

HOW DO YOU RUN YOUR BUSINESS

GET MORE DONE

HOW TO CLONE YOURSELF

w/ Amber McCue



“Life is too complicated
not to be orderly.”

-Martha Stewart

MODULE ONE

Your and your MiniMe...

- What you do
- What you need to do
- What to outsource (or streamline asap!)



1. WHAT YOU DO

- Where does all the time go?
- The difference between being busy and being productive.



IT'S NOT ABOUT IDEAS.
IT'S ABOUT MAKING
IDEAS HAPPEN.

Scott Belsky
Co-Founder of Behance

2. WHAT YOU NEED TO DO

- Why did you go into business in the first place?
- Guiding principles
- Strengths assessment

WHEN LIFE GIVES YOU LEMONS,
PLANT THE SEEDS AND GROW A
LEMON GROVE. / *Hazel Gadbois*



3. WHAT TO RIGHTSOURCE

- Rightsource it
- Systematize it
- Leave it as is



WHAT IS IT YOU PLAN
TO DO WITH YOUR
ONE WILD AND
PRECIOUS LIFE?

-Mary Oliver

WHERE DOES ALL THE TIME GO?

MODULE ONE - LESSON ONE

HOW TO CLONE YOURSELF

w/ Amber McCue

EVER HAVE ONE OF THOSE DAYS...

- When you know you need to get a lot done, but you figure you might as well check in on Facebook to see what everyone else is up to first.
- Then you see a link on someone's wall that takes you over to a juicy news story over at Fast Company about Anthropologie's business philosophy.
- Speaking of Anthropologie, all of that talk of their new line makes you need to do a little shopping. Anthropologie.com...Nordstrom.com...
- And then you peek up at the clock and realize --- what!? It's 1:00 already!!! Time to get to work!

SOUND FAMILIAR?



BUSY-NESS OR IN BUSINESS?

You can be busy in business. But not necessarily productive or highly leveraged. Focus on high impact activities that make money. Leverage yourself in your business in a way that will benefit you in the long term.



WHERE DOES ALL THE TIME GO?



GET CLEAR ON WHERE TIME GOES

- So where do you spend your time?
- Track it
- Write it down (paper or electronic)
- Detail by detail
- Every time you change gears or get sidetracked

REFLECT

- Complete a breakout of how your time is spent (e.g., 50% email, 10% Facebook, 20% family time)
- What realizations did you have looking at how your time was spent?
- What do you want to change?



WHAT YOU NEED TO DO

MODULE ONE - LESSON TWO

HOW TO CLONE YOURSELF

w/ Amber McCue

WHY DID YOU GO INTO BUSINESS IN THE FIRST PLACE?

- What is your big dream?
- What is your why?
- What do you want to do for the people you serve?
- What do you love to do?
- What is your core promise?



WHEN LIFE GIVES YOU LEMONS,
PLANT THE SEEDS AND GROW A
LEMON GROVE. / *Hazel Gadbois*



BUSINESS

10 Things To Know About Zappos' Customer Service

If there's one thing synonymous with Zappos, it's providing superior customer service. Here's how we deliver happiness daily.

[Continue Reading →](#)





Think **Different.**

GEICO®

**15% minutes could save you
15% on car insurance.**



WHATEVER YOUR CORE PROMISE

- You need to make this clear and your team, systems, and processes need to support your brand promise inside and out
- Customers are clear
- This will create a basis from which you build your operating model on

COUPLE THAT WITH YOUR VALUES

- Flexibility
- Innovation
- Keep it simple
- Have fun
- Exceed customer expectations
- Deliver Results
- Positivity
- Right on Time



ADD IN YOUR GUIDING PRINCIPLES

- Guiding principles serve as house rules for how the team will show up, serve, and support customers and each other
- Some guiding principles you may have heard of include:
 - Take responsibility for your actions
 - The customer is always right
 - Under promise over deliver
- The Ritz Carlton takes it a step further - The \$2,000 Rule
- Nordstrom ensure excellence - The Nordstrom Way

MATCH UP WITH YOUR STRENGTHS FOR THE WIN!

- Are you clear on your technical strengths?
- What about your soft skills?

WHEN LIFE GIVES YOU LEMONS,
PLANT THE SEEDS AND GROW A
LEMON GROVE. / *Hazel Gadbois*



**STOP SPENDING
ALL OF YOUR TIME
ON WEAKNESSES**

REFLECT

Answer this...

- What brand can you think of that has a strong promise?
- Why did you go into business in the first place?
- What is your core promise?
- What do you value?
- What are your guiding principles?
- What are your key strengths?





YOU DID IT!

This lesson was jam packed...

It sets the foundation for what you need to do,
where you need to focus, and how your team
will
be set up for success going forward.

WHAT TO RIGHTSOURCE


MODULE ONE - LESSON THREE

HOW TO CLONE YOURSELF

w/ Amber McCue

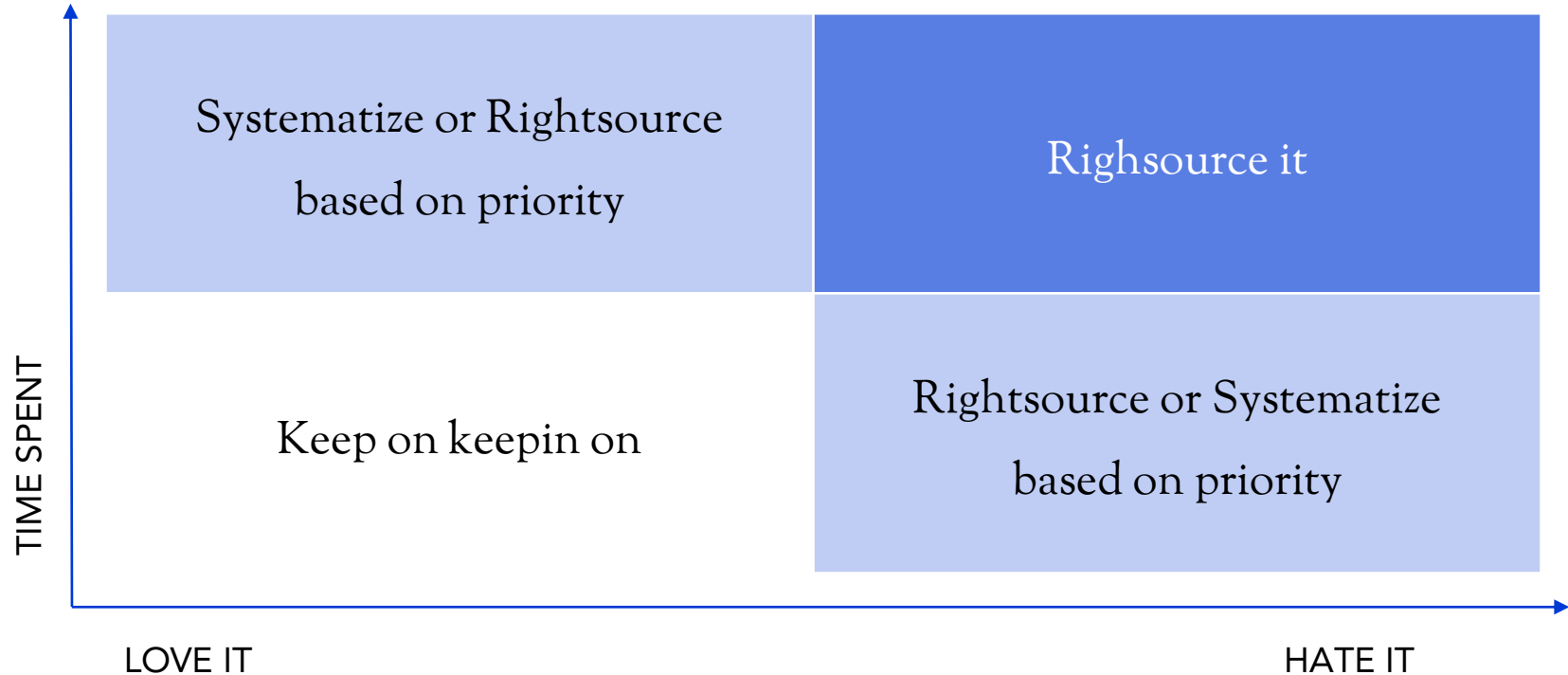
RIGHTSOURCING

DEFINED

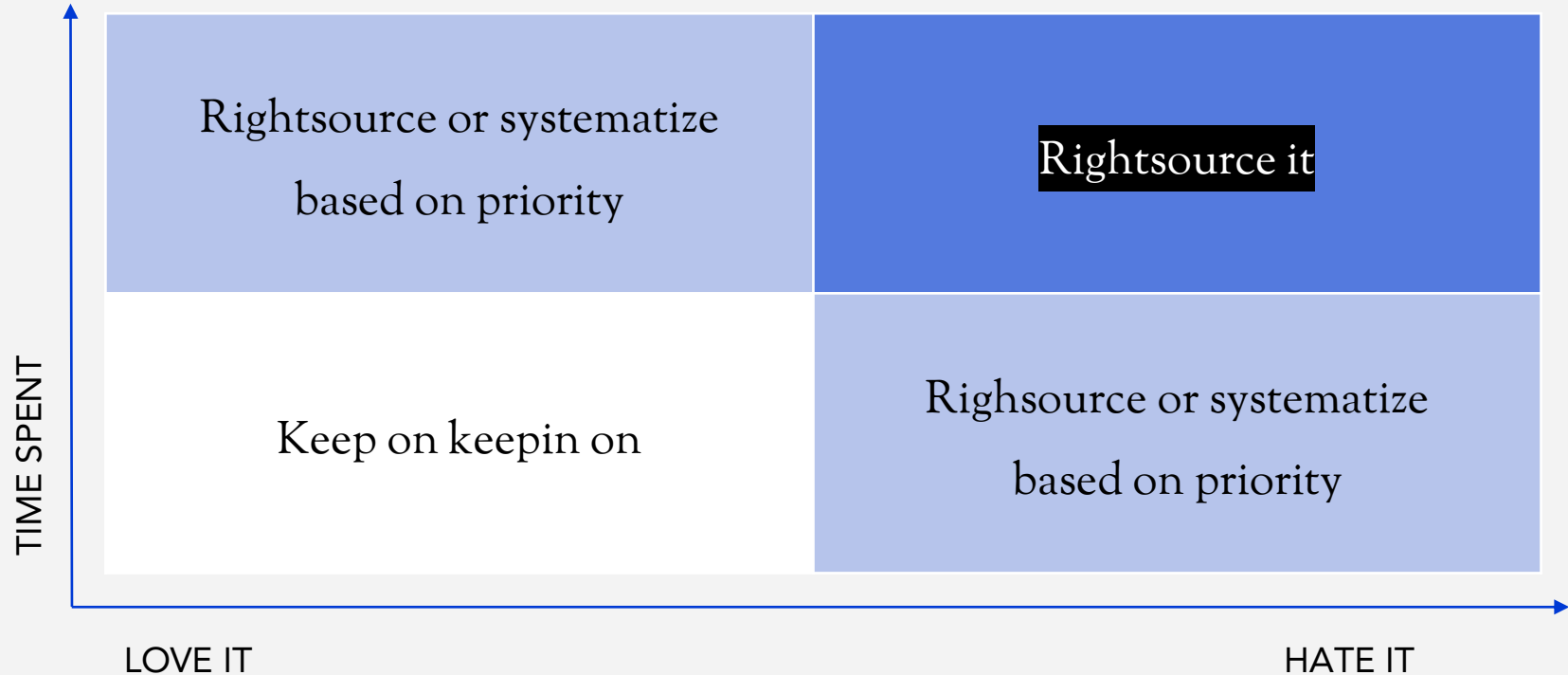


Finding the best person to execute on a given task or take ownership for a work effort. This could including outsourcing, or contracting out the activity, or insourcing, identifying someone on your current team to do the work

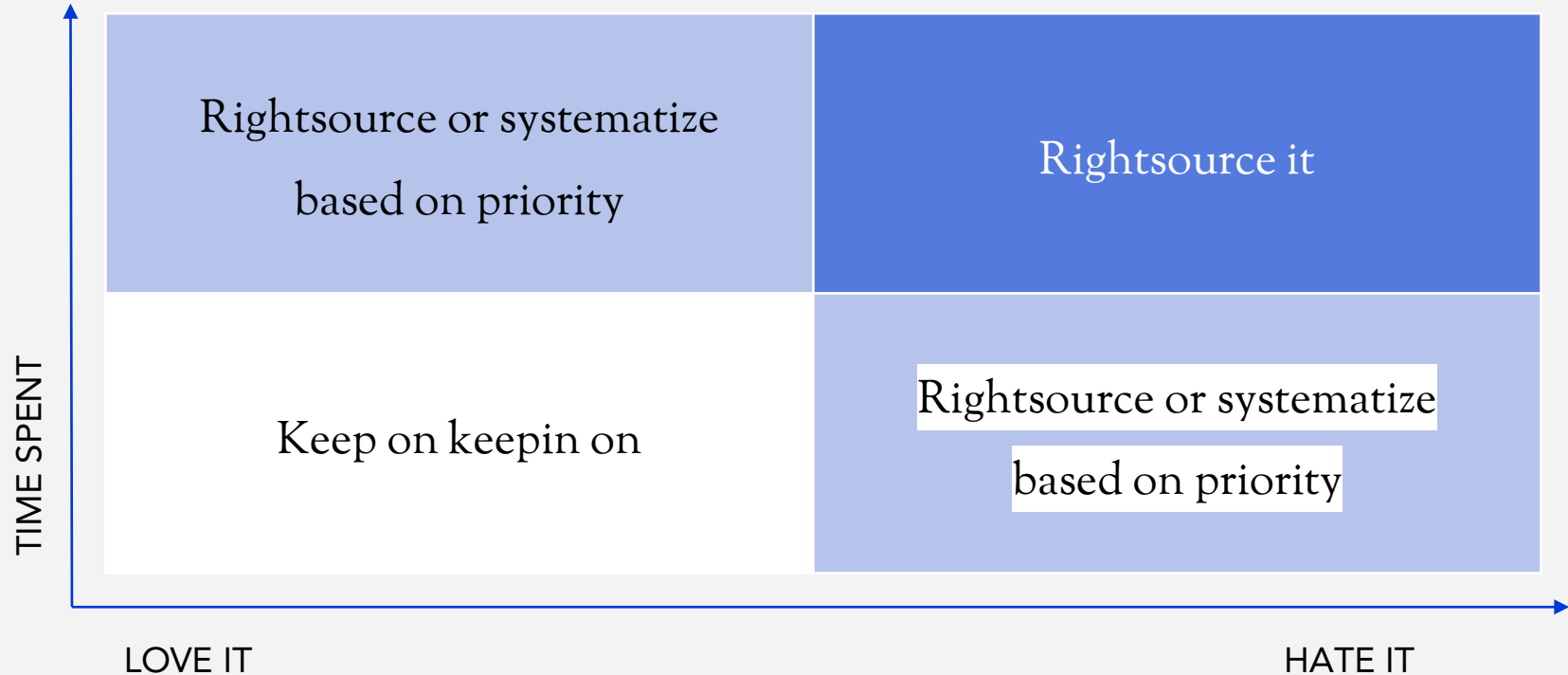
GET EFFICIENT PRIORITIZATION MATRIX



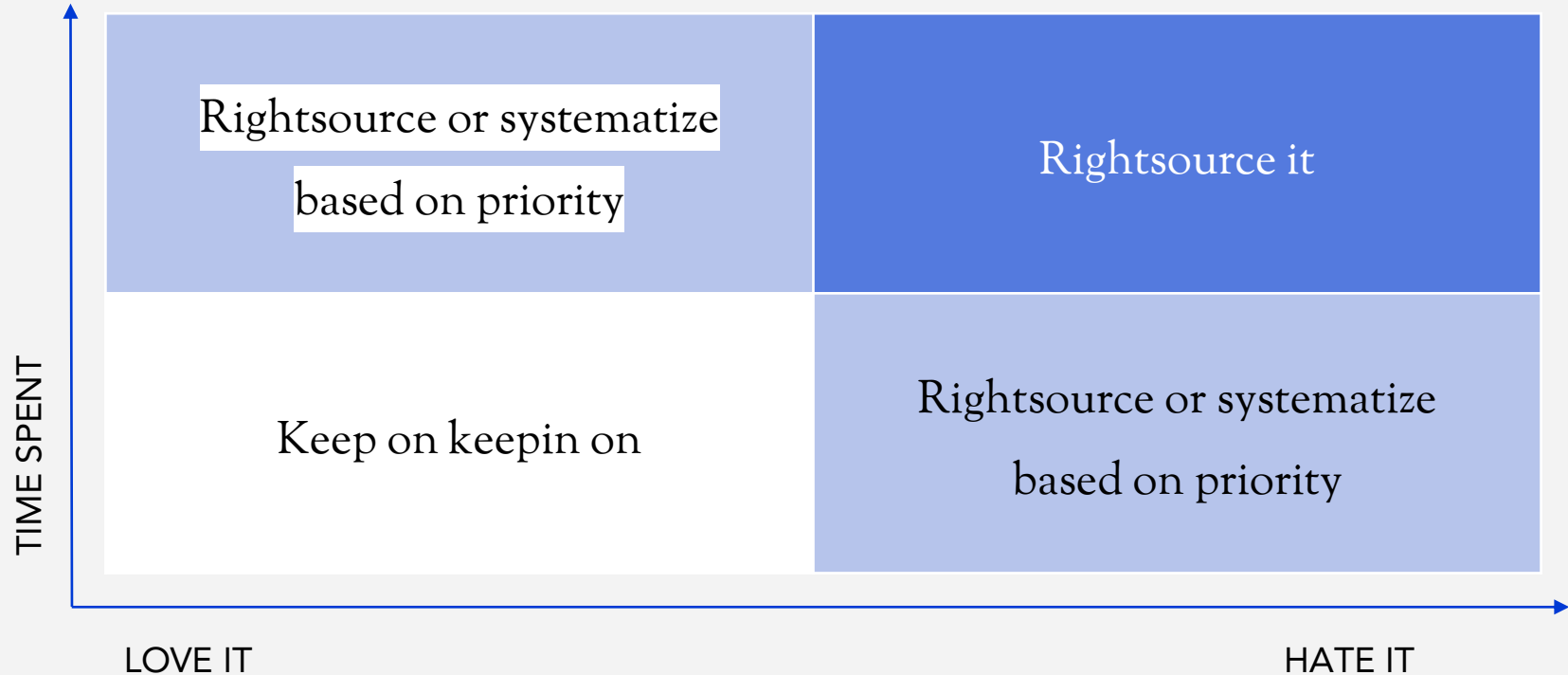
GET EFFICIENT PRIORITIZATION MATRIX



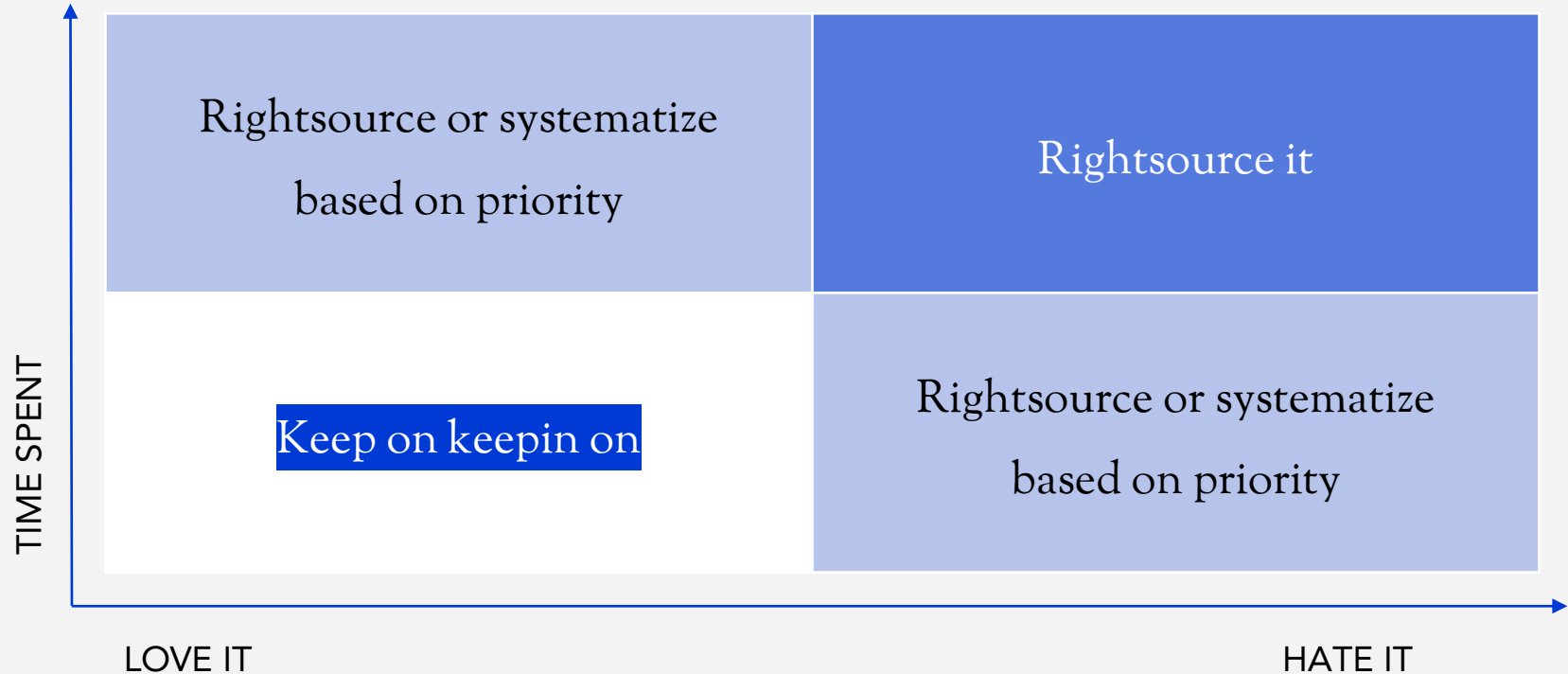
GET EFFICIENT PRIORITIZATION MATRIX



GET EFFICIENT PRIORITIZATION MATRIX



GET EFFICIENT PRIORITIZATION MATRIX



BACK TO YOUR TIME LOG

- What are your weaknesses?
- What do you hate to do?
- What is your core area of expertise?
- What isn't getting done?





GET IT DONE AND REFLECT

- Leverage the Get Efficient Prioritization worksheet to build your list of activities.
- What stays the same?
- What needs to be rightsourced?
- What needs to be streamlined + systematized?

WANT TO LIVE A LIFE YOU'VE NEVER LIVED?

*You have to do things you've never done!
Until now. ;)*

