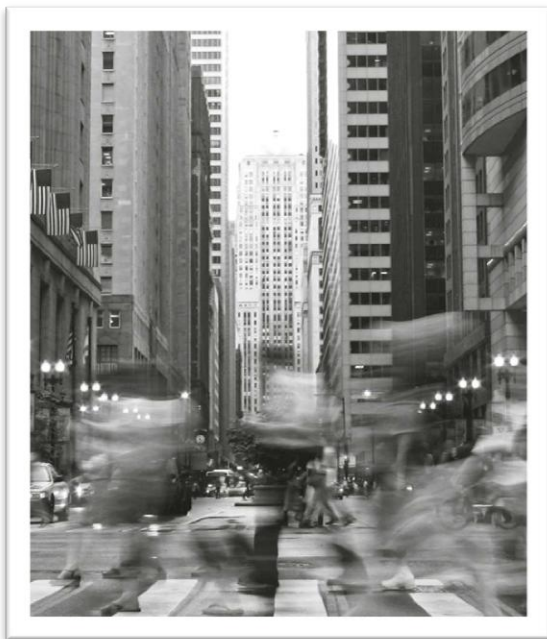


# EVEN IF YOU WIN THE RAT RACE, YOU'RE STILL A RAT!



I'VE LATELY TAKEN TO WATCHING SOME BEAUTIFUL 1950'S BLACK AND WHITE FILMS. I'm particularly drawn to their lavish sets, dramatic dialogue and most desirably, the simplicity of life. A time when 9-5 was actually 9-5 and people had balance and the word 'stress' couldn't be found in any dictionary. Those were the days!!

Life at Intelligent Inspiration is wonderful at the moment – we continue to love our clients, clients are achieving their goals and we've achieved 100%

growth this year which is pretty staggering and this is due to an amazingly talented team. But that sort of growth comes with a cost... enduring hours and exhaustion are normally the first signs. After a while you tend to notice relationships can become officious, mistakes and cracks begin to appear, work in places ceases to be fun and then your body retires you through illness.

In September I spent three nights during the working week in my own bed. The rest of the nights in various hotels working with my team and our clients. Little to my surprise I fell ill during October. It was something I was expecting because of the pace I was working at and I put it down to 'self premeditated collateral damage' – I brought it on all by myself as I knew I would!

Being ill gives you time to think (and become good on the PS3) and I realised I developed fantastic time management skills – I can do more with less – but forgotten how to lead my time.

## BACK TO THE 50'S

I wonder how many of us get caught up on the 'busyness treadmill'? Determined not to end up on the treadmill again, I took the time necessary to revisit the wonderful work pioneered by Roger Merrill (author of Connections and First Things First) by applying his 6 Steps to Life Leadership:

1. ***Connect to what matters most***
2. ***Review your roles***
3. ***Set goals***
4. ***Plan weekly***
5. ***Implement daily***
6. ***Evaluate every week***

1. ***Connect to what matters most.*** Get clarity on what matters most to you. Your purpose is something you detect, something you must spend time thinking about. Once you decide upon what truly matters to you it becomes very easy to say no to the unimportant!
2. ***Review your roles.*** THIS IS THE MOST NEGLECTED AREA OF TIME MANAGEMENT. Spend time identifying what roles you have. When I did this earlier this month I did it in the context of my business role and found it simple – Business Director, Business Innovator, Coach, and Account Delivery Director. Once you outline your key roles you can consider who the key relationships are with and what your key responsibilities are. This in itself is pretty illuminating – for a lot of us, we may find there are some key responsibilities and relationships we are neglecting! The other major benefit of doing this is it gives you a good understanding of how 'balanced' you are across your roles. Note for my team who's reading this: Sorry about neglecting my coaching role – I've got a new plan and focus!

3. **Set Goals** based on your roles. After you do this you may find there is a lot you need to do! Don't worry, prioritise what matters most. Keep your goals simple, practical and motivating otherwise you won't engage in them. That way, it's easy to make your goals wildly important.
4. **Plan weekly.** Now's it's time to translate the goals into clear action plans. You can do this by simply asking, "What is the one thing I do this weekly to take me closer to achieving my goal?" Then schedule it.
5. **Implement daily.** Do it. Nuff said?
6. **Evaluate weekly.** Hold yourself accountable by reviewing your week. Review how you did and reset for next week's goals.

I know this could sound like a chore but it's not. It is paradoxically the opposite – because it enables you to prioritise the things that matter most in a structure that brings more leadership into your life rather than another list of actions that may or may not be important.

Keep smiling,

A handwritten signature in blue ink that reads "Brad" with a stylized flourish underneath.