you know what? Wow.

Like I'm so glad I wrote those systems documents and recruitment ads in winter and hired my VAs because my, you know, my business is different now because I'm not, I'm not doing all this stuff I was doing before that. That's a step change. Or whether you're hiring an MD and it's like a huge thing at that level.

So I would say, go back to your supporting objectives, the things you want to achieve. And two things, pick the things that are going to help you get there. Cause that was what you set out as most important.

And if it turns out that everything that's really noisy on your list, the urgent stuff, isn't anything to do with your objectives, then you might have the wrong objectives. So hopefully they all link up. So look at your headline strategy, look at your objectives, where I want to go to.

And then on your winter hit list, you're going to pick the things that are going to move the needle forward in that area. And you're going to have to ignore everything else for now. The only caveat to that, Sian, is that there will be some urgent stuff on your list that just has to get done.

This is why you've got the red, amber, green. Have you looked at the spreadsheet?

[Attendee 2] (24:42 - 25:24)

Yes. No, I've populated it all. So, you know, I've written all the lists in my notebook and I've written it on the spreadsheet.

So categorized it. It's just, yeah, it's just, yeah. It's just that when you come to the actual, you know, putting it on a timeline, it's like all red, the timelines, you know?

So that's really helpful. So you're kind of correlating with your objectives and kind of, and that's how you're, yeah.

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

Prioritizing.

[Attendee 2] (25:26 - 25:26)

Yeah.

[Adam Goff] (25:27 - 26:18)

Yeah. Prioritizing. And yeah, you definitely don't want to look at a sea of red and be really overwhelmed with it.

Like what you might want to do is like, once you've done this for a few years, you'll just realize that some stuff just never gets done. So you might want to just towards the end of winter, we'll be telling you to like pick the key things and get them done. And I would sort of almost give you that advice.

Now is like, if you had to just the three biggest game changing things and you just did those or, you know, one, it's like, rather than get lost in the noise, you want to go an inch wide and a mile deep. So it's like what one thing actually going to change your life. Okay.

And if you just achieve that, you'd be like, you know, I've had my course fees back already just from that. I'm like, thank you so much for making me do that. Rather than like sharpening all the pencils.

[Attendee 11] (26:19 - 26:19)

Yeah.

[Adam Goff] (26:19 - 26:26)

You know, and like cleaning all the lunch boxes and that's all nice. And the shelf looks really organized. Like that's not going to get you any change.

[Attendee 4] (26:27 - 26:27)

Yeah.

[Attendee 2] (26:27 - 26:33)

Okay. That's really helpful. Thank you.

I'll just drill down a bit more, just take a bit more time. I think to do that.

[Adam Goff] (26:33 - 27:08)

Take time in the planning phase because the planning phase is really important because otherwise you're going to be building a ladder up against the wrong wall. So you're going to have urgent stuff you've got to fix. There'll be a list of things you've just got to do, but there'll be a hat, like one to five things.

Potentially even like just like less is more like one or two massive things that maybe you've been putting off for years. And now's the time and you can actually do it. You just need to focus.

And so that would be, there'll be the big projects that you have to deliver potentially. Yeah. Yeah.

So like. Brilliant.

[Attendee 2] (27:08 - 27:14)

Thank you so much. I really appreciate your time and your support and everybody else as well.

[Adam Goff] (27:15 - 27:18)

It's my pleasure, Sean. You're going to smash it. You're a busy lady.

So we're waiting for you.

[Attendee 7] (27:20 - 27:21)

We all are.

[Adam Goff] (27:22 - 27:23)

Good stuff.

[Attendee 7] (27:24 - 27:25)

I've got a question.

[Adam Goff] (27:25 - 27:26)

Go for it.

[Attendee 7] (27:27 - 27:34)

Can your professional objectives, your year off professional objectives be the same as your headline strategies?

[Adam Goff] (27:41 - 28:14)

Can they? Yes. Are they normally?

No. So like, like level up. Is a very general headline strategy for property entrepreneur, and it could easily be your year off because it works for personal and professional.

But like making the till ring could be a headline strategy. You know, a profit first. But it wouldn't really work as a year off because it's like, it's too businessy.

[Attendee 6] (28:16 - 28:19)

Can I add into that? I don't.

[Adam Goff] (28:19 - 28:19)

Yes.

[Attendee 6] (28:20 - 28:51)

Just because mine similar. So for me personally, my year off is about growth, but equally, that's what I want for the business. But my personal objectives are different because it's how I want to show up in the business for the business to grow.

And then the headline strategy still being growth is how I'm going to make sure that the business does grow and what I need in place for that. That's slightly different. If that's what John could tweak is, couldn't they?

If that makes sense.

[Adam Goff] (28:52 - 28:54)

You're saying that they're both growth, but actually the objective.

[Attendee 6] (28:56 - 29:06)

They both lean to growth. Don't they? But it's how the business is going to grow is about how I want to show up as myself personally and professionally within the business to make sure that it grows.

[Adam Goff] (29:07 - 29:16)

Exactly. So the distinction Natalie's making, I think, I'll set back just so I'm clear is that professional objectives is about how you personally show up at work.

[Attendee 11] (29:17 - 29:17)

Yeah.

[Adam Goff] (29:18 - 29:55)

Using the word personal is a bit confusing because it's how you professionally show up. Both of them are around growth. The business needs to grow and she's going to grow, but her objectives in a year over for her and the objectives for the company is for the company.

The company is a separate thing. It's its own entity. It has its own, companies need to solve sales operations, marketing, finance, strategy.

That's what companies need to do. People don't need to do that. People need to become better leaders, better managers.

Does that answer your question, John?

[Attendee 7] (29:56 - 30:26)

Yeah. The second bit did. So the professional objectives are for me and what I'm going to do within the business.

Whereas the headline strategies are what the business is going to do itself. Exactly. Nailed it.

You've got the check. Just send the check here. You've already paid.

No, exactly. I didn't even write that down. So I'm going to have to watch the recording now.

[Adam Goff] (30:28 - 30:41)

Think about it like this. Your year of is your personal. Autumn is about strategy.

The year of is where what John's going to do this year. And it's all about John. And under the year of, you've got three personal, three professional objectives.

[Attendee 11] (30:43 - 30:43)

Yeah.

[Adam Goff] (30:44 - 31:41)

The company also needs a strategy. So I'm now on the other side. The company needs its own strategy and it's separate from John and it's normally around growth.

It's normally form, norm, storm, performance, normally something around that. And that company needs three things to achieve that. Like if it's all about profit, it needs to watch the cost.

It needs to grow the top line. The company needs to do that. They're separate.

But John, year of and objectives, company, headline strategy and objectives. It's a really great question because I swear to goodness, there'll be some people that still haven't got that in January and that's fine. You just won't be invited to advanced.

So it's all good. Right. That was a joke, by the way.

So I've got Rona, Ravi and Lurie, but Ravi asked the question, so I'll hand over to Ravster first. If you want to unmute yourself, Rav.

[Attendee 3] (31:42 - 31:44)

Will do, yeah. Thank you very much.

[Adam Goff] (31:44 - 31:47)

I love your background. It's just influencer textbook.

[Attendee 3] (31:48 - 33:06)

Yeah. Thank you. Very well put together.

Thanks. First of all, lovely to see everyone as well. Nice to see you all.

And my question is in the past, whenever I've tried to delegate stuff like whether it's social media or different tasks or, you know, admin type stuff, I've always, it hasn't really worked out. I think it's because I found it really hard to get, train people to do it. Like it's taking more of my time to train them to do it.

And the idea was that it would take, give me time back, but in the beginning it took so much time and then they couldn't do it the way as good as I wanted it. I think this is a common thing. So when you were, you know, you showed us your kind of amazingly cataloged kind of user guide thing that you gave to your VA.

I mean, it was amazing. I mean, obviously we didn't see into the sections, but it was really well laid out. It was brilliant.

I just wanted you to sort of share a little bit about the process from zero that you went through to do that. So obviously it's great when you've got it all super clear and you bring in a VA and they've got a brilliant plan to follow, but the bit between in the middle where you have to create that so that they have something good to follow. I'd like a little bit of insight on how you did that.

[Adam Goff] (33:08 - 33:30)

Yeah. I mean, I think everyone's had your frustration. Are these, is this like, is this technical stuff that you've struggled with?

Is it like, or is it just like from everything from VA's to cameramen?

[Attendee 3] (33:31 - 34:37)

No, not cameraman. No. It's specifically the stuff that like I do all of it, like whether it's my accounting, my admin, my social media, all of it.

And to be honest with you, I can kind of do it pretty seamlessly. I don't mind doing it. I can fit it in between things and do things, but I have in the past felt like it would give me so much time back.

Just the reason that you, and Headspace back, like the reason why you recommend it to get someone to do it. So I've had PAs, I've had like an office manager, I've had different people in and I've spent so much time and energy trying to train them and got to a point where we just went back to square one. It didn't work.

And it's quite frustrating. So I kind of just gave up and just do it myself. But if I was going to do a VA route and I kind of own, I own part of the problem, which is that I didn't give them maybe the systems or the clarity or the detail they would need to do it well, but that's going to take time too.

And, and, and I just thought like, you've obviously, the thing that you've shared with us looked pretty well thought through and planned out. Did that take you time? Did you do that in one year?

Did you do it over five years? How did you go about it? Yeah, it's a good question.

[Adam Goff] (34:39 - 35:59)

So just headline before I answer the question, like there's a, there's a lot to, there's a lot to what you've asked. It's not really a simple answer. It's like, it comes down to, actually, to be honest, it comes down to the blueprint that I'm going to, we're going to teach you this year.

It's like, it's about having the right strategy, hiring the right person, having the right systems, knowing how to manage them, knowing how to lead them, knowing how to look after them. And then you sort of put all that, all the, they're all the ingredients. But even if you know those things, unless you've got the recipe, you're not going to get a nice cake.

So it's like, we're going to teach you all those things. And by the end, you know, in a year's time, you'll have all that in your head. And hopefully you'd have hired someone already like a VA, for example, as a test and your confidence will start to come back and you'll be a, you'll actually, you know, you'll get better and better and more proficient at it.

And you'll see that actually, yeah, probably it was just that you hadn't been shown how to do it. And once you've been shown at the other end of it is a lifestyle business where you're not running from pillar to post, doing all the admin, and you've got a team of helpers that are supporting you, doing what you're good at and where you're adding the most value. So yeah.

[Attendee 3] (35:59 - 36:09)

But just to hone in specifically that this, the very specific question is you have that, that sort of guide that you've created over time. Just even just a couple of sentences on how you went about creating that.

[Adam Goff] (36:11 - 36:14)

I was going to answer the question. I just wanted to give the context.

[Attendee 3] (36:14 - 36:14)

Gotcha.

[Adam Goff] (36:15 - 37:54)

Cause it's kind of like easy to give someone a fish, but I want to teach you how to fish. So I'm like, that's coming. You're going to get it.

Ultimately, it's about starting with the first step, which is what you're doing. And you don't want to fall into this belief of like, no one can do it better than me. I'm the only one who can do it because that's a false belief.

Yeah. Anyone in this, who thinks that we've got to challenge that belief. It's just not true.

I hope that's why you're on the course. My blueprint. I really appreciate that you've said it was, it's great and it looks amazing.

And it's, but actually it just started off. I'm not going to put any fancy polish on this Ravi is like, is literally a case of, so one of the things we'll teach you when we do management is management is about setting clear expectations, two things, clear expectations. Number one.

So basically what do I want done? And what is the bar? What is the standard that I expect how to do it?

And then the second part is basically having challenging conversations when they don't live up to that standard that you clearly explicitly set. That's what management is. And the blueprint is a way for me to set the expectation.

When I give my VA something new, my EA, what are you going to call her? And hold her to account on that so that she delivers. And when she does deliver, I can have a challenging conversation, which isn't that challenging because she takes feedback really well.

So it's how I set the bar and it's got to the stage now where I'll ask her to write out things and I sign them off. So I might do a loom video and then I'll be like, can you just blueprint this and send it back to me? And I'll sign it off.

That's got to the stage of her now.

[Attendee 3] (37:55 - 38:08)

She's actually an iterative process that she's creating, building out the guide for someone else as well. So it wasn't like you sat down and thought, okay, let me map these 500 things and plans are all out. It's going on as it goes on.

It's iterative.

[Adam Goff] (38:08 - 38:22)

It started off with, this is how you manage my inbox. These are the key contacts in my life. This is my NI number, my UTR.

And then it's literally, and now it's whatever it is, 50 pages. That's it.

[Attendee 3] (38:23 - 38:26)

I just wanted to understand your process, how it was.

[Adam Goff] (38:27 - 39:38)

That's it. New things go in the blueprint once we're happy they're there. Management meetings, expectations go back to the blueprint.

She messed up the deposits today. She had a thousand pounds, not 1200 pounds. Here it is in the blueprint.

It's very easy to refer to the blueprint. It's very hard to say, I told you 18 months ago, it's 1200 pounds. It doesn't work.

You can't manage someone like that. So yeah, just start one step at a time. And it's okay if you haven't got that when they start.

It's not ideal, but it's okay. You can build it as you go. As long as the expectation is that they will build it, they will own it.

And when it's in there, it's gospel. That's the standard. When it goes in there, you have this collaboration.

Do you understand? Are there any questions? Are you on board?

Yes, yes, yes. Okay, cool. Now we go.

Great. Thank you. Absolute pleasure.

Absolute pleasure. So I've got Rona and Lorena, both on the line. Fantastic.

Who would like to go first, ladies? Lorena, you had a time issue. Are you all right for time now?

Bianca told me you might have had to make it.

[Attendee 1] (39:38 - 39:45)

Do you still want to...? Yeah, no, I drove as fast as the speed limits would allow me to get home. So yeah, I'm fine.

[Adam Goff] (39:45 - 39:58)

Good work, my lady. Good work. Very good work.

All right. So good to see some kids on the line. I'm just seeing Will's boy or something, or girl, is it?

I can't see. It was in and out. So how can I help?

How are you getting on with stuff?

[Attendee 1] (39:59 - 40:01)

Is it for me or Rona?

[Adam Goff] (40:02 - 40:03)

You. Let's go with you.

[Attendee 1] (40:03 - 40:16)

Good. So I've kind of hit a bit of a wall in terms of what my clients are expecting from me and my pricing.

[Attendee 11] (40:17 - 40:18)

Okay.

[Attendee 1] (40:18 - 42:17)

So I kind of... Obviously, I am an EA and I have a few different clients. And a couple of clients pretty much treat me as an employee.

And I think I've made that rod off my own back because they would give me work. Say they'd take me something at half nine at night, I'd do it at half nine at night. And I've kind of set that standard for myself, which I'm trying to back away from a little bit.

And my main aim is to now sort of set our goals so that I will only be working between certain times. And my clients will then know that. But I'm also offering a service where I'm bringing on.

I'm now sort of employing people to come in and help me because as their businesses grow, as I'm helping their businesses grow, I need to grow my business to help their business grow. So I'm kind of battling with myself over pricing that. Whereas I've only ever charged an hourly rate.

I've never charged retainers because I felt like I don't want to be held to the fact that if they set me a lot of work and I don't get it done, I'd feel guilty for taking their money if I hadn't finished it. So that's why I've always worked on an hourly rate. But I think I'm getting to the point now where I have taken on someone and I do need to take on at least another one or two people to be able to deliver.

They're costing me money because I'm training them as they're going. So I see it as if my client was to take on that employee, they have to spend that time training them. So can I price that in mind?

I just I swear I'm kind of I'm struggling. That's where I haven't got a business head. Yeah, because I've only ever kind of been an employee or been self-employed and it's just been me.

[Adam Goff] (42:19 - 42:30)

Yeah, no worries. So that's really helpful. How does the retainer model work?

Do you know? Well, what do you know about that model?

[Attendee 1] (42:30 - 43:38)

Well, for example, the girl I've got working for me, she charges me a retainer of 10 hours a week and I have to provide her of 10 hours of work. Now, the problem I've got with her is that she'll set aside time. For example, she'll work on me for my clients on a Monday, Wednesday and Thursday.

But if I don't have the work for her to do on a Wednesday, then I still have to pay for that time. Even though if the work might come in on a Friday and she's not then available, but she's like, well, I've already I already allocated 10 hours to this week and you didn't provide me with the work. And I'm kind of like, well, I kind of had the work on Friday, but you had already allocated me hours.

I can't because it's ad hoc. I'm struggling. So I feel like I need to bring someone in.

That's a bit more sort of nine to five and offer like 20 odd hours. But where am I going to pay them from? So I think at first it's going to cost me a lot of money, but can I then charge my clients retainers?

I'm just battling with it all, to be honest.

[Adam Goff] (43:39 - 45:15)

It's all good. I think I think this is what like. This is really what so obviously you've got this urgent problem is now this is what when we talk about getting clear on finance business model, when we talk about building it out in the winter, this is what because it's like if you've decided in strategy.

So just to like put the brakes on. Right. There are so many businesses in the business graveyard that try to go from one man band to.

To, you know, like Lorraine and five helpers, there are like there are so many businesses in that graveyard because it's sometimes it just doesn't work. And the people I'm thinking about a lot are like plumbers and electricians. They're really good plumbers.

And then they try and take like a lad on in a couple of vans and they make less money. They've got two employees that aren't as good as them. And they're making less money when they just one van because now they've got to be back registered.

And I've seen it literally 10 times in my life where those people have tried to scale up. And then like five years later, they're just down to just them in a van again. So if you've set the strategy for the company, which is scale up.

Go from Lorraine to Lorraine plus helpers, if that's the strategy, because everything has to be intentional. If you've really thought about that and it's what you want, because it isn't all about growth. It isn't it just to like put the brakes on.

Have you really dug deep and do you really want this is my that's what autumn's for.

[Attendee 1] (45:15 - 45:48)

Yeah. I kind of I do want it, but I don't have a choice. I have for me to carry on with the clients that I have, especially they're getting bigger.

And we already know what's going to be happening next year in their businesses. So for me to perform for them, I need to grow. And I haven't got I haven't got another 80 hours a month in me.

Personally, so I have to grow my team.

[Adam Goff] (45:49 - 45:50)

Is that true?

[Attendee 1] (45:51 - 45:51)

Yes.

[Adam Goff] (45:52 - 45:53)

Will they otherwise?

[Attendee 1] (45:53 - 46:05)

Otherwise, I have to turn their work away. And if I turn their work away, then the chances are that they would have to fill it themselves with somebody else. And then I lose work that I've already got.

[Adam Goff] (46:07 - 47:47)

OK, so just going to hold you there for a second. So the chances are. So have you actually had a conversation with one of these clients and said, I've got a decision to make?

I've got to decide whether I go from one man band or one man band plus helpers. What does it look like in scenario A where I just stay at the same size scenario B where I take on team? What does it look like?

What would you would you stop giving me work altogether or would you would you still fill my 40 hours a week? And then have a different client to like a different, you know, if you haven't had that conversation, you're actually building a business on with no with no facts. I would say you haven't you haven't actually like strategy is about these conversations.

Autumn is about making these big decisions. And I think you've done what most entrepreneurs tend to do, which is I'm just going to do this. I'm just going to of course, I'm just going to do this.

It was like when I had my office in London, I was like the office next doors opened. I'm going to rent that because we're going to fill it soon. It's like what an idiot move like that.

Like it's just we get swept up and we're like and I'm hearing I have to I have to do this. Like you don't have to do anything. It's like, first of all, you're a really good EA.

Your model works. You only do it if you want it, if you really want it. And then I'd say you have to have had strategy conversations with your clients to find out what their plans are.

Sounds like you already know. And then share what your your where your perspective is, which is what if I'm going to support you? It's either going to be me by myself.

It's going to be me plus two people. And in order to do that, I might need guaranteed minimums.

[Attendee 1] (47:49 - 47:56)

Yeah, that's that's that's the direct exactly what you just said. For me to support them, it has to be me and two others.

[Adam Goff] (47:57 - 48:31)

But they might be happy just just using you as well. So they might say, no, we'll fill your hours, but we'll also use someone else. That's that's what strategy is.

It's not. It's actually having really grown up conversations and they won't mind. They'll actually encourage the conversation because what they don't want is to get into June and you have a service failure and you can't do it anymore.

So it's like they want to work with you. So I would just really table it. And I would really because actually, if you're going to build a whole business around this, you need to have got the clients on board.

They need to be on board.

[Attendee 1] (48:32 - 48:51)

Yeah, I think we will be sitting down having I'll be having a meeting in January. Yeah. To plan out next year.

So, yes. Yeah. So I think I just need to work out if I'm going to start charging retainer fees or continue with hourly rates.

[Adam Goff] (48:52 - 50:27)

I don't have a creative go back to the strategy sessions blueprint, have a creative collaboration conversation around what are you doing next year? This is what I'm thinking of doing. And how would it work?

Because, you know, you don't have to do this. That's what I said. So I want to tell you, you don't have to do this.

Like this is going to be way more stress. You're going to start managing people. And if you're ready, great.

But if you're not ready, then you might just want to hit the like this is what strategy sports like. Am I actually happy about going down this road? Like, do I actually really want to do this?

And if you do, that's great. And we'll support you in that. But, you know, let's do it in a really measured and let's de-risk it.

Let's speak to the client. Let's get them to agree to retainers. Let's make sure all the VAs we hire are on a zero hours contract as well.

It's not it's not this slot on this time. That doesn't work for me. Like you can't have a job.

But that's that's not going to work. That's not scalable. And there's loads of models that work really well.

I mean, the agency I use in Cape Town works really well. Zero hours contracts. People buy blocks of hours.

I used to buy, you know, 500 hours at a time. And they would manage all the holiday and the people. And I'd just get 500 hours normally with the same couple of VAs.

But I would get my I'd have to use that within six months. There's loads of business models you can copy. But I'd say you need you need to have that conversation with the clients.

And then you need to build a business model around how to serve them. Don't make the mistake of just going into it, trying to figure it out on the fly. Like.

I think it's. Yeah, that would be my.

[Attendee 1] (50:28 - 51:05)

Yeah, I think also I'm just because obviously it's just me as well. And being able to provide a service. What if something happened to me and I had to stop work for a couple of weeks?

Just any sort of like extra, you know, out there scenario. I want to have that backup where I can still continue to provide clients with that service. So I just said my my own business model is I need I want to get in.

I want to manage other people underneath me. And I do the more higher level stuff as an EA should be given the lower level stuff to the PAs to do. But I manage and run it all.

And I know exactly what's going on with every single client.

[Adam Goff] (51:07 - 51:55)

OK. Oh, yes. So we are talking about us.

Good. I just want to test all that. So that's the strategy set.

I would have a conversation with these clients sooner rather than later. Yeah, because you back fine with them. I wouldn't wait till after Christmas personally.

Like I would just have a conversation, have a phone call, explore different ideas, tell them about the challenges of you scaling. And then see what certainty they could give you. You know, how many hours could you commit to?

Because if I'm going to hire a team, I need you to commit to hours. So what would you be comfortable with? What would be comfortable giving you 500 hours?

Happy days. I've just got like I've just got 10 grand's worth of work. Now I can go and hire my team.

But if you don't have the conversation, you can't figure it out.

[Attendee 1] (51:56 - 51:58)

Yeah. OK, cool. Thank you.

[Adam Goff] (51:58 - 52:22)

And all you're doing is going from landlord level to investor level, like one man band to team of helpers. So it's going to it's going to work. It's just it's not going to work if you're not really strategic and you don't just like step by step.

You know, let's just go through the process. Let's just like. You don't have to hire these people today.

You can it's OK to turn down work for a little bit, like if it means you get it right.

[Attendee 1] (52:22 - 52:22)

Yeah.

[Adam Goff] (52:23 - 52:25)

But to have the conversation sooner rather than later.

[Attendee 1] (52:26 - 52:42)

I think I probably just stretch myself because I because I offer quite elite services where I do a lot of financial backgrounds and cash flows. And they get so you don't just get your typical EA with me. You get all the financial side as well because of my knowledge.

So it's I do. I think I give too much.

[Adam Goff] (52:43 - 53:00)

I mean, you're playing at a very high level. It's natural. So I think it's probably right for you to grow the business this way.

But let's do it in a really like organized and thoughtful way. Yeah, let's not go up a cliff, you know, let's not burn out or be stressed or run out of money. All those things are very real dangers.

[Attendee 1] (53:01 - 53:03)

Yeah. No, that's great. Thank you so much, Adam.

[Adam Goff] (53:03 - 53:27)

Oh, you're so welcome. I hope this helps. You're very, very welcome.

OK. Rona. Rona, can you hear me?

Hello. And now I saw you earlier, so I know you're around. Where are you?

Rona. Hi. Hang on.

You need to unmute yourself. Hang on. Hi.

Hello. How are we getting on?

[Attendee 10] (53:28 - 53:37)

Greetings from a very sunny Dublin to everybody on the call. Adam, it's your lucky day. I didn't have a question for you today.

[Adam Goff] (53:37 - 53:38)

Yeah.

[Attendee 10] (53:38 - 53:41)

So you're off the hook. Yeah. What?

[Attendee 7] (53:42 - 53:44)

I want a question.

[Attendee 10] (53:44 - 54:02)

Yeah, I didn't. If I was to ask anything, it was clarified there a few minutes ago with regards to a company strategy. You need to have company strategy plus all your personal and your business.

Yeah. I mean, that was just clarification. But no, I didn't have a question.

I'm good.

[Adam Goff] (54:03 - 54:35)

OK. Fantastic. Well, pretty much appreciated, which opens up the space to anybody else if they would like to either get some feedback.

And Rona, I'll put this back out to you as well. If you'd like to get some final feedback on your year of your headline strategy and objective. If you want to throw anything out there.

Just a hand up is all we need. That was me putting my hand up. OK, Mark.

Fantastic. I can see Mark's hand. No one else virtually raised your hand.

OK, fantastic. So we'll give you a couple of minutes each, lads.

[Attendee 4] (54:36 - 55:10)

Sure. Well, basically, I thought about probably asking this one next month anyway. So if there's time for it now, that's great.

Basically, one of my year of's is to work out about what I do next after Ilston and Robson. If I suddenly go silent, it's because someone's at the door and I can't talk about this with witnesses. It's.

I don't have a concept of how to figure out what I do with my life after this one, because I don't.

[Adam Goff] (55:15 - 55:25)

Mark, sorry. You're muted for some reason. Hang on a second.

Back. Can you hear me? Yeah.

You don't have. So you don't have a.

[Attendee 4] (55:25 - 56:16)

I don't have a I don't have a future vision. My year of is it's not completely unfilled, but I have only managed to get so far because I'm not really good at looking into the distance. I've never been very good at it.

I landed jobs because of not quite luck. I got my foot in the door because of luck and then stayed because of what I managed to put in when I got there. And I've sort of just moved through steadily, like without really having a forward plan.

So this is the first time I've kind of sat down and go, well, what do I want to do? So I have some vague ideas of what sort of actions I should be taking over the next year. But any advice you have as someone who's done this before and gone, OK, well, this is this is the baby I've built up on that.

What's the new thing? Any advice you have about that would be really useful.

[Adam Goff] (56:17 - 59:55)

Pleasure, man. I'll keep it short and sweet because we're a bit short on time. But basically, first of all, there's no such thing as luck.

There's absolutely no whatever you say, even if your dad started the company and he gave it to you, it's like everything happens for a reason. And like you absolutely earn where you are. And I think everyone has a little bit of imposter syndrome in their lives.

Some a lot. And like it's very easy to think that it was all lucky. But the harder you work, the luckier you get.

And I know you and Claire work bloody hard. So I just that's a belief that won't serve you going forward. Fair, because that's going to keep you where you are.

So that was the first thing I picked up on. The other thing is that I'll let you in on a little secret, and that is that no one really knows what they're doing is the right thing. Yes.

Even though loads of people say it and I say that and I think of myself and I love what I do. But at times I've questioned it. Like right now I'm fully in.

But there's been times where I've been like, actually, do I really? And it's it's normal. And it's very easy to look around at everybody else and think they've all got it.

They've got it so figured out and they're really happy and they love their business. And, you know, they love their wife and they're great. And it's like that just isn't the truth.

There's always another side to the coin. And everyone's got the insecurity. No one's sure.

People have moments of doubt. It's like that's just kind of the nature. And it is very disconcerting to go from something, you know, to something you don't.

So there are my two kind of mindset things. The third thing is use the 70-20-10 and find something that you like professionally that fits in around what you do. And don't rush it because you're not in a rush, I don't believe.

So I found speaking like. I, you know, I went to a few events and thought and someone said, oh, talked about their speakers. I thought, you know, maybe I could do that.

And so part of the scene, then, you know, one thing led to another. And that offered me to work with him. And then, you know, it kind of went.

But it was like I had to put myself out there and start going to random events to even realize that there was a speaking as a as a job. You know, yeah. So you have to put yourself out there.

You have to like. Right. Atoms have to collide.

You have to like have random collisions, meet random people at random events. And that links to this and that leads to this. And someone on P.E. invites you for a drink. And then you realize that your cousins, their cousins, friends with this. And you go there and then they offer you this and then you buy their business. You know, it's like that's life.

But you're only going to get that by actually putting yourself out there. So you're seven, you know, you're 20 or you're 10 should be just accepting, Mark, that you don't have to have a plan. The plan is to just try.

Yeah. At this stage, you're not going to know. You might have an idea just to try.

We call it like kissing frogs, just like like failing fast. These are terms that people use. They're just like, I'm going to try a lot of stuff.

There's no objective other than just to, like, take action, like. Pushing the like getting the flywheel going starts with a very hard first. So it's going to be a bit difficult at the start until you.

Another analogy I use just quickly is. You just head in if you head in the general direction to be like, right. I know I want to.

You know, I use the airline analogy. So it's like when we take off from Heathrow, I'm going to go into America. All they've got to do is take off and head west.

You don't have to put in the city in the States right at that point.

[Attendee 11] (59:56 - 59:56)

Yeah.

[Adam Goff] (59:57 - 1:00:13)

They just have to go. You know what? We're going to the sea.

We head to Wales. We're going to get to America. Like, I'm pretty sure about that.

Yeah. And it's only later on they start to hone in on, you know, Miami. And just think about that on your journey.

All you've got to do is turn left right now. You just start.

[Attendee 4] (1:00:13 - 1:00:14)

Makes sense.

[Adam Goff] (1:00:15 - 1:00:26)

And we'll figure it out later. Fair. OK, cool.

Brilliant. I appreciate that. Thank you.

Such a pleasure, man. Absolute pleasure. Afam, you're up.

[Attendee 8] (1:00:28 - 1:01:05)

Hello, sir. How are you? How's it going, my friend?

Yes, I'm good. I'm good. I'm sorry with the jacket on.

A little bit cold. So I guess the question is kind of cutting to the point. Right.

So with with the final presentation, the presentation that we're going to deliver, I guess everybody's wanting to be in the final. Everybody wants to win. From your experience, from those people that got to the final and for those people that won.

What did you guys see in particularly in the presentations or from or from those as an individual that got them to the position that they're in now and what would actually take it for you guys as well?

[Adam Goff] (1:01:06 - 1:04:11)

Wow, it's such a great question, Afam. Well done. Best question of the day goes to Afam.

So, yeah, we will. I'm sure we will share some tips with you. And if you want, I can potentially put together some some tips for everybody over Christmas to take with them.

I would say that you're asking the right question. Believe it or not, not everyone actually wants to be in the final. Some people are just so scared.

They just want to get it done. You know, just literally just happy to do it. Shut the laptop and go.

And then they get voted for and then they have to go on stage and they get all nervous. I would say the the way what winners do is they. They've done lots of preparation.

They've practiced their presentation to time. And you need three things. I think there's three ingredients.

All right. One is you need to have a good a very good presentation that is that is like appealing. You know, it's like it's well put together.

You've done the work of autumn and it fits nicely in the 10 minutes. You're not rushing it. You're not reading from notes.

It's like well practiced. So very good presentation. And then it's very well delivered.

So you practice. You've done it to time. You've done it.

You videoed yourself like it's it's well like I'm talking now. I'm not rushing what I'm saying. You're hearing it.

You're understanding. That's how you would deliver it. And then the third thing, which is like the secret ingredient.

I would say is you you make it personal. Now, this normally happens more in the year of the end of year because you can talk about the challenges. But I would say that normally winners will either have like a quirk that makes the presentation very like funny or engaging.

But normally it's they will. Share something about themselves that has been a challenge. So something vulnerable.

So why is this strategy so or this year of so important to you and that that connects with an audience? So basically, not everyone just wants to see someone stand up and tell everyone how amazing they are in presentations. They actually want to see this person as a human being.

And like they've had challenges, too. And so normally people like that will get the most votes because they win the hearts and minds of people. So you want to be careful you don't come across as I've got it all sussed.

I'm the man. It's like, cool, you've got it all sussed. But like, tell us a little bit about maybe your background or why.

And that it's a little bit harder to do the strategy presentations. It's a bit easier to do at the end of year because you can talk about the challenges you've had in the year. But basically, you need to resonate with your audience.

And to do that, they need to believe you and like you. So it comes down to like emotion, really. Cool.

[Attendee 11] (1:04:12 - 1:04:14)

That makes sense. Thank you.

[Adam Goff] (1:04:15 - 1:05:00)

Good luck. It's going to be a good day. That's for sure.

We're out of time, actually. So I think we're going to have to call it a day there. So people are going to have to start to dip off and stuff in a minute.

Christine, I know you've got your hand up. So sorry if you want to post it in the Facebook group. Tag me in.

I will take a look tomorrow and I'll make sure you get your question answered. Hopefully, if you haven't listened to the whole of this call, I'm not sure if you've been on the whole time. Hopefully some of the questions may have answered it if you haven't listened to the start.

So I just want to say cheerio, everybody. Thanks for a great call. Thank you so much for being online.

I hope it's been of value. I hope you've learned something. Enjoy the rest of your day.

OK. Take care, everybody. Bye.

[Attendee 8] (1:05:01 - 1:05:01)

Bye.

[Adam Goff] (1:05:01 - 1:05:02)

Bye.

[Attendee 8] (1:05:02 - 1:05:03)

Bye. Bye.

[Adam Goff] (1:05:03 - 1:05:10)

Bye. Cheers, guys.