



The Limitless Women Podcast How to Implement What Matters

It is my mission to help women business owners grow profitable businesses and actualize all available opportunities. Let me share with you valuable information on what you need to look at when you're prioritizing. Learn the most powerful tool at your disposal, which costs you nothing, to help implement the things that really matter.

As you are probably like most of us that are business owners, you've got a big vision and a big goal for what you want to see happen in the world. The challenge is that sometimes we're so futuristic that we lose sight of the right actions for the right time. Prioritizing what matters, choosing your daily activities, focusing on what is important, and building a team of support, these are just a few of the things we'll talk about today to help you move the needle forward in your business.

Want to skip head? Episode Highlights

- [00:27] Find out what you will learn about in today's episode!
- [01:27] Discover what you need to look at when you are prioritizing moving the needle in your business.
- [02:14] Learn how the most powerful tool at your disposal costs you *nothing*!
- [03:18] Find out how to best work with your team to really use your time on implementing ideas that matter.
- [04:56] You'll walk away with some easy homework to give more structure to your business and flow.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Hi, welcome back, I'm so glad you're here! Are the activities you're choosing to do in your business every day moving you closer to your goals? Or do you feel like you're just spinning your wheels? In today's episode I'm going to share with you how you can prioritize what matters so you can move your business forward with ease and grace.



Today, I'm happy to share with you what you need to do to really move the needle in your business by implementing what matters. As you are probably like most of us that are business owners, you've got a big vision, you've got a big goal for what you want to see happen in the world. The challenge is that sometimes we're so futuristic that we lose sight of the right actions for the right time. So when you're choosing to decide what are the activities that you want to do, really what has to happen as you're growing is that you've got to decide on what you're going to do by staying in your lane, and then who is going to help you.

What I want you to look at when you're prioritizing what matters is a few things. The first is are the activities that you're choosing to focus on today really moving you closer to your goals, or are

they a distraction? Now, if you can learn to have kind of a litmus test to decide whether this is truly the activity you need to be doing or if it's a distraction, and you get very clear and focused about that, you'll cut out a lot of distractions that are not really helping you grow your business. Usually what I use for myself is kind of a five-year test. I look at where I'm going with my business, my current business, my current iteration, and decide is this really in alignment with what I said I wanted to create with this particular business? Is this really in alignment with my five-year plan? If it's not, then I have to either choose to have someone else do it or let it go. I want you to have that kind of litmus test for yourself in your business.

When you're deciding what to do in your daily activity, you have an incredible tool at your disposal that costs you nothing. It's called a calendar. So many people don't use their calendar effectively. The calendar needs to be where you live. I'd like you to get rid of your to-do list, which I know for some of you is so hard because you're very connected to that, but actually scheduling the tasks that you want to do each day in your calendar. Now, a couple of things happen when you do this. Number one, it makes it very easy for the people that support you, the team around you to see what you're up to. Number two, when you actually choose to calendar your tasks instead of putting them on a to-do list, the time is scheduled. You don't have to figure out how am I going to find the time to get this done? It's actually in your calendar, and it's already scheduled.

Number three, if you look at your calendar and it's so full, you may decide that you don't need to get this done right now. You need to focus on what's actually in front of you and look ahead. It's not uncommon for me to be booking telephone calls with people four, six, eight weeks in advance because currently I'm in a creation or a mode or a launch where I'm really focused, and I block the time to be able to get it done. That's something I want to give you as a tool that costs you nothing.

The next thing I want to talk to you about is your team. Working with your team in your systems is really important. If your team starts to use the same calendar you use, everybody is on the same page.



The next thing that you and your team need is a project management software. Now, large organizations have project managers. For most of us as small business owners, that's not in our budget but we have an incredible resource in today's project management software. Now, I'm not really concerned about which project management software you use, but I do want to give you some tools to have the project management software become effective for you. It's a very inexpensive resource that if you can learn to love will change your life and take you out of overwhelm and into ease.

The steps for using project management software once you decide which platform to use are to actually take your processes and the initiatives that you have in your business and break them down into small bite-sized tasks. Those tasks get listed in the project management software, but they're not going to get done if you forget this really important step, which is to actually assign

them to someone. Each task has to be assigned to a human. It has to be given an order of priority and it has to have a due date. So if you say, "Okay, well, we'd like to get this done," but you're not saying by when and by whom, it kind of just lives in the cloud as one more incompleteness.

If you can actually start to fall in love with your project management software and use the leader of your company really get into it, that's a central place where you as a team can work together.

We have regular meetings every Monday. Depending on the size of your organization, you might meet monthly, you might meet once a week, you might meet daily if you are a bigger group than we are right now. But as you meet as a team, having your project management software fully completed and put out, it's really easy to see who is accountable for what, things that get marked off, you see them completed. It really is an amazing tool for helping you stay on track without overwhelm.

Your homework assignment for tonight is to do a little research into project management software. I want you to look at the different platforms that are available. We have clients that are currently using Basecamp. We use a project management software called ProWorkflow. Asana is one that many people use and there are many more out there. If you just do a little Google search on project management software for small business, look at the different offerings. Most of them have a free version, so that's a place for you to get started and just give it a try. But this way, again, you're going to have a structure.

To go back to the piece with the calendar, we use Google Calendar because I have a droid instead of an iPhone. It connects really well with the droid. It's on the computer. My team can log in. All of our Gmail, all of our Google Drive, everything is all integrated. So I want you to find something like that for yourself with the calendar and the project management software.



[Laura Gisborne] Thank you for listening to the Limitless Women Podcast. We release new episodes every week including business tips, interviews, topics from the Limitless Women Business School and stories of Limitless Women just like you. Visit us at LimitlessWomen.com to learn more.

[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. Our mission is to help women business owners like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to LimitlessWomen.com for all the details. That's LimitlessWomen.com. Thanks for joining us!