



AMPLIFY YOUR IMPACT

SUPERCHARGE YOUR PRODUCTIVITY

GET MORE OF **THE RIGHT THINGS**
DONE IN LIFE AND BUSINESS

Hello! My name is Frances, and I am a productivity ninja who helps growing businesses get more of the right things done, faster, better and smarter.

Following a 20-year career climbing the corporate ladder with household brands like Telstra, Canon and Medicare, I carved my own path as an entrepreneur.

After seeing massive growth in my first few years, I realised that my **unique ability to get stuff done** was the **key differentiator** that contributed to my success.

Over the past few years I've been bottling that magic into **this framework** to help other business owners accelerate their success on their own growth journey.



NICE TO MEET YOU!



AMPLIFY YOUR IMPACT



PRODUCTIVITY



PRODUCTIVITY, *ON PURPOSE*

Getting the **right things** done
at the **right time** with the **right**
resources to achieve a **defined**
vision or objective.



WHY IT MATTERS

Forbes Magazine highlights these eight common reasons small businesses fail:

#1 - No Vision

#2 - No Niche

#3 - No Business Plan

#4 - No Marketing Plan

#5 - No Action

#6 - No Commitment to Learning

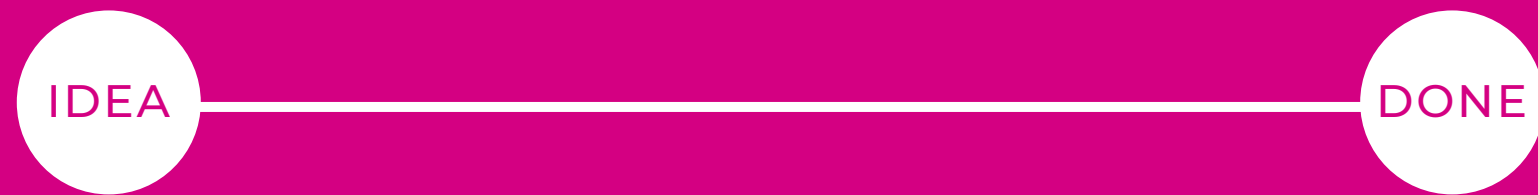
#7 - No Follow Up

#8 - No Consistency

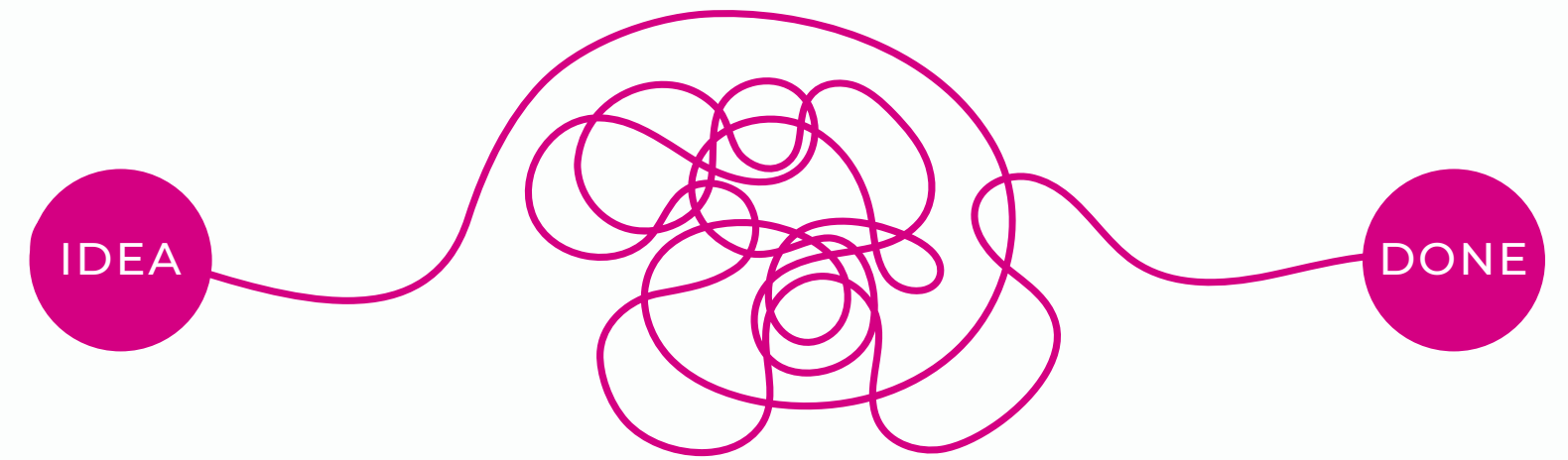
Knowing where you are going, having a plan to get there and taking consistent action towards that plan are absolutely critical to the survival and growth of any business.



EXPECTATION



REALITY



COMMON GSD CHALLENGES

We've tried to implement a solution to this so many times but it just doesn't stick.

There's so much that needs doing and I don't know where to start.

We're good at starting projects, but something else always comes up so we lose momentum and rarely finish them.

I've got so many great ideas but no time to make them happen.

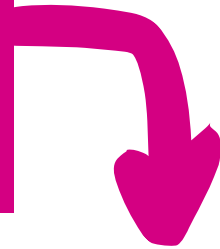
I keep getting pulled back into the day to day and never get time to work on the business.

I've given up trying to implement changes as they only seem to work if I do them myself.

THE GSD FRAMEWORK

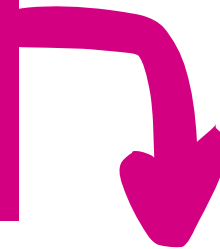
IDENTIFY

what needs to be done



PRIORITISE

the most important thing



PLAN

how you'll make it happen



EXECUTE

the step-by-step plan

IDENTIFY



YOU CAN'T BE PRODUCTIVE IF YOU DON'T KNOW WHERE YOU'RE GOING

Whether your focus is on improving the productivity of your day-to-day business tasks, or you have some big ideas you're looking to implement, it all starts by creating clarity on what needs doing.

Brainstorm, have a post-it party, collaborate with your team, and pull together a list of everything that needs doing.

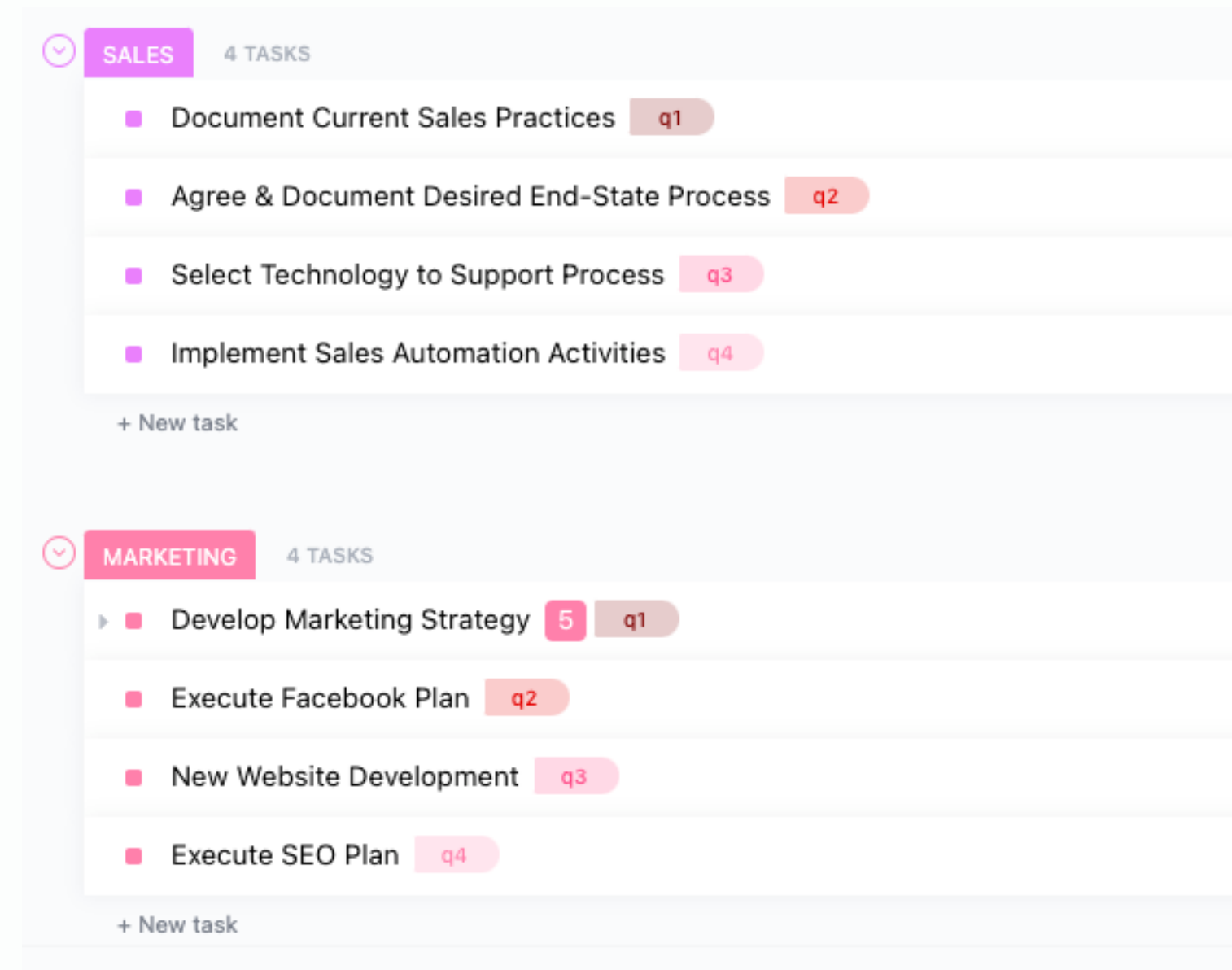
Capture these actions and ideas into a clear, easy to reference list. Bundle together similar or aligned items into groupings (like all routine marketing tasks, or all technology projects).

Store these somewhere electronic.



GET MOMENTUM

Once you have captured all the things that need to be done, it's important to organise them effectively so you can manage, maintain and reference them as you make day to day decisions about your business priorities.



PRIORITISE



IF EVERYTHING IS A PRIORITY, THEN NOTHING IS

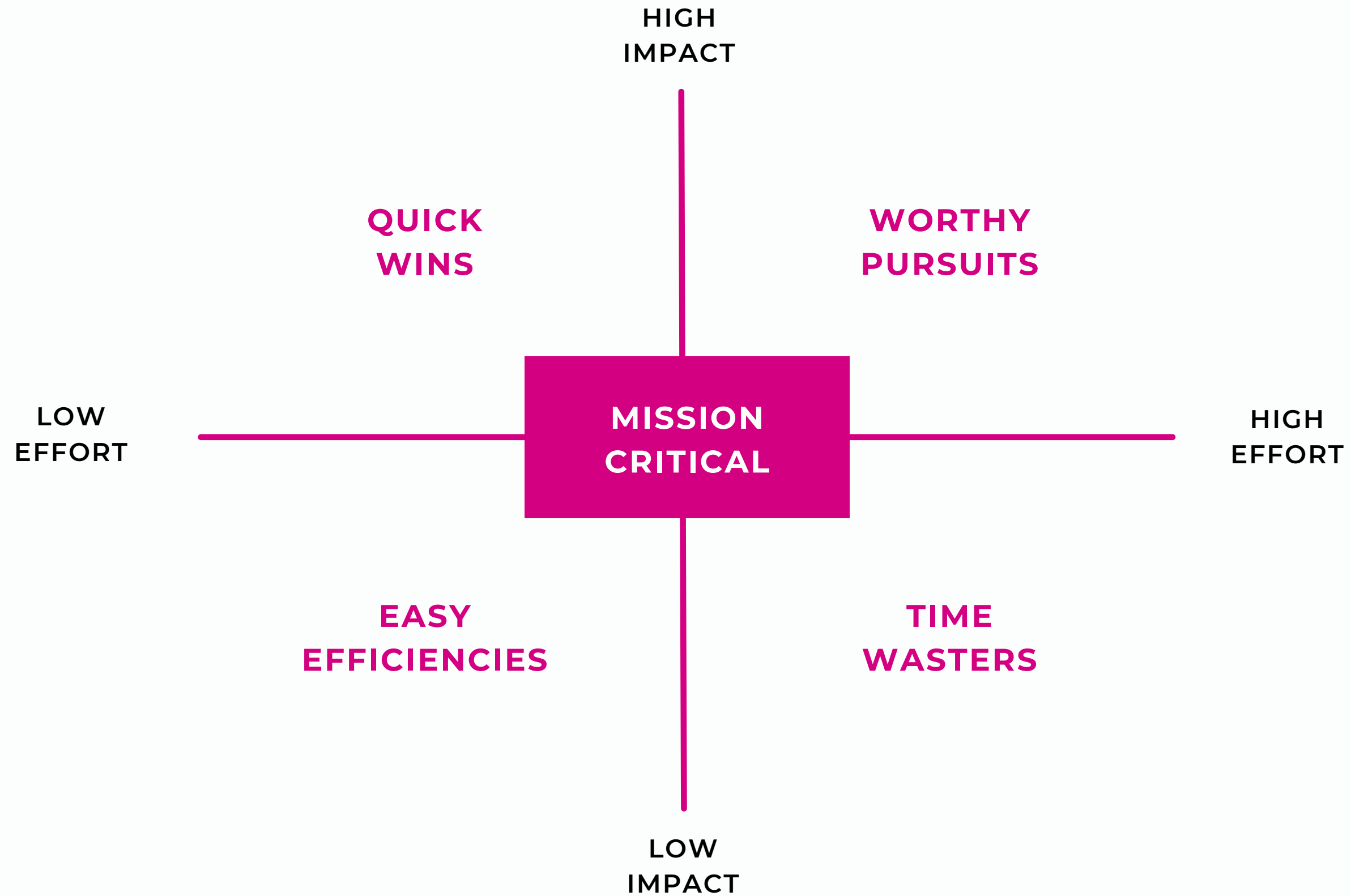
One of the common places people get unstuck is looking at everything that is important and urgent and trying to do it all at once.

We humans are really only capable of fully focusing on one thing at a time, and with limited resources (time, money, people), if we spread these too thin then we'll never focus our efforts effectively enough to get the priorities done.

There may be specific criteria that you want to consider as you prioritise based on your own business needs, but the key is to use a consistent prioritisation method to select one thing to work on at a time, and then fully focus on that one thing.



GET MOMENTUM



AMPLIFY YOUR IMPACT



PLAN



PLANS ARE NOTHING, PLANNING IS EVERYTHING

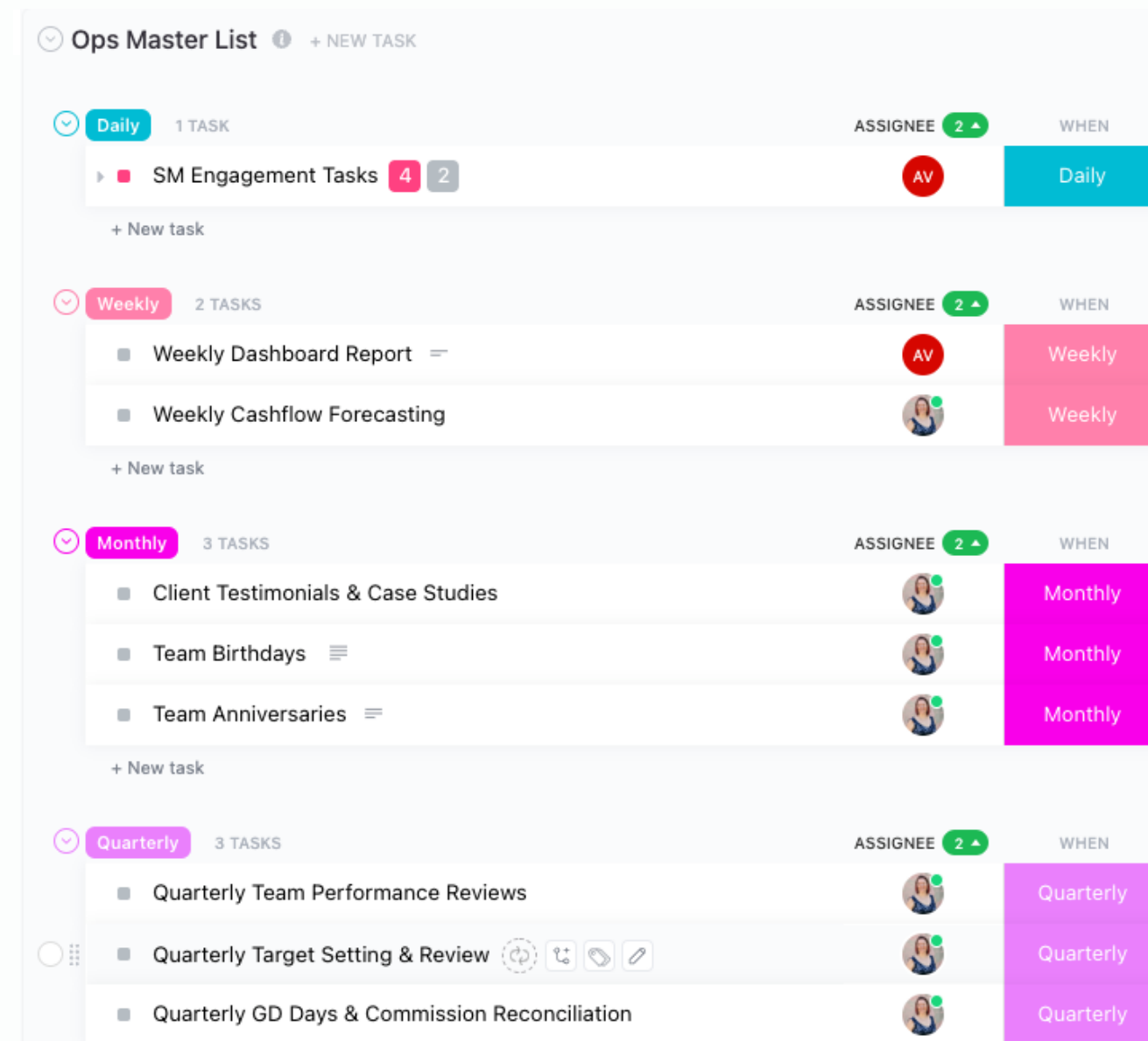
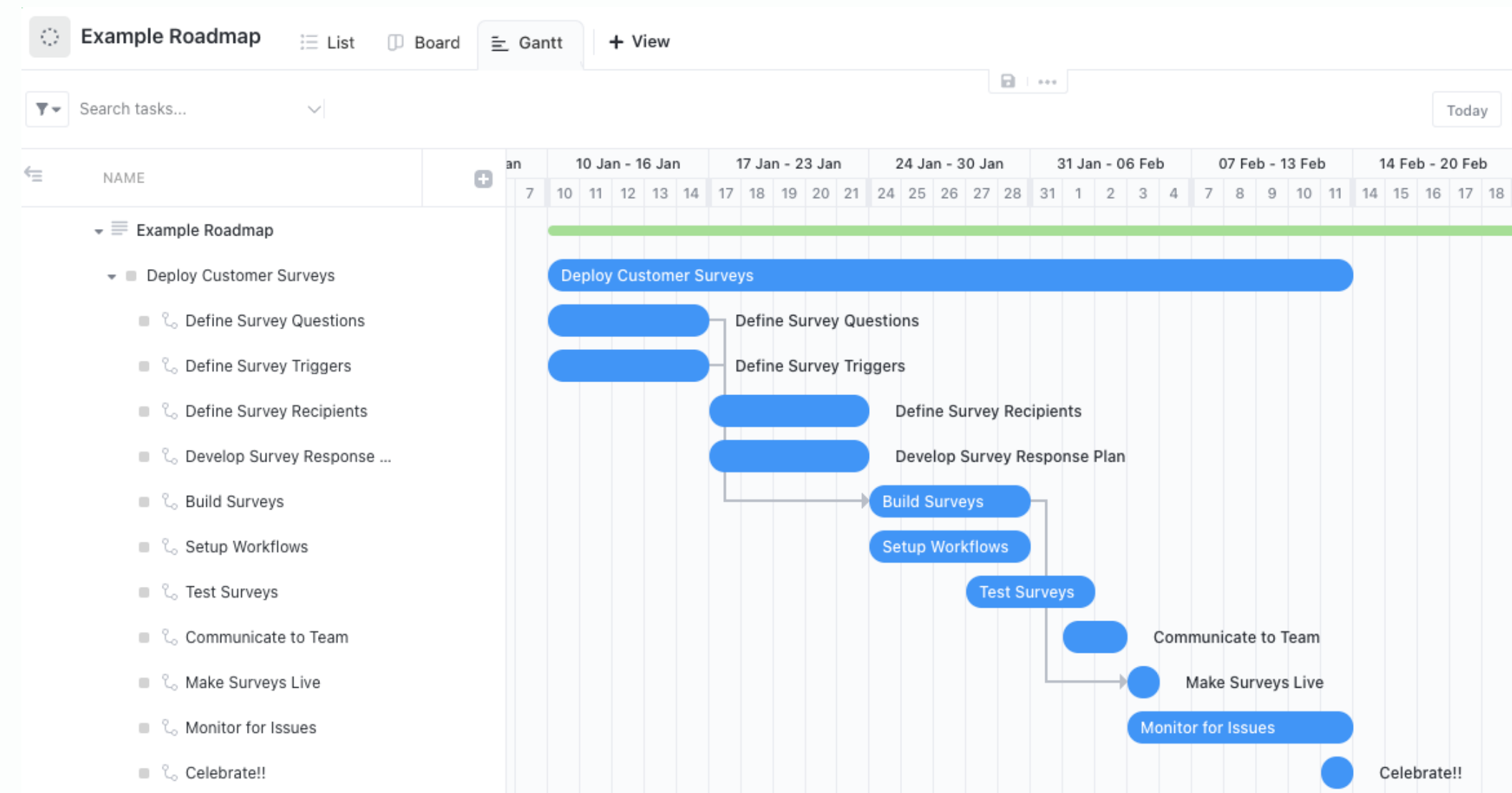
Once you have your priority nailed, build a plan to deliver it.

If you're working with day to day business activities, then build you plan into a dynamic task list detailing the what, who, when & how often for each item. Be clear on where the information required to complete the task will come from, and what to do if things go off course.

If you're working with a project, then map out each individual item that needs to be completed to successfully reach the desired outcome. Plan what order these things need to happen in, who will own each item, which items are dependent on other items, how long they're expected to take, when they should be started & are due, and who should own or be involved in the completion.



GET MOMENTUM



AMPLIFY YOUR IMPACT



EXECUTE



IT'S BETTER TO HAVE AN IMPERFECT PLAN EXECUTED WELL, THAN A PERFECT PLAN EXECUTED POORLY

The rubber meets the road when it comes time to execute the plan. Since we know what needs to be done, by who and when, the key here is to proactively carve out time to deliver the items in the plan.

Block this time out and make it non-negotiable. Plan your other work and day to day priorities around it, and measure your progress against the plan every day or week.

Things will inevitably happen to derail the plan, so always allow more time than you think you'll need, have a plan b, and spread the load where possible.

Remember that in most cases, done is better than perfect.



GET MOMENTUM



YOUR HOUR OF POWER

Interruptions are inevitable, but we can minimise when we get interrupted, and what for. Plan for one hour of power every day. Tell your team and family members you are unavailable. Use the do not disturb feature on your phone. Get your most important task nailed and watch the rest of your day transform.



Prepare

Have all the tools and information you'll need open and at the ready.



Silence

Turn off all distractions. Phones, emails, social media, chat apps.



Fuel

Make sure you have tea, water and snacks ready to go.



Structure

Outline a structure of what you will achieve in your flow time.



TEAM SUCCESS



EVEN THE BEST CHANGE IS USELESS IF ITS NOT ADOPTED BY THE TEAM

One of the core success factors of any implementation is the adoption of that change by its users. If we deploy an amazing process or technology, but it's not used, then it's ultimately a failure.

To enhance the chances of team success:

- Engage your team in the identify and prioritise phases
- Involve them in the implementation
- Ask and listen to their input
- Communicate a LOT
- Measure compliance/adherence to the new process
- Incentivise/reward on positive behaviours
- Turn off access to old tools or technology

Change will always be challenging, but taking the extra time to engage your team will 10x your success.



LET'S TALK TECH



PLAY TO YOUR STRENGTHS

Technology is far better at remembering things that your brain is. Take your actions and projects list out of your head, and utilise the power of technology to centralise, communicate and align your team around a common understanding.

There are many simple tools out there that are great for tracking, planning and monitoring both day to day actions and project plans.

Some of my favourites are Trello, ClickUp, Monday or Asana.

When choosing the best tech for you, consider what you already use, whether there's native capability that will serve your purpose, and if not, what integration options there are.

A connected technology ecosystem is a productive one.



5 KEYS TO SUCCESS

These five keys to success will help you successfully bring your ideas (big and small) and actions to life using the GSD Framework.

FOCUS

Focusing first on what is most important, and maintaining that focus in the implementation of your idea or activity is the first key to staying on track for purposeful productivity.

IMPACT

Setting clear goals and targets, understanding the downstream impact, and defining what success looks like will help to measure and realise success for the idea or activity you are implementing.

CLARITY

Having crystal clarity on what needs to be done, by when, and who has ownership and responsibility for doing it is essential to ensuring the right things get done at the right time.

ALIGNMENT

Ensuring effective communication with team, customers and suppliers, setting clear expectations and ensuring ongoing visibility of progress are all key to creating alignment and increasing the chances of a successful outcome.

ACCOUNTABILITY

Setting targets, providing support, measuring progress and utilising risk/reward frameworks all support an ongoing focus on purposeful productivity.

GET MOMENTUM

BRING IT TO LIFE

BOOTCAMP

A 12-week bootcamp to identify and implement the highest priority project in your business!

25% OFF

If you register for the bootcamp by 31st July 2022

Special Offer

AMPLIFY YOUR IMPACT



BRING IT TO LIFE BOOTCAMP



1on1 success planning call to identify your top priority and build your roadmap



12 x weekly small group support calls with individual attention to review your progress



Been-there-done-that guidance and support to eliminate roadblocks and maximise momentum



Personalised training and mentoring tailored to your project and progress



A repeatable implementation framework you can embed in your business for ongoing success

AMPLIFY YOUR IMPACT



THIS IS FOR YOU IF ...

1) You're ready to start making **real momentum**
in your business

&

2) You're looking for some **five-star support** to
help you get there

Link in the chat for more information





Ideas are worth nothing unless executed.

— STEVE JOBS

