

# **Blog Summaries: TTD (Things to Do)**

## TTD (Things To Do): 5 changes still to make in 2007

- break a really lousy habit. Go on. Don't wait. Stop. Today-go 'cold turkey'. Just stop biting those finger-nails.
- read a novel. Guys try Don Winslow. Girls try Sarah Salway. No, I'm not being sexist; I'm being helpful.
- write something. There's a story in you. A poem. A blog post.
- stop and think. Makes you stop and think, doesn't it?
- be ridiculously cheerful for no reason at all

## TTD (Things To Do): when choosing a great present

1. Really think about the person: what are their pastimes, what do they enjoy?
2. Keep it simple; they'll have the main stuff covered. If their interest is photography, they'll probably have all the main gear but they would appreciate a new camera bag. If they love music there is no way you'll choose a CD they haven't got but an iTunes voucher would help them fill in gaps in their collection.
3. Write a great note on a lovely card. It really is the thought that counts.
4. Try to give it to them in person

Blast from the Past 1

## TTD (Things To Do): to build your brand

1. Recognise that you have a brand whether you want to or not: your brand is how people refer to you/talk about you when you are not present.
2. Calibrate your current brand by imagining colleagues (who know you well) are talking about you when you are not present. They are talking fairly and positively, but honestly. What are they saying?
3. Repeat the exercise. What would you like them to be saying?
4. What are three actions you could take over the next three months to close the gap between 2 and 3?
5. Review your CV every month. This document-for good or for bad-is a snap-shot of you. Does it represent you well?
6. How much of your 'worth' is due to the company that employs you, and how much is intrinsic to you? The greater the latter, the better.
7. Adopt the mindset that you run your own business. Protect your reputation.
8. But don't let 7 stop you from standing for something. All strong brands do. What do you stand for?
9. Start.

## TTD (Things To Do): to become a better negotiator

1. Remember that you cannot negotiate until you have sold.
2. So sell: value (what's in it for them?) and distinction (why you and not someone else?)
3. Do not give anything unless you get something in return: that is only fair isn't it? Perhaps discount for an order. Perhaps free delivery for a bigger order.
4. Whatever you give, give small. Not all your possible 25% discount in one go. 4% will do nicely the first time. And don't forget 3 above.
5. Whatever you give, give slow. Not at the start of the conversation, but towards the end when it will be appreciated. And don't forget 3 above.
6. Finally don't assume you have to give a discount. If you didn't, think (or better calculate) what it would do for your profitability



## TTD (Things To Do): to become a better negotiator

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## TTD (Things to Do): to repair a damaged relationship

1. Choose a good time for the other person.
2. Express your regret that the relationship is not as you would like it.
3. Ask for permission to spend some time talking to attempt to repair the relationship.
4. Talk.
5. Talk.
6. Talk.
7. Agree that whatever damaged the relationship in the past is now history, need not be mentioned again and will not happen again.
8. Notice that you feel whole again.
9. And if you have a relationship to work on, start.

## TTD (Things to do): to get more business

1. If you are lacking business, your current system or methodology is not working. Decide to sort it so that you do not get into this mess again.
2. Contact every one of your current accounts and ask for business.
3. Generate a low-budget mailer extolling your benefits and send it to anyone who has contacted you but has not yet been closed.
4. Read a good sales book and ensure all your skills are 'world-class'.
5. Start cold-calling. See the Weekly Tutorials for help on this.
6. Start.



## TTD (Things To Do): before you are born

On this blog we are always ahead of the crowd. Forget the *xxx things to do before you die* approach; this is much more effective:

### 10 Things To Do Before you are Born

1. Choose your parents very, very carefully. Their genetic impact will be huge.
2. Insist on being the first born; it seems to help in all kinds of ways.
3. Have a great diet. Plenty of fruit and vegetables. No smoking, drugs, alcohol nor cola.
4. Listen to music while in the womb. The three Bs: Beethoven, Beatles and Bob (Dylan, of course) will do as a start until you get your own iPod.
5. Ensure you are read to. Vocabulary building can't start too early.
6. Start meditation practice (no room for yoga). You'll need it out here in the big world and certainly for the birth process.
7. Start thinking about what name you'd like and think it hard into your mum's brain. Otherwise they'll mess it up. It won't be the last thing they'll mess up either.

Enjoy the rest of your time there.

## TTD (Things To Do): to ensure that your conference is even more successful

Here in the UK is the conference season for the main political parties. Essential to them of course are the 'sound-bites' which are released with care to the outside news services.

What about your conference?: how do you make it a stunning success? Worry a little less about the external gloss and a little more about the delegates:

1. Greet people as they arrive; especially those who are early. What's very nice is if 'next-up' presenters greet people pre their session.
2. Get rid of distractors; don't put freebies on seats, for example. I know you are excited about them, but they will distract from what the chairman is saying.
3. Carefully build in buffer time which can expand or contract as necessary to cope with inevitable timing issues.
4. With very large conferences, ensure enough washrooms/toilets. Make this a key issue when booking. Breaks should be kept short and sharp to maintain momentum, but this is not possible if there are huge queues at breaks.
5. Consider putting a plastic bottle of water underneath each chair. Keeping hydrated is good for concentration and reduces one queue.

## TTD (Things To Do) for an even better job application

1. Really, really read the advertisement. Or grill the recruitment consultant. Check out their web-site.
2. Do a covering letter which is clearly unique to them.
3. Ensure your CV sells, not just summarises, you.
4. Make it very easy to contact you: ensure your contact details are obvious.



## TTD (Things To Do): to remove/reduce distractors at the office

1. Identify, discuss and eliminate at the team meeting anything which distracts from great productivity : agree action/s to resolve.
2. You don't have to spend all day in the open-plan office. Hide at times: in a meeting room, in the canteen, on another floor. Just hide and get some work done.
3. Make all meetings just 45 minutes, not 1 hour. Too much time is distracting.
4. In key/regular meetings, get people to stand. Comfort and repetition is distracting.
5. Tell your team there are certain times of the day, you are NOT to be distracted. And stick to it.
6. Switch your phone/s off for an hour.
7. Switch your e-mail off for an hour.
8. If a thought keeps distracting you ('I mustn't forget to get Dan a card'), write it down and 'forget it' until later.

## TTD (Things To Do): when you need more focus and you work from home

When you need more focus, remove the distractors:

1. Clear the desk. You just need your PC, a pad, a pencil. Put the rest in a box. You'll probably find you never look at any of it again.
2. Switch the TV off.
3. Switch the e-mail off for an hour at a time.
4. Stop working in the garden. Just because your wi-fi goes that far doesn't mean it'll be really productive.
5. Give the kids some rules about interrupts. Kids don't mind rules so long as you are consistent.
6. Get rid of the biscuits/cookies.
7. Switch off the music.
8. Don't answer the phone for an hour at a time.
9. Mow the lawn when you have done 4 hours work, at least.
10. Drink black coffee rather than go to the shop for some milk.

**Try any, try all of the above. But get rid of what is stopping you being the best version of you.**

## TTD (Things To Do): when you need to make a decision

1. Create a balance sheet; one side has the 'pros', one side has the 'cons'
2. Gather even more data
3. Ask others who have been in a similar situation
4. Leave it 24h, but no longer
5. Go with what your heart tells you
6. Go with what your gut tells you
7. Go with what your head tells you
8. Read/watch something totally different, then decide
9. Do some doodling, then decide
10. Take a walk, then decide

**But above all: do decide.**



## TTD (Things To Do): to beat jet-lag

1. Start before you fly: get decent sleep before you go.
2. Decide to stay as close to your normal time zone as work and/or holiday will allow, even if that means staying up very late or getting up very early.
3. Drink water.
4. Avoid naps at wrong time of day for either your new time zone or your old zone.
5. Use a good book to read at bed-time to help you feel drowsy.
6. If you do a lot of international travel, learn how to meditate and use this on long flights.
7. Do eat even though you may well lose your appetite.
8. Be careful with driving and/or crossing the road. The greater the time difference, the more your perception will probably be slowed.
9. Take exercise: walking is simplest.
10. Of course: minimise alcohol.

## TTD (Things to do): to convince the bank manager

To convince the bank manager you need to work at two levels:

Level 1=LOGIC

Level 2=EMOTION

The former ('here is my security', 'here is my experience') generally outweighs the latter (...on time... approachable...confident but not arrogant...), but the latter could de-stabilise the former.

Work on getting both right whether it's a **loan** you need or **start-up backing**.

## TTD (Things to do): at the next team meeting

At the next team meeting take a bit of time to ask:

- what's each person's biggest challenge and ideas from the team on how we can support them?
- if the team had one extra headcount what would he/she do? And what does that tell us about the way we work and are organised?
- what's the question the team would like to ask you as leader and get a straight answer?

When's the next team meeting?



## TTD (Things To Do): when you need a bit more time

1. Finally sort out the supermarket delivery service and notice the reduction in shopping time
2. Get up 10 minutes earlier and notice the time it saves on your commute
3. Set up a simple system for paying bills and notice the time (and money) saved on frantic last-minute 'rush jobs'
4. Take 5 minutes once a week to do a rough menu plan and notice the time saved on shopping
5. Iron 3 shirts rather than just one and notice the time saved on laundry
6. Stand and stretch regularly and notice how much more time you seem to have.
7. Establish the principle of Take a task on; let go of a task.
8. Establish the forward view; once a week, look ahead and notice what is coming up.
9. Insist that people prepare for your meetings by sending them briefing notes. Notice how many fewer meetings you need to achieve something.
10. Use technology positively, don't fight it. Book on-line, pay on-line wherever and whenever you can.
11. Remember lost time is often about poor energy so
  - Get plenty of sleep
  - Eat well (for energy, rather than a lot)

Read for inspiration

12. Batch all you can: e-mail checking, ironing. It saves time.
13. Identify critical paths i.e what slows you down and takes up too much time. Solve it.

## TTD (Things To Do) to ensure the next FY is a lot easier than the last for the sales team

1. Ensure every system which should be in place e.g. marketing data, is in place. If it's not, restore it or drop it.
2. Ensure a decent training and coaching process is in place for the sales guys which concentrates on basics such as qualification, proposals, closing and objection handling.
3. Ensure the team are rewarded for the behaviours you desire e.g. high margin rather than the behaviours which are easy to measure e.g. numbers of calls made.
4. Decide the customers you want; go after them; sign them; love them.
5. Decide the customers you do not want; get rid of them. Today.
6. Finally, once and for all, get away from price selling.
7. Do this today, after all why would you want to wait?

## TTD (Things To Do): for a great off-site

### For a great off-site:

1. Just get across a few key messages and get them across well.
2. Pace the day with breaks and varied activities. Ensure no back-to-back PowerPoint.
3. Consider arrival on the am of day 1, rather than arrival the previous evening: with luck that will keep alcohol out of the system for at least one day.
4. Be sympathetic to travel times but insist on full attendance; early departure spoils the closing session/s.
5. Have zero tolerance of use of phone/e-mail during sessions.



6. Try and get a venue which is
  - off-site
  - dedicated to just you
  - has pleasant grounds for walks
  - has decent/varied food
7. Give plenty of thought to how the key messages can be taken back into work.

*Good luck!*

## TTD (Things To Do): if you want people to get back to you

1. Make it clear what action you want e.g. so I look forward to hearing from you by close of play Thursday 5th.
2. Chase hard if the action doesn't happen. That will 'train' them to respond to your request in the future.
3. Remind them how to respond e.g. the best e-mail to use is...
4. Make it easy to respond e.g. just drop me a quick text on...
5. When they do respond: thank them. Catch people doing things right.
6. And of course, be responsive yourself.

## TTD (Things To Do): for better meetings

### **Never, ever run a meeting unless:**

1. the objective is clear and stated and visible
2. there is an agenda
3. someone 'owns' the meeting and will keep it to time and to purpose
4. actions are agreed at the end: action/owner/time-scale

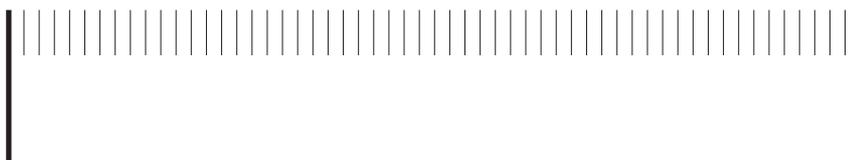
PLUS

5. start on time: late-comers will soon learn
6. invite the LEAST number of people you can
7. be radical: short meetings (eg 30 mins or 45 mins max): discourages time-wasting/stand-up meetings:  
encourages action/walking meetings: encourages fresh thinking.

Start: you have a meeting today, don't you?

## TTD (Things To Do): this week-end.

1. Catch up on some sleep.
2. Re-hydrate.
3. Relax.
4. Cook yourself some nutritious and enjoyable food.
5. Have some fun.
6. Ring your Mum.
7. Hug a friend.



## TTD (Things To Do): if you are planning retirement

1. Do give it some thought. Whether you hate your current job, love it or anything in between, to go from everything to nothing is a shock for any system.
2. The main thing to give thought to, is how you feel valued: for many, work (salary/car/job title...) is how they feel recognised. That'll be gone. And maybe your feeling of being valued and needed will too.
3. Create a plan of worthwhile activity. Maybe a minor sub-set of what you do now. Maybe an extended hobby. Probably a mixture of all of those.
4. Start thinking.

## TTD (Things To Do): if you have just started out on your career

1. Do work hard, but not so hard that you don't (1) continue to invest in yourself (2) notice what is happening in your market-place and hence stay at maximum employability (3) look after your health.
2. Manage your money well. You're unlikely to have enough of it at the moment and you may well still be carrying education debts. Don't be seduced into running a lifestyle you cannot afford.
4. Be flexible. Things you thought you had wanted to do all your Life are now not so appealing. Learn and move on.
5. But stay focused. You'll only get what you want if you do what is necessary. If you do what it takes.
6. Help others along the way; many will return the favour at some later stage.
7. Start.

## TTD (Things To Do): To prepare for an important meeting

1. Why are you calling it important? Exactly what goals do you wish to accomplish?
2. What will stop you meeting those goals? Anybody missing? Any data needed?
3. Has everybody been briefed and seen an agenda?
4. Who is going to facilitate the meeting. I.e. ensure it keeps to time, delivers what it promised.
5. What will you do with the actions generated i.e. who will make them happen?
6. Have you reviewed the meeting to ensure such sessions are even more effective as opposed to efficient next time around.

Excellent!

## TTD (Things To Do) to develop your child's imagination

From the earliest age:

1. Read to them, including the classics such as Rudyard Kipling's The Just So stories.
2. Ensure there are always plenty of drawing materials around.
3. Talk to them intelligently.
4. Catch them doing things right: praise them.
5. Limit screen (TV/video/computer) time especially at the earliest ages.
6. Read (yourself) Neil Postman's The Disappearance of Childhood.
7. Don't be influenced by the rationalisation of other parents.
8. Be interested in them. Be interesting.
9. Start.



## TTD (Things To Do): if the volume of e-mail is getting you down

### 2 of 3

1. Get off circulation lists.
2. Ask people NOT to copy you in unless critical.
3. Ban intra team e-mail. Talk again in 1 to 1s.
4. Get someone technical to optimise all your filters to remove/reduce junk and spam.

More tomorrow.

## TTD (Things To Do): if the volume of e-mail is getting you down

### 1 of 3

1. Decide to reduce it.
2. Mentally set a target: 50% reduction within 1 month.
3. Stop encouraging it as in 'send me an e-mail'.
4. Don't join e-mail threads, don't 'thank' for mails.
5. 'Batch' comments/information into 1 e-mail rather than lots of small fragmented mails.

More tomorrow.

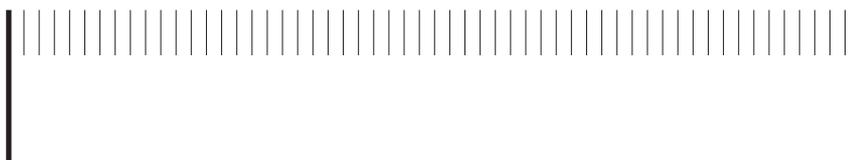
## TTD (Things to do): if you are worried about an up-coming event...

1. You need pencil and paper, write down: what's causing the anxiety in this presentation/interview...
2. Prioritise the list: those causing most anxiety first.
3. "Solve" each one: you will find you know how to; it's the lack of addressing the issue which causes the real anxiety.
4. Start.

## TTD (Things to do): if it's all become routine and you are thinking of leaving...

Just before you do:

1. List what your current employer DOES offer you. Remember any new employer means a re-start in every aspect.
2. Read something such as [Fish!](#) which reminds all of us how to look for the intrinsic worth in a job i.e. to re-invent the current job.
3. Make those who need to know aware of your 'itchy feet' in a non-threatening way and see what can be arranged.
4. Do look before you leap.
5. Start now.



## TTD (Things to do): when personal debt is stopping freedom

1. Knowledge is power: take 10 minutes a day until you know the extent of the challenge.
2. Prioritise debt to be paid off by highest interest rate not by amount due.
3. Go zero tolerance until it's sorted: (1) no going out (2) work out ways to have fun without spending money. (if they only love you for your money you need new friends)
4. Start: you will feel **brilliant** when it is sorted and you WILL sort it.

## TTD (Things To Do): when you are under extreme pressure

When you are under **extreme pressure**; perhaps work, a relationship, extensive travelling...

1. Agree with yourself that something needs to be done; the situation is simply not sustainable.
2. Write down clearly what needs to be done/changed.
3. Decide a time-scale for the change.
4. Start
5. Remind yourself that your health/the relationship... is more important and that change **must** happen.
6. Start.

## TTD (Things To Do): to reduce house-hold expenditure

You may well have noticed that when your earnings go up, your expenses go up: disproportionately. To get a grip: 1. Start a log. You must know what comes in and what goes out. Simply tracking will ensure a new level of control. 2. Set some budgets and stick to them. Don't rationalise and say 'we deserve this as we have had a hard week'. Stick to the budget. 3. Use internet filter sites for finding best prices for insurance and other necessary spends. 4. Make a list before shopping. 5. Start saving with some specific goals. 6. Become more financially literate. Sites such as [this](#) can help tremendously. 7. Start.

## TTD (Things To Do): to handle bullying bosses

If your boss is a bully:

1. Raise your standards; ensure you are 'squeaky clean' with the work you do: done on time, to standard.
2. Build your network of contacts so that others know you do a good job and you do not feel isolated.
3. Note privately, the aspects of your relationship with your boss which are unacceptable.
4. Tackle them one-by-one over time. Expect results to be slow, some conversations to be uncomfortable. But you can expect results.
5. If you need specific guidance on being assertive, try a work such as this. It is by far the best book on the subject
6. Start.



## TTD (Things to Do): if your sales figures are down

1. Read a great sales book and re-fresh all of your skills especially qualification and closing.
2. Re-contact all of your network and ask re business possibilities.
3. Start making 10 decent cold telephone calls every day.
4. Ask a trusted colleague to critically appraise your 'pitch' and work on his/her feed-back.
5. Start taking exercise again: that will make you feel energised, that will cause you to raise your standards, that will win you more business.
6. Start now. Before you have another cup of coffee.

## TTD (Things to do): when the team isn't working well together

1. Ask: what can I-as leader-do about this?
2. Re-invent team meetings to allow more feed-back and honest discussion: they may well have become too admin orientated.
3. Ensure you are doing your 1-to-1s i.e spending individual time with each member of the team. Coach and invest.
4. Agree a team charter: ways of working. Handling complaints. Handling politics.
5. Start.

## TTD (Things To Do): When You Can't Decide

Can't decide? Whether to take the new job or stick it out? Start-up now and gain market speed or take another 12 months getting a team together? With any tricky decision:

1. Create a balance sheet (vertical line; plus options on one side, minus on the other).
2. Keep adding to both sides.
3. Say... if my best guru were to advise me, what would he/she say?
4. Say... if I weren't so nervous about making the right decision, what would I do...?
5. What does your heart and/or gut say?
6. Now decide and do it. Whatever happens, it will work out.

## TTD (Things To Do): When you don't like breakfast but you know it would be good for you

1. Have it at work; by then you should have some appetite.
2. Take in something to have mid-morning.
3. Get into work early. Do 1h, then go to the canteen.
4. As soon as you are up, go outside for a 10 minute walk before showering; your appetite will kick in with the fresh air.

**Whatever, you get the point: do something. Having a proper breakfast has a big impact on your stamina and energy during the day.**



## TTD (Things To Do): when you are feeling down

### Realise that:

1. much of it is chemistry i.e. you are lacking sleep, you are a bit unwell or you have had a row. Your body is full of the wrong chemicals. It will pass.
2. speed up that process through: take a break, get some fresh air, have walk/a swim, talk to a supportive friend.
3. get out your note-book and decide what do you want to change and how will you do it. You do know, we always do. We just need to decide what it is.
4. Start

## TTD (Things To Do): to have a great week-end

1. Decide that this week-end you will totally forget work.
2. And you will not work Sunday PM nor Sunday evening.
3. Instead you will focus on you/family/interests/whatever.
4. Make that happen by sorting out next week NOW and get those meetings off your mind.
5. Get your action list for next week sorted now.
6. Leave early: you measure your productivity by results, not by time spent at the office.
7. Start!

## TTD (Things to do): when you need to save money

You've had a great week-end. You are feeling rested, things are in perspective and you have decided to make some changes in your Life. But: you need money. **Start simple.**

1. Get a jam-jar. Put every £1/€1/\$5 coin/bill you find in your pocket/purse into this jar. Every 10/20, put it in a savings account. Keep doing this.
2. Open a savings account.
3. Use cash wherever possible: you will **re-learn** the value of money and **re-understand** the difference between a need and a want.
4. Document your in-comings and out-goings. Get them aligned.
5. Explore reducing your out-goings through reseach (e.g. who does cheaper energy prices?) and through negotiation (e.g can your employer help in any way e.g interest free season ticket loan?).
6. 'Down-grade' some of your 'Life's little luxuries'. Do you know how much that medium latte is costing you every day per year? Going to small would hardly be painful and good for your budget and your body.
7. Start.

## TTD (Things To Do): when your current job is not working out

1. Check first: is it really them/the job? Or are there some things you need to sort out?
2. If it is the job, what's the real problem? It's rarely the money: that's what we hang it on.
3. Do a 'moving towards' analysis i.e. what do you want instead, rather than a 'moving away from' escape plan.
4. Don't make any move 'just for the money'. It'll never compensate if you are not enjoying the job.
5. Start: stop talking and do something about it.



## TTD (Things To Do): When you realise your New Year's Resolutions are in a mess

1. Admit that they **are** a mess.
2. Identify what the problem was.
3. Was the goal too vague e.g. 'get fit'?
4. Was the goal too big e.g. 'make a million'?
5. Did you really want the goal anyway e.g. 'move nearer work'?
6. Was there a significant blocker e.g. time and/or money and/or a friend stalling you which needed to be overcome?
7. Re-fresh. Identify the primary goal e.g. starting your own business will require your finances to be in order.
8. Ensure the goal is (1) precise e.g. *be able to walk up two flights of stairs easily* (2) *small e.g. make £50 extra per month* (3) *you really want it e.g. find a way to stay living in the city*
9. Start.

## TTD (Things To Do): when things are going badly

Read these:

"You become what you think about all day"

Earl Nightingale. Do anything (walk/music...) to change those thoughts.

"It's not what happens to you, it's what you do with what happens to you"

Aldous Huxley. Learn from it. Forget it: it's history. Don't dwell on it.

"After my house burned down, I saw the moon more clearly"

Zen saying. Change your perspective.

"When jet lag strikes, you don't really hate your life; it's just chemical"

Get well above all else. Things always seem grim when you are unwell.

## TTD (Things To Do): when things are going well

1. Notice that 'it' is going well.
2. **Appreciate** that it is.
3. Notice what causes it to go well: planning? bit of extra time? asking the right question? getting some sleep?
4. Make a note of that and do it next time to ensure **more of the the time things go well for you.**
5. Start now: to notice what is going well for you.



## TTD (Things To Do): To Use Powerpoint Correctly

### Use PowerPoint to:

1. amplify a point e.g. with a graph
2. allow internalisation e.g. have a quote, but don't read it aloud; simply allow audience to read it
3. boost internal visualisation e.g. picture of complex impenetrable jungle when talking about 'tough markets'
4. show a process unfolding e.g. how technical problems are resolved schematic

### Don't use PowerPoint

1. to act as your teleprompter. Write a script if you wish, but don't put it on a slide-deck. Just have 'markets' rather than 'markets are getting increasingly tough every year'
2. simply because everyone else does: learn how to present 'unplugged'
3. to provide notes for the audience. Do that in word and provide it as a handout for later distribution
4. to allow people to read your story before you have said it.

**Start** to use PowerPoint correctly.

## TTD (Things To Do): To get Better Sleep

1. Decide that you will do something about your poor sleep patterns.
2. Restore the bedroom to a haven of tranquility. Stop using it as an office, storage area and cinema for late-night films.
3. Deliberately get rid of stimulants-tea/coffee/films/e-mail in the last few hours before sleep.
4. Ensure you have some down-time during the day; if not sleep will be the opportunity for the mind to do its worrying and you'll wake at 3am doing so.
5. Read about sleep. [This book](#) is a great start.
6. [Read this too](#): someone who has experimented with their own sleep patterns!
7. **Decide to do something about it.**
8. Start.

## TTD (Things To Do): Today; 01.01.07

1. Decide things WILL be different from now on.
2. Write down what will be different.
3. **Realise nothing can stop you apart from yourself.**
4. Take your writings and ensure they will be visible to you every day.
5. Start one of them now.
6. Start.



## TTD (Things To Do): When Something Isn't Working

**Sometimes, something isn't working as you might wish.** A relationship perhaps; a strategy or campaign maybe. What can we do? There are two fundamental methodologies.

Methodology 1: PERSIST or don't give up too soon. The campaign may be just about to gain critical momentum, the relationship may be just needs one more heart-to-heart conversation. To use this approach:

- check all your facts (did they mean to do what they did? what response rate are you getting?).
- check that you are implementing the process correctly (have you allowed time?).
- stop acting as if it is not working: maybe people are picking up your body language.
- give it one more effort (one more call, one more conversation).

Methodology 2: CHANGE or enough is enough or if what you are trying isn't working: do something different.

To use this approach:

- review anything that did work (in your fitness programme, the swimming aspect was very successful)
- let go of history (yes, it should have worked, but it didn't)
- research a new approach.
- implement it.

Change will happen: it is the blend of those two approaches which is critical.

## TTD: to boost your learning

1. Start learning again. Yes school, college, uni even the MBA were a pain. But that's the past.
2. Be curious: about people and difference. About how things happen. About how things work.
3. Carry a note-book: old-fashioned paper is great. Moleskine do lovely ones. Jot down thoughts and ideas.
4. Go out of your comfort zone. Do go to art galleries if you don't usually. Try some new authors.  
Practice your writing.
5. Allow time for reflection. Slow down. Be in the moment. Do a little less and achieve a little more.
6. Allow 10 minutes each day-at least-for learning something new.
7. Start.

## TTD (Things To Do): to build your brand

1. Recognise that you have a brand whether you want to or not: your brand is how people refer to you/talk about you when you are not present.
2. Calibrate your current brand by imagining colleagues (who know you well) are talking about you when you are not present. They are talking fairly and positively, but honestly. What are they saying?
3. Repeat the exercise. What would you **like** them to be saying?
4. What are three actions you could take over the next three months to close the gap between 2 and 3?
5. Review your CV every month. This document-for good or for bad-is a snap-shot of you. Does it represent you well?
6. How much of your 'worth' is due to the company that employs you, and how much is intrinsic to you?  
The greater the latter, the better.
7. Adopt the mindset that you run your own business. Protect your reputation.
8. But don't let 7 stop you from standing for something. All strong brands do. What do you stand for?
9. Start.



## TTD (Things To Do): To Make the World a Better Place

1. Identify a passion of yours which you know if high-lighted would make the world a better place e.g. re-cycling, law & order, helping elderly people...
2. Identify specifics you can do e.g. get you own re-cycling bins sorted out, join the local volunteer constabulary, make donations to Help the Aged.
3. Do the specifics.
4. Without making a big deal of it, drop what you are doing into conversation when it is appropriate. Use the power of the meme.
5. Ignore any cynical comments.
6. Start.

## TTD: Things To Do, to be a better negotiator

1. Remember that you cannot negotiate until you have **sold**.
2. So sell: **value** (what's in it for them?) and **distinction** (why you and not someone else?)
3. Do not give anything unless you get something in return: that is only fair isn't it? Perhaps discount for an order. Perhaps free delivery for a bigger order.
4. Whatever you give, give small. Not all your possible 25% discount in one go. 4% will do nicely the first time. And don't forget 3 above.
5. Whatever you give, **give slow**. Not at the start of the conversation, but towards the end when it will be appreciated. And don't forget 3 above.
6. Finally don't assume you have to give a discount. If you didn't, think (or better calculate) what it would do for your profitability.

## TTD (Things To Do): to repair a relationship

1. Choose a good time for the other person.
2. Express your regret that the relationship is not as you would like it.
3. Ask for permission to spend some time talking to attempt to repair the relationship.
4. Talk.
5. Talk.
6. Talk.
7. Agree that whatever damaged the relationship in the past is now history, need not be mentioned again and will not happen again.
8. Notice that you feel whole again.
9. And if you have a relationship to work on, start.



## TTD (Things To Do): to relax

1. **Decide that you do need to do something about your stress levels.**
2. Build in a little more exercise (eg walking) if you are taking none or very little: it will have a profound impact on getting you to feel better.
3. Stop micro-scheduling your day. You may well have become very efficient, but you are no longer effective. Slow down. Do less. Achieve More. Read my [Being the Best](#) for more on this.
4. Reduce **alcohol** consumption. Your body simply cannot take it and is starting to feel the side effects.
5. Build some great relationships: they are enormously helpful in times of stress.
5. Start.

## TTD (things to do): to get more business

1. If you are lacking business, your current system or methodology is not working. Decide to sort it so that you do not get into this mess again.
2. Contact every one of your *current accounts* and ask for business.
3. Generate a low-budget mailer extolling your benefits and send it to anyone who has contacted you but has not yet been closed.
4. Read a good sales book and ensure all your skills are 'world-class'.
5. Start cold-calling. See the **Weekly Tutorials** for help on this.
6. Start.

## TTD (things to do): To sort your finances

1. Shift your basic strategy from spend, then save to **SAVE, then spend.**
2. Start working more often, as often as you can, in CASH. The spending of real money focuses your mind no end.
3. Save simply. Put every 20p piece you find in your change in a jar. It's pleasurable to see that you CAN save.
4. Remember salary does NOT = wealth. Get a handle on your true worth, your personal balance sheet.
5. Get more financially literate. Try [this site](#) for starters.
6. Start.

## TTD (things to do): to have more energy

1. Get your full sleep quota. Sleep debt is debilitating.
2. Don't skip meals and think seriously about having a breakfast.
3. Get simple exercise. Our bodies are ment to be used. Use generates energy.
4. Have alcohol-free days.
5. Start to do something about it.

