



BALANCE • PERFORMANCE • RESULTS

## YOU & TIME

### NOT HAVING TIME

Your not having the time to work on who you are being in your life and business is a danger to you and your people. Your people will not outperform you. Many of them will try to do what you do the way you are doing it. This will break some of them. By working this way, you give them two (poor) choices:

1. The first is to “put their foot in the wood chipper” like you. This will lead to burn out, because they are mere mortals.
2. The second is for them to resist how you work, which will lead to frustration for you as you experience people as slow, incompetent and unable to do the job at the level you need it done.

### OVERWORKING

Overworking leads to addiction and compulsive behavior. You become addicted to the adrenaline of too much work and not enough you. You keep going until you are exhausted, then collapse, recover and go at it again.

Notice that if you are suffering in one area, you will do entitlement in another (Food, sex, TV, alcohol, drugs, shopping, etc.). As the leader in your business, your team is looking to you for how to be and WHO to be.

Next, because of the power of the work you do, it is easy to self-sabotage and balance out your greatness with something less than great. That is VERY normal for human beings. Be great on the one hand, and then have a dirty little secret to balance the greatness on the other. This leads to shame, arrogance, lies, and a lack of integrity. Ultimately, it affects your ability to get results. And, like a drug addict, you will have to work harder to get “high” and the high won't be as good or last as long. It is called “chasing the dragon” in drug parlance.

## WHAT IF EVERYONE KNEW?

Would your customers buy from you if they knew how you were running your business and your life? Would they admire and respect who you were being with yourself and your people? Are your life and business practices in line with what you are teaching? It is only a matter of time before the dissonance catches up with you. This will strike fear in your heart, as you worry about the momentum of your business. You will have to work more and harder to sustain what is currently fairly effortless. Your fear will feed on itself. People will fall away. This will lead to more effort and more time and you already don't have more to give. So something suffers either internally or externally. You will then demand something of yourself or others that you know is not good for them or you.

## LIVING IN THE OLD WORK PARADIGM

Your relationship to time, task and business is likely still inside of the old work paradigm. You are only ever going to get to journeyman level working this way. You can only work so many hours. You can only pile on so much stress. You can only deal with so many items on your to do list. You can only delegate so much to so many people and oversee/try to control what they are doing for so long. You are the business and based on who you are being, you are the limiting factor in your business. You are a smart and strong person doing what smart and strong people have done for hundreds of years. But it doesn't scale. It is based more on what you are doing than who you are being. Said a different way, if you get hit by a bus today, the business is likely over. How do you shift that?

## BE OLYMPIC WITH YOUR TIME

In the past, People in business typically dealt with time in one of two ways:

1. How little can I do and spread it out over how much time?
2. How much can I cram into how many hours each and every day before I collapse from exhaustion? (This can take years!)

There is another way that leads to infinite results, balance, and sustainable performance over time. In the Olympics, the athletes are trying to do as much as possible *in as little time as possible*. We call this "Being Olympic with your time". It is a challenging game, which few people play. It leads to sustainable high performance that is scalable for you and your team.

Here are some new questions to ask yourself:

- How quickly can you do the items on your to-do list in *how little time*?
- How can you create a to-do list that points to an inspiring result far out in time (there are four years between the Olympics)?
- How can you create a to-do list that is reasonable and do-able today, that leaves you confident and inspired with something left over for the rest of your life and marriage at the end of the day?

#### OLYMPIANS DON'T GET TO EXCELLENCE ALONE

I also notice that these athletes have a high quality team that they count on that they don't micromanage or ignore. They know they can't get to excellence alone and that dragging their team along with them repeating self-destructive behavior, is a bad idea. They also measure lots of areas of their life to get to excellence over time. This inspires the people around them to support them even more and brings a level of excellence to their work together. The team leads a balanced and excellent life, inspired by your balanced and excellent life. Otherwise you create a culture that only values the amount of time their face is to the grindstone. Lastly, Olympic athletes DO NOT over train. Ever. An injury is the death of their momentum and potentially their path to the gold. So practice "Being Olympic with Your Time" and setting an excellent example of personal and professional balance, performance and results. Anything else is just laziness.