

# LESSON 3



## Your Leadership Responsibility

*Real leaders are ordinary people with extraordinary determinations.*

- John Seaman Garns

**Your Leadership Responsibility:  
Creating Your Vision &  
Focusing Your Efforts**

**Jon Schallert, President  
The Schallert Group, Inc.  
[www.DestinationUniversity.com](http://www.DestinationUniversity.com)**

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**Key Objectives of this Video**

- 1. Your most important role as a Destination Business owner**
- 2. Analyzing Impact and Effort before taking action**
- 3. Perfectionism and its role in achieving what you want**

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**Key Objectives of this Video**

- 4. Looking at how you spend your time as your company's leader**
- 5. Remembering your most important priority of all while running your business**

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**Your #1 Role as Owner: Leader**

1. Are you directing your team?
2. Delegating to assistants?
3. Focusing them on your vision?



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**Your #1 Role as Owner: Leader**

4. Explaining the next steps your company must take to become a Destination?
5. Or are you doing most of the work?



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**How You Spend Your Time?**

- Do you ever say?
- "If it's going to be done right, I'm going to do it myself!"
- If so, you're probably a Perfectionist!

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**Time Management Reminder**

**“Done is better than perfect.”**

Lou Heckler

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**Time to Return-on-Investment**

- ✓ *There’s nothing more limited than your time*
- ✓ *There are certain tasks that only you are capable of accomplishing*
- ✓ *“Core Competencies”*

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**Time to Return-on-Investment**

- ✓ *With every major action:*
- ✓ *How much Effort will this take?*
- ✓ *How much Impact will this make on the business?*
- ✓ *Before committing your time!*

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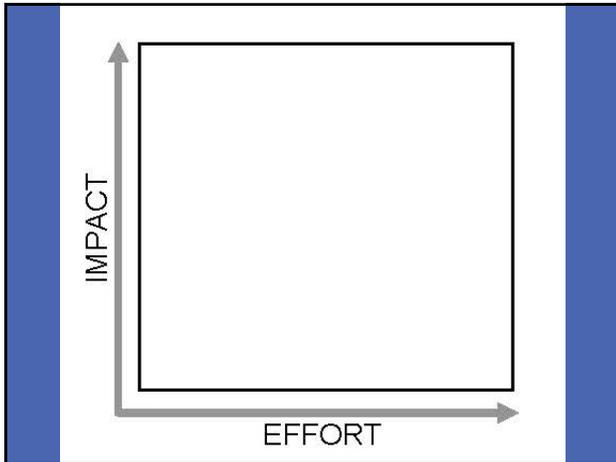
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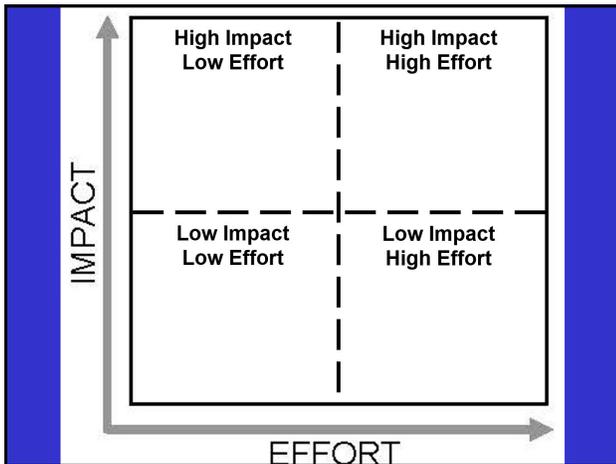
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***Time to Return-on-Investment***

- ✓ ***Impact:*** Revenue & moving you closer to your goals
- ✓ ***Effort:*** Time, money, planning, implementing & the resources you and others expend

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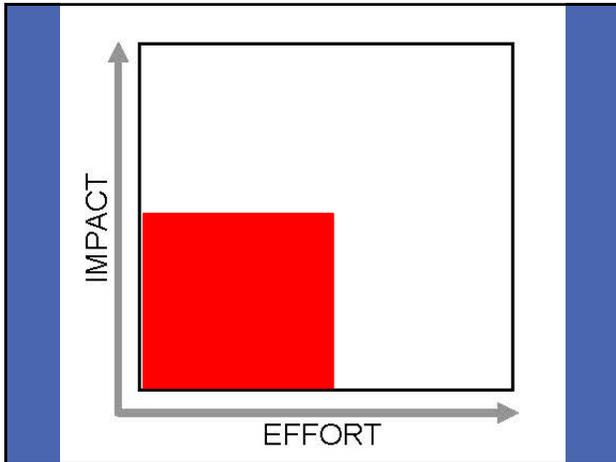
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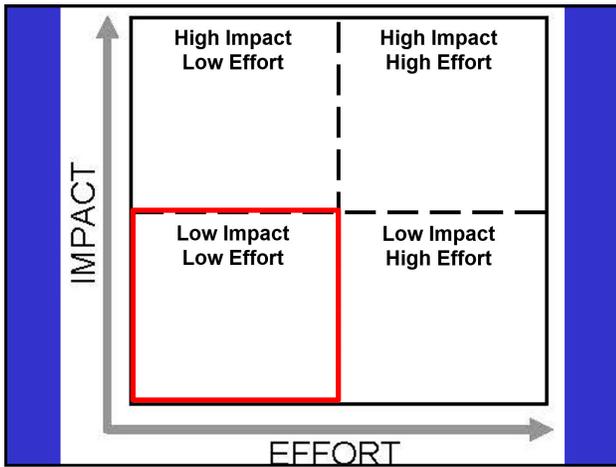
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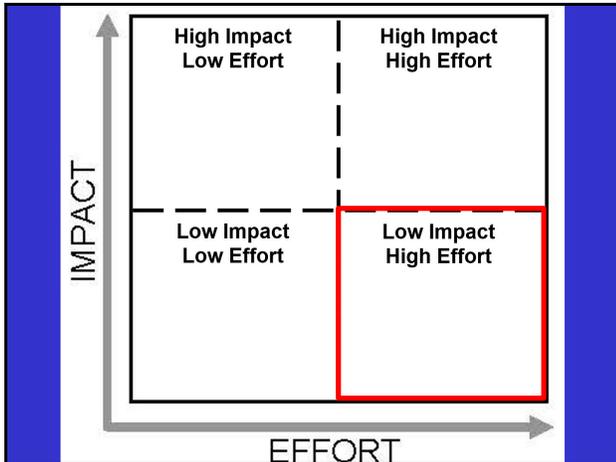
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**Time Management Reminder**

“Never confuse activity with productivity.”

Laura Stack

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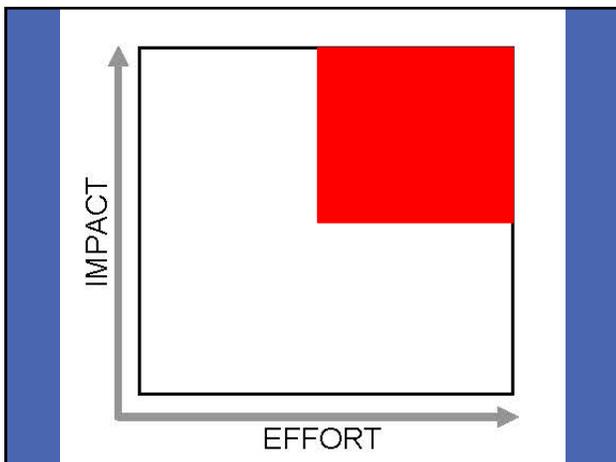
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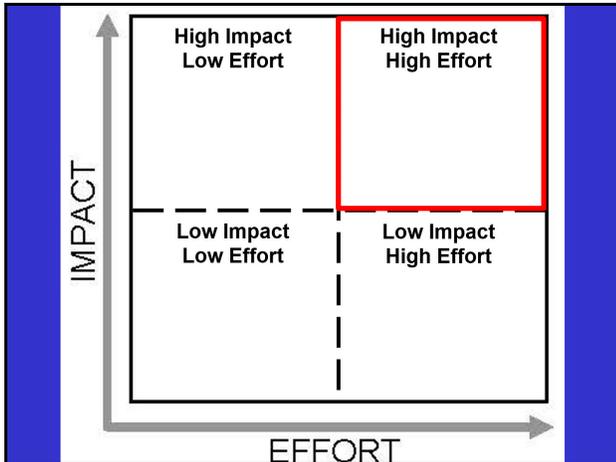
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***Time to Return-on-Investment***

- ✓ High Impact and High Effort: Time intensive activities that can't be accomplished in one day!
- ✓ Transformational activities
- ✓ Working on the business

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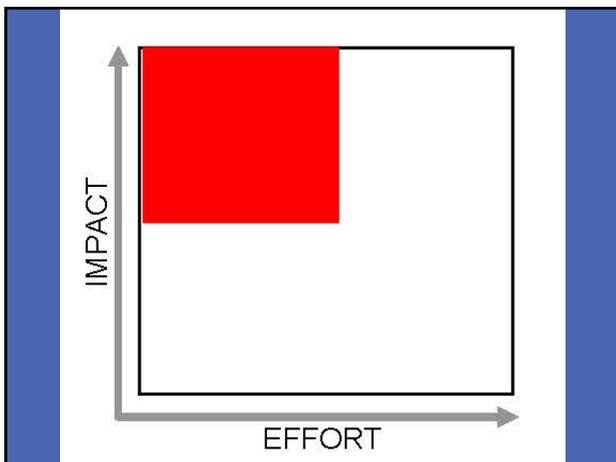
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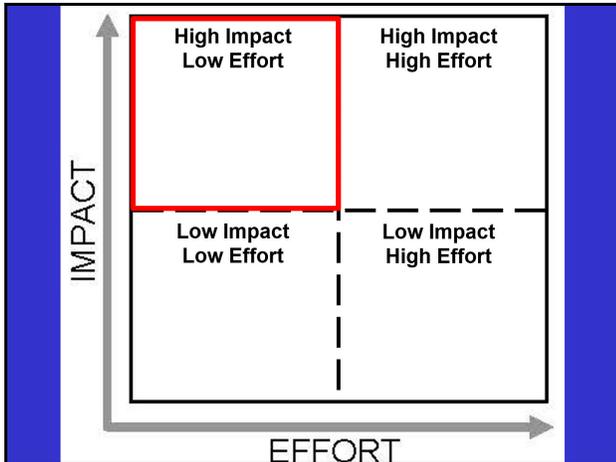
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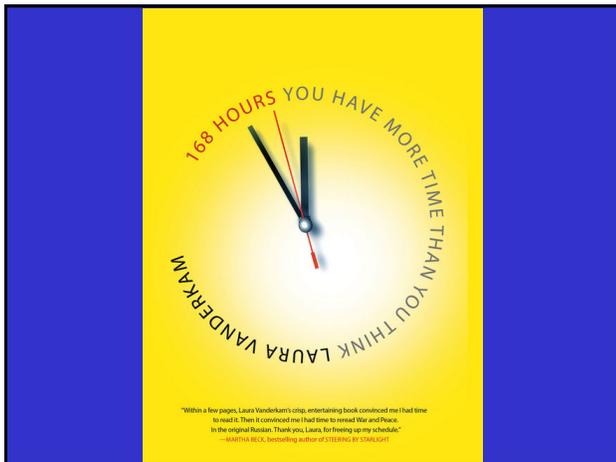
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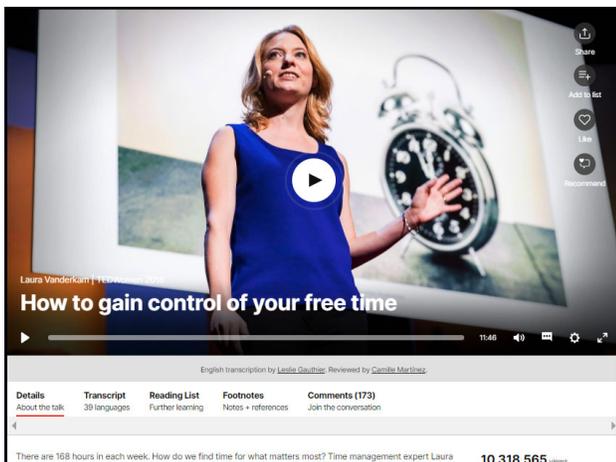
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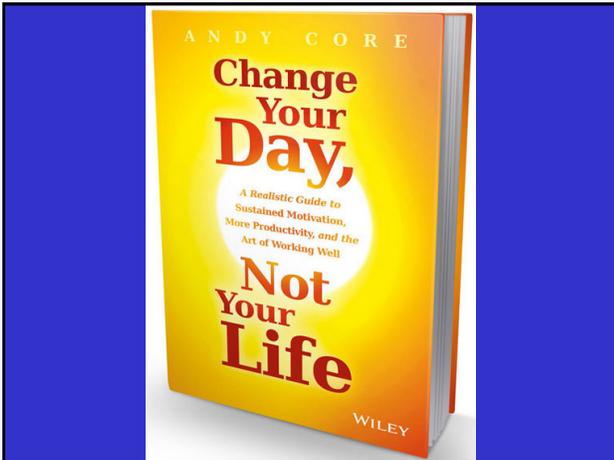
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***Make Time for Your Health***

“Time and health are two precious assets that we don't recognize and appreciate until they have been depleted.”

Denis Waitley

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## Key Takeaways: Lesson 3 – Leadership Balance

1. In order to be the leader of a Destination Business, you have to balance between many different roles. But the most important role is leading your company forward toward the Vision of the business that you desire.
2. There are times when you will be the only one who can accomplish the task at hand. Make sure that the time you are spending on tasks is something that only you can do. Nothing is more limited than your time.
3. Do not let perfectionism get in the way of getting things accomplished.
4. Every action you take to grow your business will have a future Impact and a corresponding amount of Effort (time, money, and energy) to make it happen. Before committing to changes in your business, evaluate the Impact/Effort of that change.
5. To gain momentum, implement High Impact, Low Effort activities that will be visible to consumers and your employees. In this way, you'll create rapid, positive change through smaller, incremental actions.
6. You must take time to be healthy. Your health is tied to your energy, your leadership, and your longevity. Dedicate yourself to leading a healthier lifestyle every day.

**What's Your Most Important Takeaway from this Lesson?**

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**PARTICIPANT EXERCISE: LESSON 3**  
**Jon Schallert: *Your Leadership Responsibility –***  
***Creating Your Vision & Focusing Your Efforts***

Training Time: 18:32

1. What are the tasks in your business that you must perform because you are the only one qualified to do them?

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2. What tasks do you often find yourself performing that others could do, but instead, you do them?

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3. Are you a perfectionist? If so, what tasks do you often find yourself doing because you don't trust others in your business to do them?

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**PARTICIPANT EXERCISE: LESSON 3**

*Jon Schallert: Your Leadership Responsibility – Creating Your Vision & Focusing Your Efforts*

4. Could any of the tasks in Question 3 that you are doing be delegated to someone outside your organization? Even if you currently don't know someone who can do this task in your community, describe the type of expert you would need and the experience they would need to have, in order for you to NOT do this task.

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5. What are the major time-wasting tasks that you often find yourself doing that aren't contributing to you improving the sales and profits of your business?

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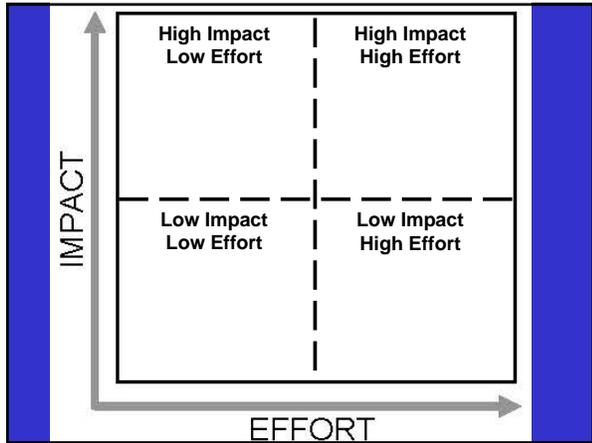
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## Impact / Effort Analysis:

Use the lines on the right side of the page to record changes you want to make to your business, and then, graph the Impact that change will have on your business and the amount of Effort you'll have to expend to complete it.



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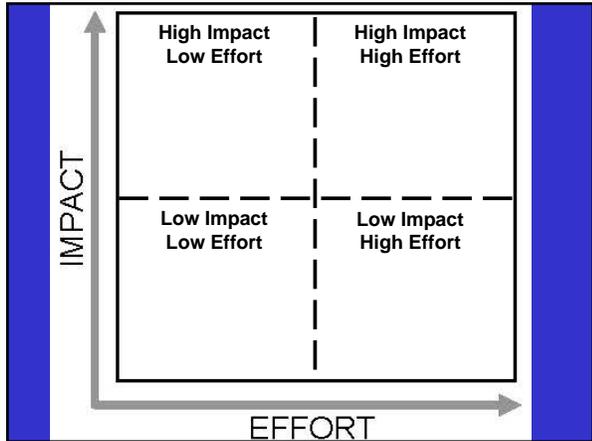
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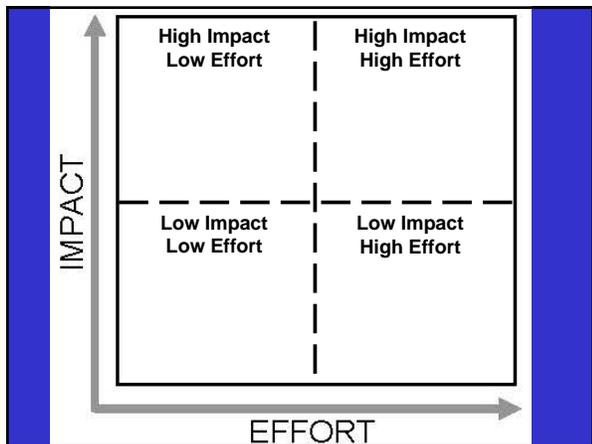
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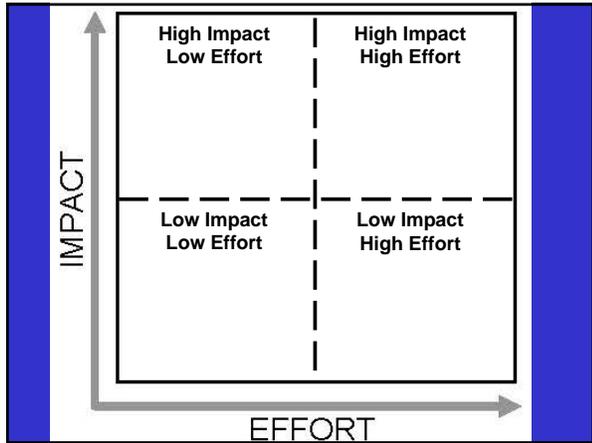
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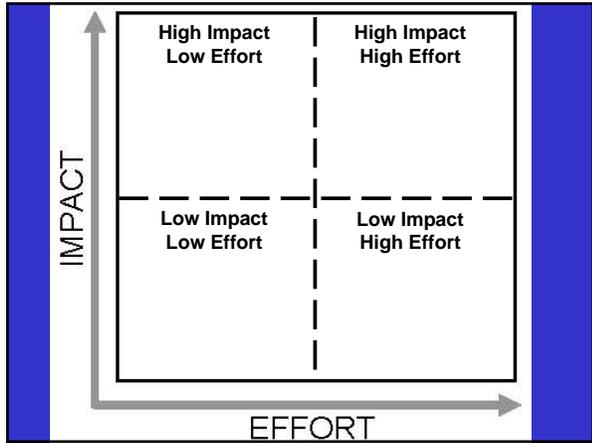
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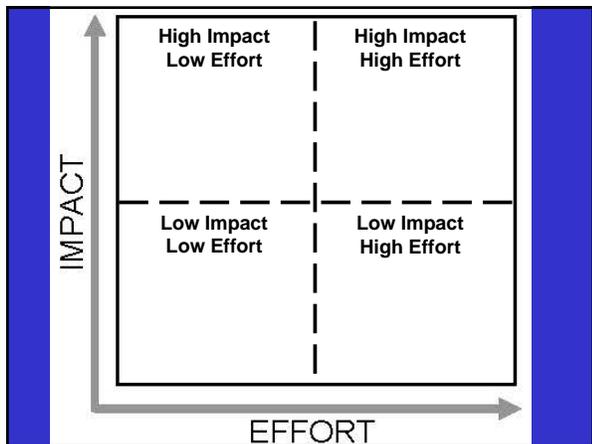
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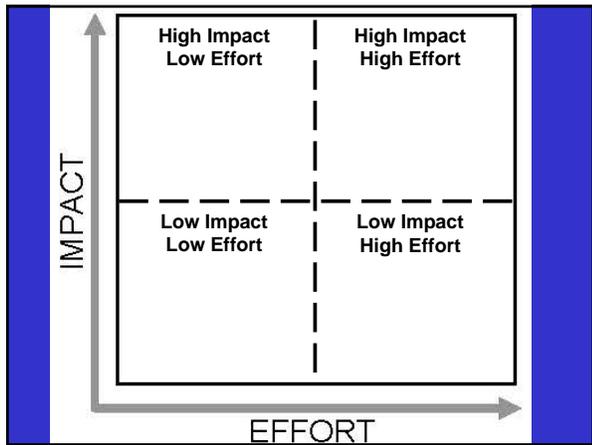
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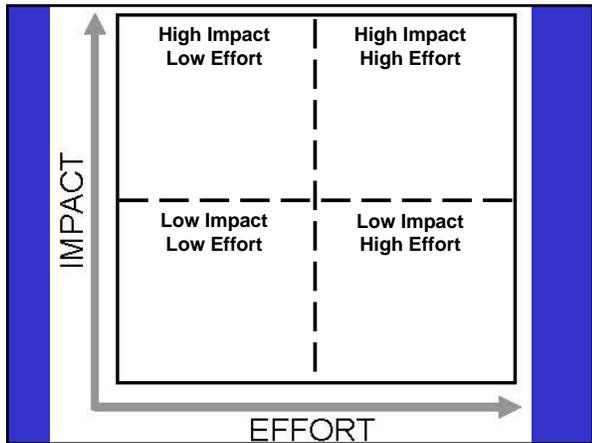
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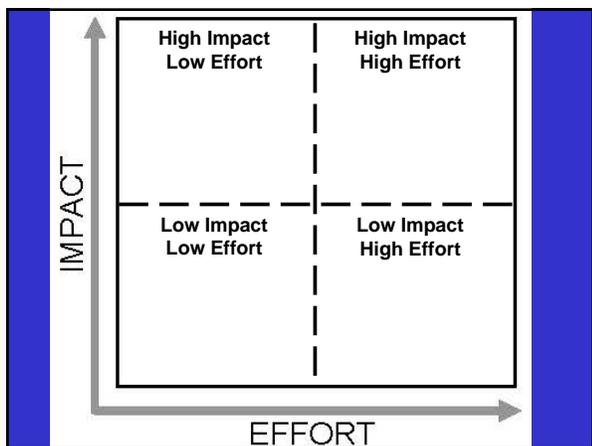
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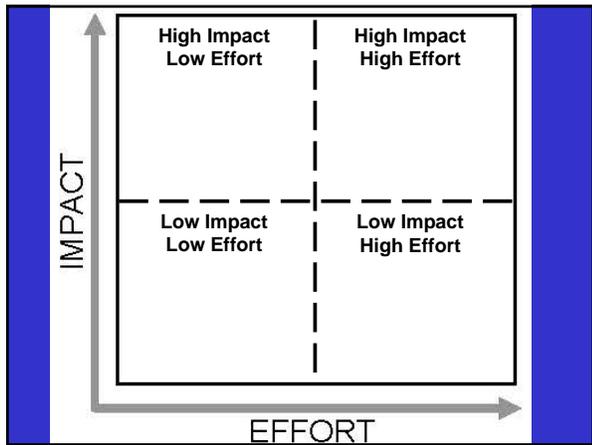
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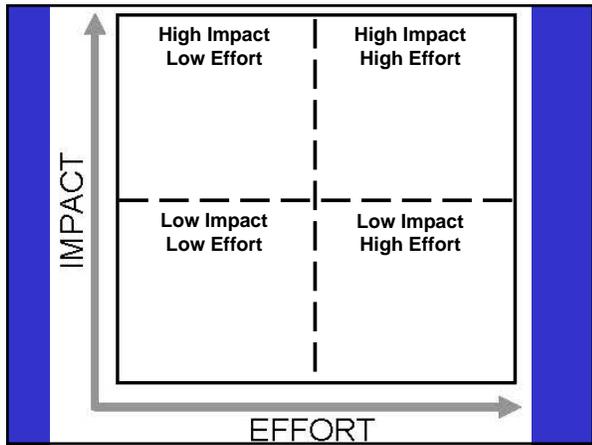
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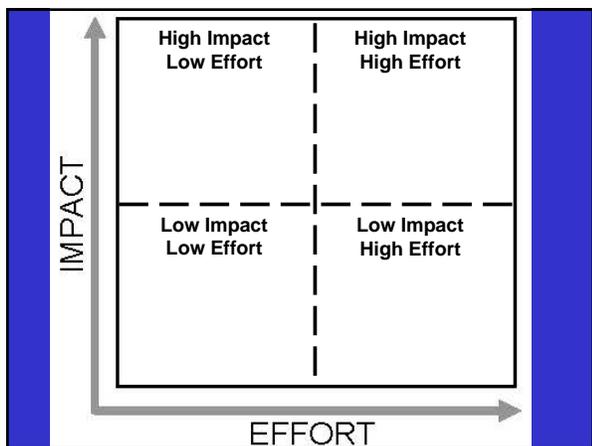
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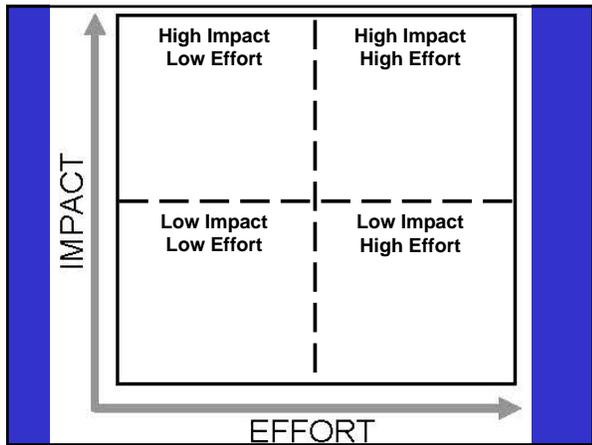
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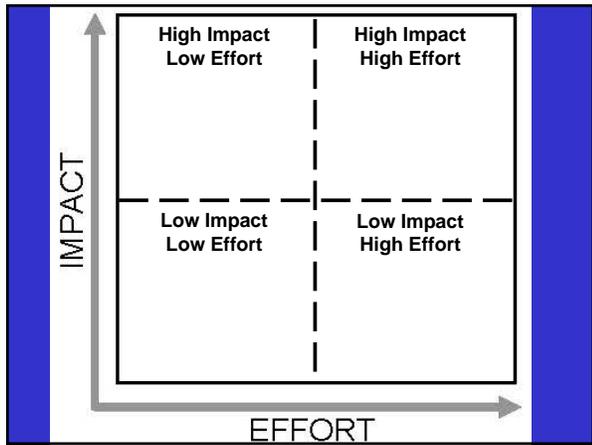
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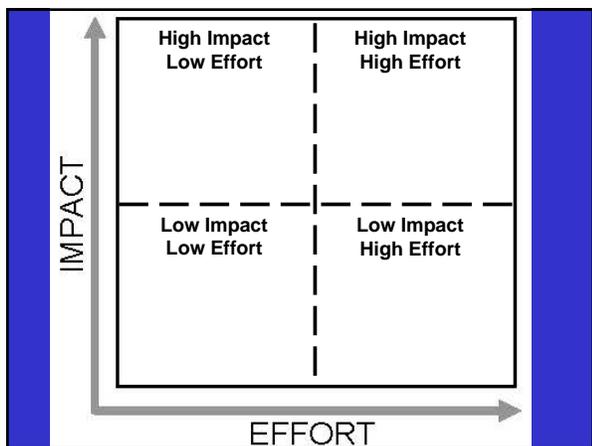
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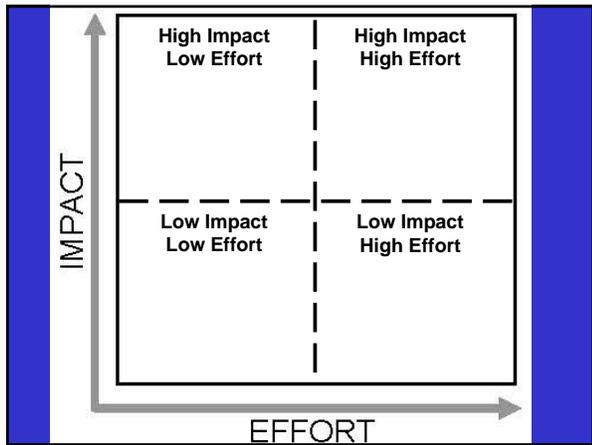
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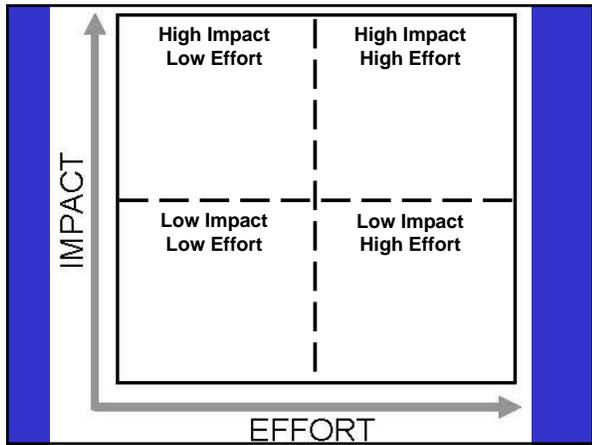
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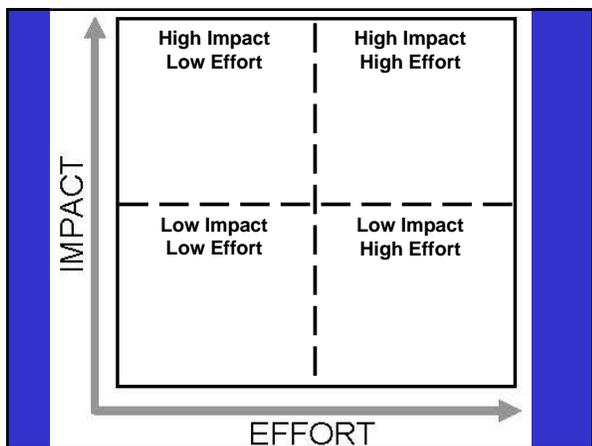
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## LESSON 3: LAURA VANDERKAM

TITLE: *How to Find More Productive Hours in Your Week*

Time: 19 minutes, 05 seconds



### ABOUT THIS INTERVIEW:

Laura Vanderkam, author of *168 Hours: You Have More Time Than You Think*, discusses her time management principles and tools to help independent business owners gain control of their calendars and feel more purpose and energy in their lives.

Vanderkam covers specifically:

- Understanding self-generated myths about how much time we really have
- Tracking our time to find more time
- Focusing on our “core competencies” in both business and our personal lives

### ABOUT LAURA VANDERKAM:

Laura is the author of several time management and productivity books:

- *Off the Clock: Feel Less Busy While Getting More Done* explores, through more than 900 time diaries collected on a single March day, why some busy people feel relaxed about time, while others do not.
- *I Know How She Does It: How Successful Women Make the Most of Their Time* (Portfolio, 2015) tackles the question of how women combine work and life through an analysis of 1001 days in the lives of women with demanding careers and children at home.
- *What the Most Successful People Do Before Breakfast* profiles prominent people who use time creatively to achieve their goals.
- *168 Hours: You Have More Time Than You Think* argues that time is best approached from the holistic perspective of a week (168 hours) rather than any single day.

Laura’s work has appeared in publications including *The New York Times*, *The Wall Street Journal*, *USA Today*, *City Journal*, *Fortune* and *Fast Company*.

She has appeared on numerous television programs, including *The Today Show* and *Fox & Friends*, hundreds of radio segments, and has spoken about time and productivity to audiences of all sizes. Her TED talk, “How to gain control of your free time,” has been viewed more than 8 million times.

## PARTICIPANT EXERCISE: LESSON 3

Laura Vanderkam: *How to Find More Productive Hours in Your Week*

Interview Time: 19:25

1. Every business owner needs more time and Laura gives some tips in her interview about how we can feel like we have more time. What were the tips or insights that Laura shared that you're going to start using to experience more time in your life and business?

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2. Laura talks about a person's Core Competencies, the "things we do best", and suggests that it's important for us to focus on those. What are your Core Competencies in your business that you should be spending more time doing?

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**PARTICIPANT EXERCISE: LESSON 3**

Laura Vanderkam: *How to Find More Productive Hours in Your Week*

3. Laura offers ways to “outsource” things that are not your core competencies. What ideas do you now have for delegating or outsourcing more so you can focus on what you do best?

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4. Laura suggests making a list of “100 Dreams.” Following her directions, start by making a list of a minimum of 20 Dream ideas that you’d like to accomplish, and bring that list with you.

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5. Try tracking your time as Laura suggests for one week using the attached tracking sheet. At the end of the week, total up your categories. What did you learn?

"168 Hours" Time Sheet

**LAURA VANDERKAM** 168 HOURS TIME MANAGEMENT WORKSHEET

Project \_\_\_\_\_ Date \_\_\_\_\_

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5AM							
5:30							
6:00							
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## LESSON 3: ANDY CORE – SUPPLEMENTAL INTERVIEW

### TITLE: *Creating and Sustaining Motivation*

Time: 23 minutes, 11 seconds



#### ABOUT THIS INTERVIEW:

Andy Core, author of *Change Your Day, Change Your Life*, talks about increasing productivity by finding ways to sustain motivation. He explains some of his favorite tools to achieve work-life integration and shares examples of organizations that have been able to help their employees and their families.

In this interview, Andy covers reasons we become unmotivated and what to do about them, like managing your first thought of the morning. Andy explains his simple but effective way of making lists that matter and keep you motivated and feeling accomplished in the important areas of your life. He also explains how setting yourself up the night before to amp up your momentum first thing each day is one of the top strategies to use.

#### ABOUT ANDY CORE:

Andy Core is a credentialed, award-winning thought leader on increasing employee engagement, productivity, and wellness motivation. His talent lies in helping hard-working, conscientious adults thrive at work and in their personal lives. Core has spent the past 15 years researching ways to become better equipped to thrive in today's hectic society. By doing so, he helps organizations build teams that cost less, have better attitudes and accomplish more.

Andy has researched busy people for more than a decade...here is the most important comment he's heard: *"I know I need to do more at work, live healthier and be there for my family. What I don't know is how to make it all happen."*

Andy Core has a master's degree in human performance and has been chosen as one of the Top 5 Global Speakers in Health and Healthcare. He is also currently #33 on the Top Productivity Experts to Follow on Twitter.

Andy is a life-balance realist whose success rate at helping people go from wanting to live a more balanced life to actually doing it is 13 times the national average.

## PARTICIPANT EXERCISE: LESSON 3 – SUPPLEMENTAL

### Andy Core: *Creating and Sustaining Motivation*

Interview Time: 30:11

1. Andy talks about how we gain and lose motivation, calling it “Motivational Amnesia” to describe how motivation comes and goes. Now, think of a time in your life when you were truly motivated. What kept you motivated to move forward consistently day after day?

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2. Andy says we all fall into a category of Struggler, Striver, or Thriver. Which category do you think you fall into right now as a business owner and why?

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3. If you decided to implement Andy’s “Big Box Time Management” approach, what would you put in the big boxes and why?

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**PARTICIPANT EXERCISE: LESSON 3 – SUPPLEMENTAL**  
*Andy Core: Creating and Sustaining Motivation*

4. When Andy says, “tomorrow’s motivation starts today,” he suggests ways to prepare in the evening for the following morning. Were there any of Andy’s ideas that you’re going to try? If you’re already motivated every morning, what do you find helps you to start the day right?

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5. Andy talks about how many people use their time unwisely when we lose motivation, time that he called “junk hours”. When you lose your motivation, what activities do you spend on time-wasting, junk hour activities?

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