**21-02-2024 - Video\_Transcription**

[Attendee 5] (3:54 - 3:57)

Hello. Hi.

[Adam Goff] (3:58 - 4:09)

Hi. So apparently there's a password Grant says no, no one's, no one's in the zoom link with me. He says there's a password.

Yeah.

[Attendee 4] (4:10 - 4:11)

Yeah.

[Attendee 8] (4:11 - 4:11)

Yeah.

[Attendee 4] (4:11 - 4:12)

Because I've changed that.

[Adam Goff] (4:13 - 4:14)

Yeah. Fair enough.

[Attendee 4] (4:14 - 4:19)

No. Yeah. I'll, yeah, I'll, I'll get them the passport.

[Adam Goff] (4:19 - 4:25)

Just give them two seconds. Do you want to change it back or what's the easiest thing to do?

[Attendee 5] (4:25 - 5:36)

Either or. I'll do it. I'm doing it right now.

Okay. Cool. All right.

Thank you. Okay. Just give me two seconds.

No worries. Hey everybody.

[Adam Goff] (5:37 - 6:05)

Can you hear me? Yep. Nice.

You've been waiting patiently, non-waiting room. We couldn't get the code, the passcode. We were trying to, we were trying to remove the waiting room.

Like people letting, having to let people in and people being stuck outside passcode and hey, that's what winter's for. Get it on the winter hit list. How are you all doing?

Good.

[Attendee 5] (6:05 - 6:06)

Thanks. You?

[Adam Goff] (6:07 - 6:26)

Yeah. Not bad. Thanks.

Not bad. Not bad. Living the dream.

Living the dream. Head deep into winter, to be honest with you, working really hard. And, uh, I'm going to do an update video.

It's probably tomorrow now, but yeah, it's, it's, things are happening, but it is, it is heavy lifting. Anyone else feel like they're doing heavy lifting? Yeah.

[Attendee 3] (6:26 - 6:27)

Yeah. Heavy lifting.

[Adam Goff] (6:28 - 7:34)

Horrible. Especially since I'm ablaze. Heavy lift to the point that Dan and I were talking about it.

It was like, what does heavy lifting mean? Well, heavy lifting means you go to the gym and lift heavy weights. You can't walk the next day.

That's kind of like what it, that's the reality of, of like winter is you're just like, everything is, is hard. It's brain power. It's like, this is not easy stuff.

And it's been a couple of years since I've really done it. And it's like, yeah, it's, it gets results, but it's, it's, you wouldn't want to do it all year. That's for sure.

So, uh, right. Well, as other people, it looks like lots of welcome everybody else that's other people are in now. So yeah, sorry for the beginning.

We were trying to make it a smoother entry and actually it ended up being a more difficult entry. So, um, thanks for bearing with us. So, uh, who is first up?

Give me a second. Let me get up the list. So Sean, who I've already seen.

[Attendee 4] (7:35 - 7:36)

Hello. Hi.

[Adam Goff] (7:37 - 7:38)

How are we doing?

[Attendee 4] (7:38 - 7:46)

I'm good. Really good. Like you said, it's kind of hard work, tired, but anyway, um, that's good.

[Attendee 6] (7:46 - 7:46)

All good.

[Attendee 4] (7:48 - 7:57)

No, no, it's all good though. Yeah. I feel this I'm making a snail-y progress.

Um, but yeah, sticking things up.

[Adam Goff] (8:01 - 8:12)

Hang on a second. I'm just going to mute everyone and then unmute you. Because some people have, uh, do you want to unmute yourself, Sean?

[Attendee 4] (8:13 - 8:16)

Unmute? Yep. Can you hear me?

Cool.

[Adam Goff] (8:16 - 8:28)

Yeah, I got you. Yeah. So snail, but snail's progress, but actually, you know what?

One day you think, oh, I've cracked it. How did this happen? And then you realise it was years of this.

So yeah.

[Attendee 4] (8:28 - 8:37)

Yeah. Good. Um, so shall I explain?

I've still can't get my head around. Um, is that okay?

[Adam Goff] (8:38 - 8:40)

Yeah. Let's just post it again for everyone.

[Attendee 4] (8:41 - 10:16)

So, um, it's about, um, about breaking down tasks really, and how you sort of like go from one thing to the outcome of tracking and then loop back again, that whole kind of system. So if I could give you an example of something that I've, well, I've actually done it, but I don't know, I didn't track it or anything. I just kind of sat down and just did the whole thing.

Um, so it was this, um, goal that I had for on the year of, um, one, it was called data-driven decision-making, and it was about, um, completing, um, a lead generation system that I could, um, so there's an operational manual, um, so I can delegate. Okay. So it's creating an operational manual.

Um, so that was the objective. And so I've just sort of sat down and just did the whole thing, but I don't know if I went back again and said, right, okay, I'm going to break this task down, um, and then track it. It's just like, how would I do that?

So I had some ideas and I've sort of created something, but I'd really would like some sort of help to see, you know, if I did that again, how would I actually break it down and track that and yeah. And have some measurable targets to know that I've, I did it. Does that make sense?

Yeah.

[Adam Goff] (10:17 - 12:38)

I think it does. And there's no such thing as a stupid question. So it's really important you get this because there's, there's two parts to being an entrepreneur, a successful entrepreneur.

And the first part is setting targets, like deciding a strategy and setting objectives and targets. And that takes a lot of time and energy. And if we get that wrong, then we go off, we go off a cliff, we go in the wrong direction, our ladders up the wrong wall.

Right. So that's, that's just as much of a skill as ever writing a process is, is actually setting what's realistic and creating measurable targets that achieve what we want. And then the other half is actually doing it where you actually say, well, this was the plan.

Now can I execute against it? We're all strong at different size of that coin. Dynamos will be really strong at setting the strategy, but they'll go off like a headless chicken.

They'll have 10 projects on at once. Whereas like the steals, for example, and the tempos will be really good at absolutely executing. So we all have our, and that's just a generalization about wealth dynamics.

We all have our light and our dark side. So if, if, if it just so happens that you're really good at executing, but you're still struggling with the strategic bit, that's, that's just acknowledging that everyone has blind spots. So like there's, there's absolutely, you know, no issue with that just to acknowledge it in terms of like trying to set your, so let me see if I can do a little demo and see if this answers the question.

If it doesn't, we'll just say, so I would say that if, if you, so you have a headline strategy, you have a, yeah, the goal, you'll have, yeah. Year of was. Breakthrough to chapter two.

Cool. So breakthrough. Okay.

So then, so then you have like your personal, so then you're going to have your professional objectives and you're going to set three of those and use your example in order for you to break through. One of the things you've got to do is delegate, get things off your desk. It's not, it revolves around Sian, right?

So maybe your, did you have a professional objective around that?

[Attendee 4] (12:40 - 13:02)

I'll just, yeah. I'm just trying to remember what my, what my professional objectives were. Things like, oh, one of the things was sort of meeting, you know, contacting all the people from, from property entrepreneur, for example.

So I can, yeah. So that was just one thing.

[Adam Goff] (13:03 - 13:18)

Rather than go into them all actually now, because it probably won't answer your question. What I'd say is you'd have breakthrough and then you'd have like professional objective one. Yeah.

It'd be for example, like delegate to elevate.

[Attendee 6] (13:19 - 13:19)

Yeah.

[Adam Goff] (13:20 - 15:11)

I can't do everything myself. I need to get a PA, right? So then that would be an objective, which is going to help you break through.

So then beyond that, that now you're going to have a tangible target and that might be to create an operations manual. Yeah. So, because once I create an operations manual for my whole business, then I'm actually in a position potentially to, to delegate.

Or the tangible target might be that you, you know, you work less hours or you've, you've hired an assistant, for example, on, on 40 hours a month. Okay. So that, that, that, like if you had done that by the end of championship season, you have, you have had a success because they're not going to sit there twiddling their thumbs.

You're going to give them work to do. And then in order to reach this, and this is what we build out more with you in advance. This is literally what we spent a lot of time in advance.

We have like, we have a book called The Game of Four Quarters, which we give you. And it basically breaks things down into like the year, the quarter, the month, the woomp. And so in order to get this, what do you have to do?

Well, in winter, so this quarter, you have to build an operations manual. In spring, you have to hire the assistant. And then, you know, over the summer, championship season, you know, you've got to like manage, lead, which we teach you in spring.

You know, hit targets, for example, to pay for them or whatever it is. And, and these three things would mean you get to the end with this, you know, you get hired, or onboarded, you know, they pass probation or whatever it is like, you know, so does that, yeah, does that question, I guess?

[Attendee 4] (15:12 - 15:32)

Yeah, I, yeah, it does. But I think it's more, so how do you break down those that, if you're going to do the operational manual, how do you track that? You know, do you say, I'm going to do two hours a week or, and then you, or do you not, do you not bother?

Okay, so you know what I'm saying?

[Attendee 5] (15:35 - 15:37)

So when you say, how do I track it?

[Adam Goff] (15:37 - 15:44)

Do you mean, what are you trying to achieve? Is it that you're trying to achieve the prime time tracking? Yes.

[Attendee 4] (15:44 - 15:45)

Yeah.

[Adam Goff] (15:45 - 15:48)

So what is it that you're trying to achieve?

[Attendee 4] (15:48 - 16:11)

How would you break down that task? So you know that you'd achieved it, I suppose, because an operational manual has loads and loads of steps to it. So is it just like a tick list?

And then you just put it on a spreadsheet? And just, and that's your, and you can see that you've achieved that? Am I overthinking this?

I might be overthinking it.

[Adam Goff] (16:11 - 19:01)

I think we're all guilty of overthinking because we haven't done something before, because you're searching around for the answer. So if you're like, if the, if the target is an operations manual, then I would just break it into, that's the, that's the highest level. I break it down into, okay, well, for what role?

So you have like different departments. So for example, if you were going to do marketing, so you have like marketing, you have operations, you have finance, you know, all these might be part of your ops manual, or it might just be, it might just be, it's like an assistance for all these operations. In which case, in operations, you would have right key processes, like, off the top of my head, I'm not sure, but like in marketing, it might be like content calendar, which is posting on social media, you know, email campaigns, like processes go into this, and then you would just tick them off and be like, right, I've, if you're, if you're trying to systemize a job, right key processes that that job has. You think about what I talked about in when we're talking about, and I talked about hire a job, create a job, replace a job.

Do you remember that? Yeah. Because it's about creating a job to say this person.

So what is this person? If they are operations assistant, what is their role? Well, if it's their role is to do this process, this process, you know, and you write, you list the processes, and before they start, you have to then actually write them down and, you know, create the map for each, which is the methodology, how do you do it, the assets, what do they need to do it like a checklist and the performance, the scorecard, your job is to basically create this.

So when they join, you say, right, operations assistant, this process, you know, setting up the mid month mentoring is your responsibility. Now, this is how you do it. Mid month mentoring.

This is the map methodology is where we, you know, one of the trainers gives space to the delegates to get some one-to-one mentoring like they would at board or mastermind level. What you need to do to set this is the checklist of how to set up mid month mentoring. You put it in the diary, you do a post on Facebook, you tell the trainer where to be, what to do, what to wear, because they're useless.

And there's a scorecard, and the scorecard is how many people joined, you know, for example. This is how you set it up. And then they go, great.

And then they can then take mid month mentoring off you. And all you have to do is look at how, what, look at how many people join mid month mentoring every month to see how well they're doing their job. Okay.

So I've gone into a lot of detail, but I'm hopefully.

[Attendee 4] (19:03 - 19:13)

Yes. Yeah. No, that's really helpful.

I really like the spreadsheet. I like the tangible target bit. Yeah.

[Adam Goff] (19:13 - 20:21)

I just need to lay it out a little bit. How things all fit under each other. And so don't get too obsessed with tracking.

Right. Because it might be that we're throwing a lot of things at you. And maybe, maybe it's just a little bit confusing because you don't know where they all sit.

And that's very normal in the first year. I would focus on the result, which is like, what do I want to achieve? Well, if you've done operations manual, and that was what you wanted, then happy days.

I would say, as long as you're using our map process in the operations manual, which I taught last month, then you're onto a winner. And I think you're probably good. What I would do is track every week and every month.

If I'm the work I'm doing is actually getting me closer to my year of targets. That's right. That's what I think is like, how do I know I'm on the right track?

Well, looking at my affirmation board and saying, yes, you know, this week, I did that, which was to do with that objective. This week, I did that this week and every week closer. And at the end of the end of the year, you're standing up on the stage because you've achieved everything you wanted to.

[Attendee 4] (20:22 - 20:36)

Yeah, no, that's that makes more sense. I think I'm over trying to over track things and whatever. But yeah, no, that's really good.

That's really helpful. Really helpful. I need to kind of just do the vision towards that, which I did do.

But yeah.

[Adam Goff] (20:37 - 21:03)

But yeah, next step is you're learning a new skill, structuring your work, tracking, organizing yourself. This is like new skills. And so it's inevitable.

You're going to get a little bit it's you know, there's going to be a few different junctions to go down and you might get on if you did it. So just just just understand that you're learning. And it's just just like learn to ride a bike.

You're going to fall off a couple of times. But that's what we're here to help you get back on.

[Attendee 4] (21:03 - 21:07)

Thank you very much. That's really helpful. I really appreciate your time.

[Adam Goff] (21:07 - 21:15)

It's such a pleasure. Thank you. No worries.

No worries. OK, I think Greg is next. Is Greg online?

[Attendee 3] (21:16 - 21:38)

Yes. Good morning. Good day, everyone.

Sorry, I instead of sending my questions. Yeah, thank you so much. Instead of sending my questions, I send you the plans of the property I'm buying.

But well, in case you want to share some feedback, let me know. Sorry for that. One question before I start.

Josh, whatever you whatever you need, you need some help.

[Adam Goff] (21:39 - 21:41)

I'll just hold you there. I'll just stop you right there.

[Attendee 3] (21:43 - 21:52)

No, no, no, no, no. I need to ask Josh. Are you cold, my friend?

Because the jacket you have is big enough. Oh, no, I don't know.

[Attendee 6] (21:53 - 21:57)

Oh, that's fine.

[Attendee 3] (21:58 - 23:12)

Adam, thank you. What I have is I think I'm overthinking and overcomplicating everything. So from last workshop, if we go to the first module, session one, business mapping and prioritizing execution is everything.

So I am I am time tracking and I like now I like it because I can see where the time is going. And so I see that I spend a lot of time on delivery on projects. And this is delivery on on everything I start doing.

So this is all of my three areas of focus, property, electrical and and also personal development, personal professional development of the podcast, networking events and everything else. But I spent too much time on delivering and I'm not sure if this is good or bad. There I understand no one will do the business for me on writing the standard operating procedure.

I absolutely hate it. I can record it maybe and I can do a video, maybe recording, but I'm not the best person to do that. What would you advise me to change?

[Adam Goff] (23:15 - 23:39)

So to summarize, you. You're tracking your 70, 20, 10, spending too much time in delivery. OK, which you're in the business more than you thought you were.

That's not a surprise. You you don't like writing the process down the SOP. Is that what you said?

Yes. And who can you get to do that for you?

[Attendee 6] (23:39 - 23:39)

Mm hmm.

[Adam Goff] (23:42 - 24:07)

OK, so I mean, this is quite good. This actually links on to another one of the questions. I think it's by Claire.

So obviously we have the mantra that no one's going to build your business for you. So is there anyone else in your business who could realistically. Who's got any experience in systemizing a business?

Prior.

[Attendee 3] (24:08 - 25:06)

No, is the is the short answer we are. So apart from that, we were trying to find if there's someone that we can hire as as an assistant. But I find out that me and another another business partner have a very similar needs in terms of an executive or a personal executive assistant.

And we've we've created the budget that we both feel comfortable with on a monthly basis. And we actually have a full hiring process for that role. And we will share that person between both of us because we trust each other.

And we both know we've got the same level of expectations, like a high level of expectations. So but until that person comes in, I'd like to have those processes that you just, you know, you've just explained to Sean. So I want to have those processes that the mapping out.

[Adam Goff] (25:07 - 25:10)

What kind of work are we talking about?

[Attendee 3] (25:11 - 25:46)

First, it will be admin tasks such as emails and calendar management, which following from Dan Martin. I absolutely love what he's that what he's doing. My my IT is already looking to set up a Google workspace because I have way too many email addresses and different websites.

And this is needs to be like simplified it sevenfold. The process absolutely works as an as an answer for me in the business. But I need to map this out for them when they join the business.

So the hiring process is successful and a probationary period.

[Adam Goff] (25:49 - 28:54)

So I so that's good. That's given me a bit more context. So this is kind of one of those situations where so generally, no one's going to build your business for you.

And it's really up to you to direct and decide when it comes to this stuff like you need to generally normally you need to lead the way you're the one who sets the bar, then everyone else works to that bar. That's like the job of the leader. And certainly the manager is to inspire everyone to to want to hit that standard, set the standard and then the team's job to explicitly set the expectations and then the team can go and do a good job because they meet they they they perform the process, they get the scorecard, they know that in a good job, they feel good, you get what you want, they get what they want, everyone's happy.

Now, when it comes to so that's when it so when it comes to systemizing your business, like no one is going to build your business for you. That said, I have just hired, we're obviously in hiring season right now, I've just hired a new PA and I've done a number of interviews with some PA companies, or EA, VA, etc. And one of the things that flagged up for me was I my operations manual, even though it's pretty good 60 pages, it could be better.

There are companies out there now that because it's like administration and low level, you're not you're not really systemizing your business, what you've actually you've got loads of low hanging through, you're actually a blank canvas, like you're, you're actually quite entry level when it comes to getting help, because you're not even you're not even like you haven't even streamlined your email. So you basically, what I'm saying is it's not complex, which means every entrepreneur has had the same issue you have, which means if you get a good VA company, they might actually build your operations manual for you for you.

Now, I got a quote from a company that I have no affiliation to, other than I met the founder in Bali in a fancy spa that we go to. And I know he's legit and successful. And I thought they're really polished.

And they charge a fee of about 1500 pounds. And they will, they will literally write an operations manual for you of all the tasks you're doing with you. And then they'll hire a VA and train them on it.

And I thought to myself, good, if I was back at the beginning, again, that would be really, I'd really want, you know, I obviously know how to hire how to manage how to systemize. So I didn't go for them in the end. But I just thought, wow, what a great product for an entrepreneur who's too busy to like write how to systemize their email, like they don't necessarily want to like, you know, they could do a zoom call showing it once and they want it like putting it in an ops manual for them.

Well, there's people out there that can do it. A good EA could do it or a good VA company could probably do it either for a fee or as part of their hourly rate. Because what a lot of what you're talking about is, is PA start style stuff, I think, from what you've said.

Does that sound right?

[Attendee 3] (28:54 - 29:33)

Yeah, basically, I want to start with, you know, like, really high level PA to organize my life, because at the moment, I'm where I am getting out of, you know, like a solo business entrepreneur, where my life and the business is all mixed. And I want to start working on my life. So that will get organized, all the noise mess, all the calendar appointments, everything else that is just really low, you know, that high volume, you know, low value is being looked after itself, then I can focus on the business because I will have two different, you know, aspects of my personal and professional life.

[Adam Goff] (29:34 - 31:24)

Correct. I would say, if you're not, if you haven't got that, you absolutely need it, it'll be a game changer. You'll swap it out for like 10, 12 pound an hour, you'll never look back, you'll have, you'll never have to book a train ticket again, or do an expense receipt or manage your diary or look at your inbox, you know, within a year, that's that will be gone.

It'll be blue, if it's blueprinted using our process, you give them like map and say, I want everything done like this. I want my house with deadlines, I want an ops manual with what to do, I want a loom video backing it up, you'll have an asset there of how to run Greg's life, and it will free up your time to focus on more on the business stuff. So, so yeah, I think it's probably the biggest game changer for most people in the first year is actually hiring a really good assistant or assistants.

And I would say, and or like a bookkeeper slash finance function. These are normally the two main areas that as entrepreneurs, we neglect, because we can just do it ourselves often, or in finance case, just look at the bank account. So we don't do it because it's never urgent.

But actually, you know, you, you've got a team, you're busy, you're, you're growing another business, you shouldn't be doing your receipts. So I would, I would, I and also, you probably shouldn't be necessarily writing the processes that are this low level, you could probably do a better job writing processes for your business, they're going to add a lot more value that don't require you to do it, because lots of these things is they've been done before, you know, it's not the first time a VA needs to manage your inbox, like if they're a good VA, they've done it for 100 clients, and the company's done it for 1000 clients. And they've got a blueprint of how to do it themselves. So you can leverage the fact that there's an industry in this now, that's kind of what I'm looking for, you know, like a ready off solution.

[Attendee 3] (31:24 - 31:35)

So I used to invent things, I used to, you know, create them. But that was taking lots of my time and energy, and I've burnt out before I even have finished the product.

[Adam Goff] (31:35 - 32:09)

Yeah, I mean, I would get a really experienced VA company to, to do it and set the expectations. Again, it's got to be blueprinted in this way, and have them build the asset, you know, 812, whatever pounds an hour, and just think that's being taken care of. Not only am I freeing up my time, it's also getting written as an asset so that I can hire someone else later.

If you're going to use an agency, you know, you might want to go on your own at some point in the years to come, make sure you own the the Ops manual. And, and yeah, I mean, that's, that's pretty much it.

[Attendee 3] (32:09 - 32:14)

I mean, like, just a good point, if I'm asking another company is make sure you own the Ops manual.

[Adam Goff] (32:14 - 33:47)

Yeah, the company I use was this, the company I spoke to, I had a couple of calls with them was this company, Workspace Co. Yeah, workspace.com.au. So the guy's Australian. And I know he's been in business for ages.

And I know he's successful. And they're very polished. You sign up for a 12 month contract.

And they will, they will blueprint what you do as part of their fee. And then you pay them an hourly, which is actually pretty reasonable is about £10 an hour, ongoing, and you just have a minimum commitment of hours. And I think my minimum commitment was like 55 hours.

So it wasn't even that high. The fee was about 1500 quid. And it just didn't work for me.

Because for all those reasons, I already said I already have one and, but if I was just looking for a plug and play, and once you paid that fee, you never pay it again, if you hire like three assistants through them, I don't think you ever pay it again, it's a one off fee. And then you know, you're going to be a customer for a long time. So yeah, you own the book, they give it to you, it's yours.

So if you just say any point, right, I'm actually going to hire myself now, because you know, we've taught you how to hire and you're sick of paying £10 an hour, you want to pay six, because you know, you really think that's worth it, then you could just ditch them at the end of the contract and go and hire yourself. So again, I'm reluctant to recommend people, but I was impressed with these guys, even though I didn't use them. And I've met the founder, which always and then, obviously, I use VavaVoom as well, Richard Evans, they, they would do it.

[Attendee 3] (33:47 - 34:01)

I've used VavaVoom, I had two VAs. That was last year. And yeah, not I'm not saying negative things about Richard and his team.

I wasn't ready.

[Adam Goff] (34:02 - 34:57)

Yeah, it might be a bit of both. I think they don't have that structure. But you know, it's obviously whichever VA you get, but you could give them that structure to follow and they would do it.

So again, like, yeah, what I liked about that workspace one was they you pay a fee and you get an ops manual. And I just thought when you said that to me, I thought actually, that's if I was in your position, I'd probably do that. I just pay the money.

Be like, great, I'll have a few zoom calls to show you after that. And I'll mark your homework, I'll sign this book off. But actually, your responsibility is to write the book.

I don't want to like, I don't want to get in the weeds. I'll sign it off. And it's this standard.

But you know, like, I want to see loom videos, I want to see an ops manual. And, you know, if I don't get that, I want my money back. So yeah.

So anyway, something like that. If you want introduction to them, let me know because I know the lady but equally just message them yourself. Of course.

[Attendee 3] (34:58 - 34:58)

Thank you.

[Adam Goff] (35:00 - 35:16)

I'd be looking for that or hire a really good EA or VA and post in the Facebook about it because I've got a load of websites that I looked at Josh's HireDirect. And just hire a really good one and hire them on the basis that their job is to systemize you.

[Attendee 3] (35:17 - 35:34)

Well, actually, that's exactly what we're doing. So we've got a full recruitment. We are we've got the, you know, so we are very, very specific on what we need the person for, what is the ideal background they're coming from, and we need them to be able to demonstrate to us that they can deliver what we want them to do in terms of the system.

[Adam Goff] (35:34 - 35:38)

Show me a training manual that you've done, like show me one that you've done. Like, I want to see it.

[Attendee 3] (35:38 - 35:48)

And if it's good, like, you know, that's looking to poach a person from a company and pay them equally good wage for, you know, for what they would earn.

[Adam Goff] (35:49 - 35:50)

Perfect. Nice.

[Attendee 3] (35:50 - 35:52)

Cool. Thank you. Thanks.

[Adam Goff] (35:52 - 35:54)

You're on the right track. That'll be a game changer for you, Greg.

[Attendee 3] (35:56 - 35:58)

That's exactly what I need. Thanks. Thanks, mate.

[Adam Goff] (35:59 - 37:08)

Yeah, we all need capacity just to give a little bit of insight. We're like drowning, trying to have this big winter at the moment in PE. And Bianca said to me the other day, like, this is a lot.

And I was like, hard winter, easy summer, you know, and she was like, I get it, you know, but she said that to me about three times. And so I had to bring in the cavalry. I hired someone.

They started on Monday. I hired them last week. We just don't have the capacity to achieve our winter.

And a bit like what Greg says, you do just sometimes have to hire. And obviously, you need the money to do that. But you're not going to necessarily build these things out unless you throw some extra capacity at it or pull in weekends.

You know, we're already too busy. So sometimes, for example, if Greg's going to hire this person, he's going to have to probably pull in some longer hours to get this person hired, onboarded. It's just kind of what it takes in winter, unfortunately.

It's just part of solving the problems which we've created for ourselves. So Ravi is up next. And then I think it's Claire.

So Ravi, Bianca did actually share your voice note with me. But do you want to just couch it perhaps very quickly, like you did so succinctly on the voice note for everyone's benefit?

[Attendee 1] (37:09 - 37:16)

Yeah, thanks. So she messaged me about an hour before. So I hadn't really...

[Attendee 6] (37:16 - 37:17)

You can change it if you want.

[Attendee 1] (37:17 - 38:56)

No, no, no. I hadn't got a deep kind of question. So I just shared what was on my mind.

So I'll share that. So basically, I've been meeting loads of different people, you know, some from property entrepreneurs, some from different networks, lots of local investors and developers, just kind of really soaking up loads of different kind of options in terms of... Because my whole goal really for joining PEA was to build a financial fortress.

So I've got some... My dilemma is, I've found a partner that I could work with as an investor, and I would have to be completely hands-off, and it would be a really great return. So it would tick all my boxes for my financial fortress, and it'd be an exercise done.

It'd be great from that perspective. But my slight dilemma is that I'm really, really, really drawn towards doing like supported accommodation, because it aligns with my other business and just kind of what I'm kind of all about, and also what I'm known for, if you like, publicly. But the chances are that will probably be a lot more like another business in a way, or it will certainly require a lot more effort in the beginning, which I don't mind.

I'm not shy of that. But it's just kind of I'm a little bit torn between... Because obviously, I have to keep an eye on my main business, which covers my cash flow as well.

If I get distracted from that, I could drop the ball. So I'm kind of just in that spot. So it's not really a question as such, but just wanted to float it and sort of see if you have any thoughts.

[Attendee 5] (38:56 - 39:02)

I think it's a great question. So what is your year of?

[Attendee 1] (39:04 - 39:05)

Connection.

[Attendee 5] (39:05 - 39:09)

Okay. And what are your professional objectives?

[Attendee 1] (39:12 - 39:15)

Good question. And I remember it.

[Attendee 5] (39:16 - 39:18)

Don't worry, hook it up if you need to.

[Attendee 1] (39:19 - 39:20)

Yeah, let me...

[Adam Goff] (39:21 - 39:24)

I had Sian laughing because she was like, oh, it's not just me.

[Attendee 1] (39:24 - 39:26)

I saw Claire laughing too.

[Adam Goff] (39:27 - 39:28)

I can hear someone giggling.

[Attendee 1] (39:29 - 40:00)

I'm going to get told off. Well, my year of, my company headline strategy was back on top. But that's more for the being inspired to start a business.

That's sort of about, yeah. So what are my professional objectives? I think one was about spending time with friends.

One was about health. And the other one was about appreciation for people in the family.

[Adam Goff] (40:01 - 40:04)

So they're your personal ones. Did you buy an affirmation board by any chance?

[Attendee 1] (40:04 - 40:06)

I did. Yeah, it's in the house though. I'd have to get it.

[Adam Goff] (40:06 - 40:08)

And then professionally?

[Attendee 5] (40:10 - 40:10)

Professionally.

[Attendee 1] (40:11 - 40:42)

I think, let me have a think. So what about wealth in there or? I don't know.

I think they were more operational to do with the business. I think one was to do with, it was about my time. One was about getting sort of connecting with my calendar and kind of much more structure around my time.

I'd have to, do you want to do Claire and I can run and get it and we can do me in a minute?

[Adam Goff] (40:42 - 40:44)

I would love to do that. That'd be great.

[Attendee 1] (40:45 - 40:47)

Yeah, I'll go. All right.

[Adam Goff] (40:48 - 40:52)

Thank you. That's what I like to see. Claire, how you getting on?

[Attendee 2] (40:52 - 40:58)

Hello. So I'm going to read out my question.

[Adam Goff] (40:59 - 41:00)

Okay, go for it.

[Attendee 2] (41:01 - 41:43)

I've just finished reading Who Not How, the book. And in that book, it advocates for bringing in who's and letting them decide the how. But the map system that we've gone through on PE is more of an advocate for us as the leaders to dictate almost the how and then using who's to sort of execute on it.

So my question is around under which circumstances would you recommend using each? Can I see the value in both? And if it's helpful, I can give you a live real situation that this is causing.

Hence the question, if that's helpful.

[Adam Goff] (41:44 - 41:49)

I think it's a great question. I think the answer is it depends. So why don't we go for the example?

[Attendee 2] (41:50 - 43:03)

Okay, so in the manufacturing business, we've got two quite senior roles that we, or kind of jobs that we're looking to fill. One of them is a quality manager. And the other one is marketing sales as a whole department as a function.

Our approach so far has been, let's hire experts, let's hire really great people in this space. Bring them in, they can, rather than me or Mark spending our time learning everything that we need to know in order to write a map, so to methodologicalize it, whatever the right word is there. Let's bring somebody in who has that experience and as part of their role is to create the systems and the ops.

Where we're struggling is we've had five interviews, two failed recruitment, two quality managers that have failed probation, and one quality manager who failed to turn up. So we're not succeeding with that methodology.

[Attendee 5] (43:04 - 43:11)

So we've got- Just say that again, one failed, a few failed to turn up, what was it? And then what happened? They didn't get past the interview?

[Attendee 2] (43:11 - 43:32)

No, no. So we hired one, that person didn't pass probation. We hired a second, that person didn't pass probation.

So then we stopped working with that recruitment agency, went to somebody else. We've done, we did several interviews- What role was that for with the probation, Claire?

[Adam Goff] (43:32 - 43:36)

Sorry? Which role was it for with the probation? Was it the same role?

[Attendee 2] (43:36 - 46:04)

This is all quality manager, quality manager. And then we found somebody who was absolute perfect fit in terms of the capability, skill sets, experience, and a great fit for us in terms of culture as well, company culture. So we offered them the job, they had a three-month lead time.

And then literally two weeks before they were due to start, they informed us that they had to move back overseas due to unforeseen family emergency situation and couldn't take on the job. So we went, so we're sort of back at the drawing board. We've done three more interviews, but nobody's, that skill set for what we're looking for, for the fact that we want somebody to systemize and improve our current quality system, just isn't there.

So now we're thinking, okay, maybe between Mark and myself, because we were doing quality and have been doing the quality, we can probably spend some time going to our asset factory prime time and write out these systems and then hand them on to somebody who's not at that higher level quality manager, because we're not succeeding there, and actually bring somebody in that's maybe kind of two tiers down. So like a quality engineer, but they will then have the systems or everything mapped out and they can just crack on with it.

So it's a weighing up of, yeah, which is better, which is worse. So I just wanted your thoughts and opinions on that. The marketing function is completely different because we're starting from ground zero there.

We're starting from scratch. But it is a similar case of like, I could probably do it, but it's going to take up a, sorry, a lot of my time. And it would probably be better to work with either a consultant who, or somebody that might not be an employee, but somebody that can bring that expertise and experience as a project, help us map out the function and the systems and the processes, build a CRM, build a lead generator, build a funnel, all of that jazz.

And then they can help us recruit somebody to then execute on those. That's my thoughts. Anyway, I'll shut up now.

[Attendee 5] (46:06 - 46:06)

Yeah.

[Adam Goff] (46:13 - 49:16)

It sounds like you've been through the ringer a little bit. I mean, no problems, only solutions, right? So I would say that to sort of answer your question generally, definitely, there is definitely a time and a place to bring in someone else to show you the how.

And for example, marketing, I think is a really good example of that because if marketing isn't your forte, like for example, in Property Entrepreneur, I'll talk from our experience, Dan has done the marketing. It's not systemized. It's basically Dan going on social media a couple of months a year, drumming up enough interest to sell out our blueprints and then going into hibernation for the rest of the year.

Yes, he records a couple of days in the studio, but he's paid the studio a lot of money to produce this concept because he actually doesn't really like marketing, believe it or not. And there's nothing. So we've hired someone on Friday who hasn't started yet.

So don't get too excited. Who is the, they're the who and they're going to tell us the how, you know, we've got our how, but we want her to show us her how and we'll run our hows alongside each other this time. And if what she does has legs, we'll give her the autonomy to go and do it again next year by herself.

Yeah. So there's absolutely a to bring an expert in and don't teach them how to suck eggs. You know, equally, but you don't want to give them so much rope that they hang themselves.

These people still need to be managed and there still needs to be an agreed way you process. And if all the knowledge is in their head and not in a map, then you're only going to be reliant on that one person. And there is always the opportunity to hire someone lower next time if they should leave or they want unrealistic salary expectations.

Once you've got that system, you know, then you've got an asset in the business, not just an asset in terms of the person, but an asset in terms of the system. So that's, that's kind of, I guess, our strategy. And, and it sounds like probably should be your strategy for marketing.

And I mean, the QM thing is like, I'm absolutely on board with it. And I think, so it's, it's, you can't, you've got to pick your battles, choose wisely. Cause it's like, there's so many things you could fix in your business.

I would go back to a bit like I was doing with Rav. It's like, what are your company objectives? And do you even have the capacity to solve these problems?

Cause you might not, it might not be part of your objectives. If it is like, if, if, if, if world-class QM is bang, one of your objectives, then there's nothing wrong with you spending winter building out that role. Because if you can't hire, you've got to do it because no matter what's going to happen, you're going to get this done.

Like you've set it as an objective, for example, is it part of your objectives or it is. Yeah.

[Attendee 2] (49:16 - 49:19)

So for the manufacturing company is yeah.

[Adam Goff] (49:19 - 49:33)

You know, you've got to get it done and you, there's no doubt about it. You're adding a lot of value to the business by writing that out. You are adding value to the business.

It's not wasted time. And it is a plan B, isn't it? If you can't hire someone like you're going to have to do it.

[Attendee 2] (49:33 - 49:48)

So well plan C is exactly that me and Mark end up getting sucked back in to, to do it. And that's that we've, we've sort of, we can see beyond that now we are functioning beyond that. So it does feel like a step backwards.

[Adam Goff] (49:49 - 49:52)

Yeah. Yeah. So did it feel like a step backwards to write the process even?

[Attendee 2] (49:54 - 50:06)

Um, no, because I can justify it. It does a little bit because it wasn't what we were planning on doing, but I can, I can justify it. And it's, it's a case of do it once it's done.

[Adam Goff] (50:07 - 50:07)

Projects. Yeah.

[Attendee 2] (50:07 - 50:08)

Yeah.

[Adam Goff] (50:09 - 51:45)

Um, so I can, yeah, that is what winter's for. It's like, right. I've got to, I've got to write this job role in the processes so that I can hire someone that there might be a pool of 10 quality engineer.

There's only a pool of zero quality manager to come work with me in Birmingham or whatever. There's not, presumably they have to be in the, in the factory and stuff like that. So, you know, you're shopping from a small pond, aren't you?

That's the problem. So, yeah. So if it was me, I'd probably hire someone in marketing offer.

The good thing about marketing is it can be remote and we had 400 people apply for our marketing job. Did you see the job description? Like feel free to like plagiarize our job description, make it fully remote, make it top bracket, you know, someone who wants remote, like our person we've hired, she's taken a step down just to have the remote bit because she just wants to be remote.

And we've got someone great. Um, equally when we tried to hire for our finance, we wanted someone in the office in Nottingham and we've had no one apply because there's not enough people in that. So I would like personally, I would pay someone a lot of money, make it remote or hybrid where they've got to be in the office once a week or something, or a couple of times a month or something like that and try and fish for a bigger pool.

And then that's what I'd do with the marketing if you wanted what I would do. And then the QM, I would be probably still trying to hire, but equally just getting on with it. Um, cause if that's got to happen by the end of this year, you don't want to be sat here in a year's time in this exact, exact same position, do you?

[Attendee 2] (51:45 - 52:01)

So, yeah. Yeah. It's a, it's a ticking.

It's, it's just a matter of time as well before the jobs start coming up where it's like, Oh, I have to leave all of my high value work to go and do this, this lower value project, which we need somebody else. Yeah.

[Adam Goff] (52:02 - 52:20)

It's just switching. It's going to come and bite you. So you've got to, you've got to deal with it.

So, uh, it will cause a lot of anxiety. If you're not taking steps towards dealing with it as well, it's going to like start annoying you and keeping you up at night and things like that. So, uh, the plan B is sounds sound to me.

Does that help? Or have you got any follow-ups or?

[Attendee 8] (52:21 - 52:25)

Yeah, no, no, that's great. That's, that's really helpful. Thank you so much.

[Adam Goff] (52:26 - 53:02)

So I guess the answer here is like bit of both. Yeah. And, and, and, and when you've got these great people, just closing sentence, which I've already said is like, just don't abdicate responsibility.

So yes, the who, but hang on a minute. Have you thought about this? Is it the way I want it?

I'm signing things off. You know, when you set the bar from the beginning, like, you know, winter, like we're going to do marketing this year, say for example, for our one, but in winter, we're going to systemize everything you do. And they're like, yes.

Okay. Yes. You know?

So that would just be my advice.

[Attendee 2] (53:03 - 53:04)

So thank you so much Adam.

[Adam Goff] (53:05 - 53:08)

You're so welcome. But Ralph dig up his affirmation board then.

[Attendee 1] (53:09 - 53:09)

Yep.

[Adam Goff] (53:11 - 53:12)

Let's have a look. Come on in the dog.

[Attendee 1] (53:12 - 53:46)

See the So professional objectives. So just to give you context for this as well, when I'm in the PE sessions, I always find interesting because like all the brilliant ideas that are being shared and obviously many people are applying them to their property business. I instinctively always think about them in relation to my main business.

And because I've always in the past, at least seen property as just something on the side. So this is kind of part of my kind of dilemma. Like it's always just done its thing.

I've obviously had to do stuff with it, but I can just sort of fit it in.

[Adam Goff] (53:47 - 54:04)

Just to be clear, we are a business training company, right? Yeah. So if you have a business, it's going to work for you, just like Claire's using it for a manufacturing and you're using it.

So the property bit is, yeah, we all want to get to the financial fortress bit and lots of us are in property, but ultimately we're entrepreneurs.

[Attendee 1] (54:05 - 54:14)

So, yeah, yeah, yeah, sure. And no, but I just wanted to make it give you the context so that, cause I'm not, when I wrote these objectives, I wasn't thinking about property.

[Adam Goff] (54:15 - 54:18)

Okay. But that's still your profession. Let's hear them.

Yeah.

[Attendee 1] (54:18 - 55:44)

Yeah. So professional objective number one, it's the mantra is boundaries strong, relationships long. The idea by that is basically systems and processes basically.

So it's things where, when I can think back to where things have been difficult, either with team members or very occasionally with clients is because there weren't clear enough agreements, I suppose. Okay. That's good.

So it's all about like the contracts and the agreements and real clarity and really well-defined sort of agreements. Second one is called numbers mastery. So I had a session with Josh actually yesterday and I have a really good handle on the numbers to be honest, but it's just, I wanted to drill down a bit deeper.

Like, so instead of just having my gross profit margins, which I'm really clear on is to kind of get a bit clearer on the net profit margins and like breaking points and all of that kind of stuff. So I'm starting to get a bit more into that. And then the last one is sunset goals, sunrise roles.

But the idea of that was having a default diary and kind of getting really clear handle on my time. Okay. Okay.

So they're, yeah, they're, they're, I'm not sure how relevant.

[Adam Goff] (55:44 - 55:55)

So no, well, well, well, this is good. I mean, at the end of the day, this, this is why I asked. So the reason I brought it back to this is because this is a question for autumn.

[Attendee 6] (55:56 - 55:57)

Yeah.

[Adam Goff] (55:57 - 56:28)

So you will have decided what's important to you this year in your strategy. And then now we're doing is executing. So for example, if I was sort of hoping that in one of those objectives, it had start the next thing or superior supported living or finish the fortress, because if, if that had been one of those objectives, I would have said to you, right, Ravi, you've already set your objective has finished the fortress.

So let's finish what we started. You need to finish the fortress.

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

Yeah.

[Adam Goff] (56:30 - 56:58)

But it doesn't sound like you have that kind of clarity over what you wanted to achieve, because really what we're talking, so let's just, so we'll break it down. I think, I think your objective number one, you'll be able to use for either. So whatever you do with either the assisted living person or the passive in as a passive investor, you're going to be able to draw this clear line.

So you're going to be able to achieve objective one, whichever way you go. So that's positive.

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

Yeah.

[Adam Goff] (57:00 - 58:13)

So I guess what we're really talking about here is what, so you said something really interesting, which is I'm going to have to get into the weeds and I don't mind that. And I think that's, that's like admirable equally. If someone said to me, Adam, you've got to go and start a business again tomorrow from scratch.

I'll tell him to like, literally jog on. There's no way I'm going back into like polishing people's shoes and grafting from the ground up. You must be joking.

So I guess it comes down to what is, what is the objective? Is the objective to feel happy and inspired and at whatever cost, i.e. going back into a business, getting in the noise, you know, and getting, having to like hustle, ring service providers and look at rent to rent and, you know, speak to agents and just, just be back at landlord level. Or is the objective to invest the capital, finish the financial fortress and live off the steam?

Like what's more important first, because we can have anything, but we can't have everything. So what comes first, you know, the main course or the dessert, like what, what is it that you want? You can have ice cream for starters, if you want, but it's just up to you, how you eat your meal, you know?

[Attendee 1] (58:14 - 59:17)

And that's the thing. It's kind of all of, all of what you said, like I'm drawn to each for different reasons. Like the first one, the passive one is great.

You know, I'm, I'm just, I'm, I think I'll be 52 this year. I could get that going. I could get it sorted and, you know, life would be comfortable and it all be ticked and it all be like a box exercise and it'd be great.

But, but equally, I love being like really excited about things and like really passionate about stuff and doing something that's really meaningful. And actually I could easily like get into another business for another 10 years and, and, you know, get really excited about it. But I suppose, so either one in one sense, almost as equal there, I suppose the third factor to consider is if I was to do that, would I be able to do that and run the existing business that I have?

And that might be the thing that I, I, I'm not sure about.

[Adam Goff] (59:17 - 59:23)

Yeah. And that's why again, in strategy, when you did your 70, 20, 10, what were those three things?

[Attendee 1] (59:24 - 59:41)

Yeah. So it was 70 for my main Be Inspired films. Okay.

So that's not going to change. Maybe 60. It might've been, and then 30 for the property and then 10 for the book, I'm writing a book.

[Adam Goff] (59:42 - 59:46)

Okay. So you've got one day a week allocated this year for something else.

[Attendee 1] (59:48 - 59:50)

Uh, 30%. Is that 30%? Yeah.

[Adam Goff] (59:51 - 59:53)

Yeah. I mean, the blueprint is 70, 20, 10. So.

[Attendee 6] (59:54 - 59:54)

Okay.

[Adam Goff] (59:56 - 1:00:16)

It's like, it's like that for a reason, whether it's, whether it's a day and a third or a day, you have a day. So you've already decided that you're, you need 60 or 70% of your time on Be Inspired. So the question is, can you do this on a day or do you want to change your 70, 20, 10?

[Attendee 1] (1:00:17 - 1:00:35)

Yeah. So the, I think the answer to that is, uh, no. Um, I think I need to, perhaps if I could get Be Inspired more systemized and say a year or two and a bit more running on its own, then I could flip that.

But right at this moment, the answer would be no.

[Adam Goff] (1:00:36 - 1:00:54)

Yeah. So I, I think you've probably got your answer because somebody has got to give, because otherwise you're going to go back into being working weekends and putting late nights and you might be loving it, but if that's not what you wanted in strategy, you know, year of connection, that doesn't feel like.

[Attendee 1] (1:00:54 - 1:00:59)

Also with the family side, it wouldn't, it wouldn't be, it wouldn't work for that. No, no way. Yeah.

[Adam Goff] (1:00:59 - 1:01:21)

So I guess my question is like, you know, you've got a plate of food and it's already pretty full. You've got a little space for some potatoes, but you haven't got like space for all, you know, to go to the buffet again and like load up on Chinese and Italian and whatever else it is. So I guess, I guess it comes.

Sorry. Go on, go on. Please share it.

Please.

[Attendee 1] (1:01:21 - 1:01:40)

No, I was just going to say, the other thing is, is that in those two years, I could potentially finish my first financial fortress with this other approach. And then, and then that'll give me even a bit more of a buffer. And then I can, if I want to, then I can go into the other thing with a bit more freedom.

[Adam Goff] (1:01:41 - 1:03:56)

So I would say that financial fortress is the thing that totally changed the game for me. Cause when I completed mine, I was free. I felt this, like all this anxiety left me.

I had this reassurance. I was able to sell my business because of it. I didn't need the noise anymore.

And I was like, right, this is a game changer. You know, this is like, this is now I'm just playing for fun. Whereas before I was like, everything was on the line.

And if I lost it all, everything I'd done returned to nothing. It was ridiculous mindset. But it was like, that was the kind of pressure I put myself under.

Once I turned the corner and now I see the world very differently. So my, I would say that living off the steam should be the goal first. And then you can pursue passion projects.

A bit like what I've done, like grafted, finished it, sold the company, did the bucket list. Now I'm doing this because I love it. Not because I have to.

And that's kind of a journey that you could potentially go on. Plus on the way you're systemizing your business, you know, it's already very successful. You're finding a new love for it, et cetera, et cetera, et cetera.

Like one thing at a time, the assistance is living and supported is not going anywhere. No, that's still going to be there. It doesn't mean you can't do it in the day a week to learn about it, network, maybe do a deal.

I don't know. But I guess the last thing I really wanted to kind of share was whatever this great passive deal is. I just please make sure, you know, you've got security and it's tangible and like, you know, I'd hate to see anyone put a lot of money into it because whenever I hear people say this is great and, you know, I always get a lot of people lose a lot of money.

So just make sure you have security. It's not just a piece. I don't know what you're doing.

Feel free to post it in the group if you want to get a sense check from the community, whether it's a good deal, because we only get one chance to, you know, if you've got a lump of capital and it goes, it's a disaster. So yeah, that would be my only caveat. Yeah.

My thought would be finish what you started. You said I joined PE to finish my financial fortress. You did the training last year with, you know, with us.

It's like maybe just finish that. And then the dynamo part of you wants to start something new, but. You know, you need to finish the job and actually that freedom you have for your family's security will be a game changer.

[Attendee 1] (1:03:58 - 1:03:59)

Yeah. Thank you. That was really good.

[Adam Goff] (1:04:00 - 1:04:19)

I think it's probably yeah, it's probably just get that done and then all the fun can happen later. You just did it for fun. You know, you just did it for fun.

I mean, you're a type of guy. I mean, you like to do it for fun anyway. You want to do it and it turns you on.

But and it might not be exciting to be passive in a deal, but if it gets you a financial fortress, really, I mean.

[Attendee 1] (1:04:19 - 1:04:23)

Yeah. You know, that's that's kind of like base one, I think.

[Adam Goff] (1:04:24 - 1:04:27)

Yeah, I think it is. It's literally first base. It's where you got to get to.

[Attendee 1] (1:04:27 - 1:04:28)

Yeah.

[Adam Goff] (1:04:29 - 1:05:00)

So, yeah. So good. I hope that's helped.

No worries. Good. Awesome.

Well, yeah, I think a few people are probably going to drop off now because we've we've kind of run over. But yeah, I love these sessions, guys and girls. So thanks so much, you know, for all tuning in.

I hope I've been of value. So I think it speaks to everybody and see like a few people who got their cameras on. Well, the ladies got their cameras on.

Yeah. Lindsay, Carol, Christine, Sean, it's only Chris who's got everyone else is like and Claire and everyone else's cameras off.

[Attendee 1] (1:05:01 - 1:05:07)

Did anyone notice Chris got a got a special food delivery halfway through? His wife brought him.

[Adam Goff] (1:05:07 - 1:05:08)

Oh, did he get a delivery? Did he?

[Attendee 1] (1:05:09 - 1:05:10)

Yeah, I think it was his wife.

[Attendee 7] (1:05:12 - 1:05:22)

I said privately, I've got a little there's a map written up, you know, what time it comes, how it gets delivered. It was on point, just wanted to demonstrate it to the group.

[Adam Goff] (1:05:23 - 1:05:37)

Yeah, perfect. Smith has joined us now. Hey, Smith, how are you doing?

All right. Hey, good. Good, good.

It's a team effort in the McDermott household. That they're watching TV. He's got his meals on wheels.

[Attendee 6] (1:05:40 - 1:05:42)

Perfect. Hey, Andy, all good?

[Adam Goff] (1:05:45 - 1:05:45)

Good man.

[Attendee 3] (1:05:47 - 1:05:50)

Yeah, all good. Just a lot busy. Not busy.

[Adam Goff] (1:05:50 - 1:07:34)

Yes. For those that missed my opening sentiment, we should be busy. It's really hard to do what we're doing.

This is heavy lifting. I'm going to drop it. I will drop a little video in the group about it.

And we do have to pull out all the stops. And it means extra capacity, sometimes hiring in, paying money, sometimes, you know, working weekends, late nights, early mornings for prime time. But it is all going to be worth it.

It's ultimately executing the strategy which you set, which is going to get you the life by design you want. So it's just trying to keep that bigger picture in mind. And there's been a bit of a theme today around and I didn't just have it on this call.

I had it on my mastermind call. It's like when new opportunities come up, apply all the work you did in autumn to that new opportunity. Run it through the 70-20-10.

Remind yourself of your goals. And if it doesn't fit, it has to. It can't be.

It can't be in your week's tasks. It can't be. Don't take the meeting.

Don't do the call. Don't do the webinar. If it doesn't meet those objectives, you're already too busy.

This is like a filter system you can use now for everything. It's like the reticulator activator system just needs to see red cars for the next nine months. It's like, I only see red cars.

I want a red car. Now, I don't want to see other colors. I just want to see a red car.

And that just needs to be like that. You just need to focus on your goals. And you'll do it.

You'll honestly do it. So hopefully that helps. Good.

All right. Good. Well, I'll leave you all to it.

Have a lovely rest of your day. And don't forget, you can all stay in the Facebook group. We're there.

Cheers. Can we do that again? Can we wave again?

I'm going to get a little photo of everybody. Oh, that's nice. What a lovely team.

I love this team.

[Attendee 6] (1:07:34 - 1:07:34)

Yes.

[Adam Goff] (1:07:35 - 1:07:38)

Okay. Right. Lots of love, guys.

Take care.

[Attendee 6] (1:07:39 - 1:07:40)

Bye. See you. Bye-bye.