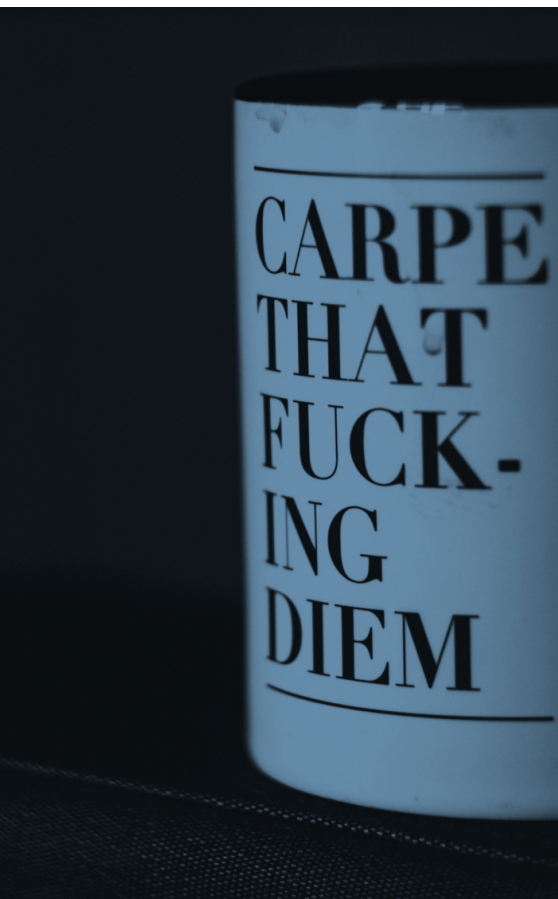


HOW 2 ...

**CREATE A
DEFAULT
DIARY**



SO WHATS A DEFAULT DIARY ?

The practice of default diary includes putting the key things that you need to do in your business or personal life in to your existing diary. Simple.

In business and life, there are always important things which we need to do on daily / weekly / monthly basis that sometimes get overlooked, forgotten or put to one side.

Diarising these events makes it more likely that you'll actually do them.

WHY USE ONE ?

Are you busy most of the time, but feel like only a few or even none of your important tasks get finished? Ever wondered why some business owners seem to get so much more done than you? or why, despite being busy all of the time, only a few goals are completed?

The answer usually lies in the way you spend your time, and how you plan your week. Lots of us make the mistake of prioritising urgent tasks over important ones.

The way we spend our time has a huge impact on what we achieve; and whilst urgent tasks often have to be done e.g. imminent client deadlines, they have a habit of hijacking our day and week, meaning important tasks don't get done, or get pushed to the bottom of the pile.

PUT IN THE BIG ROCKS !

SO WHAT GOES IN A DEFAULT DIARY?

The big rocks are the Important tasks that contribute towards your personal and business goals. They might include:

- Date night with your loved one
- Creating / updating your business or marketing plan
- Team meetings
- Building strategic partnerships
- Staff reviews
- Setting/reviewing KPI's
- Meeting with your best clients
- Exercise
- Personal development
- So, what can you do to find a way of regularly focusing on important tasks?

