

# The Path to a Great Practice and Great Life

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## SUMMARY KEYWORDS

good, amygdala, great, katie, focus, prefrontal cortex, tony, day, cases, practice, year, cameron, christina, joe, planner, project, lawyers, requests, improve, minutes

## SPEAKERS

Camryn Chase, Steve Riley

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 00:28

All right welcome back alright how do you guys do

 00:57

we're getting

 00:59

good, very good. All right. I want to hear from a couple of you. What was your what was the what was the Insight was the action

 01:19

inside and sort of about three and a half all these things somewhere between three and four and if I said my biggest problems I have got to kill the heroes I'm talking about her and how just do that and be a little more organized as far as my data vetting and how some of this and get my team to do it. Then I will move over to four I think fairly quickly. Once I got that done that would then give me the time to get to level five on these things because I will have time to do what's necessary to do so. So perfect.

 01:51

That's perfect. I love it. It's sometimes it's really great. When you look at this stuff, you're like okay, I'm here but if all I have to do is do this, this and this, I can improve the score and improve the profitability. It's great to have kind of a path you like understand, okay, I understand this. I'm not I'm

not blind anymore. Kind of have stuff so that's perfect. Who else? Tony, Tony just showed up. Hey, there he is.

 02:16

Yeah, so um, we had an interesting meeting. We were talking about how we were both young lawyers. Right.

 02:26

You okay, do you have a lot in common?

 02:28

Yeah, yeah. So what we were talking about that we both actually both of those senior partners of our firm are moms, so we had a lot to share there. But we've talked about gaining more leverage and using the paralegal and staff in a good positive way. I think that was a big takeaway for both of us and then setting boundaries. As really young lawyers. It's hard to do that. But you know, jiving with this the sheet and understanding that we're frustrated lawyers, frazzled lawyers. We have to be open and honest about that.

 03:08

I commend you because being open and honest with your senior partner and your mom, about what you think about the practice is a very important and difficult thing to do. But it is probably the most important conversation to have. Right. So good job, Tony. Very good. Katie. Anything to add to that?

 03:29

Yeah, I mean, I've had those conversations. They don't always go great. But you have to, you know, make the time to get better but also like you need to set boundaries and parameters on how you're going to get there. So you're not being you know, just burnout and

 03:56

you're perfect. No conversations guaranteed to go great. It's great that you have the dialogue and you open it up. You have no guarantee of a good outcome, but you have 100% guarantee of a bad outcome if you don't go for it. So good job. Very good job, Alan.

 04:11

Yeah, so we weren't things that you know, during the scoring was that sometimes I was in between two different things because some of the things may be applied in the in the in the description and

maybe some didn't and so I did some half scoring when I was scoring myself, but I think go when talking with Joe. One of the things that we both kind of focused on was the ability to spend time working on the practice as opposed to getting caught up in the day to day work of the practice and Joe's in a unique position because T he's got some time in defining his role and, and so he can focus on growth opportunities and, and I particularly also wanted to do that as well but also focused on beefing up profit centers, we do have those but they're almost like the Forgotten stepchild or something and so I need to pay more attention to beefing those up and because I think there's lots of opportunities there to make those more profitable and a larger part of the firm. So ultimately, when I go to sell this, you know we have recurring revenue and other things like that that's going to be something that's going to be attractive to a buyer. Perfect.

 05:28

Excellent. Very good. Joe, how about you? Yeah,

 05:34

I mean, for me, the biggest insight was if I'm going to stay in this then I need to set some specific like make a growth plan and set some specific goals to have motivation because otherwise I could just keep doing what I'm doing and it's good enough, but that is not what I wrote on my lifetime legacy. I didn't write he was you know, good. Enough. I love it. Live to his full potential. Love it.

 06:03

I love it. That's awesome. I love it. I love it. Nobody wants to know that they were good enough. And then that's great. I love that well done. Very well done. Cameron, how about you?

 06:17

I might this might not be accurate, but I sort of feel like until I get an assistant on board. The action steps are a little limited for me because I'm you know 100% of everything right now. But I think the profit centers are a great idea. I think it would be so easy just to train a probate paralegal and just have that be, you know, fully sustaining. And one thing I realized I use Profit First that you know, the book, profit first. So for the last two years that's been super useful for me and what this exercise made me realize was that somewhere along the road last year, I got out of the habit I think my budgeting software when completed or something and I have absolutely zero clue about where my numbers are right now. It's like do I have enough to buy this piece of equipment? Yes, I do. Let's buy it. Um, it's ironic because I was an accountant before I went to law school a business owner so a little different little different application,

 07:18

your what your checkbook entrepreneur right now. Right now I got I got money. I can do it. I don't have money. I can't do it. That's basically we were painfully

 07:29

obvious to me when it came time to pay the taxes this year.

 07:35

Okay, perfect. Perfect. Perfect. So well done. I'm going to I'm going to talk for about five to 10 more minutes about how to help you focus from here. And then we're going to take a break for a few minutes and then we're going to come back and start putting together an action plan for you. Okay, and I got it I got one other one other significant exercise I want to do with you run the action plan. All right, everybody okay with that? Okay, you guys are doing great. You're hanging in there. Well I want to do is talk and this was referenced a little bit this morning by a couple of you. How do I focus on this from this point for how do I focus on these things? So I want to talk a little bit about this, because it is a core element of the top performers, of how they focus. I just want to talk a little bit about that from one of the things I've learned from top performers. Okay. So one of the our first, our second strategy here is focusing as a lifetime skill. And when we start to look at this, giving a great practice great life focus is the way that you earn your vision, you really earn your vision and it should, in theory, keep us focused and fulfilled as a theory. And we already did the Migrate life, kind of introductory migrate life. Now I want to talk to you just for a few minutes about two traps. Trap one is what I call the busy live trap. And this is where a lot of us fall into. And when we get busy to live, we get stressed out overwhelmed and really on the road to burnout to what will start to happen is our income will fall flat or stagnant and you're not making what you deserve in three the success trap starts to catch you. Now, Cameron, this is one of the things I'm worried about for you Katie, you know, worried about for you Tony I'm worried about as you grow. If it's just you and an assistant or just you and you got you know x many cases, as you add on staff, as you add on more people as you add on more clients as you add more cases, then you become not one to two to three times busy, you become like 510 20 times more busy. So what you have to understand is that as you become more successful, you have to jump above the emails you have to jump above the people that report you have to jump above the files that you're working on to reorganize how all the communications and all those processes work inside the firm. Otherwise its success starts to create a ceiling Alan, this is you know your success has got its own ceiling so we have to take a step back. Now the reason I'm always worried about this is because how your brain works. And your brain has two primary functions that I want to just talk about for a minute. One is your prefrontal cortex. The other is your amygdala. your amygdala is really the part of your brain that designs to protect you from risk from risk. prefrontal cortex is your judgment. This is where your complex thinking skills, right this is what your clients actually pay you for. Now, it's important understand is that your brain has a teeter totter going at all time between your prefrontal cortex and your amygdala. So when you get stressed out and overwhelmed, your amygdala starts to take control. And the prefrontal cortex control goes down the amygdala control goes up. So the more overwhelmed and stressed you feel, the less you're able to use your higher reasoning and in your complex judgment skills, your prefrontal cortex. So it's important to understand how these two things Interplay as you plan your day and you plan your focus, because ultimately what will happen is that the things that will cause you overwhelm are the normal day to day things in your practice your To Do lists, unreturned emails, unreturned voicemails deadline family crisis, I have a 91 year old father who's 90 tend to be 91 You know, he requires a lot of attention. We have caregivers all that but it still requires a lot stuff. I want to do projects bills stuffs happening. Now when you are stressed out and overwhelmed, the amygdala starts to run the show. And if the amygdala runs the show it wears you out because your amygdala is always thinking about what is the next threat. threat is highly distractible because your amygdala is worried worried about survival, not focus. So it listens for high stress, high noise, high risk, and anyone else's high stress or high risk, especially your clients. Your

family, anyone else starts to become yours. So over time, your ability to distinguish between immediate risk and future risk starts to decline in all fields like risk and your adrenaline becomes a very, very expensive fuel this is part with contributes to burnout. So the more overwhelmed and stressed you are during the day and the more your amygdala is in control and worrying about risk, the more burned out and the more worn out you are now for some lawyers, they like this because they feel like they got their edge and they're having a very exciting day and the day is exciting and stuffs happening. Because they're using their amygdala to juice their energy. They're using their amygdala to pump up their dopamine they're using their amygdala to just jam through the day. So one of the ways I want to teach you just for a few minutes to do is how to break out of this trap is by being more focused by slowing down to speed up. This is one of the reasons we designed the planner is one of the reasons I'm going to give you a worksheet because one of the things I'm gonna suggest that you do is you plan your week and you plan your day. Slow down. It takes five minutes to do a plan for the day. It may take more if you're doing more complex thinking, but I like to call it a five minute to focus we can talk about, you know, I'll usually spend 15 to 20, sometimes 30 minutes to plan my day depending on what I'm dealing with and when I'm delegating what's going on. But part of this this is a strategic process for you because what you're trying to do is reduce your frantic level, your anxiety level, your overwhelm level and being more impactful. What you'll do is by slowing down as you'll start to tell your brain what matters and what matters is becoming getting in a position to ask the right questions. Now the one of the reasons I like to do this in writing is because it engages your prefrontal cortex if you're overwhelmed, the two ways you get out of overwhelmed is number one you write and number two you speak it engages your motor motor skills that engage your prefrontal cortex so this is one of the reasons we always have you do breakouts is one of the reasons that we have you right because we're trying to get your amygdala to calm down your prefrontal cortex to engage. The more that you write, the more your prefrontal cortex gets engaged, the more you talk through a problem more the prefrontal cortex gets engaged, the more your amygdala declines. So this is one of the reasons we encourage you to with those of you that used to plan or those of you that go into the practice growth program will get a planner Cameron, I think you have a planner behind you. Right. So planning out what your week looks like, what does a great week look like you focusing on your top 10 focusing or your top three is critical to engage the prefrontal cortex and disengage your amygdala. And so the key here is to really you know, decide prioritize commit and then learn how you're doing. If we're focused on this, the prefrontal cortex is in control, high judgment and critical thinking work, focus, work, clarity work, we cut through noise and distraction of what matters to you. High impact will increase confidence over time, your focusing skills improve over time. And ultimately, your brain and performance improves over time. So the one major piece of advice and I'm going to encourage you to do is take time during the week and during the day to plan your day to decrease the control your amygdala has, and retrain your prefrontal cortex to focus on what you want it to focus on. Now some folks believe well look, my calendar is in Outlook. So it's mine has been for 20 years. But what I want to do is I want to step away from my computer, I want to step away from my screens, and spend a few minutes to think and hand paper, re engage my thinking reengage my prefrontal cortex so I can make impactful good decisions. Does it work this way every single time? No, no, there's some days where you know, the stuffs hitting the fan, you just got to deal with what you're dealing with. But over time, if you're able to work this way, you're going to ultimately engage, higher reasoning and higher thinking. Is it worth it to do? This becomes a common question I get with a lot of lawyers is it worth it to do it? You know, I just don't have the time to do it. Look, I keep trying to tell everybody, you don't get a great practice for free. It's an earned experience is a purchased experience. You pay for it. It's not given to you and you earn it. And the core question here is not whether or not it's worth at the core question. And this is what Joe started hinting to which I thought he did brilliantly, is are you worth it? That's really what you're questioning yourself. Is it worth it to you to invest the time? Is it worth it to you to invest the time to learn it, you're never going to do it perfectly. So you'll learn to how to deal with frustration better, you'll learn to think about it better, you'll be better at it today than you were yesterday. But ultimately, this is a skill to learn how

to find the right balance. And my rule of thumb is if you're going to put another 10 or 20 years into your career, whatever it may be, are, you know, and Tony, in Katie's case, another 30 years. You might as well play for greatness while you're at it, you know, miles will play for greatness you're gonna put the time into anyhow do it. Now the two ways that we can do this and we'll set up our break one, those of you that use the planner, use the planner in the membership portal, there's a course on how to use the planner. So Cameron, you know, you can ask Daniel to get you access to the course. You know, Bill, you we should be able to get you access to the course through your coach or through your resource advisor. You know, we'll get you can get you access for it. But ultimately, you want to start you don't want to but you can start to use a planner. A shortcut in the meantime, is we're going to give you just the Atticus daily focuser and this is just a very simple tool. So Tony, Tony, Katie, you guys can start using this immediately. And it's basically did you commit some time to exercise? Do you just spend 15 minutes doing your you know the focus or review the calendar cashflow, focus or don't worry about right now? Did you are there three things that you can delegate What are your three most important objectives for today? And then a bonus three and then stuff that you can do to check on? But this is a simple way of starting to train yourself to focus okay. Really, really starting way to train yourself to focus in one of the common objections I shared this before if this was I hear this hear it all the time. I just don't have the time to do this. Yep. If you don't start now, you never will. If you don't start now you never will. Sometimes I hear this is a stupid idea and you're stupid for suggesting it and probably right in this will never work. I guarantee you're most definitely right. It won't work. But ultimately, if you're asking me what the top performers do, the top performers spend time weekly, daily consistently working on their vision for their great practice and their great life. They invest time and think it through and plan on it and plan it out every single day. I know that sounds strange, but that's one of the big elements of the top performers. And they're performing according to their plan that somebody else is playing. So good. Christina, anything want to add to that before we send them to a break? Okay, great. Any questions that anybody has about that before we go to a break? Okay, it's 210 come back at 220 if that works for everybody, and then we'll start working on we got I got a fun I got one more fun exercise and we'll start working on how what to do from here. Okay, everybody good. Katie. You good? Alright, I'll see you guys in 10 minutes. Thank you Billy okay I was trying to find in the portal how to access that video. Oh, the course. Yeah. In your group program, it should be in the bottom left. Like if you access your group. If you're in the practice growth program right shows your your program

 21:35

I can send messages right program 26 Yeah, yes. And so do you see down here there's my very life planner. Yes. There you go. And then there's all the videos in

 21:47

there that are associated with Christine when when they come back show everybody that so depending on where they're at, you know, in

 21:56

they should be enemy and practicum too.

 21:58

Yeah, exactly. Yeah. So so just to brief tour so they can see that. Okay, all right. Thank you. Welcome. Back Miss Christina, welcome back. No, thank you. Cameron. How you doing? You're doing all right

 30:20

sorry, I'm doing good. Started

 30:21

playing my unmute button. No, totally, totally understand. All right, Tony. How you holding up good, very rock and roll. All right. Great. Terrific. All right. So what I'd like to do is move us to the next stage of our conversation, which is kind of moving forward to start implementing an action plan. To do that, one of the things I like to do if you're okay with it, is I'd like to share with you a tool concept that I like to call the income booster. And Tony, Katie, this still applies to you one way or the other because I want you to learn the skills of how to produce money. Right How to produce income in your practice. So Christina is gonna post this in the chat box. Are you gonna post this Christine, or am I gonna post this? No, I'm going to Yes, I'm sorry. Yes. Okay, great. I wasn't sure you had that. Look like what are you talking about? Steve? I got you had this look. We've known each other for long she just had this look. I'm like, Oh, that's a look like I'm doing something wrong. All right. Can you guys see the screen? My screen? Okay. Do I need to make a bigger set? Okay. Let's actually all right, let me know when you get the box. Okay, let me know when you get it. So I'll walk you through everybody have it? Got it to Cameron saying yes Alan saying yes. Good or great. Everything that we've done today should impact short term and long term income. Everything we've done as how to design to impact your growth financially and also your growth and what a great life looks like to you. This tool is a short term cashflow booster. And I like to call it an income booster because it has five strategies. Now you can't pick all five you only get to pick three. Because if we do too many, you'll get nothing done. And we're going to pick three I'll walk through all five you get to pick three. And then you have 30 days to move each one of the three projects through and you have 30 minutes to allocate per project. So you're allowed 30 minutes per project not today but to work and move the project forward. You got 30 minutes to move the project. Forward and you have 30 days to complete it. So the goal of the projects is to boost your income and your practice within 30 days. Everybody understand the game? Okay. Cameron saying no.

 33:48

Yeah, I'm

 33:50

not sure I do. Okay. No, it's good. It's a good so this is a weird one. So it's a weird one. So that's that Kim I'm taking a moment that will make sure and we're all tired you guys were going really great. All right. So King, can you mo right on the screen. Can you guys see that? Okay. said yes. Oh, look at that. Look at that I'm actually doing this in a somewhat successful way. So, over here are five strategies 12345 all five of these can boost your income in 30 days. What I'm saying is, I don't want you to do five, I just want them I'll review all five. I'm gonna have you pick three. And you're gonna

pick three, right? Which three you're going to do and how you're going to do it. And then you're going to figure out who can help you do it and how fast they can do it and your end date to get it done by so let's just say December. I don't have the calendar from me, but let's say like December 20. We can do it in 20 days. You know, it's basically when do this 20 days. So that's kind of the game here, buddy. All right so far. Cameron, go

 35:01

ahead. And last is the 30 minutes a day for 30 days.

 35:06

Oh, great. Great. Great. Great, thank you. So what I'm suggesting is each project should take no more than 30 minutes. So one of the things that will impair cash flow is spending too much time over lording over lawyering or overthinking a Project All right, so you have 30 minutes at the most to get this project done. Now the project the actions around the project may take longer Cameron but I'm not gonna like three hours to move one project. I'm gonna give you 30 minutes to move the project and act on it. Right. So I'm explain the projects and maybe that'll make more sense as I walk through it. All right. Oh, good. There's a spotlight. So right here, here's your first first option, and we'll explain each option option is top three cashflow action in the next 30 days. One of the challenges that we have as lawyers that sometimes we're calendar driven, not cashflow driven. So what I'm gonna suggest that you do is look at your top \$3 cases or top three cases by dollar value and try and get those completed in the next 30 days. Or you could clean up any outstanding accounts receivable and then prioritize the next three cases. So for example, you may have three really good you may have 10 cases that you got to complete. What I want you to do is prioritize the three most valuable from \$1 perspective. And so those become your top three cases that Joe if you bill by the hour for you it might be the three largest billable matters right now that need to be built in sent out and collected on Allen and might be your top three probate or trust administration cases that you want to get done. So you have 30 minutes Cameron in this case you have 30 minutes to identify what are my top three, act on them and do what you can to move them as quickly as possible during that 30 minute sprint. Then if you get it done, immediately move to your next three. Okay, so you got your top three, then your next three. That's option one. Alright, so that's option one. Option two we may not be able to do today, those of you that have been in programs may understand this Joe, you might recognize this Alan, you might recognize this. Either do or improve your client intake matrix. Alright, a client intake matrix is a way of judging assessing what a great client looks like. And so we were processed what a great client looks like in a bad client looks like and we have ways of ranking ABCD cases. So one of the quickest ways to improve your cash flow is tighten your intake matrix of good cases versus bad cases. So Katie, for you, this is like okay, I only take good guardianship cases from this point forward. I don't do any of the bad guardianship cases. Does that makes sense? They're all the way you've heard Katie Ford was conclusion I reached 20 years ago. They're all bad. There's not a good one of these.

 38:22

We did just finish one problem. One, okay. They're all bad. Report is about to be doing so it's



 38:34

good. So the other thing that you can do is also fire one bad client. So part of this project is to immediately fire one bad client and then or take a small step to improve your intake process. Right. So intake is Joe this is conversion. It's conversion. So converting your intake process converting a client is part of the intake process. Option three for boosting your income. Is raise your revenue per case, one of the things that we try and determine our clients with our clients is What's your average revenue per case? You know, it could be, you know, based on types of cases could be an overall case value. If you're doing hourly, my recommendation is to immediately raise your rates or raise your Realization. per case. So a rate is what you charge per hour realizations what you actually collect. And depending on your practice area, depending on whether you discount your fees depending on how long you Bill, some lawyers do not realize 100 cents on the dollar. I think the average realization for family law lawyers is like 92 cents on the dollar. So I'm just using that as an example. If you are in the fixed price business which from the state planners are I'm gonna suggest you raise your rates immediately. 10% 20% Whatever it may be, and contingency the contingency fee I don't think we're right as contingent work job is aim your practice contingent at all. Okay, then we won't worry about that. Number four, is get new, better clients in cases. So this option here is to pick and make five direct referral requests you can make them have either a client or a lawyer or existing referral sources. Katie, I'm going to encourage you to take this one on. I really think I'd like to see you do this. And Tony, I like to see you take this one on too. Okay. Because one of the things that I want you to practice is how to ask for business. And this is usually terrifying for young associates. But this is also one of most important skills to learn how to ask for business. And then last but not least, is increase your capacity, your team's capacity. So is there a way that you can train your team what system or process or improvement you can make? Is there a strategic delegation can make our task delegation that you can make? So these are three, you have five options, you get to pick three to work on. Does everybody understand that Cameron? I'm checking in with you in particular. Okay, so you have three projects that are designed to boost your income. Each project should take no more than 30 minutes to move and you have 30 days to complete them. Everybody understand the homework? Okay, what I'm going to do is give you five minutes to pick your three projects and write out what the project is going to be and who can help everybody understand that okay, I'm gonna set the timer. Go for it. Katie, Tony, number one for you with what? Referral requests. Very good thing. I'll let you pick the other two. All right. Katie. Go for it. Okay, how's everybody doing? All done. All done? Yes. Okay, great. Let me hear just from one of you. What have you what your what your your project is going to be like? I mean, one project so I can hear how you did. No one's gonna give me one project.

 47:59

I'm gonna make five direct verbal referral asks Thank you, Joe.

 48:06

Perfect. Perfect, perfect, perfect. Perfect.

 48:12

And I'm trying to figure out like my normal way would be to email Nope. And I see the word verbal.

 48:19

That's exactly right.

 48:24

So hard to get people on the phone.

 48:25

I understand. I understand. I understand. So you got to email them to ask for an appointment to talk for a few minutes. And then you do your verbal request. I was hoping that would be okay. Yeah, that'd be fine. Get them on, but I want them I want you to do a verbal request. Because it's the most effective and the most terrifying. And Katie Tony, verbal requests. And this This is the difference between a good Rainmaker and a great Rainmaker is the ability to make requests for referrals and introductions. Alright, very good. So here's what I like to do if you guys are okay with this, I'd like to do two sprints with you one is going to be a 30 day sprint on the most important exercise, the most important things that you want to get done the next 30 days between now and the end of the year. And then I'm going to give you one more sprint, and this is one of the things I'm notorious for it I work everybody up all the way through to the finish. And I make everybody finish hard and finish strong. I always wear everybody out. Because that's what they want. They invested time and money so I want to give them every moment we can to make them more card. I'm like a really bad personal trainer. I'm like couldn't stop until you're done. So, Christine, if you could, let's go ahead and post give them the 30 day. Which one did you post it the? Oh, that's fine. We'll do that. One is to protect your focus. Perfect. So Christina just posted this. Either one in whatever order we're going to do is perfect. This is a great one Christina. Good job. Would like you to do is go ahead and take this exercise and I'm just going to walk you through it real quickly. Everybody see it. Okay. I'm gonna walk you through the questions. Okay. The first question is for me to feel happy about my progress. Well, the top three things that need to happen. So for you to feel like you're happy about implementing, and this is all about you implementing what needs to happen for you to be happy about the progress. The next question, upper right hand corner if you're to lose focus on implementing what are the three things that might happen? What are the things that would knock you off your focus will make you frazzled, overwhelmed, what have you. And then bottom left hand question is what are the three ways I could protect myself from losing focus and the last question is what's my most important action? If I understand the question, so this one I think you're have to print out, Katie, you good. You look like you got that. Look that your mom does, okay. All right. So let's print it out and just do this real quick. Work for you to feel like you're making progress and the timeframe could be either 30 days or 90 days you pick. You can make it between now and the end of the year if you want since if you want to do that three things that you'd like to, you know for you to be happy with. Bill you good on a question okay yes, sorry. No, no, no, it's good. Good. I didn't make sure. More than everybody out I know I am you guys are working hard. I just will make sure you get your time and money's worth Good. All done. Yes. So what for you, Alan, for you to? What's the most important first activity to protect your focus?

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The most important first action was to outline the important steps to share that and then to incorporate it into daily focuser and calendar like scheduling time to get it done. Beautiful,

 56:34

beautiful. Beautiful

 56:40

and sharing it I like with my partner so I have some accountability for getting it finished. Beautiful.

 56:47

All right, Christina. You guys are okay. I'm going to give you another exercise just to push you a little bit more. All right, Christina, go ahead and give them the 30 day focus, if you don't mind. We're also gonna give you a 90 day tool, but you don't have to use it. We're just gonna have you do the 30 day tool right now. You kind of did a couple of rough drafts of this, more or less. But for this to be a fantastic end of the year to finish the year strong. Where it says last month's goals implementation. Don't worry about that because you'd haven't done that exercise before. All you're doing right now is working on your top five goals. For the top five goals to finish the year strong. What would they be? So all you're going to do? And you've kind of done a couple of these things. You've done your sprint already, you've done. You're protecting your focus. So you can say you know, with all the stuff that I've done, what are the five most important things I'd like to achieve by the end of the year? So for me, one of them might be completing my great life tenure tool. Two might be completing my income booster projects. Number three might be bringing in a certain amount of gross revenue for me being done by November December 22 and not having to work through a seer would be a great goal. Katie, you have a heart to heart with her mom. Right and it might be you me and your mom having a hard heart.

 58:51

Yeah, I kind of

 58:54

think that should happen. Yeah.

 58:55

So maybe you mean your mom should have heart heart?

 58:59

Yeah, probably. Yeah, we'll do that. Okay.

 59:05


Tony, I'm not going to have a heart to heart with your mom. I don't know that well.

 59:09

Okay, no worries. Okay, good.

 59:10

Thank God. I'll take care of you. Take care of it. Chairman's getting two assistants low top five goals. Kim two assistants. are working hard, aren't they? Christina?

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They really are. Yeah, these

 1:02:01


days. They're not slackers. No slacking crew. There's a very serious group other than the terrible snafu with the resume like it's been a good day Alright, hey guys doing me more time you good? You get your top five Joe you good?

 1:02:45

Yeah. Okay, good.

 1:02:54

Cameron, you good? All right. So here's what I'd like to do. I'd like us to pull it to a close. We got about eight minutes left. I'd like to hear from each one of you what your takeaway was for the day. Like what was the thing? What was the most important thing that you learned about today or what's the most important takeaway from the day and then if you have any other requests or support that we can help you with? We'll be happy to do that. All right. So who'd like to lead us off with the takeaway for the day for them, personally? Oh, sorry. Good, Katie.

 1:03:41

But my takeaway for the day is that it's all possible. You just need to make the time to make it possible. You're not gonna get everything without working for it. And it was also nice to talk to people that were kind of in a similar situation I'm in and kind of the enforce situation that I'm in. So it's nice to know, I'm

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not alone. That's perfect. That's wonderful. That's one of the reasons I love the group programs. Perfect Katie, Bill.

 1:04:09

The hero and I need to learn to use this planner, Intuit using embedding I'll tell you a funny story. You are in Lorien nacer of the World Council thing in Las Vegas him after everyone was leaving. You guys are long gone. There's this one book sitting in your table. One plan is sitting

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there all by itself. No way.

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I swear you sat there. And I went back and forth. There are plenty of other people around they just kept sitting there. I thought that has got to be for me.

 1:04:48

I love that I love. I love that. That's awesome. Great, great. Great. Great. Yeah, Christina has just showed you how to do it on the machine. Hey, Christina, are you recording this real quick? Do you still recording? Recording in progress? Okay, sorry. It's okay. Joe, you wanna go next?

 1:05:13

Yeah, my big sort of takeaway from today. Was your quote on you're going to be putting in the time anyway. Might as well play for greatness. And so to me that requires written you know, goal setting plan for 20.4

 1:05:30

Perfect. Good, good, good. You're much too talented of a guy to play for good enough. Don't you really are. Tony, how about you?

 1:05:44

Have one of one of my big takeaways today was actually regarding my health. You know, I'm 34 years old and kind of a younger guy and the last four or five years have been tough on me. I've put on a lot of weights and at the desk and going to try to switch out the 7am office crunch time for 7am planner

of weights and at the desk and going to try to switch out the 7am office crunch time for 7am planner and workout and start thinking about the longevity of my practice.

 1:06:13

I love it. Good job, Tony. Really good job. It'll pay dividends. And one of the funnier things about this. I try and encourage everyone to have some form of health practice some form of fitness practice, not because you look better in a swimsuit, but because of cognitive function improves over time. So strength training, I'm not big on cardio, but strength training is critical. And cardio is necessary, but it's all for me about brain function. So good job. Cameron, how about you?

 1:06:46

Yeah, I'm kind of a slow burner and I'm just looking over everything that I can. There are so many good takeaways I need to review before I can sort of pick

 1:06:55

one. It's okay. It's totally fine. Alan, how about you sir?

 1:07:02

For me, the big takeaway for me was trying to make sure I'm getting the highest and best use of my time and stop, you know, doing minutia and stuff that I don't need to be doing and concentrate a little bit more on focusing and moving my practice forward. But

 1:07:22

one of the things you want to request your request it was to have a greater sense of focus so you can break through your income ceiling. Do you feel like we did that?

 1:07:30

Yes. I mean, I got some really good strategies. And I do know that you know, kind of the, the, it's limited because I I failed to, you know, have a have a clear vision of where I want it to be and how I'm going to get there. And so all of these different tools that you've shown us today, will help me get to that, hopefully, at least have clarity as to where I want to go.

 1:07:57

Excellent. A bill you want an overview, a bigger overview how to get more out of Atticus. Did we get that for you today? Good, fantastic. Joe, yours was kind of a mix of thinking about the future of the firm and really thinking more about your role inside the firm and what's next kind of for you and how

you're going to grow till we get there for you today. Excellent. Yeah, for sure. Katie, we want to talk to you. You want to talk about profitability. Yeah. Did we get that done for you today? Yes. Excellent. Very good. And of course, Cami also known as camera. You want to talk about profitability, getting a little unstuck, dealing with what felt like some instability, because you're working so hard. You know, we talked a little bit about that immediately. How do you feel Do you feel like we got you got what you want it today? I

 1:09:02


do. I feel like I've got lots of good stuff to put into action.

 1:09:06

Okay, good. Now, Tony, you were wrestling with your child this morning. So you didn't get to clear what you wanted out of the day. But I hope that I appreciate you coming nonetheless. In putting the time in. Christina, anything for you before we wrap up?

 1:09:24

No, I don't think so. I mean, it's been an honor to be here with all of you, as I told Steve in a break earlier, it's just you know, it's been a while since I've sat in this role on this side before as it for a while and it's just so great to see like all the different perspectives and where you're all coming from yet. You're all in similar places and you're all dealing with similar things. So yeah, it's been great to be here.

 1:09:46

This has been my pleasure as well. So congratulations, everyone, you know really well done between for Katie and Tony, you're at Katie, tell your mom, the three of us need to talk. Alan was great to see you. I'd love to see you back in programs again, because I think we could use you and you could use us. And of course Joe same thing with you. You know, a Cami and Bill I hope to see you at a coming upcoming program. A Tony Katie, I'd like to see you Tony, you signed up for the practice growth program. Right? That's right, good. Katie. I think I'm gonna suggest you do the same thing. I know you get the mentor thing with the bar. But that's one thing I want you to get in the practice growth program. Your mom and I have talked about it. I think it's a good investment of your time and effort you move in Joe you let me know what I can do to support you. Okay, and then with that, I think we'll just be done for today. Anything anybody needs to say before we call it all right. Everybody. Thank you. Good work. Everybody. Thank you. Go Yeah.

 1:11:23

Why do you think

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I'm happy with it? I was happier this morning. I'm less happy this afternoon. But I think overall, let me run the otter so we can get the transcription going here. Overall, I think was good. So you and I I mean, how do you feel?

1:11:41

I have to upgrade I feel now I mean, I have no Do I think that we could have done better in several ways. And so we'll make it stronger. Come January, but I really believe the six