

There are three gifts that we are given in this lifetime. And this is something that I got from my dear mentor and friend, Mel Abraham. But he says that, "We are given these three gifts in this lifetime." One of them is our treasures, which is our people that we love, that we love to spend time with. One of them is our gifts, the gifts that we are innately born with that make us uniquely us, and our amazing gifts that we have to share with this world. And the last one is our gift of time. And we only have, every action that we do, every decision that we make, it's like a slice of time, if you think of a loaf of bread, and every time we do something, we are cutting a slice of bread and we're giving it to somebody else. Every time we do something, every action we take.

So our time is one of the most valuable assets as a business owner, we don't get that time back. It just keeps going, it keeps going, it keeps going, it keeps going. So every decision that we make, every action that we decide to take, every meeting that we decide to attend, every conversation we decide to have with somebody, we want to make sure that we are spending our time on the most important things. Not that you can't have conversations with people because you obviously can, but someone requests a meeting, and it's a meeting that really doesn't really have anything to do with your business, or it doesn't really have anything to do with moving your dreams and your goals forward. But somebody wants to meet with you. And one of my clients, he runs into this all the time, he's very big in his local area. I always call him the Mayor, and people are constantly texting him or calling him or just stopping randomly into his business, asking for a piece of his time.

And I remember the one day I said to him, "Your time is your most valuable asset because only you can do the things that you can do, and you're not going to get that time back." So again, every time you agree to a meeting that doesn't really have anything to do with you, and it maybe isn't something that you necessarily want to do. Think of it like you're pulling a slice of bread out of the bag, away from the loaf and you're giving it away. When we start our business, we are the person that does everything. We are the person that does the customer service, and we're the person that checks people out, and we're the person that plans the meetings, and we're the person that talks to all the vendors, and orders paper products, and orders bags and whatnot. We're the person that does everything. And then maybe at some point we hire an employee, a part time employee, and we still do most of those things, but we let the part time employee do some things.

But then it comes time to hiring more people. And we think to ourselves, well, they can't do it as good as me so I have to continue doing this. So we end up spending our time on all these tasks, these day to day tasks that really just keep us busy instead of focusing on the grander vision that we have, or that future that we want to create, and how are we going to get there? So when you look at what you're doing in your business, and you look at like, okay, I'm spending my time on all of these things. And I like to tell people, make a list, make a list of everything that you do in a day, and then let's take a look at it.

And 95% of the things that you're doing, you can probably either delegate, get rid of, de-commit from and just wipe it off your list. And then the other 5%, those are the most important things that you need to do that are going to move the needle in your business. But when we're building our business, when we are hiring more people and doing the things that we need to do to grow our business, okay, and scale our business, we need to make sure that we're playing the long game. And so many people that I've worked with over the years play the short game. And the short game is, this is where I am right now. This is what's happening in my business right now. So whatever I'm going to plan, I'm going to plan for what's happening right now.

So they'll tell me, well, we can't hire anybody new because we don't have that money. Or we can't try this new promotion because we don't have the time or we can't, can't, can't, can't. And if you take can't and insert won't, it makes the statement a little bit different. So we look at that and we say, okay, when you are planning on current circumstance, you are planning for the short game. In the short game,

what happens in a short game? It's short, it's over, it's done. But when we're growing our business and you're building your dream of being an entrepreneur and really making a difference and an impact in the lives of others, that's when we want to play the long game. And when you play the long game, that doesn't mean that you just take everything that comes your way, okay, or everything that shows up, or what is happening in the current circumstance and just take it and just that's how things are.

But instead, when you play the long game, you architect for the future, you architect the future that you want to have. And what that means is you say, what is my big goal? What are my big goals that I want to achieve in the next 90 days? Or the next 30 days? Or the next year? Or the next 6 months? What are those goals? And then looking at it and saying, okay, how am I going to get to that point? And looking at it from the standpoint of these are the things that they need to do. These are the most important things that I need to do. And if I don't do these things, my business isn't going to move forward.

There are four types of entrepreneurs. And if you haven't yet done this already, you can go to my website, theresacantley.com and it's actually on the front page. And there's four different types of entrepreneurs out there. There is the people pleaser, there is the avoider, there is the visionary, and there's also the control master. And when we are the people pleaser, or we're the avoider, or where the control master, and even to some extent, when we are the visionary, that doesn't have things completely ... They can't execute anything. That's when we hinder our own results, we prevent us from moving forward and we are functioning on current circumstance. We typically we do not spend our time on the most important things that we need to do.

I had a conversation with someone last week and I got, I'm so busy. I'm so overwhelmed. I'm so overwhelmed. I can't get everything done. We don't have good people. I don't know how we're going to do this. And when we went through and looked at everything that she was doing, it was all stuff that she shouldn't be doing. It was all like low dollar tasks that could be delegated to someone who was working for her, that could probably get it done a little bit faster, and it was also part of their job. So when we look at our time, we need to remember that your time is your most valuable asset. And the time that you put in, the focus time, that is what's going to move the needle forward in your business a heck of a lot faster than if you just have a list and you're just checking just busy work off your list all day long. That is going to keep you in the current circumstance, playing the short game. And we don't want to play a short game. We want to play the long game. We want to architect our future.

So people ask me, Teresa, how do you set up your day to really use your time wisely? And this took me, this is not something that I learned overnight. Trust me. And it is still a work in progress, but this is exactly what I do. I'm just going to boil it down into a nutshell. Before I even start planning out my day, and I plan it day by day, but I also plan it a week in advance. So I go back and I look at my goals. I have 90 day goals, I have annual goals and then I break them into 90 day goals.

And every week I look at where I am, and I literally, on a Sunday night, I will brainstorm out everything that know I need to get done. And many times over, I will also look at my list and I used to not be very good at this, and I'm way better at it now. But I will look at my list and say, you know what? This doesn't belong on my list. This actually needs to go to my project manager, or this needs to go to the video editor, or this needs to go to my assistant. Like I never used to do that before and couldn't figure out why, like I felt like I was spinning my wheels/ but I literally will sit down on a Sunday night and plan out everything that I know I need to get done for the week that relate to the three goals that I have that I want to achieve by the end of the week, that I want to achieve by the end of the month and that I want to achieve by the end of 90 days.

And I start with the end result in mind, start with the end and say, what is it that I'm trying to achieve? Which is the goal. And then I start backing into it and saying, what can I get done every day, every week, in the next 30 days, 60 days, 90 days to achieve whatever goal that is that I set. So I don't sit down. And

years ago I used to do this, I would sit down and I used to have the yellow legal notepads, and I would just write down, I just brain dump and just write down everything I knew I had to get done. Never thought about goals, never ever thought about goals. Never thought about maybe this shouldn't be on my list, maybe I need to delegate this. And I just kept making longer lists after longer lists, after longer lists.

And I thought in my mind, if I had these really long lists, then I looked busy and my boss would know that I was busy and I was busy, I was busy all the time, working crazy hours, and then I would get ahead. And the only thing that, that did was make me overwhelmed. But as I said, I see business owners, and leaders and managers do the same thing. So if we think about our time and how valuable our time is and how as business owners, we need to be doing the high dollar tasks. Okay, we need to be doing the high dollar things that are going to continue to move things forward so that we can achieve those goals. Because if we keep spending our time doing the day to day work, we will never ever get to the work that we want to achieve that will move our goals forward faster.

So again, in the beginning of the week, on a Sunday night, I sit down and I literally just brainstorm everything out. I mean, I have a major brainstorm list when I do my 90 day goals, but then I look at that list. I look at, I have a planner that I work with and I just write down, okay, these are the things that I know I need to get done every day. These are the things and it's only three things. That's it. Three. Three things that I know these are the things that I need to get done so that I can keep moving these goals forward. It helps to break things into small pieces because I know for myself, and I know people that I've worked with run into the same problem. We look at a goal and we put our goal down on our paper and say, okay, this is our task that we need to get done today. And it looks Herculean and it looks so big and we just aha. And then we go around in circles avoiding I'm doing it because it's hard.

Well, it's hard because it's a goal. It's not a task. So taking the end result, what are we looking to achieve, and breaking it into smaller pieces and looking at it and saying, is this something that only I can do? Is this task going to help me move my goals forward faster, to move the growth of the business forward faster? The answer is no, it's probably something that you shouldn't be doing period, or it's something that you can delegate.

So when we do that, when we can really look at our time, and realize how valuable our time is, and focus on those things that only we can do, that's how we're able to move our goals forward. Like, just check off, yes, we achieved this, yes, we achieved this. And if you have that big audacious, hairy, scary goal of to make a million dollars or to increase our customer engagement by X amount, or to write a book, or whatever it is. When you completely stay focused and focus requires determination, and determination requires vision. And when we have those things in place, we're able to focus on what we need to do to continue to move herself forward. That's how we can focus on playing the long game and not the short game.

So take a look at your list, take a look at what are you doing in a day? And see if you're focusing on, if you're being a control master, and you're trying to take everything on yourself and you're focusing on things that you probably shouldn't be working on. Or are you avoiding working on the things that you know you need to work on to move your business forward?

Because if they're scary, you can, a lot of times get resistance because we think we can't do it because we're scared to do it, because it's going to take some time, because we're perfectionist and we're afraid it's not going to be right. But see if you're avoiding some of those things. And then maybe if you're not doing this so far, set some goals for the week and say, okay, these are the things that I know I need to get done. And every day this is what I'm going to do. I'm going to do these little things on this day, these little things on this day, moving you forward, taking small steps towards achieving, whatever it was that you wanted to achieve for the week.

Because remember at the end of the day, we are given this one life and we have so much time in this life. And there are so many people walking around with their lights off, just moving through life and not really paying attention. But I know if you're listening to this podcast, that isn't you. You have your lights on and your eyes wide open, and you know that what you're doing or what you want to do is going to make a huge impact, but only you can get it out. So the most important piece is that you understand that you have this valuable asset, which is your time, and you also have the control and the choice to choose what you spend and what you do with that time. And if we focus on doing this, we can free up time and create more space, and freedom in our day, in our week, in our month so that we can do the things that we love to do and live the life that we want to live with the people that we love. Because again, we're only given this one precious, amazing, gifted life.

If you are looking to find out how to add more time back into your day, how to streamline your business so that you can create more space, and freedom to be creative, so that you can become more profitable and have better levels of employee engagement, I hope you will join me for my new three part live workshop called The Profitable CEO. Because we are going to dig into this even deeper during this three part series. And by the end of the series, you are going to have a game plan for what you need to do to make your company more profitable, to make sure you have the right empowered team to help you move things forward. But to also create that freedom that you've been looking for in your business to have the time to do the things that you love with the people that you love.

So hopefully I will see you, the link will be in the show notes below. So make sure you register and save your spot. But until next week, I hope you are well. And remember, you are given the gift of time and you can use that time however you choose to use it. You have the power to choose what you focus your time on. All right, have a great rest of your week, take care, and I'll see you soon.