

The Non-Planners Business Plan

#12 Balance the juggle

We've likely got multiple priorities pulling us in different directions. So learning how to balance the juggle is crucial.

How are you going to do what needs doing? How can you keep multiple projects moving forward simultaneously? If your number one big goal isn't related to income, how will you fund yourself through your project? And how can you do all this, while still having a life?

Working 'on' your business still requires you to keep doing the other things too, such as servicing existing clients, doing admin and regular marketing and managing staff or contractors.

1. Do you work best with a daily, weekly, or monthly planner?
2. What can you systematise so managing your time is easier?
3. What can you do to cut out the 'busywork' in your business? How can you reduce the amount of admin you have? (Think: online scheduling, online accounting, redoing key web pages, redoing terms & conditions.)

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– Notes –

The progress of a business isn't linear. It's multifaceted, involving multiple overlapping projects which have different results that feed into further overlapping projects. Add to that your personal life and its demands on your time and attention, your health, energy levels, attitude and perspective. There's a lot to keep on top of. And it never ends – it just keeps evolving. So what are you going to do?

Learn how you work best and set those conditions for greatness in place, know your favourite flavours of procrastination, cultivate self-motivation and self-satisfaction, get better at managing stress and minimise the likelihood of it arising in the first place, internalise joy and take adequate time off for rest and rejuvenation.

A lot of business is very ordinary – it's the hundreds of tiny decisions and actions we take moment to moment throughout any typical day. We might not believe these ordinary little things are significant. But they are. Because together, they become your big audacious goal. They provide for your and your family's needs, they contribute towards your community and broader society. They matter.