



Module 2: What is the Problem

Brooke: In this video we are going to talk about what is the problem.

Brooke: I'm going to introduce you to two of my colleagues who will be going on this journey with us. First, I'm going to introduce you to Lauren Cash. She's a life coach at The Life Coach School and she's also one of the employees at The Life Coach School and an expert in time management. On this side of me, I have Tyson Bradley who is also a life coach and an employee at The Life Coach School. I have asked them both to join me on this journey that we're about to take in learning about time management because not only have they learned the material, they've coached many people on it but they also utilize it every day as an employee of The Life Coach School.

Brooke: So, in this video, what we wanted to do is talk about what we see as the problem. The whole reason why we are doing this course and the whole reason why we're teaching you this concept is because we think that time management is a huge problem for people. It's not just something that would be nice to do. It's not just a skill that would be lovely to develop. It affects every single thing in your life.

Brooke: So, we're going to start by just introducing you to some of the things that we've seen in our clients. You may see these things in yourself. You may recognize them in yourself. So, I'm going to go ahead and let Lauren start with something that she's seen in the people that she's worked with and the employees that she's trained and maybe even in the clients that you coach.

Lauren: Yeah. So, so many people thinking that they're just busy, they're so busy and they're at the effect of time and other people and other things in their lives. They're just always talking about how they're a victim to being a mom and having to take care of everything in the household.

Brooke: It's almost like when we talk about being busy as if it's a thing that exists outside of us or even a thing that's just true. It's just true that we're just busy and this is just what's going on. And we're going to tell you that we don't think that being busy is a thing.

Lauren: Yeah. They talk about it like it's the weather, that it's partly cloudy outside and so I should really get my umbrella ready in case it rains or something like that. And I also see a lot of people talking about that they've just always been a procrastinator and that that's just an identity that they have and that they just... there's no way that they can not be that anymore. It's not something that you do and change for yourself.

Brooke: Right. So, I mean, that's the first really important point. How you identify yourself and how you identify your life is going to affect how you show up in it. So, when you hear yourself saying "I'm really busy" or "that's just the way I am," you are going to affect your productivity and what you're able to do in the world. So, we're going to talk a lot about how to overcome those identities that you've created for yourself. What do you see, Tyson?

Tyson: I remember working in corporate. And I would show up to work and leave work at the same time and so many of my colleagues would stay late. And it's almost like this badge of honor to stay late. And in reality, they're just sloppy. It's like they don't manage their time well enough to do all their work in the time that they have in a day. And so, I would always be leaving and wondering just like, "What are you guys doing?"

What are you doing with your time?"

Brooke: Well, and people will say like, "If I work a lot of hours, it means I'm working hard. It means I'm putting in the time to produce more." When the way that I introduce this concept to all the employees that come to The Life Coach School is you need to be productive enough to get your work done in eight hours a day. And, like what you were saying, if you can't get your work done in eight hours a day, it's probably because your time management is sloppy. And so, that's kind of the second thing we see. The first thing is, "Oh, I'm just so busy and I just have so much to do." And the second one is, "Oh, I'm just putting in the time. I'm willing to go that extra mile." And then those people end up being burned out and exhausted. And the real issue is not that they have so much work to do; it's just that they're not planning their time so well.

Brooke: What we want you to see is that life isn't busy. You aren't busy. You're just thinking that way about your life. And it creates so much undue stress. Is there anything else you've seen as a problem?

Lauren: Yeah. And to go off of that too, it just reveals your mind and your character. If you are not somebody who is managing their time, then it indicates to me that you're not managing your mind or your life. And if I'm hiring you as a contractor, I might not even want to hire you anymore because I'm really concerned that if I'm hiring you to do certain work, then you might not actually do the work or you won't do it effectively or efficiently in the time that I'm providing. It says to me that you don't value my time or your time or our relationship.

Lauren: And so, it really erodes the relationship, I think, not only with other people but also with yourself. Because when you set times that you're going to do something and you can't even follow through with another human, you probably aren't doing it with yourself either. So—

Brooke: It's so true. And we end up making excuses and accommodating each other. I love the idea of living a life where I never have to apologize for stuff like that. There's so much that happens in our life that we may have to apologize. That shouldn't be one of them. So, that's another problem that we see, is everyone kind of just agreeing that it's OK to be late and that it doesn't matter if we're on time.

Brooke: Managing your time creates an impeccable identity for yourself. And one of the main ways that I see this show up is in people being on time for meetings with other people and being organized. If you're showing up and your life is chaotic and you're not able to get your work done and you're procrastinating and you have some of these problems that we've talked about, there's nothing wrong with you. It doesn't mean you're not a good person or you don't have value or you're not capable. That's not what it means at all. All it means is that you haven't established the skill set that we're about to teach you.

Brooke: So, I want to kind of flip it over to the other side and show you what it can look like when you have this in place. And one of the places where we really utilize all of the concepts that we're going to talk about in this course is at The Life Coach School as a company. So, let's first talk about meetings.

Lauren: Meetings?

Brooke: Yeah.

Lauren: And how nobody is ever late?

Brooke: Yes.

Lauren: Like Tyson, the other day actually, it was on the dot time for our team meeting and he wasn't there yet, which was so unlike him. And so, I was already like Slacking him like, "Where are you?" because that's just unheard of. And it's just so amazing because we can trust each other.

We know that we can depend on each other not just for a meeting but for big projects.

Tyson: And I was thinking about how long our meetings take, they're only 30 minutes, and how long so many other people's meetings take because they don't have a structure, they don't have a plan in place to begin with, and so how inefficient they are every day. How many meetings do people plan? And we hardly have any meetings. And when we do, we meet and we're there and we trust each other. And I think that that's what makes a huge difference for all of us.

Brooke: I think when you set your life up this way, the no exceptions, you're just going to be on time, period, it makes you step back, especially as a new employee. "OK, I can't be late to this meeting so how do I put my life together in a way where I'm always on time or I'm always early?"

Tyson: For me, to be able to plan my week and to plan my schedule, it's so nice to know every time I'm going to be at a meeting, at an event with Brooke, I know it's gonna end when she says it's going to end. And I'm just like, I can plan the rest of my life that way so much better because I can honestly rely that, "Yeah, honey, I'm going to be home by this time," because Brooke always ends on time.

Brooke: I always show up when I say I'm going to show up. I always start on time.

So, I think that is really something you should think about because it's not just a reflection of your time management but it ends up being a reflection of your integrity and your word. One of my most successful accomplishments in my life is The Life Coach School podcast. And it's been almost four years now. I've never missed. I've never made an excuse for why I couldn't do one. And people will say, "Well, what about things that come up?" That's people's favorite thing to say to me. "What about things that come up?" It's like when you've planned your life the way that we're going to teach you, things can come up and you can accommodate them and still honor your word and still deliver what you're going to deliver on time.

Brooke: The most important piece of this is honoring your word to yourself. And that's what the whole calendaring process is, the whole Monday Hour One process is. It's you taking the time to live your life consciously, plan your time consciously and, most importantly, follow through on what you say you're going to do.

Brooke: It's way easier said than done. And that's the purpose of this course. And we're going to teach you all the techniques on how to actually do that so you can have some of the results that are predictable, that are reliable and that create a sense of peace in your life that maybe you've never experienced before. We take out the busy. We take out the stress. We take out the crazy without taking out any of the productivity. So, we're excited to dive in and start teaching you some of the concepts in this class. We'll see you in the next video.