Josh:

In this lesson, we're going to train on how to become a master of time management, productivity and prioritizing your life. When I look at the world's most successful people in business and in their personal lives, one of the things I notice with all of them is they have become masters of time. Many people have said over the years is that time is your most valuable asset. And you want to use that asset to help drive your business. You want to use that asset to help you fulfill your goals and dreams. So in this lesson, we're going to talk about how to become a master of time. So the first thing we're going to cover today is how to prioritize your values. So oftentimes we use the word time management, really, it starts with priority management. Number two, I'm going to go through a journey to help you discover your unique abilities.

If you want to get the most out of your life, if you want to get to the end of your life and say, you know what? I lived my best life possible. You want to be operating in your areas of greatest strength. So I'm going to help you both discover your unique abilities and also talk to you about how to utilize those with your time. Number three, I'm going to walk you through how to build a daily war plan. Listen, this has been so key to my success, as well as thousands of other people that have succeeded in business, and also go through what success habits look like. We know Aristotle said many years ago, you are what you repeatedly do. You literally become your habits. So we'll train on those today as well. So this class is for anyone who is committed to spending time doing what moves the needle the most in your life, and really what brings you closer to achieving your visions and goals.

So it all starts with priorities and priority management, and you want to spend your life doing what matters most. I love this quote by Steven Covey. Here's what he says. He says, most of us spend too much time on the urgent and not enough time on what's truly important. And so the first question I would have for you is, number one, what's the most important thing in your life or what are the most important things? Number two, what are the most important things in your business? And number three, how much time are you devoting to each and every one of those categories? As I've coached people in business, one of the exercises that I've had them all do, and I've done this myself, is ranking out our life's greatest priorities.

Ranking things like where your faith and relationship with God may rank. Your relationship with your family, like your spouse and your children, if you have them. Where does your self rank in the mix of what you're giving time to? Your career, your friends, your hobbies, maybe a mission in life. Ranking out all of those things and then writing down next to each of them where you've currently ranked them in your life in terms of what you're actually giving time to, and then also where you want to be in the future. And so where you are now, where you want to be in the future. And going through that exercise is so eye-opening because a lot of times when you start writing down the hours of day or the hours per week you're devoting to each, you start to realize, what I actually want to prioritize most in my life I'm not giving any time to. I love this quote by pastor Bill Johnson. He says, busyness is artificial significance. Whoa.

Think about how much of us are just being busy all the time. We're hurrying, we're rushing, we're busy. But are you actually being productive? You have a vision for your life. We talked about visualization. We talked about your dreams and visions. And are the things you're doing each and every day allowing you to get closer and closer, and closer to achieve that dream and vision, both in your personal life and in your business? The truth is this. I love what Jim Rohn says. He says, either run your day or your day runs you. And all time management begins with priorities and planning. You need to spend time saying, here's what's truly important. Here's what truly will make a difference in my life and my business. And then you want to create a plan around how to give time to each and every one of

those things to allow you to achieve greater success in your business. You need to spend time doing the things that you are the best in the world at.

And this is where it really all starts with, discovering your unique ability. I'd have you take time right now and write down, what are your three biggest strengths in raking order? I've done this for myself and started figuring out, okay, and many years ago, by the way. And sometimes over time it can change a little bit, but for most of us, we have our strengths, our strengths are our strengths. And you want to be able to discover what those are. Now, another thing I love to do when discovering my strengths is go to my mentors or business coaches, or people I really respect in my business. It could be a boss, or it could be a peer, but someone you really respect and ask them what your greatest strengths are. So you want to take time and do it. You want to have a mentor or coach, and other people in your life write it down.

And then if you're married, have your spouse or that significant other write that down as well. Look at what those strengths are and circle and rank your strengths in ranking order. One, two and three, and you can also do four and five there as well. But again, you want to rank your strengths. So the next thing you want to do is write down what gives you the greatest return on your time. So for instance, for myself, I realized strategy sessions. So spending time strategizing the business that gave me the greatest return. Meeting with my top team leaders was number two. Spending time hiring A team players was number three. And what was sort of surprising is I realized that I created a lot of content. And even though that was one of my greatest strengths, it actually didn't give me the greatest return on my investment. What really made the biggest difference in my business was those strategy sessions and building and developing my top team members and recruiting.

Those were the things that made the biggest difference. Now, content was up there and speaking, and leading, around four or five, but it wasn't in my top three. So sometimes it would surprise you to realize the thing that really makes the biggest difference in your business. One of the ways that I can help answer this question for you is, write down if you only had four hours to work in your current job, what are the things that are essential that you would have to do? If you literally could, rather than working 40 hours, if you only had four hours a week to run your business, what are the things that you would have to do that would make the biggest difference, have the biggest impact in your business? Now, the third thing you want to write down in discovering your unique ability is writing down what you're most passionate about.

What gets you excited in business? What are those things that you just absolutely love to do? And sometimes they're the same, sometimes it's different to those other key factors in discovering your unique ability. But I would say also, again, writing down what are those things that you are just so passionate about that you love to do. But when you start to discover what are your greatest strengths, what gives you the greatest return and what your greatest passions are, that's where you really get in your zone and you discover your unique ability. And you want to do everything you can to put yourself in that position where you can do what you are personally the best in the world at. The other thing about spending time in doing what you're passionate about, you'll give more time to it. You'll give it more energy. It'll seem like the time will fly by.

I can tell you this for myself in business. When I am strategizing, creating content, working with my top team leaders and focusing on leadership. I love what I do. I consider my work my sandbox. I get to play. I get to have fun. I love what I do. But most people spend time dealing with all of life's emergencies and all the business emergencies, putting out the fires and doing whatever the team asks them to do, rather than you stepping back and saying, no, I'm going to be strategic. I know what my priorities are. I know what makes the difference, what makes the biggest difference in terms of where I

spend my time. And making sure you're devoting your time to what truly will move the needle in your business. Now, the next exercise that I love to have my team do is stop, start and keep.

This is a great exercise to do yourself. It's a great exercise to have your team do as well. So the number one question is, what are you doing right now in business that you need to stop doing? Typically, the things you need to stop doing are the things that are the most draining and the most frustrating. Is there something that you are responsible for in business and it's just sort of a leech? It is sucking your time, your energy, you don't look forward to it. Write down what those things are. I'll give you an example. For me in the past, it was consistently writing articles all the time. It was draining to me, because I was having to write five articles a week. Now, listen, writing one, I sort of enjoyed. But when I started writing constantly all day, it started to drain my energy.

And also it wasn't productive in the business, in moving the business forward. It wasn't one of my passions, it wasn't one of my strengths and it didn't give me a great return. Those are the things you need to stop doing. But the biggest things you need to stop doing, again, are those things that are draining and frustrating you. The next thing is, what do you need to start doing? You need to start doing the things that are energizing and move the needle forward, and those things that we just talked about that combine your strengths, your passions, and those needle movers. An example for me was, I found that I needed to start doing weekly team leadership meetings. We did a monthly team growth for my entire team, but then also I would just meet with my leadership team once a week, and it made all the difference in the world.

Also developing my team, helping them advance their career, doing KPIs, that's key performance indicators. So my team had scorecards knowing how they were performing each and every month and quarter in the business. Also, spending time hiring and recruiting, and networking. So these are things that I started doing in my business that I wasn't doing in the past. And I'm telling you, it was unbelievable. When I started to shift my focus in my business, and I stopped doing the things that were draining and frustrating. I started doing the things that were energizing and moving the needle in the business forward. It was incredible. My business literally went from growing like this, to this in a matter of just a few months after starting to do and operate my areas of strengths. The next thing is, what do you need to keep doing? What are those things where you are already operating in your strengths, and maybe you need to give them more time.

Maybe you need to tweak the way that you're focusing on them. But for myself, I already was spending time in strategy, but I found that I needed to not only spend time strategizing by myself, I needed to spend time strategizing with my top level team. My executives in my organization. I also needed to keep spending more time thinking creatively and make sure I wasn't just doing it once a month, now I needed to start doing it once a week. Also, I found for myself doing a morning, what I call a spiritual triathlon, working on my own personal, my leadership growth and my spiritual growth was key to me being an effective leader in my business. Those are things I needed to keep doing. And in many cases I needed to, if anything, start devoting more time, focus and effort to doing those things as well.

And by the way, this is an exercise that I do on a regular basis. Every single quarter, I schedule time to go through, what do I need to stop doing? What do I need to start doing? And what do I need to keep doing? This is also a great exercise to do in your personal life. Sit down with your spouse or significant other and go through, hey, what are these things in life that I need to stop doing? Maybe it's a peeve that your spouse has about you and figuring that out. Hey, what are some things we need to start doing? If you want to grow and build anything, if you want to grow and build a business, if you want to grow and build a relationship with a significant other or a child, you want to devote time to it.

You want to make it a priority and be strategic about how you do that. But this stop, start, keep exercise is great to do and utilize in relationships as well.

So one of the most effective exercises you can do in becoming a master of time, in helping your own team master their time is figuring out how much you're worth an hour and how much their job is worth an hour. And making sure the tasks that you are doing have the greatest ROI, the greatest return on investment. I remember I was sitting down with a mentor and he said, "Josh, what are the big things you're doing right now in business? What do you spend your time doing? And what moves the needle for you in business?" And so we did this exercise and I think this will be valuable for you as well. And so what we did is he said, okay, and by the way, these aren't the exact numbers at the time, but this would be an example for you. Let's say, for instance, you make $200,000 a year.

So you got $200,000 a year. That's what you're earning. And then what you do is you say, okay, how many weeks are you working a year? Let's just use 50 for ease. You're going to divide 200,000 by those 50 weeks per year. And what you're going to get as the number here, you're going to get 4,000. Now let's take 4,000 and let's divide that by a 40 hour work week. So we're going to divide this again by 40. And what you're going to end up with is around $100 an hour is what you're worth. So knowing this is so important. So think about this. If you are doing any job that's worth less than $100 an hour, in a way you are wasting your time. And this goes for not only work in your business, but also some of the things you're doing at home. If you're worth $100 an hour and you are mowing the lawn, and you're mulching, and you're weeding, and you're spending all the time doing that.

Now, listen, if that's one of your greatest life's passions is weeding your garden, by all means continue. But all that being said, if you could hire somebody to do that for say $20 an hour, it doesn't make any sense. You're not operating in your greatest area of strengths. I see this time and time again where people in business, business leaders and executives and entrepreneurs, they're spending time doing things that are not worth their time. And this is why you really want to spend time and say, okay, what we've talked about, what are your greatest strengths? So you want to focus on those strengths. You also want to focus on what we talked about. What brings you the greatest return in your business? So what drives your financial economic engine? And the other thing here would be, what are you passionate about? What are those things that you absolutely love to do?

And if you can write down, hey, what are your strengths, what's your greatest return, what are you passionate about, and spend all of your time doing that. Here's the big thing I will tell you, that number will double and triple, and 10X over time. But one of your biggest focuses should be, in your business should be, how do I continue to get in my zone and spend all of my time doing what you are the best in the world at. You then want to work with your team members helping them find their zone. So for instance, Evan, who was on my team, who eventually became our company president. Let's say I was paying him at the time, something around $40 an hour. But if he's doing certain tasks, let's say running errands for me or doing those sort of things, those aren't worth that $40 an hour for him.

And I want to be really clear about this. This isn't saying, hey, somebody is worth less in terms of as a person. It's saying, no, there are certain jobs that are paid a certain amount in the marketplace and you need to be very aware of that. If somebody is great at, like Evan, he was great at strategy. He was incredible at marketing. He was good at copywriting. Hiring a good copywriter, that's about 40, 50 an hour. But if he's doing things like shipping in our shipping department and spending all the time doing that, it just didn't make any sense. So, number one, you want to spend time, do this exercise. How much do you make a year? Use 50 weeks and use 40 hours a week, and figure out what you are worth an hour in terms of the financial hours you're putting in. And then what I want you to do is write down all of the things that you are typically doing in your workday and write down which ones are above that amount and which ones are below, whatever amount you come up with.

And then do the same thing with your team, especially your highest level team members, your executives, your vice presidents, write down what they're doing with their time. And if not, ask them. Ask them, hey, what are the biggest things that you are spending your time during the work week? And for instance, what happened with Evan is he was doing certain things on social media that he shouldn't have been as well. So we said, okay, you know what? We need to hire a part-time social media person and then eventually a full-time. So Evan, you can be in your zone, so he can do what he's, where he has the greatest return for the business. He's in his greatest strengths, things he's passionate about and good at. And I'm telling you, when we started doing that in the business, boom, we started taking off. So I want to encourage you do this exercise in terms of finding out what you are worth in terms of dollar amount in the hours you're working each and every year.

One of the biggest things I've learned over the years is about the power of focus. In fact, in my business, we started having a saying, myself and my former company president Evan, we said, one goal, one action. And we used this in many things in business. Rather than focusing on multiple campaigns and multiple things in the business, we would say, no, we're going to go and master and do this one thing great. We're going to create a system around it and then we're going to go onto the next thing. But we were going to have complete and immense focus on one thing at a time. Mozart, the brilliant composer says, the shorter way to do many things is to only do one thing at a time. So again, if you want to get to one place faster, so if you want to get from point A to point B more quickly, just do one thing at a time.

The ancient Chinese proverb says, if you chase two rabbits, you catch none. So I would ask you for that in your business, are you chasing multiple rabbits at a time? Are you sort of scattered, trying to multitask in your business? I found you need to have laser beam focus on one thing at a time. I've been really blessed in my life to have some incredible mentors and be able to go and meet with some really top level executives and learn, even early on in my career. I remember, this is many years ago, probably about now 13 years ago. And I went and met with the chief marketing officer for Dave Ramsey, Dave Ramsey has a company now, it's called Ramsey Solutions, and his name was Bill Hampton. And so I went and I said, "Bill, can I take you to lunch? And he said, "Yes."

And I was able to go and sit down with him. And I just wanted to get business advice. I said, "Bill, I know you've had such great success for yourself and your business that you're working with over there at Dave's." And I said, "I want to see that similar success in my life." And he said, "Hey, tell me a little bit about yourself." And I started sharing with him the different businesses I had at the time. I had three different businesses and I was doing multiple tasks. And he stopped me and he said, "Josh, tell me this, what is that one thing, that one thing that you really, really want that you feel like you're called to do? And I said, "Bill, I feel like for myself it's teaching people how to use food as medicine. And I want to build the number one natural health website, because I believe if people read my content, watch my videos, it will change their life."

And he said, "Okay, here's the problem right now. You just mentioned to me that you have three different businesses. You essentially have three different roles in your business." He said, "What you need to do is you need to go home and you need to write down, you need to kind of take those other two businesses, not put your focus, attention on those and devote all of your energy and focus onto that one business, and doing what you're the best in the world at to move that one business forward." And he said, "Do everything you can." He said, "If there's a certain amount of visitors you want to your website, put that up on your bathroom mirror. Schedule in those team meetings. Do all the things you can do to have this laser beam focus on achieving that one goal." And we did that and it was incredible over a three and four year period just how we completely started 10x'ing and over time 100X'ed star business in just a four year period of time.

And I would ask you this, what is it you really want? What is that one thing that you know if you do that in business you're going to achieve great results? I'll give you another example of how this worked as well. After that meeting with Bill, I went home and thought about, what is that thing that's going to most build my business and drive it forward? And I thought about it, and I said, "I need a way to monetize my website." And I realized I'd put out a cookbook, I'd put out a fitness DVD in the past. And I said, "You know what? I see these other businesses and they're selling online programs." And so I said, "That's what I'm going to do." And I went to a seminar, learned about how to create an online program. And I launched this online program three months later. By the way, it was a lot of content.

But I said, "You know what? In 90 days, if I put all of my focus and all my effort on doing this one thing, I know I can get it done." And so we did that. We put all of our focus, all of our effort. Can I tell you how this went? We did this business launch and I made more in this one business launch than I had in running the business the five previous years combined. And it's because we had such an incredible level of focus on this one area inside the business, in creating a program that we could launch and sell to our email list and our consumers. And again, I would ask you this, are you spending time doing things that aren't moving the business forward? Where is your focus? What is that one area in your business? Is it in customer service? Is it in creating a great product or service?

What is that area you know if you invest your time into it, it's going to make a big difference in the business? Make sure to do that. I love this quote by Tony Robbins. He says, one reason so few of us achieve what we truly want is that we never direct our focus. We never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular. And that's what you want to focus on doing is becoming a master at something. It's really powerful. If you really apply your time every single day, over the course of one year and two year, and three year, it's incredible how you can transform as a person. I share the story with Elon Musk. Elon Musk when he launched his company's SpaceX, when he started planning that out, he had never read a book on rockets. He knew almost nothing about space. But over a three year period of time, he became a master of understanding space and rockets because it's what he put all of his focus and all of his effort into.

And with that, one of the things you want to start doing is scheduling your time, where you have days where you can have that laser beam focus. But at the same time, you want to have days where you can be more flexible and days where you can really spend time thinking and brainstorming. And so when it comes to time management, I want to encourage you to block out those three different types of days in your business. Have focus days, have flex days and have think days. Some people call those free days. Those days to let your mind wonder free and think, and brainstorm. Now, on your days that are focus, this is where you're going to spend time doing and operating in your area of strength. So it could be strategy. It might be team meetings. It might be team development. It might be hiring. It might be networking. But whatever those things are, for instance, I talked about launching that program.

I knew if I launched that program, that was going to be the most important thing we could accomplish in our business. On my focus days, I block out as many hours as possible to do that and I don't let anything else creep in. I don't let emails creep in. I don't let typically personal life unless it's emergency stuff creep in. I am laser beam focused on those days. On flex days are the days that I'm going to spend time on things like email. Listen, emails are not a high level focus typically. But those are the days, flex days are where I spend time answering emails, maybe running errands. Doing things that are just sort of necessary in the business, but they're not the greatest needle movers in terms of moving the business forward, but these are certain things you have to get done.

And then my think days, by the way, my think days are my favorite days. These days, I typically set aside on Thursdays or Fridays. And it's where I have a four hour period of time where I am working on my business, not in my business. I'm spending time dreaming. I'm creating mind maps. I'm

envisioning my future. I am just dreaming about the things I want to do in business. I'm thinking about my current business and I am thinking about, what are some things we need to change? I'm really thinking about the big picture of the business and the strategy, and doing some of the things I love to do the most in the business. And I would say that 95% of people in business, leaders are not spending enough time working on their business and in those think days. Here's what most of us end up doing.

We become task masters. We have a list of tasks and we spend time hitting those tasks. Whether they move the business forward or not, we feel this, as Bill Johnson said, we feel artificial significance. Like we've done something great just because we've accomplished a task. Unless that task aligns with your priorities and operating your areas of strength, and the things that really move your business forward, oftentimes you're actually just wasting your time. So you want to make sure that you're not a task master, that you're a high level thinker, that you are operating as a visionary in your business. It's really the most crucial thing you can do. When you look at the world's most successful people, the people like Elon Musk and Jeff Bezos in terms of what they've built in a business, they all spend time thinking. They all spend time in visualization and vision, and brainstorming, and taking a step back and looking at their businesses as a whole.

And looking at things like the general of an army and saying, I need to move this piece here. I need to move this here. And really going from big picture, even down to small picture at times and saying, okay, here are the shifts and the things we need to do strategically in the business. So what I challenge you to do today is write down and take time to write down your focus days, your flex days, and your think days. It'll make such a big difference in your schedule and driving your business forward. One of the most game changing strategies I've ever implemented in my life was creating a weekly war plan. I remember where I first was, I was at a camp called Camp Transformation. It was a business coaching retreat where I had a mentor of mine, Ben, who I've modeled a lot of what he'd done in his life.

He had written a New York Times best selling book. Had a super successful clinic. Great family. So I wanted to go to this retreat and learn about how he had so much success in his life. And when he was teaching at this retreat, he shared with us that his secret to success was creating priorities and creating a weekly war plan. A weekly war plan is where you write down essentially what you're doing every hour of the day. You have it planned out. And he said, "When you're going into your week," he said, "You're going into war." He said, "This is a negative connotation. It's just to say, you want to be strategic about how you utilize each and every single moment of your day." And I actually still have the notebook from this retreat, it was probably 15 years ago, and I still have this notebook today where I wrote down my first war plan, wrote down priorities and many of the lessons I'm sharing with you today.

So all that being said, I want to encourage you to follow this strategy and creating a weekly war plan. And what you're going to do first is you're going to look at your priorities. And so, what are your biggest priorities in life? You're going to do that. And then you're going to say, you're going to look at your personal life and your business, and make sure that things that matter most you're giving those time. And so you can see, I want to share with you right now, what my weekly war plan looks like. So starting off on Mondays, I always start off every morning with giving time to God and leadership reading. So I want to grow. I want to grow personally. I want to grow on my faith. And so that's the first thing I'm giving time to. Right after that, I'm going to work out.

And so I've always been into health and fitness. It's something I love. I'm passionate about. I also know that if I'm fit and healthy, I'm better able to perform at work. I'm going to live longer. I'm going to have more energy. So I give time to that in the morning. And then I tend to do, with my workout, I do a super food smoothie or a really healthy breakfast there to energize my body. By the way, another thing I love, what my mentor Ben used to say is, he said, "Win the morning you win the day." So I spend time,

the first part of my day, doing what I believe truly matters. Building my faith, building my leadership skills, getting healthy. And then also I'll spend some time, maybe 30 minutes with my wife, Chelsea, my daughter Arwyn. And then at 9:00 AM or so, 9:30, I'm ready to rock and roll and jump into my work week.

On Mondays what I love to do is spend time creating content. So I'll spend some time doing that. I'll then do lunch and then I'll start doing my team meetings. I'll meet with my chief marketing officer, my vice president of marketing, my VP of content creation. So my top team leaders and our executive leadership team, we do those meetings on Mondays. And then we tend to do dinner. We have family time. Go to sleep. And so Monday is really going to be a big focus on my Ancient Nutrition business. I also have a leadership business I'm going to spend time on. But you can see here, similar thing every morning. I do my spiritual triathlon. It's gratitude. It's reading. It's prayer. I work out. Then I start doing business planning. So I'm really planning and strategizing a lot of my business week. I'll do lunch and then I'll do more content creation.

I'll do Ancient Nutrition, whether it's podcasts or videos. And then I schedule time to hang out with friends. I might do a guy's night or maybe Chelsea and I do a game night with friends, that tends to be on Tuesdays. On Wednesdays, very similar morning. You'll see there. And then I have meetings and some videos. We will do a family dinner. I also love to, when I get in bed at night, I don't watch a lot of TV or if I do, Chelsea and I will watch a show for maybe an hour or so. But then I tend to listen to a lot of books on audio. I found that if I'm not only reading a physical book, but I'm listening to an audio book, even just 30 minutes at night, the amount I learn continues to really grow. Thursdays, more content creation. I do lunch and then I'll work on leadership content.

And then on Thursday nights, Chelsea and I will do a date night. I'm giving time to things that matter. You'll notice, every single day, I'm spending time with God. I'm spending time on the things that matter most in business. I'm spending time with my wife and my daughter Arwyn. So devoting time there. Fridays, you'll see here, similar mornings. Might do a workout and connect with some friends. Continue to build those relationships. But then 1:00 to 5:00, that's my think time. It's time when I brainstorm. I do my creative work. I have that sort of free day to just work on those areas of my business. Also it's the day I like to look at my stats. So I have my team send me an email on Friday afternoons, where I get to look at that week's stats or that month stats, and really start to look at, okay, how are we doing this week in business?

Are the things moving forward? And I look at those on Fridays quickly. I then look at those again on Monday morning, right before my team meetings. Because listen, if you aren't measuring something, it's really hard to grow it. So I love to sort of look at that thing as well. Friday nights, we have dinner with friends and family. And then Saturdays and Sundays are really a time of just rest and relaxation. Chelsea and I love on Saturday mornings to wake up and spend some morning kind of doing coffee talks. So have our coffees. I tend to do my matcha green tea, and we'll just sit there and connect, and talk. A lot of times we'll do a workout together. Then we love doing family brunch. We tend to do that once or twice. We call ourselves brunch people. So we love doing breakfast and brunch together with ourselves and then with friends and family doing that.

And then church on Sunday mornings and spending time together with family. So you can see there, I've got my life's greatest priorities, my faith, my family, my fitness, my business, and I'm making sure that I'm devoting time to those each and every week. Those things that matter the most in life. I can't tell you how often I talk to people that get later on in life and they've said, you know what? I wish I would've spent time on the things that matter most. And so you want to make sure and do everything you can to make sure you're doing those things. I think a lot of times we think that in order to be

successful in a day, we need to have accomplished 100 different tasks. We need to have done a million different things. And what I found over time, I love what my friend Michael Hyatt says.

Michael Hyatt was the CEO of Thomas Nelson Publishing. Very successful. He's built an incredible business as well in the coaching realm. And one of the things that he shared with me and I thought this was brilliant advice. He said, "You know what? I don't try and accomplish 10 or 20 things in a day." He said, "I always try and accomplish my big three." And he said, "Sometimes even if I just get the one thing accomplished, my day was a success." So he has similar that I do, those focus days. On those focus days, what are those three things in ranking order that are the most important things for you to accomplish in the day? And I'll give you an example for myself. So in business, I could be in the middle of like, we're going to launch a big campaign around maybe a product we have or a business program.

So my number one thing on my list on that focus day is to create content around this program. Get something done there. My second thing might be, okay, we need to hire a very high level vice president in the company. So the rest of my time in that day might be around connecting and networking with friends and colleagues and asking around and searching online, and talking to recruiters or finding, what am I going to do to help find that top level recruit team member, that five star player on our team. And the third thing might be something like, okay, I'm realizing that the next thing I need to get done is something that I've been putting off for a while and it is finishing my book. So maybe I'm working on a book right now and maybe I was already ahead and I'm like, okay.

I might as well finish this up if I have that time. And hey, if I get those three things done that day, wow, what a big win. In fact, if that first thing, getting that big program or marketing launch, or just all the things, I was able to spend four concentrated hours on just that that day, talk about a huge win. And I found that when I structure my days that way to where I'm not having these 30 minute, 30 minute, 30 minute. That's what a lot of people do. I'm telling you, this is the way most people's day works. I got a 30 minute meeting. I'm going to answer emails. I'm going to surf social media. Oh, somebody walked in my office. I'm going to talk to them for a few minutes. Okay. Now I'm distracted. I'm back on social media. Okay. Now I have a 30 minute phone call.

Now I have an ... That is the least productive way to run your day. If you are able to focus and concentrate and say, no, I am blocking out. I had my mentor share something else. He called scheduling his day, he said, "I'm going to paint solid yellow lines on my schedule." Which essentially means, is when you're driving, hey, if it's a dotted line, hey, you can drive around the person. But when there's a solid yellow line and you're driving down the road, you cannot cross into incoming traffic. And you need to schedule your days and weeks, and months, and years, the exact same way. The things that are precious, you want to give time to, you want to give focus to, and you don't want to be jumping from one thing to the next. You want to have those focus days where you're able to put 100% into your focus on that top one thing, the second or the third thing.

And if you get those done, that day is a huge success. One of the other most important things that you can do to transform yourself personally and your business is implement game changing habits. I love the book by James Clear called Atomic Habits, an incredible bestselling book. And the book by Steven Covey, The Seven Habits of Highly Effective People. We know that habits are some of the most important things we could ever implement in order to experience successes in our life. And I mentioned this quote earlier, but Aristotle says, we are what we repeatedly do. What you do becomes you. And so you need to make sure that those habits you have every single day, they're allowing you to grow. When I look back at myself three years ago, I'm so proud of how much I've grown because I've implemented habits that have continued to allow me to grow in my ability to lead, in my love, in my generosity, in my wisdom.

I'm continually growing because I've implemented good habits in my life. One of the biggest things you want to utilize in creating good habits and breaking bad habits is pain and pleasure. Listen, this is why people do what they do is either to avoid pain or experience pleasure. Think about this. If somebody every night is going to start eating a sugary dessert. Let's say it's cookies and ice cream. In that cookies and ice cream, you're getting conventional dairy. You're probably getting a lot of sugar. You're getting refined grains. And what's going to happen? Every time that person reaches for that cookie and ice cream and has a bite, they're going to experience pleasure. But the secret here is this. Can you create more pain mentally and emotionally from eating that cookie than you actually experience, your taste buds experience, when you take a bite of that cookies and ice cream? And I'll give you example of this for myself. I don't eat cookies and ice cream at night.

Now, listen, I may have some dark chocolate. But I know that if I'm having conventional cookies and ice cream with processed dairy and sugar, and all these other things, I know it's going to increase my risk of diabetes, of cancer, of heart disease. I'm going to have low energy the next day. I'm not going to be as productive at work. I'm not going to live as long. All of that's a reality because I've educated myself on the truth of the future pain I'll experience, including the next day, if I have this conventional cookies and ice cream. So that's a habit that I have utilized pain to overcome the pleasure of having that ice cream. And I really don't enjoy it as much because at this point I've trained my taste buds to like real food. And so, again, listen, I'm not telling you never eat dessert, but hey, replace it.

So rather than doing that bad habit, is there something you can do again, like dark chocolate that has natural, that has cacao and has all of these health benefits and is lower in sugar, and just a little bit sweet? That's a great option of a healthier habit or a better habit at least than doing the dessert every single night. And listen, you want to do this with every single habit. The secret of success is learning how to use pain and pleasure instead of having pain and pleasure use you. Listen, if you do that, you're going to be in control of your life. If you don't, your emotions will literally control your life. So here's a classic example of this. You want to start waking up early in the morning. That's a habit. You want to get up early. You want to start working out. You want to start growing as a leader. But you're that person that is constantly pressing the snooze button on your alarm or on your phone.

You're always clicking the snooze button. Maybe you click it not only once, but twice and three times, and 10 times. I know a lot of people like that. Versus if you plug your phone in and it's across your room and you put that alarm up as loud as possible, you're going to have to get up and get out of bed. And by the time you're up, you're like, I'm already up. I'm not going back to bed. Hey, I'm ready to win the day. That's an example of you're creating friction and you're making yourself do something. You're making it harder for yourself to click this snooze button. Another example of this in creating eases, scheduling out your team leadership meetings and your time to prepare. So if you know, hey, one habit or one good thing I need to start doing in my business is I need to start doing these leadership meetings.

What I personally do is I get with the person that's my executive assistant or that person who is helping run my calendar and I say, hey, this is something I need to do. Can you go ahead and schedule in for the rest of the year these team leadership meetings and also schedule in time the hour before where I'm preparing for those meetings. And so it's in the schedule. It's in there already. It's blocked off. So you want to be able to schedule in these habits in those solid yellow lines to where no matter what you're doing those. Also, you want to reward yourself. For instance, if you hit a certain goal, let's say for instance, you have a goal to run a 10K and get a certain time. Have certain mile markers along the way where you get a nice meal. Maybe, hey, if you run 100 miles, then you get new running shoes. Something, whatever it is, but reward yourself.

And you want to do this in your personal life, you want to do this in your business and with your team as well. If your team hits certain milestones, having a cash bonus is a great thing to have. But also

start learning about your team. Maybe they love going to a certain concert. Maybe you have your vice president of marketing and you know, hey, I know they love Taylor Swift or someone like that. Hey, pay for them to go to that concert. But you want to have rewards for yourself and doing it as a team together, is even more powerful. I also know this, is that one of the things my dad used to do to keep himself from eating desserts is he would take them and he would hide them up in a far off corner of like a cabinet. So he had to literally get on a stool to get up and reach them.

Now, what was so funny is I remember years later, we found all of these little, he hide these desserts from himself all over the house, when we were moving out of our childhood home. But all that being said, that was my dad doing something. He created friction and made it harder for himself to actually go through with those bad habits. I found one of the biggest myths out there in terms of productivity and time management is that you've got to be in a hurry. You've got to hustle to get anything done. That's why I see all of these posts on social media about it's all about hustle. Listen, good work ethic and working hard, and to a degree hustling at certain points in life. Hey, it makes sense. But this might surprise you to find out, is that the world's most successful people take their time. They're not in a hurry.

They're not in a rush. They're very thoughtful and methodical about how they spend their time and how they spend their day. I'll give you an example of this. Elon Musk said, every morning, first off, he doesn't wake up at 4:00 AM. He may wake up at 6:30 or 7:00 AM, and then he gets in the shower and he said, he spends time that first hour, every morning, just thinking, brainstorming, innovating during that time of day. And then he goes, and he may read a book. And then he starts his most important meetings first. That's how he starts his day. Bill Gates says he wakes up every morning and just starts reading books. And so he said he reads typically two to three hours a day in many cases. And Warren Buffet does a similar thing. He says he wakes up, he sleeps in, and he has his coffee.

Eats McDonald's. That's not the best habit. But he does that and then he reads the newspaper for at least an hour every single day. Sips on his coffee, reads his newspaper, takes his time. He's not in a rush. He's not in a hurry. Here's what I found. If you are constantly in a hurry and in a rush, you make bad decisions. Decision making, making good decisions about these things in business and life is so critical. If you make good decisions, you're going to save yourself time. You're going to be more effective. And so don't live in a state of hurry. Again, I think about if you are hurrying and rushing all the time, things typically don't get done well. So one thing I want to encourage you to do is eliminate hurry from your life. If you are going from meeting to call, to email, to meeting, to call, and your days are so stacked, so full, you hardly have a second to breathe and you're in a hurry all the time.

You tend to not make as good decisions. You want to schedule a little bit of margin in your life, a little bit of extra time for your next call, your next meeting. Time to think in order to be the most productive you can possibly be. One of the biggest time killers out there today is this, it's social media. If you are spending lots of time scrolling on social media, it is killing your time. Many people I've said, hey, delete your apps or have a goal, or a habit to where you're on there only at certain times, or maybe you schedule it. But the most successful people, they're not spending a lot of time on social media. They're spending time thinking, brainstorming and focusing. Doing the things that truly move the business forward.

I think when you're able to see the amount of time you spent on social media channels, think about if you invested that exact same amount of time in reading a book, in prayer, on connecting one on one with a close colleague or your spouse, or a friend. Those are the things that truly matter in life. The priorities. Where on your priority list is Facebook and Instagram, and Twitter, and TikTok, and all these others? They're probably not on there. And so again, you want to make sure you're giving time to the things in life that truly matter. And the things that truly matter, those deep intimate relationships,

typically don't happen on social media. I love what Stephen Covey says. The key is not in spending time, but investing in it. And that's how you want to think about your time, your habits and your schedule.

Is everything you want to do, you want to think about it like planting seeds. You're sowing seeds, so you're going to reap fruit in this big harvest in the future. I look back at my life and these habits that I've implemented and how much I've grown in these different areas. And you want to do the same thing as well. And what I want to do now is share with you what I believe are the biggest success habits that you can implement that'll make a radical difference, both in your business and in your personal life. And the first one is this, reading books on business and leadership. So continually growing yourself in these areas in business and leadership. We talked about Elon Musk. He knew nothing about rockets. And over the course of three years, he just kept reading books and articles, and interviewing people. And he became one of the world's greatest innovative minds in creating rockets and going to space.

And so you want to do the same thing as well. Listen to this mind blowing stat. If you read just 20 to 30 minutes a day, over the course of three years, you can read at least 36 books, if not more. And I want to show you what this would look like, the visual here. So you've got 36 books. Think about that. One book you can learn quite a bit from. Think about if over the course of a year, if you could read 36 books on just a single topic. We talked about Tony Robbins mentioning this, is that when you devote yourself to one topic and you master one thing, you truly become an expert in that thing. And so we're talking about, hey, all you need to do, 20 minutes a day, I'm going to try and keep this from falling over here. But if you can just spend 20 minutes a day, and listen, it could be when you go to bed at night on audible.com you're listening to an audio book. 30 minutes while you're working out, while you're driving somewhere.

But if you can just do that 20 to 30 minutes of reading a day in business and leadership, in these different areas helping you grow, after three years, you would be one of the world's leading experts. If you read 36 leadership books in a year, you probably will have read more leadership books, probably be in the top 100 people in terms of reading the most on that topic. So what you want to do, one of the greatest habits you can do is schedule in that time to read and grow on a regular basis. I know that Bill Gates does this. He reads over 50 books a year and he devotes and schedules that time to consistently growing in those areas. Another really game changing habit is your nutrition. Making sure that you're eating healthy on a regular basis. It's going to allow you to live longer.

It's going to give you a sharper mind. And so eating more vegetables and fruits, and super foods, and healthy fats, like things from coconut and omega-3s, getting more of those super foods. Next up is exercise. Even if it's just walking, just doing something to move your body can be so effective. And then another success habit is meeting with growth groups. It could be a mastermind group. It could be a group at church or something like that. But a group where you are growing, it could be a business group. But getting around that, iron sharpens iron. My biggest life lesson is this, you become who you surround yourself with. Who are those five people you spend the most time with? One of the greatest habits you can do is scheduling and becoming part of a group that is growing together in business and other areas of life.

Next up, a success habit if you're married is a date night. Regularly going out with your spouse. That's going to feed that relationship. It's going to allow that to continue to be a priority in your life. And so my wife and I love doing date nights, going out to eat. Most of the time we go one on one. Sometimes we'll do it with a couple. But having that one on one time is so critical. And listen, it's a very similar thing, having time with those people that matter most in your life. I know that my daughter's not old enough yet, but one of my closest friends, Isaac Meek, he runs Five Daughters Bakery. He has five daughters. So he does daddy daughter date nights constantly. So he brings them all out or does one on

one time with them, each and every one of them one time a month. Whether it's a breakfast, a lunch or a dinner. Another success habit is going to church or synagogue, or a regular community of really being able to connect somewhere spiritually.

A lot of people have gotten into this habit of trying to just connect on social media rather than in person and building real community and bonds that way. That's a success habit you want to get back into. And then saving. You want to continually save money and give on a regular basis. My wife and I have this set up where a percentage of our paycheck automatically goes into savings and automatically goes into ministry on a regular basis. So we are regular saving and giving and it just, is automatically happening. It's a habit that we've created. And so I want to share with you this, something called habit stacking that I think that will really help you in creating these game changing habits. And so habit stacking is where you have several good habits that you stack all on top of each other. So what my mornings typically look like is I start off doing my spiritual triathlon.

And so my spiritual triathlon is this. I spend time getting grateful. So I go on a gratitude walk and just say everything I'm grateful for to God. I spend time reading my Bible or a personal growth book, or a leadership book. And then I spend time in prayer or meditation. I then roll right into my workout. I then do a breakfast smoothie, a super food smoothie, and then I'll spend about 15 to 30 minutes just connecting with Chelsea and Arwyn. And then by 9:00 AM, I go in and roll into my most important meetings and those focus items on a day. But take time right now and write down, what are the habits that you want to start implementing into your life? And with that, what are your priorities? Your priorities will let you know what your habits should be. Think about who is the person you want to be one year from now and three years from now, and 10 years from now. Do you want to grow in your leadership capabilities?

Do you want to learn more about a certain topic? Maybe it's rockets or maybe it's baking, or maybe it's becoming a better communicator and speaker. But write down your priorities, write down those areas in life you want to grow and then create a growth plan around that and then implement those habits. So it should really go like this. You've got a vision for what you want your life to look like. You then set goals up. You have a vision. You set priorities. You then set goals. You then set a strategy. And then with the strategy, you then implement things into your schedule. And part of your schedule is those daily habits. That's what that flow should look like.

I love another quote here by Tony Robbins and what he says. He says, you can accomplish much with a strategic plan. And he says, once you have mastered time, you'll understand how true it is that most people overestimate what they can accomplish in a year, but underestimate what they can achieve in a decade. And listen, that is so true in my life. So for yourself, you may say, hey, I want to be this sort of person in three months, or I want to see this result in my business. And listen, you want to have those goals and you want to drive towards those quarterly goals, but if you don't achieve it, don't get discouraged. What I found is most of the time growth goes like this.

At some point you will be able to experience this rocket ship launch into the atmosphere in terms of your growth and your business success if you just keep with your priorities and doing what really matters most in the business and those daily habits. It's going to be huge. And the last thing I want to leave with you is this, the fortune is in the follow through. All people that have been successful in business and life can tell you this. It's one thing to set a goal. It's one thing to spend time creating a vision. But it's another thing to go from point A to point Z, to follow all the steps of success. So for yourself right now, if you're saying it yourself, you know what? I want to be a better leader in my business and I want to 10X my business over the next three years. If that's you, what you need to do is you need to follow every single step of the process.

Spend time in the visualization. Spend time doing the goals. Spend time creating those good daily habits. And then making sure that you do those things that are going to help really drive the business forward. But again, remember the fortune is in the follow through. All of the things that you're learning as you go through this course, you want to make sure that you implement it. Have the checklist and make sure, hey, that you have done every last single one of them, making sure that your business and your life are a massive success. So here are your action steps for today. Number one, do the prioritization exercise we have for you. So prioritize those different areas of your life. Make sure to rank them where you're at now and where you want to be in the future. Step number two, do the stop, start, keep exercise. Eliminate those things that are frustrating and holding you back.

Start doing those things you know will make a big difference and keep doing the things and give more focus to the things you know that are working now. Also, step number three, create a weekly war plan. Start writing down what every hour or those time blocks in your day should look like. And last, write down the most powerful habits you can do and put them into your schedule today. If you do that, if you start doing what I'm sharing with you, you're going to become a master of time and you're going to live out your life's greatest priorities. And you're going to get to the end of your life or just, hey, a year from now and say, wow, I can't believe how much I've grown. I can't believe what a big impact I'm having in my business today. Hey, I hope you've enjoyed this lesson on productivity and how to become a master of your time.