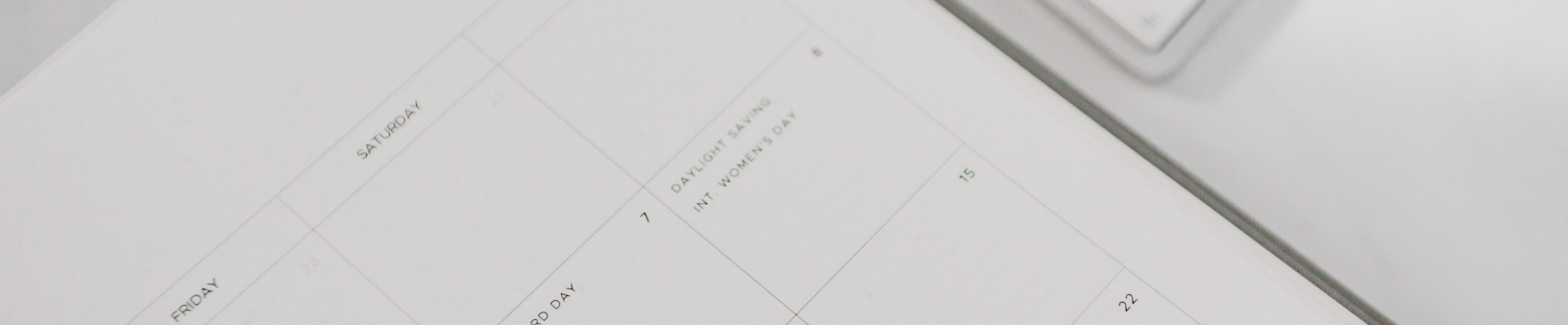




Celebration Secrets

A GUIDE TO BIRTHDAY, HOLIDAY,
AND SNOW DAY THRIVAL





The key to taking vacations, enjoying special times with family and friends, and adapting to all the changes a typical year can bring.

From snow days to out-of-town relatives, being proactive and working through the tips and ideas that follow will help you adapt your business week so you don't lose momentum.

One of the true secrets to making a CEO Schedule work for you is having a structure built around it for “what if situations,” accidents, emergencies, and fun stuff, too!

No one ever said that running a business would be easy, and one of the greatest challenges is managing your time and energy. But the most surefire way I've found for being successful, is thinking ahead

You might not be super “type A,” but adding a little bit of conscious forethought can make all the difference. In the following pages, I've crafted some examples of things you can be thinking ahead about in order to help smooth out your work week when there are bumps in the road.

Take a look at the whole list, and then pick a place to start. It really doesn't matter which you choose, the important thing is to slowly start adding layers of thought into your CEO Schedule and your whole business, bit by bit.

Success Strategy

TWEAK YOUR CEO SCHEDULE QUARTERLY

One of the tips that can really help you get the most out of the “rigid flexibility” of a CEO Schedule is planning a quarterly check-in with yourself. This is actually a great thing to do for your whole business, because it gives you an opportunity to assess what is—and isn't—working. You can make adjustments as you note your insights and lessons for the quarter. By checking in on your CEO Schedule specifically, and comparing it with the set-in-stone events on the calendar in the quarter to come, you can tweak and adjust your schedule accordingly.

7 STRATEGIES TO PREPARE YOU AND YOUR CEO SCHEDULE FOR THE *unexpected*

01

Plan Ahead When Possible

Reviewing your calendar often is key when you're looking to be proactive about your time. What are the "knowable" things in your calendar that you can plan ahead for?

Birthdays - if birthdays are something you enjoy celebrating, make notes in your CEO Schedule ahead of time so that you can account for extra prep you might need to make the celebration special. Whether it's shopping, cleaning, or prepping for a party, the time you need to make something special can be found if you work ahead.

Extended Breaks - depending on your family situation, you may have periods of time where you have routine disruptions (spring break, summer breaks, holiday breaks). If kiddos don't factor into your day-to-day, you still may need to take into account how your clients (or the world in general) function.

For example, do your clients close down their businesses for the week between Christmas and New Years? Do your clients schedules or needs shift in the summertime? These are all things you can think ahead on and make the necessary adjustments to your CEO Schedule.

Vacations - we'll talk more about this in a later tip, but it's a great thing to take note of in your quarterly or longer-term planning.

House Guests - if you have some advanced notice that special people in your life are visiting, you can adjust your schedule to spend time with them. Knowing where you need to shift or adjust in advance is key to being able to relax and have fun, so do what you can to factor this fun into your plan.

02

Make Notes to Inform the Future

Because entrepreneur time moves in funny ways, it can be really easy to forget about how intense something was once it's over. (It's a funny form of amnesia.)

Snow Days - school closures, early dismissals, and delayed start school days because of weather can really get a mompreneur down. Keep notes year to year of how many days you experienced weather related challenges. Yes, not every year will be the same, but we're looking for an average.

Travel - do you come home from travel exhausted and needing a break? Make notes of this, especially if you travel frequently. We tend to forget how the change in routine can leave us feeling exhausted.

Slow Period - are there certain times in your year where business seems to slow down? Keeping records of year-to-year trends can really help you manage your projects as well as your cash flow.

When you keep notes of these types of situations, you can review them in advance as you're planning your CEO Schedule for the next quarter. And especially if you're someone who experiences "challenges amnesia," this mindfulness can be a real lifesaver for you!

03

Be Vigilant About Your Clone Day

Your clone day is the day of your week that you protect at all costs. When you need to use it, you're conscious about it. It's not like, "ahh, I don't feel like doing this now, so I'll do it on my clone day." Your clone day is a weekly gift you give yourself to help you with true conflicts, illnesses, and emergencies.

On the weeks where we can see conflicts coming in advance, either due to travel or client commitments, we can use that clone day to keep everything flowing smoothly.

Most weeks however, my clone day is left totally unscheduled up until the last minute. So what happens if I end up with nothing to do on my clone day?

I go to my list of self-care, dream projects, big-picture ideas and I dive in. This is free time for me to create and noodle. Think and dream up my next big idea. It can also be a time to get myself ahead for the week to come.

04

Create Your Emergency Plan

What happens when you need to take a sick day? What do you do if your kids are sick and you need to cancel appointments? Yes, emergencies are why you have a clone day, but if you plan out how you'll respond to these things in advance, you'll reduce your stress if they happen.

Write and save email templates. Inform your team members of what you expect and/or create policies and procedures that will help everyone know what to do. Don't leave this to last minute panic or chance.

One of the ways to feel prepared is to plan for the unexpected, and this is a great opportunity for you to do so.

05

Communicate Early, Clearly, and Often

This is KEY! One of the best ways to keep people feeling good about working with you, even when things get rocky, is to be a great communicator.

Knowing when you have time on your CEO Schedule each week to do certain kinds of work lets you set clear expectations with clients of what they can expect.

The additional clarity you get when you're planning ahead can also be a huge asset, because it allows you to give clients a sense of when things will be different well in advance.

Here's a life example — let's imagine you want to change your holiday plans this December, but for years you've upheld longstanding family traditions. When do you tell your family and friends that you're not doing the "expected" things?

If you want them to take it well, the answer is not, "December." You tell them in July. You let them know that things are going to be different this year, and while yes, they may not like it, they will have plenty of time to adjust and get comfortable with the changes. You also won't have to endure the stress of difficult conversations when you're about to go off and enjoy yourself.

The same goes with your clients. The more notice they can receive that things will be shifting from the norm, the greater the opportunity they'll have to adjust.

06

Vacation Planning and Big Dreams



The key to being able to take time away from your regularly scheduled life for fun and vacations is to create a runway well before the event.

Take my honeymoon for example. I wanted to spend an entire week offline, disconnected from my phone, and know that everything would be okay in my business. My team and I started planning for my November honeymoon in June.

We knew what kinds of clients would be inside my support containers, and we made sure they knew what to expect. We planned guest expert support for them, so they'd be taken care of by someone I trusted. We let them know how to reach out for customer service if they had a question while I was gone. And guess what? An entire week went by and no one had a challenge or problem that wasn't able to be handled by my team!

Creating a long runway for your big dreams is so worth it. I recently had a client put together an 8 month runway in preparation for a maternity leave. She needed to do many things in order to ensure that the business would run without her while she cared for her new baby, but because she outlined her plan and took conscious, step-by-step action, she was ready to step away.

You can use planning blocks on your CEO Schedule to create that runway. All it takes to start working ahead is clarity, and boy can the end results be amazingly worth it!

07

Use Your CEO Schedule Blocks as “Boundaries”

This is such a cool feature of your CEO Schedule. Once you've got your categories created, you'll be crystal clear on what needs to be done each week. You can take that and move the blocks around when you need to, but your clarity can also aid you in setting boundaries with people you love.

It sounds like, *“Yes, Mom, I can do X, Y, and Z with you today, but before I can, I have 3 things I have to do: A, B, and C.”*

When you know exactly what you must do on a given day, you can clearly communicate those expectations. You've carved out the time and space to do the tasks already, so when someone else's need or agenda pops up, and it isn't an emergency, the clarity you have can help you inform other people in a way that they should respect.

Is this failproof? Of course not. But which sounds more convincing?

“I have a few things I have to do today.”

-OR-

“I need to email my list, send a few messages to prospects, and I need to spend about 40 minutes engaging in Facebook groups.”

The clarity of the second answer helps other people recognize that you're a serious business owner who has things to do. Yes, you might work from home in yoga pants, but you're not sitting on your couch watching Oprah and meditating. You actually have things to do that allow your business to make money and thrive.

So there you have it, 7 things you can do, in cooperation with your CEO Schedule, to plan for the unexpected. Take action on any or all of these and know that you'll experience more peace of mind, joy, and yes, revenue in your business.

In the space below, go back through each of the 7 strategies and make notes for yourself about how you want to apply these ideas to your business and life. Even if it takes time for you to incorporate everything into your CEO Schedule process, your notes will jog your memory when you're ready to take action.



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