# **1.1 - FIRST FIFTEEN**

# Hi everybody. I'd like to welcome you to your first lesson. This is one I'm excited about, because I wanted to start with something that's really worked for the clients that I've worked with in my personal coaching sessions. I start out by asking you a question. That is, have you ever gone through the end of your day and said you know what I didn't get anything that I wanted accomplished done today? Do you say it more than once a week? If you're like most people you say it almost every single day. For many, that's the reason you signed up for this course, was that exact phrase that happens at the end of the day or the end of the week. Well let me run another scenario by you, and see if this sounds familiar to you. You're driving into work, or you're taking the train into work and you've got these things in your head that you want to work on. These are the things that you want to get done today. You step through the door, you say hi to a couple of people, you grab some coffee, you sit down at your desk, you open up email, and you start reading your email. Well what you've just done in that moment is you've taken those priorities that you had when you were going into work for that particular day, and you went and made those subservient to everybody else that sent you an email. That's where your whole day goes and gets disrailed. It's for this reason that your first lesson and your first exercise in this series is to take the first 15 minutes of your day and work on what you already know is a priority. What you've already determined is what you want to work on. No email, no open door, no coffee talk. All of that leads to distraction that takes you away from your priorities. Now listen, taking that first 15 minutes, that first part of your day and making it about your priorities puts you in some great company. You may have already seen articles where they talk about how successful people and billionaires always wake up early. You got Richard Branson, he wakes up at 5:45 in the morning. Howard Schultz, the CEO of Starbucks, he's already in the office by 6:00 AM. Jack Dorsey of Twitter is up at 5:30. Indira Noori, the CEO of Pepsi Co is up at four o'clock in the morning. Jeff Bezos is up at five o'clock. Benjamin Franklin started the whole thing off a couple hundred years ago. He was up at five, and the one that surprises me is Tim Cook, the CEO of Apple is up at 3:45 in the morning. The reason that these successful people do this, and the reason they became successful in the first place is they make time to get their work and their priorities done. If you feel like your getting interrupted in the course of your day imagine these people that head up hundreds of thousands of workers, how many interruptions they deal with. If they have any hope of getting the things done that they need to get done they need a head start. The three reasons that they force themselves to wake up every morning, and the three reasons

# that it's important for you to start strong with those first 15 minutes is, one: starting is often the hardest part. If you have a task to do getting going and actually taking that first action is often the most difficult part. Planning it out isn't to much of a problem, but actually taking action is hard. If you can start something it's easier to finish. The second thing is by starting with your priorities you're able to build that initial momentum, and it's easier during the course of the day. Five minutes here, three minutes there, 10 minutes there to keep that momentum going. If you can start it and get it rolling over the course of your morning then you can actually get it finished by the end of your day. The third reason to start strong is that's when you have the least amount of distractions. That's why everybody was waking up at four and five o'clock in the morning, because nobody else is up to be able to distract them. They can work on their stuff. There's less distractions in the morning, because everybody else is sitting there reading emails, seeing what everybody else needs worked on. You don't need to be a billionaire, and thank goodness you don't have to wake up at 3:45 in the morning like Tim Cook. You just need to start with that 15 minutes in the morning. Instead of checking email, walking around, get started on something. You can always walk around, get your coffee 30 minutes later, an hour later. Let's dive into the exercises for today, and this is just going to be checklists and tips to make this happen for you, and we do this every single day. Now I want to get serious about this. Listen this is why you got the course, so if you're not going to go ahead and take action on every single one of these lessons then go ahead and just email me, I will refund your money, and we can go on our separate ways, but if you're serious about getting control of your time, if you're serious about getting back some of your time take these exercises seriously. It's not always comfortable, it's not always easy, but you will get the results that you crave if you take these steps that I'm laying out for you. The first thing for the first 15 is the little checklist. We have it in your workbook, so get your workbook out, print it off. If you haven't printed it out already shame on you, but go ahead and schedule it on your calendar. Mark that first 15 minutes out. If you schedule it it's more likely to get done, and everybody is actually aware of it. You don't have those eight o'clock or nine o'clock meetings that crop up. The second thing, and probably the most important thing, is to notify your team. Send them an email explaining why your door is closed, why you want to take these first 15 minutes to get some things going and get some high priority items off your plate and rolling. Be sure to mention, if it's an emergency they can absolutely come in and interrupt you. The key is is that after your 15 minutes is up, or if you took 30 minutes, or whatever it is that you open that door and you let everybody know that you're now available. An optional is to let your boss know that you're doing this too. Sometimes your boss can be a huge distraction. Your goal over the next week is to get your first 15 minutes in. To really

# focus on your stuff for 15 minutes at the beginning of your day three times over the course of this week. Stuffs going to happen, there's going to be emergencies, that sort of thing, but really focus on trying to get those three times in this particular week. To be helpful with that what's going to make this successful those first 15 minutes, is to close out of email. I know it's tough. Maybe you don't even open up email, or you close it out the night before so you're not tempted in the morning. Put your phone in your drawer, or at least put it on silent so you're not interrupted by the binging of notifications. Close your door to the office. To many people don't mean anything by it, but say hi in the morning whatever. That's a distraction. Close your office door, and try not to read email before you come into work. If at all possible. I know it's tough in some instances, but if at all possible don't read that email before you come into work. Remember if there's an emergency in the organization they will find you. If you don't pick up your phone their next call is to the person that sits outside your office to ask where you're at. They're going to find you in those emergencies, don't worry about those. If you want to finish your priority items the first thing you need to do is to start strong. Do that, focus on that, and I'll talk to you tomorrow. Thanks so much everybody. Bye bye.