

Planning *with Purpose*



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Purposeful Planning



You need to become a leader not a labourer in your own business.

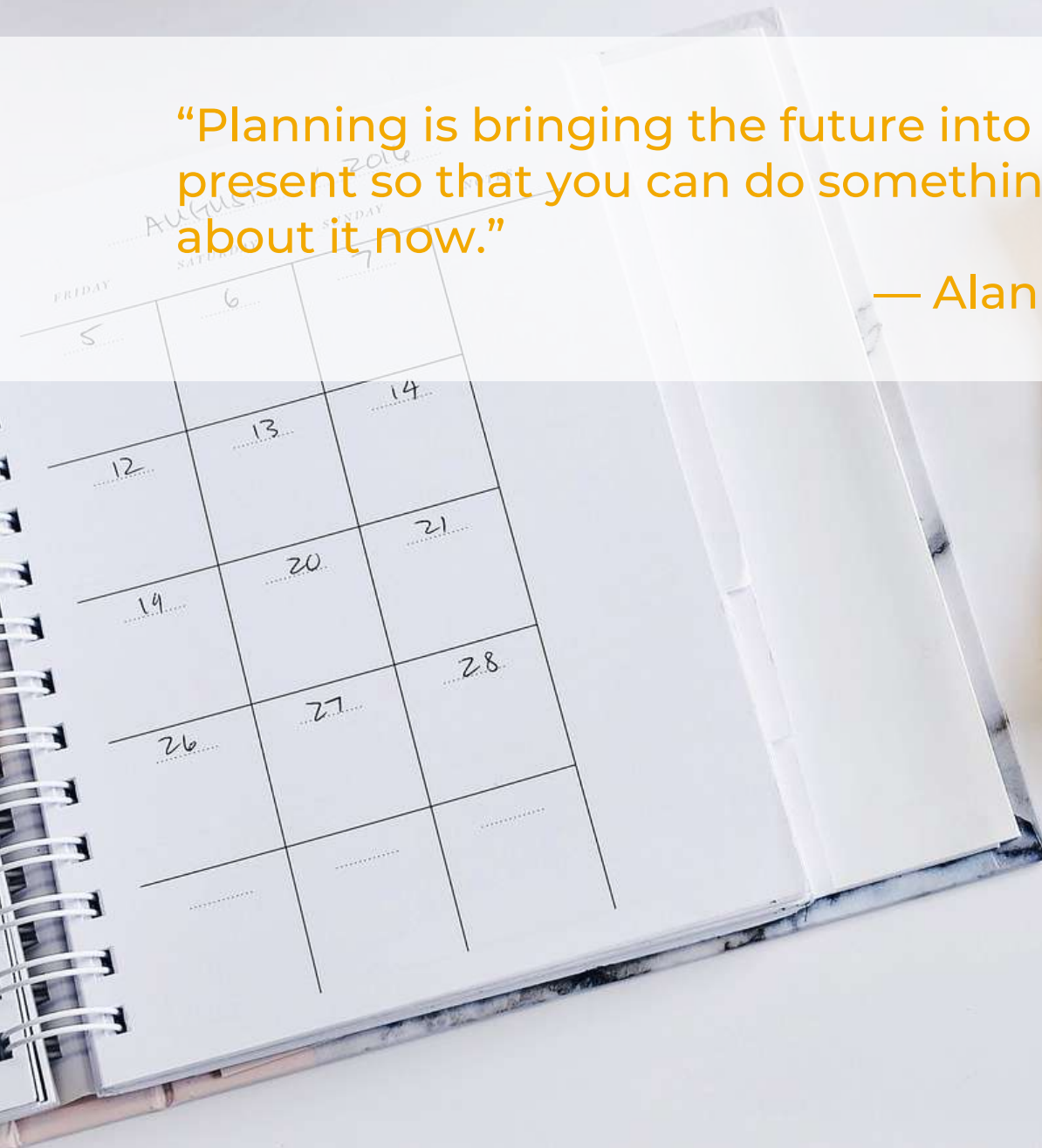
- You are responsible for designing your life vision and aligning it with your business's big picture.
- You are responsible for making sure your business structure supports your business plan.
- You are responsible for delivery and development in your business.
- You are responsible for planning productive work weeks.
- You are responsible for maintaining motivation and momentum.
- You are responsible for task allocation, time allocation, energy management, and ensuring timely task delivery.
- You are responsible for your results.

Planning is not optional
Planning has to be intentional



“Planning is bringing the future into the present so that you can do something about it now.”

— Alan Lakein



Progressive Planning



Aspirational Life Vision

How will you spend this one precious life?



The Ultimate Business Vision

How does your business fuel your life vision?



The Structure for Success

How can you structure your business to deliver this result?
What are the obvious phases?



Annual Success Schedule

Based on your aligned visions how will you make profit this year and make progress for next year?



Quarterly Success Schedule

Based on your annual ambitions what are your quarterly success markers?



Monthly Success Schedule

Based on your quarterly success markers what is your success schedule this month?



Weekly Success Steps

Based on your monthly success schedule what are your success steps for this week?



Daily Success Steps

Based on your weekly success steps what do I need to do today?

**What do I need to do
Right Now?**

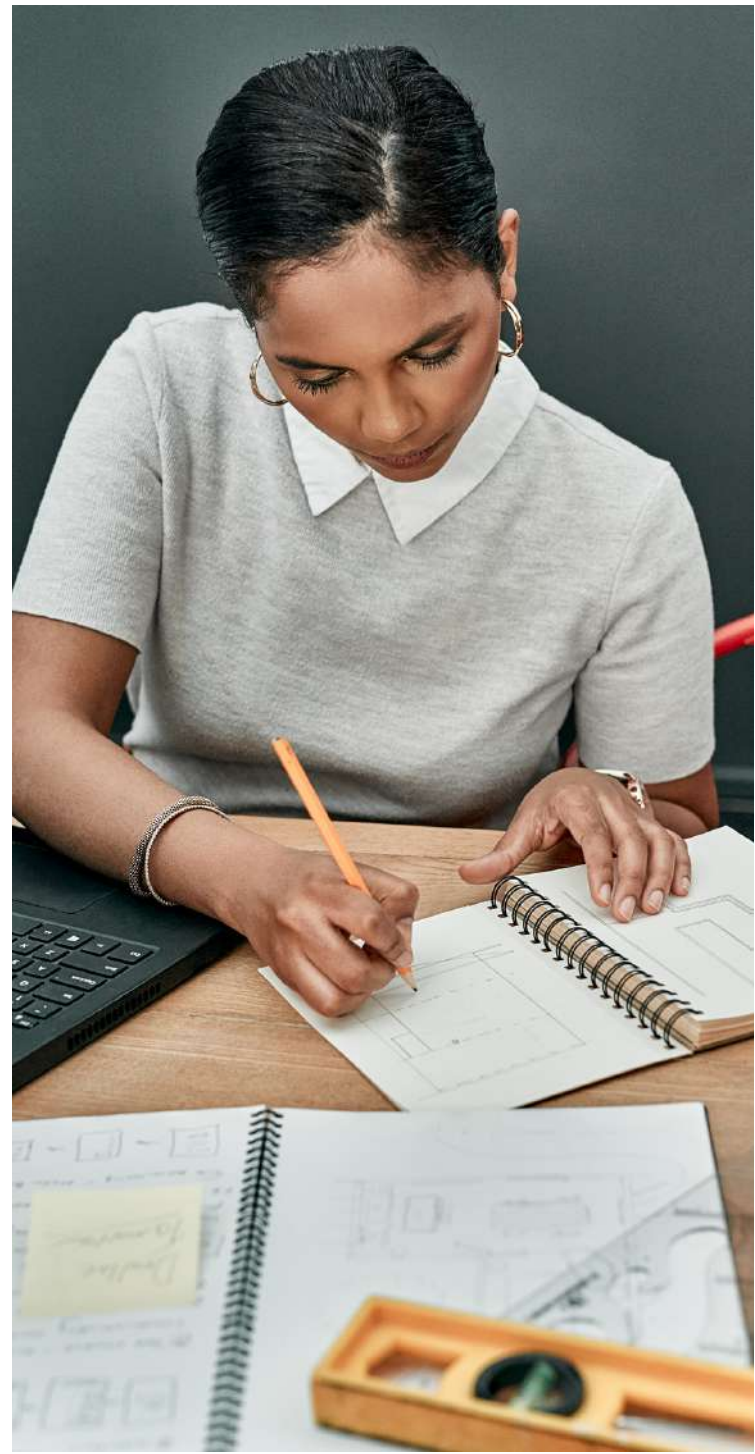


Your planning needs to have purpose.

It starts with your vision. If you need to revisit your vision then please do that first and make sure that you are still aligned with the life you desire most.

Make sure it is a vision for your one precious life and that you are not trying to live someone else's, or live in a way that is constrained by the societal norms you were bought up with (unless of course, that is how you choose to live).

You need a vision.
It is your North Star.





You need to have defined success on your terms and be very clear on what is important to you.

In terms of planning, your vision is essential as it provides the direction for everything that comes after.

It also helps create a connection between what you are doing day-to-day and helps you see why and how your future self is going to thank you for your present-day focus.

Planning requires systems, processes, and cycles.

A systemised approach will deliver results. So if you are not currently getting the results you desire check your planning system.

Your planning cycles need to be long enough to complete projects well but not so long that you have time to get bored or distracted.

Your planning cycles need to feel like a bit of a stretch so you are motivated by looming deadlines and driven to get the work done.

90 days has been proven to be a good cycle.

The number of 90 days cycles you can get into a year will depend on the number of days a year you work.



There have been many books written about cramming four 90-day cycles into a year. In my experience, that is just too many and can lead to burnout and overwhelm, as well as a loss of traction halfway through the year.

My suggestion is that you divide the year into three blocks of four months. Then do a 90-day focused stretch and use the additional 30 days to either catch up (if you got slightly off track), or as a reflection, planning, and thinking window. This gives you time to plan the next work stretch properly, and to apply everything you have learned along the way.

You need to make time for planning.

We all have the same number of hours in a day and our priorities dictate how we spend them. Do not deceive yourself, it is a choice.

The word is priority—not priorities.

If something matters the most it is a “priority.”

At any given time there is one thing that matters above all others.

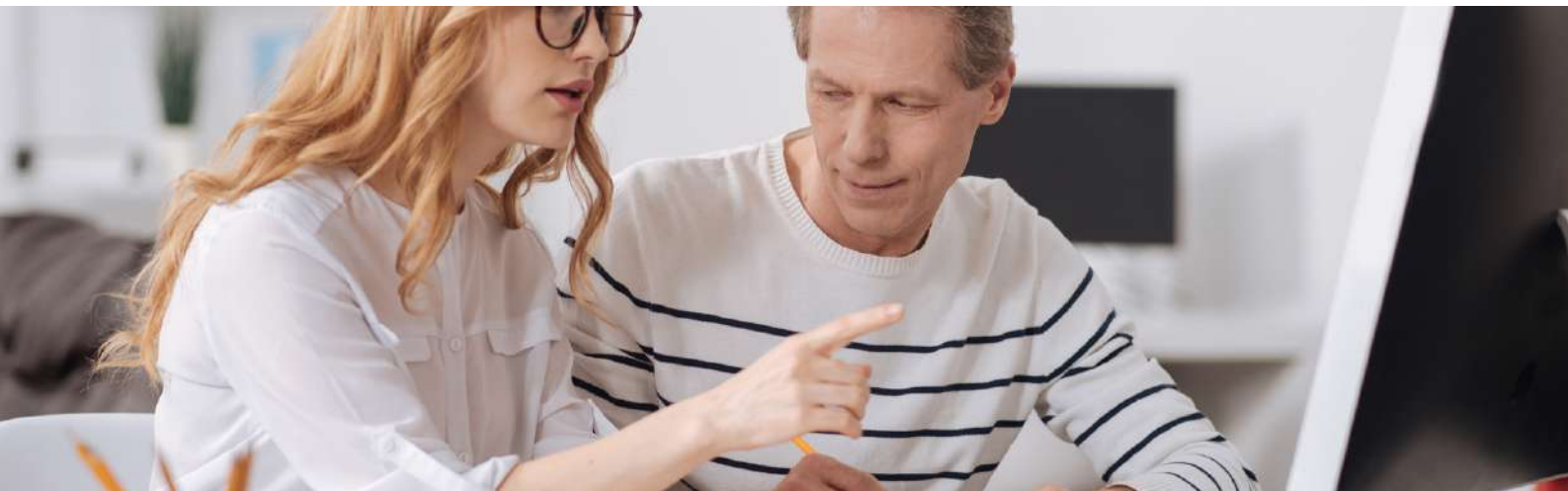
Make sure you are doing it.

Is the system you are using generating the results you desire?

If not, what needs to change?



Prioritising Roles



When it comes to running your business you need to really think about all the roles that you need to fulfil in order to keep things ticking over and your task list under control.

Your business needs different things from you at different stages. In the early stages it needs you to be a do-er, all hands on deck in the delivery of your product or service. However, you cannot afford to neglect the leadership, management and development of your business if you want to avoid feast and famine patterns or feeling like you are trading time for money and never moving forwards.

In the growth stage of business you need to shift gears and focus more on the management of your business by outsourcing some of the the low value tasks. You need to

free up time so you can focus on how things get done and get some systems in place to support delivery. If you can't get away from the delivery side of things then you need to find imaginative ways to release time so that your business still gets what it needs from you.

At the point of scaling your business needs a true leader. More time dedicated to critical and strategic thinking and less time in the trenches. Business development and people management need a lot of focus at this stage, as well as finetuning processes and systems and making sure you have the right people in the right positions.

The neglect of any area at any stage can create real problems in a business but the time allocation to each area needs to adjust as your business grows - and you need to evolve with your business.



Your stage of business:

Start

- Most of your time is spent in technician role.
- The business would not run without you.
- You have few procedures, processes and automated systems.
- You are still tweaking your business model, market, products and services.
- You have no team or some freelancer support.
- Your focus is on building brand awareness and networks.
- Your financial investment into the business is low and revenue fluctuates.

Grow

- Most of your time is spent in a management role.
- The business runs without you for short time periods.
- Most procedures, processes and automated systems are in place but need reviewing/refining.
- Business model and market position are solid, gradual price increases for new business.
- You have a team and support network.
- Your focus is on building capacity and leveraging current services/products; no money left on the table.
- Your revenue is increasing as is your investment into your business and your expenses.

Scale

- Most of your time is spent in a visionary/leadership role.
- The business runs without you and professional management handle day-to-day.
- SOPs and automated systems are in place and operating smoothly.
- Business is established and revenue is steady and predictable.
- All key roles are employed and the team operates cohesively.
- Your focus is on expanding revenue streams, innovation and sustainable growth.
- Your expenses and investment are stable while your revenue and profit margins increase.

What is your stage of business?

Consider how your time is shared across business roles.

Visionary Time	Project Time	Management Time	Technician Time
Leadership Vision / Strategy Offer design Planning Learning Team Thinking time	Growth Projects Business Development	Admin Marketing (5 core tasks) Lead Generation Sales Operations Finance	Client Delivery Customer Service

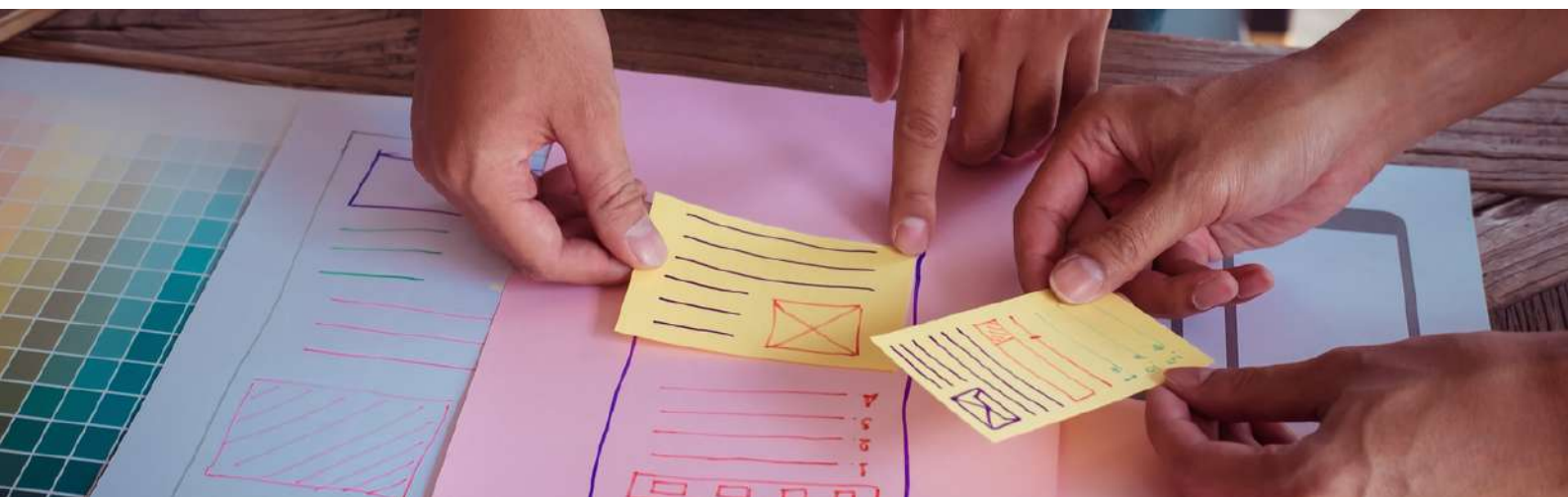
- Every day there needs to be at least 30 minutes of thinking time.
- Every week there needs to be a CEO Session
- Every week your business needs development focus
- These hours can be singles.
- Weekly core tasks done regularly so they never build up and become urgent and important.
- It is far better to have client blocks so that you can focus 100% on delivery without having to change brain spaces in one day.

Which role generates the most revenue?
Which role are you most comfortable in?

Allocate your hours according to your stage of business.

	Start		Grow		Scale		Monthly Total
		Hours per week		Hours per week		Hours per week	
Visionary	10%		10%		55%		
Project	10%		10%		10%		
Management	25%		55%		25%		
Technician	55%		25%		10%		

This will give you a guideline as to where your time needs to be allocated.



Is there a role you are neglecting?
What is the outcome of neglecting this role?



What actions do you need to take right now?

1.

2.

3.

4.

5.

Business development projects are essential to ensure consistent business growth.

10% your time needs to be spent on projects or a minimum of 3 hours per week.

You can accumulate time and focus in certain parts of the year if it works better for you - maybe there is a natural lull in your business year where you can get a lot of development done.

Projects drive your business forward and are how you take small incremental steps toward your vision; without getting lost in day-to-day minutia.

Project time needs to be prioritised otherwise you have actually just given yourself a job.

Project time is where Pareto's Principle comes into its own. You will get disproportionate results from this activity.

Probably 80% of them!





Once you commit to project time you will feel more successful because every week you will be moving your business forwards, there is great satisfaction in knowing the steps you take consistently direct relate to where you want to go.

It means you are doing something for yourself each week – not just delivering to others.

Each week set yourself 3 things you are going to do to move your project forwards – only 3.

Do it consistently and then in a month you have taken 12 steps, in 90 days you have taken 36 steps.

This is about the compound effect of consistency NOT boom and bust!



You have got to make time for what matters.

You have 2 choices - a life by design or a life by default dictated by the demands of others.

Bottomline is that every role needs time and you need to make sure that you set up a time allocation system that works for you.

**Connect today to all
your tomorrows. It matters.**

Plan versus reality



Life doesn't simplify itself the moment you simplify your focus; there's always other stuff screaming to be done.

Always.

This is about proactive planning to set yourself up for the best chance of success.

Respect your time as much as you would like other people to respect it.

Power = Choice + Responsibility

The most successful people are the most productive people. Productive people get more done, achieve better results, and earn far more in their hours than everyone else!

They allocate their time thoughtfully in alignment with their plan, and then protect their time with a vengeance.

You need to set up the business you truly want not the one you have.

Success = Strategic Planning + Supportive Habits + Resilient Mindset



Success is a series of conscious action steps repeated week in, and week out. It is a habit.

You don't suddenly wake up successful.



“My goal is no longer to get more done, but rather to have less to do.”

— Francine Jay

Who am I?

Hi, I'm Tamsin. I specialise in helping business owners grow and create the business success they want, without sacrificing their integrity or losing themselves in the process.

I started my career as a teacher in the UK until adventure took me to South Africa where I trained as a Safari Guide. The "bush" lifestyle pushed me to my limits but ultimately helped me find my purpose. I started training and developing local people into management positions, in Botswana.



After five years I moved to Cape Town where I gained a massive amount of experience in the hospitality industry, opening, training, and quality-assuring world-class hotels. I retrained and qualified as a Master Life Coach and Trainer and gained an Advanced Certificate in Counselling and Communication.

I help people with both my business acumen and my personal development expertise. I don't believe in telling others to do what I haven't done, so in 2011 I set up my own consultancy.

Over the next few years, I worked with various businesses both in SA and the UK, from family-run firms to large corporates. I helped define business strategy, develop leadership teams, and provided professional coaching to their high performers.

My key strength is getting quickly to the heart of any problem and finding a creative way to solve it. I blend my intuitive insight and a deep understanding of human psychology with real business experience and knowledge to produce a highly effective, yet pragmatic approach to business development and growth.

I work very closely with a small number of clients so that I can really get involved and provide service excellence.


- I help them develop as individuals and leaders.
- I help their businesses start properly, grow sustainably, and scale profitably.
- I help them get clarity in direction, alignment, and within themselves, so they can lead with courage, compassion, and composure.


Then, I support them as they learn to hold themselves accountable and cheer by their side as they achieve their goals and step into success.

I go "all-in" with you when you are ready to!

What people say behind my back




Isobel Jones  recommends **Tamsin Acheson - Leadership Development & Coaching.** ...

February 7, 2020 · 

I met Tamsin at just the right time for me - I had stepped up into a position of leadership and need support, guidance and a helping hand. I got this in bucket loads! She has a knack of challenging, supporting and saying exactly what you need to hear. She has helped me think about my role and charity in a different way, and is always coming up with amazing ideas for innovation and growth. I personally have grown so much thanks to her insights and support. I look forward to continuing to work with her going forward.



Layla Sidwell  recommends **Tamsin Acheson - Leadership Development & Coaching.** ...

July 11, 2018 · 

When a friend of mine recommended I have a chat with Tamsin about a particular challenge I was facing in my business I thought she would offer me some advice and give me her expert knowledge and opinion.. I was wrong. What Tamsin does is so much more than that! I have had two coaching sessions and attended a two day retreat that has had such an impact on me it's hard to do it justice here. What I will tell you though is that if you get the chance to attend any of Tamsin's workshops or sessions take it, you will not regret it!




Sarah Cook  recommends **Tamsin Acheson - Leadership Development & Coaching.** ...

February 12, 2017 · 

I have been working with Tammy for the last 6 months or so and I have to say she is literally like gold dust! Tammy is truly outstanding! Her unique ability to see the strategic potential of your business, your strengths & weaknesses and where your true passions lie is incredible! I am astonished at how Tammy knows me better than I know myself! She is able to identify new revenue streams, time management strategies & ingenious ways to continually improve my business to give my clients an even better experience. I would score Tammy 10 stars if I could! As well as her business acumen, experience & talents in working with small businesses, Tammy is kind, genuine, honest, friendly, approachable and a complete joy to be with. I feel very lucky to have met such a wonderful & amazing human being & coach! Thank you Tammy, Sarah x



Samantha Costi  recommends **Tamsin Acheson - Leadership Development & Coaching.** ...

January 25, 2018 · 

I cannot believe how much clarity I received in one hour. I have a plan and achievable goals and am feeling so excited about my business moving on for the first time in months. Looking forward to working with you again. Thank you so much 💎

A photograph of four women celebrating on a set of stairs. One woman in the center has her arms raised in a 'V' shape. Another woman in the foreground is also raising her arms. They are all smiling and appear to be in a joyful mood. The background shows a building with large windows and a tiled wall.

Success is an inside job.

If you are interested in strategic planning both in terms of your business structure and the planning systems that will deliver you results, then consider joining the launch list for: "My Coaching Community".

“Planning is bringing the future into the present so that you can do something about it now.”

— Alan Lakein

As well as performance and mindset, we focus on planning in a way that is impactful and sustainable so that the most important things get done and the business evolves consciously and consistently.

Within the community we focus on:

- Setting up a structure for Sustainable Success
- Strategic Planning and Contingency Planning
- Purposeful Positioning
- Annual Success Planning
- Practical Planning for the everyday
- Planning the perfect project
- Building revenue resilience
- Pricing for profit
- Dodging distractions and finding focus
- Protecting priorities
- Time and energy management for plan delivery

Better thinking = better planning = better decisions



Better@Business

