

LAB NOTES

4 STEPS TO A BETTER BUSINESS DAY

The idea that being a do-everything-yourself superhero is the best way to succeed in business is, quite frankly, a big fat lie.

When did being “busy” become the new badge of honor? Why are we so afraid to ask for help when we need it?


Take control of your business, life, and growth with this simple four-step plan from Jess Tyson, Director of Calm, at Don't Panic Management. And we've gotten you set up with an editable spreadsheet at the end so you can get started with your audit!

STEP 1. AUDIT

Taking back control of your business and your life requires that you figure out what you're spending all this time on in the first place.

Start by listing off everything you do for at least one week. You can do this every hour or all at once at the end of the day. You'll want to log everything you do in a day here, not just professional tasks. Write down when you take the dog out, when a family member calls, or when you take a break for coffee or lunch.

It sounds tedious, and it most certainly is, but the number one thing a business owner needs to understand is the value of their time and how they are spending it.



“Understand the value of your time, that will help you not waste it.”

Jess Tyson



STEP 2. CATEGORIZE

Now that you know what you're doing each day, it's time to categorize them. You may want to pop these into an Excel file or Word document.

Assign each task a category of:

- Things I Love: These tasks/projects bring you joy.
- Things I Hate: These you absolutely can't stand doing.
- Things that are Necessary: These are unavoidable but vital.
- Things that are Useless: These are a waste of time, but you keep doing them.

You can keep it simple or use colored highlighters to track which task goes where, the important thing is to be HONEST with yourself.

STEP 3. EVALUATE

Look at your list – the tasks that fall into “Things I Love” are obviously keepers. Those that are “Useless” are tasks you can stop doing. What's left is the meat of what we need to sort out. “Things That Are Necessary” are just that—unavoidable, but vital. “Things You Hate” are also vital, but probably stir deep contempt in you whenever you think about them. Here's where we'll need to make some strategic decisions.

STEP 4. AUTOMATE & DELEGATE

You have two options when it comes to removing necessary tasks you don't enjoy or have time for from your plate: **automation and delegation**. For things like meeting reminders, travel updates, social media messages, and reports, your best bet is to automate. Quit wasting time on those things, and let a program or tool do the work!

If the task is something more substantial, however, this is where delegation really pays off. If you can't delegate tasks and project to an employee or assistant, consider hiring a virtual assistant to help. You can read all about how to do that in Jess' book, “Panic Proof: How the Right Virtual Assistant Can Save Your Sanity and Grow Your Business,” or you can reach out to her directly to find out more.

While we can all understand the impulse to hoard control over our workflow, **it may be time to admit that you're selling yourself—and your business—short by refusing to ask for help**. If you're ready to see serious growth, it might be time to loosen your grip and let some things go so that you can open yourself up to achieve the things you really want in life.



TIME TRACKER

Use this to track what you did each hour, add a category for each task, and outline what you'll do for next steps depending on the category.

Date:

Time	What I did	Category	Next Steps
5 AM			
6 AM			
7 AM			
8 AM			
9 AM			
10 AM			
11 AM			
12 AM			
1 PM			



2 PM			
3 PM			
4 PM			
5 PM			
6 PM			
7 PM			
8 PM			
9 PM			
10 PM			
11 PM			
12 PM			
1 AM			
2 AM			

