

## Task Audit, Part 2

All right. Welcome back to productivity. Remember, productivity is about doing less in less time. And as we stood it with the last lesson, what did you do? You went through and you listed out all the tasks. You went through and you categorize them in one of these four categories. Then you went back and reviewed it. Now what do we want to start doing? We want to start getting rid of all of the things that we are incompetent at, obviously, and even competent at. And as we start working and developing through this content, we're going to start talking about working with others. First of all, if a virtual assistant and then bookkeepers. But what this is going to do is it's going to enlighten you as to the things that you need to do, the things that you need to get rid of first because here is one of the biggest traps that I ever see with bookkeeping and accounting professionals.

They think that hiring another professional, whether that be a bookkeeper or an accountant and just handing over clients to them is the way to go. That is the way to go to disaster. That's not what we want to do. And it all feeds into this. And so we've got this all sequenced out in a very specific way. So that's why we want you to go through this in a step by step approach because this is going to cascade down into hiring a virtual assistant and getting them to do something.

Now, what we want to do with that spreadsheet, I know that you're very good at sorting and all that stuff. So sort it, okay. List all the things that you're incompetent at and competent at at the very top. And now what we want to do is we want to start saying of these activities, what would be the easiest ones that I want to get rid of?

Now remember your goal here is to get rid of every single thing in which you're incompetent at and then competent. So you may have one or two things here and I want you to start thinking, how can I stop doing that? Do I need to stop, eliminate it altogether? Is that an activity that should not be done in my business? And if it's something that does need to be done, if I can't stop doing it, well then how can I outsource that? How can I get somebody else to do it? Or how can I delegate this to another party? Don't worry about how, and don't worry about who. Can you? All right. And I'll tell you one of the traps that you fall into is you're like, "Oh, only I can do this." Bull crap, right? You can get rid of these activities. It just takes you being methodical.

And what we're trying to do here is find the easiest one that you can get rid of. So let's say that checking your email, every single day it takes you 30 minutes to check your email and there's really only about five minutes of that that you need to do. I use this as an example because when I hired Beth, when Beth came on as my virtual assistant, this is the very first thing that we had her to do, to take over my inbox. And it used to take me 30, 45 minutes a day. Now it takes me about 30 to 45 seconds a day to do that. And I'm not being tongue in cheek here. I'm being literal because Beth has already taken care of most of the things. If there's anything that I need to respond to, she leaves it in there and she makes a note. And so I come in and there's probably one to two emails that I need to address.

Whereas before I was getting into 50, 60, 70, 100 emails and Beth does that. That was something that I was competent in, not excellent. I wasn't incompetent, but I needed to get rid of that. That was easy. So what did that do? Well, that only gave me about two and a half hours extra per week or about 10 hours a month. That's a lot of time. Don't think that we have to... small hinges swing big doors here. And what we're doing is we're saying, okay, these are the things I'm incompetent at, so very first things that I want to get rid of. The very first things that I want to off-board to someone else or stop doing if I can all together are the things that in which I'm incompetent.

And then go through and all of the competent ones I want you to list out which, in order, right, so we have this column, we have the task and then we have, hey, which category does this fall into? And then the ease of transitioning this over. So we could use a scale from one to five. One being it's pretty darn easy to transition over to someone else. Five being it's very difficult and I want you to go through and categorize all of those.

Now inside of this, we're not going to go into how you off-board those or who you off-board them to. What I want you to do is to have a template. I want you to have something to work with because what this does is it's going to give you tremendous insights into why it is that you feel overwhelmed, why it is that you think, why can't I ever get this stuff done? Okay?

Now all the incompetent stuff and the competent stuff we've categorized. So what we want to do at the end of the day is that we want to get rid of this stuff. Remember, it's about doing less in less time so that you can focus on your unique abilities, so that you can focus on things in which you're excellent at. The more that we can do these, the more that we're going to turn the needle, the more that we're going to be... I don't guess you turn the needle, turn the knob, right. The more that we're going to be able to accomplish the things that we want, because if we're able to focus 80% of our time on doing those unique abilities, then that's going to get us results. Because remember, a unique ability is something that it charges you up. You see that on your to do list and you're like, yes, I get to do that today. I'm excited. And that's going to come through in every single thing that you do.

And as you start to get rid of these things down here, it's going to give you more time up here. Now, one of the things that people always say and a challenge that I get is like, well, it's going to cost me money. Get over yourself on this. It's going to make you money in the end. It might be a short-term sacrifice for a lifetime of benefit, but it's going to yield you immediate results if you'll take this to task. Okay, so again, the first things we got to do are these things. We got this order and we'll talk about who could those go to and don't worry when we start getting into the who, you're not going to have to hire up an employee. You're not going to have to hire somebody full-time and commit to them and health insurance and all that jazz.

You're just going to have to get somebody who's competent out there and we'll walk you through in the VA how to find them, how to hire them and vet them and how to get them onboarded right here. But it starts with one task and one person. But before we can get to that person, we got to get to these activities right here.

Now what I'm going to do in the next lesson, I'm going to walk you through something called the Eisenhower Matrix. It's going to help us to look at things that are important and things that are urgent and things that are not urgent and not important. And this was really a kind of a breakthrough moment for me because along with the task audit, it helps me to see what I really should be focusing on. So I want to give you several different ways in which to skin this cat so that you can focus on your unique abilities.

Now again, I want to challenge if you have 10 unique abilities there, that's not true, right? There're probably only three to five things. Asking yourself, what are the ones, if you have ten, that what are the top three? What are the top five? What are the ones that I really can't wait to do? What are the ones that give me results? Now, one of the challenges that I get, or the pushback that I get is that, you know what? I love to reconcile. I love to categorize. I love all that stuff. Yeah. You may be excellent at that, but you cannot... if you want to grow this business, and that's what we're all about here, right? We're about growing our business. You can't stay in that day-to-day type of stuff. Yes, there are some things that you can still do, but I don't think that you should be doing them.

You need to play a higher and higher role. I'll also address another objection that I get is that, well, you know what? It's going to take me two days or two hours to explain something that I could do in two minutes. Yeah. It sure is. Get over yourself and go and train somebody when we get to that point. Okay. Because it's going to yield results into perpetuity. And when we start talking about documenting processes and we start talking about improving those processes, all of this fits in, okay. We're not just giving you content for content's sake, and we're not just putting it in any old order. Everything follows. I have found this out through trial and error, a lot of error, and then trying to find the right things as well as studying, as well as reading 50 books a year that has to do with this stuff. And I get very charged about it, but I want you to focus on how can I get less done in less time? How can I be more effective? And we'll continue that conversation when we talk about the Eisenhower Matrix in the next lesson.