



SHOW ME YOUR CALENDAR AND I'LL TELL YOU WHAT'S IMPORTANT TO YOU

Why CEO's need their own strategic plan.

Seven years ago, I was uncomfortably stuck—making fear-based decisions, stressed, not sleeping, anxious, and unhappy. I was the president and CEO of a professional services firm and the company was growing and bringing in more revenue than ever before. Everything should have been great, but personally, I was struggling—really struggling.

I didn't think I had a choice but to stay where I was, doing what I always did. I was miserable, but I couldn't imagine living another way. I ignored my inner guidance. Everyone else was telling me that this was major success, but I kept thinking, *Is there something more than this?*

I was overwhelmed with too many responsibilities and not enough time for myself and doing the things I loved to do – vision, strategy, execution, culture, connecting with employees and customers. I felt perpetually behind, wondering how others manage life's demands. I wanted to take the time to balance health, well-being, and achievement, but didn't know where to start. I craved inner peace.





The company I worked for went up for sale and I experienced a Harajuku Moment. This phrase, coined by author Malcolm Gladwell, refers to a time when something nice to do becomes something necessary to do. Before the company went up for sale, I thought it would be nice to leave. Now it was necessary. It was my time. I had spent twenty years growing a business and now I was taking the leap of my life. It was the change I was starving for, and it was scary.

I struck out on my own. I failed, fell down, and jettisoned suitcases full of old stories, thoughts, and beliefs that were holding me back from letting my light shine. I asked for help from others who were ahead of me on this road less traveled. I dug myself in the trenches and did the hard work. I succeeded. I created the life and business I love. Now I teach others how to get there in a quick, straightforward way. My calendar reflects what is important to me.



The Problem

Executives want to spend their time focused on doing what energizes them and allows them to fulfill their highest potential – charting the course and direction of their business, defining company culture, and visioning for the business to survive and thrive.

They also want to spend their time on what matters – family, work, play, health, community. They want to balance health, well-being, and achievement.

Instead they find themselves working **IN** the business instead of **ON** the business. They get pulled into time use that does not match their values or what they enjoy.



The Impact

- Their health and relationships suffer
- They make compromises that erode self-trust
- They miss out on important moments in life
- They feel isolated and not in control of their time

The Solution – A Personal Strategic Plan

Every C-suite person knows the benefits of doing strategic planning for their business. Why don't they do this for themselves? They are too busy to figure out the how, when, where, and why of it.

The Process

Executives succeed at balancing health, well-being and achievement when they have:

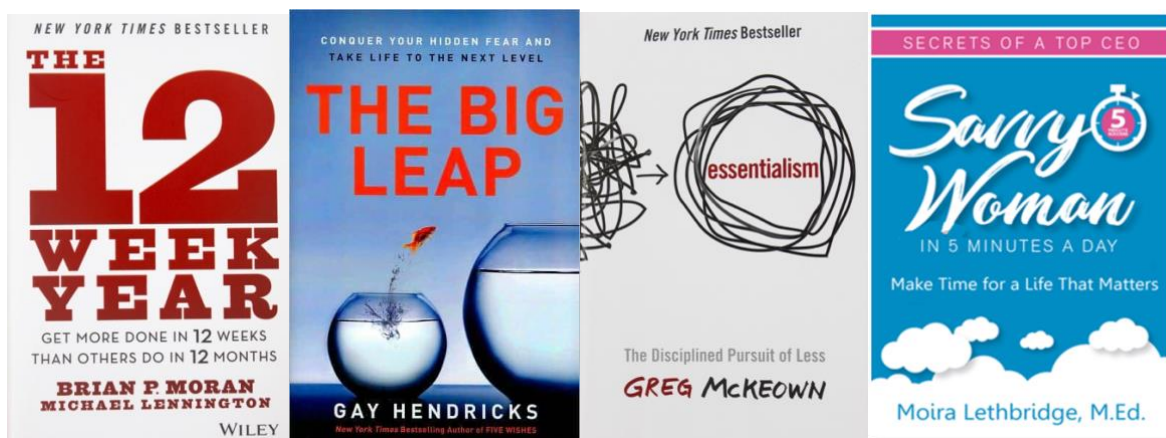
1. A simple process that allows them to just show up, have space to think, receive guidance and support, and walk away with a plan of action.
2. A guide to facilitate their process and take care of everything so that they can focus on discovering what is theirs to do.

The following approach and method gives busy executives a plug-and-play process to gain clarity and direction, achieve goals faster and easier, and enjoy life.



It combines strategy, execution, and mindfulness and is based on the following four books, my 25 years of growing a successful business, and mindfulness-based leadership practices:

- ✓ The 12-Week Year: Get More Done in 12 Weeks Than Others Do in 12 Months, by Brian Moran and Michael Lennington
- ✓ Essentialism: The Disciplined Pursuit of Less, by Greg McKeown
- ✓ The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level, by Gay Hendricks, Ph.D.
- ✓ Savvy Woman Success in 5 Minutes A Day: Make Time for a Life That Matters, My Moira Lethbridge, M.Ed.



Give yourself the gift of time.

Often he who does too much does too little.
—Italian Proverb

Successful people spend 10 hours a week just thinking. Warren Buffet, an American businessman, investor, and philanthropist, is the second richest person in America. He spends 80 percent of his time reading and thinking.



His wide-open schedule is against the norm of constant busyness, yet critical thinking time is essential in an uncertain and complex world.

Other successful executives consistently block time away to think - Bill Gates, AOL CEO Tim Armstrong, and Jeff Weiner, CEO of LinkedIn.

Schedule two days away from the office once a quarter. Focus on your vision, values, and goals. Align your personal vision and business vision in order to live the life you want and to define success on your terms. Create a plan of action to execute over the next 12 weeks. Have weekly accountability calls to keep you on track.

Know your inner operating system.

Your values are the heart of your inner operating system. They guide your thoughts, decisions, and behaviors. They are the measures to tell if your life is going in the right direction.

Computers have operating systems (OS) that run its software and hardware. Think Linux, MacOS, Microsoft Windows. Without it a computer would be useless. The companies who make them do constant upgrades to improve its efficiency and effectiveness. Your values provide upgrades and improvements to your happiness and satisfaction.

When you act in a way that matches your values, life goes smoother, and you are more content. When your actions don't match your values, life feels "wrong."

If you value time with your family but work eighty hours a week, there is a disconnect between your actions and your values. If you value a healthy mind and body, but spend no time exercising or meditating, you have a disconnect with your values.

List your top three values. Faith, family, love, serenity, service, excellence, balance, and curiosity are some examples. Post them where you can see them daily.



Align your time practices with your core values.

Time is a manmade concept. It is deeply related to your state of mind. It is a function of your beliefs – the rules by which you live.

Tie your top three values with time.

- When does your use of time accord with your values?
- How would you spend your time differently if your time practices were more aligned with your values?

Focus on the Vital Few Instead of the Trivial Many

Focus helps you prioritize your time on only doing those things that matter deeply. Choose one to three goals to accomplish over twelve weeks using the framework in the book, [The 12-Week Year: Get More Done in 12 Weeks Than Others Do in 12 Months](#), by Brian Moran and Michael Lennington.

Using this approach, detailed in Image 1, provides a clearly defined, easy to follow, step-by-step format that provides focus, saves time, and reduces mistakes.



The 12-Week Year

**BE GREAT
AT A FEW THINGS**

Execution Disciplines

- 1. Vision:** Align your 12-week plan with your long-term vision
- 2. Planning:** What's different two weeks from now?
How will I know it?
 - Reduces mistakes
 - Saves time
 - Provides focus
- 3. Process Control:** Weekly plan populated from your 12-week plan and connected to your Long-term vision (mind map)
- 4. Measurement**
- 5. Time Use**

From frantic to focused and from chaotic to calm

Block Your Time

Take control of your day

- 1. Strategic Blocks**
- 1, 3-hour block weekly
- 2. Buffer Blocks**
- daily at the same time
- 3. Breakout Blocks**
- monthly during business hours

Weekly Routine

- Score your week
 - Plan your week
 - Participate in WAM call
- 30 minutes long



*** Routine is the key to effective execution.**

Image 1: The 12-Week Year Process.

Practice Compassionate Accountability

Compassion and accountability offers the opportunity to be consistent, to learn and grow, get more done, and helps to build stronger relationships between individuals.

Identify an accountability partner. Participate in a weekly call to discuss actions to take and goals accomplished.



If They Can Do It, You Can Do It Too

Spend the time to plan your personal strategy. You can produce results without sacrificing your core values, and balance achievement with enjoyment.

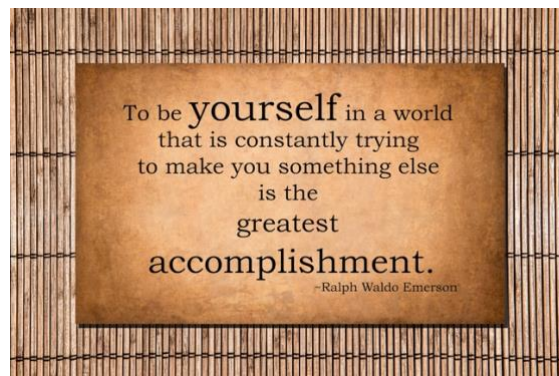
It works. My clients have written books, given TEDX talks, reduced their work hours by 50% and made the same amount of money, hiked the John Muir Trail for three weeks, started podcasts, spent more time with their families, unplugged from work on weekends, and slept a lot more.

Why Plan?

I want you to find meaning and joy in work and in life.

I want you to feel as excited when you get up in the morning as I do.

I want you to remember who you are and forget who you are not.



My Harajuku Moment seven years ago turned out to be a great gift. It allowed me to fulfill my highest potential and to love my life – something I couldn't do or say seven years ago. You deserve to create the life you were meant to live. Expand your capacity for success and feeling good. If not now, when?



MOIRA LETHBRIDGE, M.ED.

Business Bio



Moira Lethbridge, M.Ed., is a strategist, facilitator, executive coach, author, and speaker. She draws on 25 years of organizational experience and success to help individuals and organizations grow their business and do more of what they enjoy. Previously, she was president and CEO of a professional services firm; she grew the company from 5 to 200 employees, increased revenue from \$3 million to \$35 million, and was named one of *SmartCEO* magazine's "Smart 100" in the Washington, DC, area for three years running. She is certified to administer leadership assessment tools including The Leadership Circle Profile (TLC), the Myers-Briggs Type Indicator (MBTI), and the Herrmann Brain Dominance

Instrument (HBDI). Her services include business and executive coaching, strategic planning, and leadership and personal development. She is the author of [Savvy Woman Success in 5 Minutes A Day: Make Time for A Life That Matters](#). In 2018 she took a bold leap and traveled the world on standby to experience a life-changing mobile adventure. She discovered the world is indeed friendly.

Social Media

LinkedIn: <https://www.linkedin.com/in/moira lethbridge/>

Facebook: <https://www.facebook.com/moira.lethbridge/>

Twitter: @moira lethbridge

YouTube: https://www.youtube.com/channel/UCRp3PJhgTzhPX8ftW-uIVPQ?view_as=subscriber

Website: www.moira lethbridge.com

Email: moira@moira lethbridge.com

