

LET'S GET  
*Un*busy



PHILIP HALL  
SENIOR ADVISER



CLAUDIA PARSONS  
DIRECTOR



# INTRODUCTION

Many business owners tell us they lack time. And we asked our clients what would you like more of this year? On top of their wish list was 'time to work on the business instead of in the business.'

Sometimes 'I am always busy' has subtle and potentially more serious ramifications. Think strained relationships with partners, family or employees, health scares, anxiety, lost sense of purpose, constantly exhausted, and even feeling like a failure! Sound familiar?

*Thank you to our special guests:*

- Cathy Ling, co-owner of Access Plastics
- Danni Quinn, co-owner of the fudge a'fare
- Rachael Downie, Success Mentor, Author, and Speaker

*Inspiration:*

I lied and said I was busy.

I was busy, but not in a way most people understand.

I was busy taking deeper breaths.

I was busy silencing irrational thoughts.

I was busy calming a racing heart.

I was busy telling myself I am okay.

Sometimes, this is my busy, and I will not apologise for it.

- Brittin Oakman





# YOUR MINDSET AND TIME

with Rachael Downie, Success Mentor, Author and Speaker

Have you noticed how we introduce ourselves to one another these days.

Hi Jane how are you? I'm busy, how about you?

It has become a form of introduction and justification almost in competition as to how busy you are. This "busyness" has taken over life and you can get swept up and overwhelmed with all the things that you think that you need to get done. Your to do lists, emails, meetings, phone calls, deadlines, difficult conversations, and more. This can take you away from doing the things you love, procrastinating and spending time with family.

It doesn't have to be this way.

You need to learn how to unplug from this and focus your energy and attention on the right things. Disciplining yourself to do this in your business and life will make things much easier but its not always an easy thing. You know that you need to switch off but you tell yourself "I'll just finish this and then ..."

Are you able to give yourself space to just down tools and take some time out for you and fill your tank in whichever way fills you up? Today I suggest looking at your calendar and putting in some time this week for you to "rest and recharge."

**This "busyness" has taken over life and you can get swept up and overwhelmed with all the things that you think that you need to get done.**

Rachael Downie



## YOUR MINDSET AND TIME

with Rachael Downie, Success Mentor, Author and Speaker

None of us know how much time we have. There is nothing we can do about the time that is gone, and spending time focussing on what has happened in the past takes away the only thing we truly have – the here and now.

Spending your time thinking about the past will only create more of the same in your future. Is that what you want?

**In fact, most people ask for what they want and then spend most of their mental energy focused on why it is not showing up!**

Rachael Downie

Think about water from a trickle to a stream, river, and ocean. It does not waste any time with an obstacle. It quietly works its way around any interference or obstacle and hurries on. The little stream may wind its way round and round many crooks and turns, but every turn takes it nearer its goal.

If we go through life fighting, opposing, resisting, arguing, we are bound to meet with many obstacles and likely become so occupied fighting them that we lose sight of our real objective.

Worry, fear, doubt, complaining, arguments, angry thoughts all become boulders in your stream and lengthen the time it takes for your goal to be reached.

Another lesson from the stream is that when it is small and struggling it has the most difficult time. It grows stronger in force and volume and becomes a larger stream and then a river. Its path is more direct, and the obstacles become less and less.

How then can you make the shift and release resistance? By being non-resistant and in agreement with all that is showing up for you.

# YOUR MINDSET & TIME

with Rachael Downie, Success Mentor, Author and Speaker

1

Identify your resistance: what are your resistant thoughts and habits?

2

What would be a different perspective that you could use that would have you focus on “Everything is always working out for me”

3

Expect that what you want is going to show up and act as if it has. As an example, if you order something online you expect it to come in the post. You do not come up with all the reasons that it is not going to turn up.

Rachael helps people unlock the potential inside of themselves and those around them, be it with their business, their staff or their families.


Whether she is mentoring a CEO or a start-up, she identifies what you want, what is holding you back and then works with you to create the mindset and habits to do this.

If you want more time, more money in your business, overcoming fear, procrastination she can help you. You can't outperform your existing habits, beliefs and behaviours. You will keep doing the same thing over and over and getting the same results.

When you shift your thinking, you change your life.



*Rachael Downie*

[www.rachaeldownie.com.au](http://www.rachaeldownie.com.au)  rachaeldownie



## MICRO-MANAGEMENT AND THE BUSINESS OWNER

with Rob Cameron and Mike Denehey, Business Coaching & Advice

Do you remember why you started your business?

Maybe you had a vision for the meaningful impact or lifestyle you wanted to create?

We often find business owners working in a high-pressured job and stuck in the 'day-to-day'. You find yourself doing everything when you should be leading everything. As your business experiences a growth curve, every area of your business will require more.

- More marketing
- More sales and customers
- More product or service development and delivery
- More operational requirements
- More financial management
- And more people

Each function of your business will demand more time and energy, but that does not mean it should be your time and energy. A key mistake we see business owners make is this:

- I will do more
- I will work harder
- I will sleep less

The paradigm shift is to go from 'technician' or the person with their hands on the tools to 'entrepreneur' or the person leading your team towards the vision.

The goal is simple: How can you build a business that works without you or not so much of you?

However, without the right advice or coaching most business owners struggle to achieve this.

Please consider the following key tools to help you design a business that will work without you or less of you:

**1**

Financial model: ensure you have a financial model that will support you as an entrepreneur and leader and not just a technician

**2**

Task and job design: ensure tasks and jobs are designed to be simplified.

**3**

Organisational structure; design a structure that ensures the technician work is completed by team members and not only you.

**4**

Systems and process design: build a clear process, delegation protocols and efficiency into everything you do.

**5**

Leadership skills: get really great at delegating tasks, fostering a culture of proactivity and coaching others to succeed.

Let's get Unbusy\_ Collins SBA\_ August 2022 05



# MARRIAGE TIPS FROM SUCCESSFUL BUSINESS OWNERS

with special guests Cathy Ling from Access Plastics and Danni Quinn from the fudge a'fare and more.

Did you know 1 in 3 marriages in Australia end in divorce and according to the Australia Bureau of Statistics 1 in 3 small to medium businesses do not make it past 1 year of trading?

We decided to ask the experts what their secrets are for staying and growing together in business and life. Think about the 'marriages' with your business partners, team members and even customers and clients!

## The importance of values

Our values inform our thoughts, feelings, and actions. Our values help us grow and develop and provide a compass of how to do life and work. We asked business owners if they share the same business and personal values and does this translate to the running of their business and the importance of being the same or different:

## Growing as an individual and utilising strengths in business partnerships

The Forbes Coaches Council says one of the most consistent pieces of advice that entrepreneurs and business owners get is to play to your strengths. A business owner playing to their advantage is a positive thing. We asked business owners how they utilise their individual strengths as business owners.

## Goal Setting

Goals keep us accountable, help us track progress, provide us with direction, support motivation and even help us work out what we really want. What happens when you must set goals with your business partner and partner and how do you agree or disagree?

We talk through everything thoroughly and look at various scenarios. We look at the good & bad & we are very honest in our thoughts! There is trust & respect between us. If one is not there & the other has to make a decision on the spot - the decision is totally respected!

Cathy Ling, Co-owner Access Plastics

We asked Cathy what happens when you agree or disagree on business goals?





## Decision Making

Have you ever considered going into business with a partner? We asked successful business owners to share tips for potential couples contemplating this as an option or for all marriages and partnerships in business:

- Have common goals and know what they are
- Respect each other for the individuals you are
- Be prepared for hard work to achieve your goals
- Never be afraid to try – if you fail – at least you gave things a go! Aim high!
- Talk honestly about things with your partner
- Have a goal and a dream. Remember little steps. Rome wasn't built in a day!
- Enjoy the business – if this changes – it is time to rethink things
- Respect each partner as you would with others at work
- Express yourself the same way you would with others at work.
- When you are done for the day – it's important you have dinner together and talk about your home life and not work.
- Leave the home dynamic at home.
- Start slowly, rarely have I heard of couples going from 0 to 40 hours a week together.
- You need to be ok with compromise.
- Dividing up the different areas of the business so we both had our own responsibilities and areas of focus worked well for us

We have very similar values in personal life and business. Having said that we have very different skillsets and ways of working which complements each-other - well most of the time. I'm fast and efficient, the other is meticulous and always gets the details right.

ANON

We asked Danni do you share the same business and personal values and how do they translate?

Our shared personal values are honesty, responsibility with a bit of perfectionism thrown in for better or worse. I would say this translates to having a similar work ethic with a focus on high quality and attention to detail in the making of our products, also being reliable in business meeting delivery deadlines and paying invoices on time as an example.

Danni Quinn, Co-owner the fudge a'fare

We asked all the participants in this survey. Would you do this business together again?

Everyone answered,  
**'Yes absolutely!'**





# LET'S CHAT

[www.collinssba.com.au](http://www.collinssba.com.au)

[reception@collinssba.com.au](mailto:reception@collinssba.com.au)

1300 265 722

#takingcareofbusiness



Rob Cameron  
Business Coach | COLLINS SBA



Michael Denehey  
Business Coach | COLLINS SBA

