

Building Work-Life Balance into Your Business *[And Avoiding Burnout]*



cultivate

BUSINESS SUPPORT SERVICES



Has business been feeling like it takes all of you to accomplish?

Do you feel trapped inside your business, like you have to work 9-5 to keep things running smoothly?

Does it feel impossible to take a moment to pause, rest and recharge?

You may be on a one-way track to burnout.

To make everything run smoothly behind the scenes [without you having to manually move the pieces], you have to find more freedom and space in your day-to-day. You need to find a work-life balance that works for you AND doesn't sacrifice the progress you've worked so hard to achieve.

And the best way to achieve this? By prioritising your time, plugging gaps in your processes, and building systems that will streamline and strengthen your business.

This Guide is a working tool to help you do just that. Use it to assess where you're currently at, find opportunities to add ease to your day, and be more intentional with your time and priorities.

Are you ready to add more breathing room into your business?

Let's go!

Sophie x



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STEP 1

Re-evaluate Your Time Effectiveness

How often have you woken up and felt like you have to hit the ground running to take care of everything happening in your business?

No one can work at 110% capacity all of the time. And if you're trying to, well, it's probably affecting the quality of your work, and your relationships.

To add more ease to your day, you first need to understand how you're currently using your time. Then you can assess where you can use that time more effectively.

Good time management will not only help you run your business more efficiently, but it will also ensure you have time to recharge so that you can replenish your capacity.

Tips to Take Back Control of Your Time

- Keep a time diary for a week and document where your time is going each day. Use these insights to help you craft your day in a way that is productive for you.
- Identify your time wasters and set limits for yourself for these activities
- Find a prioritisation method that works for you. For example The Eisenhower Matrix, bullet journaling, creating to-do lists or setting SMART goals.
- Add your downtime to your calendar. Treat it like you would a meeting!

STEP 2

Plug Gaps in Your Processes

By regularly reviewing your business operations and processes, you will help you to see what areas of your business are taking up more of your time and energy than they should be, and where you have gaps that need to be plugged.

Ensuring that everything is working smoothly and still serving a purpose will allow you to accomplish more and work less.

Use the below checklists to regularly check in on your systems, ensure your processes are up to date, and review how you are working so that you can intentionally create more ease in your business and life. You can print them out to re-use each month, quarter and year so that regular audits become part of your business processes.





Monthly Audit

Check in monthly to re-assess your day-to-day operations.

- Evaluate your schedule**
Is your current schedule working? Do you need to start or end at a different time?
- Update your calendar availability**
Remove conflicts, block out of office time, schedule blocks of productive time.
- Pull data for metrics you track**
Website traffic, social media insights, update your trackers.
- Balance your finances**
Categorise transactions and organise receipts, can you reduce your expenses?
- Streamline processes**
Evaluate areas where you can reduce friction in the way you get things done.
- Clean up your workspace**
Digital and physical. Toss papers and delete/archive unnecessary files.
- Get feedback**
Connect with clients and contractors to gauge how things are going.

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Quarterly Audit

Do a quarterly review to optimise the overall efficiency of your operations.

- Update your process documentation**
Review your workflows and make necessary updates to documentation.
- Update marketing materials**
Edit your email templates and other materials to keep your copy up to date.
- Review your website for broken links**
Check the flow of your website to ensure visitors get where they want to go.
- Content plan**
Work ahead on your content to optimise unique opportunities.
- Establish Goals and priorities**
What do you want to accomplish in the next 3 months? Map it out.
- Back up your systems**
Export your mailing list and download the backup file from your website.
- Year-to-date financial check**
Evaluate where you're tracking against your goals and update projections.

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Annual Audit

Do an annual audit to make sure everything you're doing supports your business strategy.

- Review your year**
What worked well? What did you enjoy? What needs to adjust to meet your goals?
- Brain dump ideas**
Set time aside to brainstorm content, products and services.
- Establish goals and priorities**
What do you want to accomplish over the next year?
- Evaluate your operations**
How can people, processes or technology be improved?
- Create a time off calendar**
Pick dates for out of office and block it on your calendar.
- Review your brand identity**
Update website, emails and social to reflect changes to your brand.
- Prepare for taxes**
Wrap up your financial year and prepare documents for your accountant.

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STEP 3

Build Systems that Streamline

The most effective way to build ease into your business is with systems that streamline your day-to-day processes.

Systems are there to do the heavy lifting for you. They can replace YOU in the repeatable tasks in your business, freeing up your time to do more of the things you love doing.

You cannot be everywhere at once. Nor can you give the same attention to every single task in all areas of your business.

It's not sustainable.

So how do you achieve this?

It's kind of like building a puzzle. First you have to lay out all of your pieces. Once you've done this, you can start to connect all the pieces and build your puzzle. So, let's do this!



Your Puzzle Pieces

Start by taking a look at the processes and systems you have in place for the following:



Lead Generation

How do you find and attract potential clients to your business?

Lead Nurturing

How do you build your community and how do you nurture them so that you build trust and likeability?

Lead Validation

how do you validate which leads you should move forward with and which leads you should let go?

Client Acquisition

What processes do you have in place to support selling to and converting a lead into a client?

Onboarding

What is your process of getting your client (and you) prepped to begin work?

Service Delivery

What is your process of completing the client work and delivering the service paid for?

Offboarding

What is your process for finalising the work for a client, and ending the project inside your business?

Connect it All Together

With all of your puzzle pieces on the table, you can start to see which ones connect, if any pieces might be missing, or if some pieces are for a totally different puzzle.

Analyse all of your puzzle pieces (aka your systems and processes), and ask yourself:

- How much of this process requires ME to run it? How can I remove ME from the process?
- Is this process still effective and helping me reach my goals?
- Are there any gaps or missing pieces in my workflows and systems?
- Are these systems all talking to each other?
- Am I making the most of all of my systems?

Once you know all these pieces connect, you can start to build the puzzle. But, remember you don't need to do it all yourself.

- What parts of the puzzle can you automate?
- Which parts can you delegate to your team or outsource to an expert?
- Which parts do you enjoy and want to keep doing?



Remember, this exercise is all about streamlining YOUR time so that you can put more of it back on your plate.

And Breathe...

I hope you've found this working guide useful.

By prioritising your time more effectively, plugging gaps in your processes and supporting your business with streamlined systems, you can find more freedom and space in your day-to-day. You can achieve a work-life balance that works for you.

And, of course, you can avoid the dreaded burnout.



Need Help With Your Processes or Systems?

Are you finding you still need support in creating effective systems and operational support to grow your business?

Sophie is your go-to Business Systems Consultant to help you uncover more ease, time and clarity in your business so that you can build work-life balance into your business [and avoid burnout].



Introducing Systems Support Day

An entire day dedicated to helping you kick confusion to the kerb, implement systems and polish up your processes. Whether you need a systems setup, fine-tuning or troubleshooting, by the end of our day together, you'll walk away with ease, simplicity and a deep exhale.

And breathe....

Done well, business systems will give you more time to do what you love, both in your business and outside of your business.



YES! I NEED MORE EASE