

Your Freedom

Brooke: In this video, we're going to talk about your freedom.

A lot of times we'll ask business owners, "Why did you go into business for yourself in the first place?" It's crazy how many people don't know the answer to that question, so I give it to them. It's a sense of purpose, it's a sense of creation, money, but also, and I think most importantly, it's freedom. Ironically, what happens to most entrepreneurs is they have zero freedom.

Kris: Absolutely. What they do is they create a job for themselves. They start a business thinking, I'm going to get to have a business, I'm going to have all this freedom, I'm going to have all this time off, and then they're working more than anybody else in their business. They're working 14, 16 hours a day, and they're working every day of the week.

Brooke: Right, and feeling completely out of control about it. Feeling like they have no sense of themselves as separate from their business. The reason why we started this program with talking about you, and talking about you as the founder, and the components that you need to consider, is so you are able to come to your business as a high performer, as a person that is there to help your business and serve your business as a boss. Right now you're the boss of you and you're not doing a very good job because you're working yourself to death, most of you, and you're getting so burnt out because you're running on adrenaline and overwhelm and frustration and you're in such a hurry. We really want to take the opportunity in this video to demand that you set up your life in a way that is disciplined.

Kris: Yeah. The inability to discipline your life, your time, the other elements that we're going to talk about, absolutely shows up in your business. One of the other keys here is how you show up in your business is going to impact everybody else in the business. Your self care and really establishing how you want to have your own discipline absolutely impacts not just you, but everyone else that you work with.

Brooke: Right. So first and foremost, rule number one, 40 hours a week. Period. Now, your brain is having a temper tantrum right now.

Kris: Totally.

Brooke: You're totally freaking out. "You don't know what I have to do, and I don't have a team like you, and I don't have a ..." Whatever your brain is saying to you, or to me out loud right now, I want you to write it down. Seriously. There is no reason why you need to work more than 40 hours a week. One of the things that we feel really strongly about is those 40 hours that you put in need to be solid, they need to be focused, they need to be well rested, and they need to be planned very carefully. Most of us are just running into our businesses and just responding to fires, and putting out fires, and running

around, and trying to solve this, and trying to solve that. We're not being proactive enough. When you limit your life in your business to 40 hours a week, there is no time for that. There's no time for running around. There's no time for lack of planning.

Kris: Yeah. One of the things that you've said quite a bit that I think is so powerful is if you're working more than 40 hours, you're just being sloppy with your time. I know that initially this is going to feel so overwhelming to consider getting everything done in 40 hours, but if you really start to pay attention to what you do with your time, I'm absolutely willing to bet you are reacting, you're just opening up your email and reacting to what's happening in your business, you're not planning, as Brooke just mentioned, and so you're not efficient. Once you become efficient with your time, it's amazing what you're able to accomplish.

Brooke: And the only way you're really able to understand who you need to hire and how many people you need on your team is if you are working reasonable work hours and your team. If you have people on your team working more than 40 hours, you don't even know what their capability is on a normal workday, and they will get burnt out and it will take you more time and more energy to hire them. Now, if you're having a complete visceral reaction to this and you feel like we are threatening your life, which that's no joke, I mean some of you are feeling that way, it may be because you have put all of your energy into your business and you're using it in a way to avoid yourself. When I say to some of our clients like, "Hey, you need to just work eight hours and then you need to go and do something else," they'll often say, "What?"

Kris: Like what do I do if I'm not working.

Brooke: "What do I do?" It's a real thing. Like, "Do you want me to go home to my kids?" Or some people will say, "I just don't know what to do with myself. I've always been an entrepreneur." How do you recommend they handle something like that?

Kris: Well first, it kind of goes back to what we talked about, about noticing your thoughts, right. That entrepreneurs will often use their business as a buffer. Just like some people use food and some people use wine and shopping. We have to pay attention to what is it that you don't want to be doing, what is it that you're trying to avoid by working.

The other half of that is because you started hustling, that's how you got your business off the ground, it's a habit. This is a behavior that you've just learned and you think working 60 hours a week, 80 hours a week is the secret to your success. Until you can believe that you can be successful without having to be exhausted, you will continue to perpetuate that. As a client, that's where we first start is really looking at what are you doing with your time. How well do you manage your time? How well do you plan your time? Then do you set boundaries around how other people have access to your time?

Brooke: Yes, and so this plays right into hiring a team. This is work you must do before you go about building your business, scaling your business, and building a team. First rule, I know you're freaking out, 40 hours a week. Then you need to keep a time journal. You need to understand what are you doing within those 40 hours and are you doing the work you want to do. Are you showing up for work every day and doing what you're best at doing what, where your most value is, and are you enjoying it?

Brooke: It is so much easier to go in and respond and react. It doesn't require a lot of conscious planning to do that, and you feel busy, and you feel purposeful, and you may even be successful doing that. It's just not a long term solution. I mean Chris is always telling me about our clients that are like, "I just can't wait to sell. I just can't wait to get out." And that's exactly why.

Kris: Just I need somebody to manage it for me so I can get some free time.

Brooke: Yes.

Kris: The other thing I want to say, you brought up the team and such a great point, is when you don't manage your time well, what you'll end up hearing from your employees is how they don't have enough time to do their job. There's this constant belief within your whole business that you're short on resources. We need more help, we need more people. But then when I work with my clients to really start to pay attention to not only their time, but what do your employees do all day, we start to see a lot of inefficiencies with just a lot of gaps, people wasting a lot of time in meetings, on phone calls, just randomly walking around chatting. But if you tolerate the "I'm so busy I can't get it all done" belief for yourself, then you start to integrate it into your business, not even knowing it. Then everybody's just talking about how busy they are and they can't get all their work.

Brooke: Well, and the other thing that happens is people are working in the evenings and they're working on the weekends, and so they feel like they're doing so much work. Even though it isn't effective, and it isn't focused, and it isn't planned, it's really hard for you to say work harder, produce more because you know they're working on the weekends and you know they're working after they go home at night. When you restrict that, when you say absolutely no working in the evenings, this is a rule in my corporation, no working in the evenings, no working on the weekends, absolutely no ... It's a six week vacation. You must unplug from work and go on vacation. Everybody needs the capacity to do that because then when they come to work they're rested. They're not having a hangover from having worked all weekend.

Brooke: That has to start with you and it requires discipline, especially if you're a super successful entrepreneur and your whole identity is built up with work. You're going to want to reference your phone, you're going to want to pull your computer out, and so we really feel strongly about a 40 hour work week and that is it. There is no more hours. Once the computer is closed, the day is over. Have a way to end that day and move on. We want you to have some personal goals in your life that aren't included in work, that you can shift your focus away from your job. This will benefit your business so much. You'll be able to go back to your business with fresh perspective and new ideas for how to make it even better.

Brooke: One of the ways that you're going to be able to do this is by letting go of control of everything. Now, maybe a little bit like me, you may be a control enthusiast.

Kris: Is that what we call it?

Brooke: You may feel like maybe you can do it better than anybody else. You may say to yourself, "but why teach them to do it if I can just do it?" The reason why is because you only have 40 hours and you're not going to be able to do all the work that you need to do in the 40 hours if you don't get some help, if you don't focus on that. You're going to have to practice letting go of control of everything and feeling like you can do everything the very best. We're going to teach you a lot more about that, but I just want you to be aware of that, check in with yourself. Do you think that you have to do everything? Do you think you can do it better and faster than everybody else?

Kris: Yeah. The most common thing I hear is I'm going to have to redo it anyway, so I might as well just do it. That always comes from believing that your way is the best way, that you're the only one who can do it right. I've had several clients who come to me and this is their primary issue. "I don't know how to get work done through others. They never get it done the way I want." As a result, they're working way too many hours. Their goal is to be able to take two weeks off, three weeks off, and not miss a beat in their business. That's a place that we can also start is, what is it that you want out of your time and then what control, what are you willing to let go of to let your employees get done for you, and frankly in many ways better than you if you let them.

Brooke: Yes, and it starts with the simplest thing, 40 hours of a work week is what will give you your life back, is what will get you your freedom. If you're very disciplined in that, you will start building a business that supports itself instead of being 100% dependent on you.

Kris: One of the other comments I just want to make about time because we're funny about time, right. We feel like there's an endless amount of time. We sort of have an interesting relationship with it. Whereas, if it was \$40, right you only have \$40 this week to buy food, no credit cards, nothing. You get 40 bucks. If you \$40, you're going to figure out how to eat what you need to eat for the week because that's all you get.

Brooke: Yeah.

Kris: The same thing is true with time, but for whatever reason we allow ourselves to be much more indulgent with how we spend our time. Your time as an entrepreneur is honestly one of your biggest assets. You have to manage it and protect it.