



PRODUCTIVITY RITUALS

Productivity rituals, how to boost your personal and team productivity. So, in this video, you're going to learn how to get much, much more done in much, much less time. We're going to go into the best tools that you can use to help keep your organized, discover your 'Genius Zone', which will help to really turbocharge your productivity, and four ways to cut down your workload to give you more time for the good stuff.

You know, studio directors usually don't have the luxury of a dedicated marketing team, a finance team, a sales team - you know, they don't even have a board of directors usually. You've got to look after everything yourself. You're wearing a hundred different hats for a hundred different roles every day. You're a teacher. You're an employer. You're a marketer. You're a saleswoman. You are everything. You even take out the trash as a bonus.

But the problem is that when you're wearing all these hats and you're working crazy hours and living on adrenaline, pushing yourself more and more to achieve, it's not sustainable. Something has got to give. So, our intention here by learning the productivity rituals is to help you be able to get your work done in a shorter timeframe, which is going to give you more time for you, for yourself, or time with your children, time with your beloved. You know, running a studio should not be all consuming, so here I'm going to share with you my favorite productivity hacks to boost your productivity and boost your life.

Now, the first step in moving towards getting you on top of your workload right now is to know exactly where you are. And to do that, we do what I call a brain download or a brain dump. You know, if you're like me, you're carrying 50 trillion things in your head. Everything you want to do. Everything you want to achieve. Everything you need to remember to do and you remember to achieve, and all that wants our attention right now. So, to do a brain download, you just take ten minutes and you write everything in your brain down on a piece of paper. All the things you have to do on your to-do list, all the projects you've been dreaming about starting. The things even you have to do, but you don't really want to get around to doing. You can even write down how you're feeling about doing all these things. Just get everything out, down on paper.

Then once we're there, we can start to get you organized, but that is really the first step to getting clarity on what it is you do and what it is you want to do. So, let's go into the best tools to use to keep you organized.

There is a great program to help you organize and manage your work called KanbanFlow. You can find it at www.Kanbanflow.com. It's totally free and you can use it across your entire studio. You're going to love it. I use it myself and I find it fantastic. It's based on the concept of kanban boards. Now, these visually map out how you're going with your workload, so you can see what's on the back burner, what you're working on right now, and what is already completed. It's like a horizontal timeline, where it maps out your progress and you get that



little rush of achievement every time you drag and drop your task into the next column. It helps.

Now, you can have different boards for different elements of your studio. You could have a board for organizing your website revamp. You can have a board for organizing your holiday camps or a marketing board. You can have your dream projects board. They're all there, waiting for you to go, and you can see how your progress is going across all the elements. So, on a specific board, a task starts in the to-do column, and this is pretty much your brain download. So, everything you want to do goes into that column. Everything you want to achieve, but from there you can select your most important tasks to go into the do today column.

You don't add too many. Just kind of add the ones you're absolutely sure you can achieve today, and then you move them through, like what you're working on, in progress today, and then into the done. Now, you notice that you can only have three in-progress tasks at any one stage. That's to stop you kind of focusing on doing 15 things at once and actually achieving nothing. You can only work on three at one time.

So, in KanbanFlow, you can delegate different tasks to different staff members and you can even then assign subtasks for completion. So, you can think of it this way. You can create a new board that's entirely dedicated to following up with free trial students, and all you do is, for every new student that comes onboard, you create a new task under their name. So, the task name is their student name. You can allocate a teacher from the list of teachers you have there, and then you can add a description about the student. Anything notable that you want your teachers to know.

Under that you can create subtasks, which essentially are every step that you have in your procedure or your system for when a new student comes into your studio. Now, whether that is an email from a teacher or a phone call or being sent the welcome pack, anything. So, everyone in your team can login and mark off when they have completed that section of the procedure and it's done. Then you, as a studio director, can login as well and have a complete overview of where every single new student is up to in the follow-up process and make sure that no one is falling through the cracks. To have this level of insight and information about your studio is so powerful for you and it gives a total system to making sure that you are delivering consistently a high standard of service.

Another feature that is fantastic about this program is down at the bottom there's a Pomodoro timer. Now, I learned about this Pomodoro timer a few years ago and I have to say it's been one of the things that's totally changed the way I work. I wrote the Studio Expansion system entirely using the Pomodoro timer and I got it done fast. All it's about is it gives you a set time limit in order to complete a set task. So, you can think of it as in like a 50-minute sprint. So, you set yourself a task that has to be done and then you have to complete it in 50 minutes. And you know, like when you've got all the time in the world to



do something, it never gets done, but when you've got to do it in that time, somehow you rise to the occasion.

So, this is the routine that I use. I focus on having three Pomodoro sprints in the morning, so I start. I do 50 minutes, and then when the timer goes off, I then get up and have a ten-minute break. So, I go hang up the washing or I go and, you know, unpack the dishwasher. Something like that. I do something totally different. I try and do something active and move. I don't just check Facebook. I have to get away from my desk. And then I do another 50 minutes, another ten minutes, and then I do a 50 followed by a longer, like a lunch break, for example. And I find I achieve more in those three 50-minute blocks than I would in an eight-hour workday because I'm dedicated and focused. I know what I have to do.

Now, the cool thing about KanbanFlow is that you can actually select a task from the board and then highlight that to do the Pomodoro technique. So, when you know that you've achieved that particular task, it's linked and you can actually get points. It's quite a fun, little procedure. So, if you've focused and you've achieved your task, it gives you a little tally of points and you can create statistics about whether you were focused or whether you were not, or whether you were distracted or whether you had to stop. Have a play. It's a really fun thing to get into.

The benefit I think here is that, you know, we all boast on our ability to be able to multitask, but really multitasking has been proven to hinder being prolific in terms of your productivity, and the Pomodoro method eliminates multitasking. So, you have to focus on completing that one thing at the time. There's no distractions.

Now we're going to discover your 'Genius Zone' to help you turbocharge your productivity. The next productivity hack that we're going to focus on is your genius zone. Now, Beethoven didn't spend his day designing furniture and analyzing birds. He spent the bulk of his day devoted to what he was really good at, which was composing. And you can see from this schedule here, you know, from the moment he woke up, he was doing composing until he had dinnertime. That's what he spent his days on and he focused purely on the composing. Now, what are your strengths when it comes to your studio? What is the one part of your role that comes absolutely easily and effortlessly to you? What is the fun bit? What's the bliss? And how can we create more space in your role for you to do what you love? Now, Dan Sullivan has written this great book called Unique Ability. I really enjoyed it, and it helps you find out more about what your genius zone is, and then it gives you steps into how to structure your work more towards doing what you find your bliss and fun.

So, you might be really great at creating programs or syllabuses for your students. You might be a fantastic networker and connecting with people, and you might be able to leverage that by building strategic relationships, maybe even speaking at a local Chamber of Commerce event. You might be a super engaging performer, who will be brilliant to create a video series for your website. You might like writing. You might be very happy writing articles about how you teach and how you get results, and could use that as a way



to grow your studio, or you could really enjoy training and you could develop a training program to up skill your teachers to empower them and kind of give them responsibility through your studio.

All these things are really great things to be able to focus on. And if you're good at them, let's do more of that because you're going to see better results. You know, once you've deciphered what you're really strong in, you can look at your workload and across the board and say, "Well, you know, I can spend a lot of time looking after the counts, but the more I spend doing our accounts, the less time I have to do the things that I love doing." You're more productive when you're doing the things you love, so see if you can allocate, whether through outsourcing or automation or delegation, to give you more time on your strengths.

Okay, so let's get into the fun stuff. The four ways to cut down your workload to give you more time for the fun stuff. Now, this is a really powerful way; is to create a stop doing list. Now, when you say no to what you don't love doing, it means you can say yes to the things you do. So, here's another way of looking at it. Every time you say yes to doing something, it means you have to say no to doing something else. And when you create a stop doing list, what you're doing is you're giving yourself an ultimatum, like I'm not going to do that task anymore. I'm going to spend my time doing things that I am a genius at and that I love to do.

So, to make a stop doing list, you make a list of everything you will no longer accept doing, and then you have to find another way for the job to get done and you can use that process I taught you in the previous video, in the follow through formula, about outsourcing, automating, or delegating in order to find a way to make sure it gets done. So, here's an example.

You know, I know a lot of studio directors spend like two hours on Photoshop or they're in another design program and they're (Unclear 10:46) design of a poster or they're working with the colors and fonts. Now, that's two hours you could be doing something else that's really going to make an impact on the growth of your studio and your students, so say no to graphic design because on Fiverr it'll cost you five dollars for a professional designer, who's really good at it, to do that for you and you can have that time for something else, even if it's to spend time with your children. It's two hours back in your hands.

The second one is batching. Now, this is incredibly powerful. Another tool that I use myself to great effect. It's a super powerful technique that you can actually apply to every area of running your studio and also running your life, even down to, you know, doing the washing. Batching means that you plow through a bunch of similar tasks all at the one time. So, instead of checking your emails throughout the day, you turn off your email notification little beeps and you give yourself two dedicated email sessions in one day, and that's it and you can only respond to emails in that time.



You do the same with phone calls. So, I had a virtual receptionist and they would take all the inquiry phone calls for me and I was sent text messages through the day with all the details of the people I needed to follow up with. Then at like three 'o clock in the afternoon, I would sit down and I would make all those phone calls at the one time. It gave me so much more time to focus on doing really productive, good work. You can batch your lesson times for having back-to-back students. Instead of having a half-hour break here or 45-minute break here, get them back-to-back as much as you can.

You know, spend your time doing all your social media posts in one hour at the beginning of the week. Do you invoices at the one time. Everything, because when you bounce around from one task to another, you might find, like me, it takes a while for you to get your head into gear, so batching is incredibly valuable to use the time to its maximum effect.

And the third one is to create really good routines to help you stop working. You know, working too much isn't good for productivity either. It might be tempting to bring your laptop down to the couch as you and your loved one watch TV and you're tapping away in your emails, but who is that really serving? And I think if you let your work infiltrate every hour of the day, there's no escaping and it's overwhelming. Now, you and I don't have a conventional job, where we just walk out at 5PM, turn the lights off, and not have to think about work until the next day, but neither is right for you to have to be working all the time. When you're on, be on. When you're off, be off. And by that I mean give yourself strict hours to work on your studio and when that time is up, then stop.

You know, when you are able to relax, relax. It's all about kind of giving yourself a devoted time to turn off the computer, take care of yourself, and be available to your family and your friends, the life that you want. And this leads into the fourth. I mean be interested in creating a better lifestyle for yourself. Actively seek ways to reduce your workload by constantly asking yourself, "How can I reduce my workload by 30 minutes this week," and then ask the same question next week. You know, can you run your studio in one day a week? What would it take for you to work only one day a week on your studio and what would you do with your new found free time? I mean that's a really exciting question.

So, in order to help you get through all these ways of negotiating how to get more time in your day, you can download the *How to Get More Done in Less Time* and start experimenting with different productivity tips to see which ones work best for you. Here are your actions steps.

So, do a big, giant brain dump of everything that's in your mind and get down on paper or in the to-do section on KanbanFlow. I want you to download KanbanFlow and start introducing it to your team as a new way of managing all your studio's tasks, and then also use the Pomodoro technique as a new way to work. You can even do what I do quite often, use a kitchen timer. I've got a little busy bee. It sits on my desk and I just wind up to 50 minutes, and it kind of ticktick-ticks away as I'm working, and then I get the bell goes off



and I get to go and have a play. And then discover your Genius Zone. What do you love doing? And do more of that, and actively find ways to reduce your workload.

You know, I don't believe we're here on this earth to work. I believe there's so much more we can contribute when we have time to be creative and we're relaxed and we're nurtured and we're looked after. So, in all those types of points, they're really worth spending your time and looking into and getting curious about productivity.

Well, thank you for getting onboard with these productivity rituals. I hope they're going to give you more time for the good stuff in life, like friends and food and family and fun. Next week you've got a whole week to start implementing these productivity rituals with action week. So, see how you can start playing with some of the things I taught you to start implementing your referral program, to start building your social media campaigns, and really start seeing some results in your studio. You're doing super well through this program and I hope you are loving it just as much as I love sharing this with you. So, take care. Feel free to get in touch if I can help you in any way, and I look forward to seeing you in module seven.