

A person is running through shallow water, carrying a surfboard under their arm. The person is wearing patterned swim trunks. The water is splashing around their legs, and the background shows a rocky coastline under a clear sky. The overall tone is energetic and positive.

BEYOND BETTER BUSINESS

Use this time wisely

Advisory.Works®

Strategy | Execution | Partners

Taking You Beyond Business As Usual

The most important asset in your life is your wellbeing



We've dedicated our time in 2021 to talking about championing industry, proactivity, focusing on the who (rather than the what), courageous conversations, productivity growth, transformation, and cultivating leadership.

The summer then represents a chance to recharge, reset, and recalibrate – and it's one that you must take, for the sake of your organisation, and the health of your mind. For some, that's going to seem difficult. Many of you will need to be loaded and action-ready throughout the period; that is the burden of being at the top. But effective leaders know when to lead, and when to step back and let their team – whom you've empowered throughout the year – take over and make the right decisions.

I love what we do at AdvisoryWorks. That's why, at the end of this month, I'm going to sit on the beach with my young family and be present for and with them. I'm setting time to reflect and prepare for the year ahead, and calibrate my responses according to what we've learned throughout the year. You can't pour from an empty cup.

I have a very unsexy New Year's Eve routine. It starts by putting the kids to bed, playing some chill-out music, opening a Copacabana Brut (seriously, if you want an Urbanaut brew that'll give you a good time and no fat belly), and hanging a big piece of poster paper on the wall. I'll then open another Copacabana. By this point I've started to relax. Now I'm ready to start my personal plan for the year ahead.

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There are always a few categories that I want answers on: marriage, family, self, business, fun (adventure is a personal value). I write down what I want to see in each of those in the next year – and reflect on what worked and what didn't, as well as what I've learned in the year gone. I also make a vision board for the year across three categories: personal growth (where I want to see my career, for example); extending on developments that I'm already doing (e.g. guitar practice); and things I want to achieve. I'll assess where I am on my three-year moves, and dive deep into my financial targets. (I did promise this was unsexy.)

It also means I stop to reflect. "Why didn't you achieve your goal?" is as important a question as "What am I grateful for?" So what do we want to keep in our lives, and how can we create more of that?

Looking into the future and knowing what I'm going after energises me. It helps me get unstuck from the day-to-day; it helps me be a better person, and to keep working on what I know I need to work on. Perhaps more importantly, however, planning transforms your hopes for a better future into actions. If you've ever been poor – time poor, financially poor, resource poor – then certainty is something you'll crave. Create it; otherwise you're a leaf in the wind.

Most business planning is about making sure your organisation has the oxygen it needs to hit its goals. As a business owner, you'll know that your enterprise often takes more from you than it gives back. And the next year will be hard; it's going to take a lot from you. The burden of leadership doesn't get any lighter with time, but we do get stronger. Personal planning, then, is taking back that little bit of self, and giving yourself the oxygen you need. It will help you refocus your energy so that you can keep your eye on what matters.

Your future self will thank you for it.

Cheers,

Logan Wedgwood

CEO, AdvisoryWorks



ONE VITAL STATISTIC...

..And what we can do about it. According to the 2021 Business NZ Workplace Wellness Report, **66%** of businesses reported an increase in stress levels – with 91% citing Covid as the reason behind the spike.

How do we build our ability to manage, mitigate and process stress? Given that stress responses are largely mediated by overlapping circuits in the limbic forebrain — the hypothalamus and the brainstem — nurturing our brain and developing a balanced mental 'diet' is key. We recommend starting with the Healthy Mind Platter.

Developed by Dr Dan Spiegel, clinical professor of psychiatry at the UCLA School of Medicine, the Healthy Mind Platter balances seven uses of our brain time to ensure that we're giving ourselves the best opportunity to grow. Here are the key elements:

Focus Time, or deep thinking time. When we're focussed on tasks in a goal-oriented way, we're taking on a challenge that creates new, deep neural connections in the brain.

Play Time, or the joy of experimenting with life. Be spontaneous and creative. Try something new and exciting that will challenge your agility. Especially with your kids.

Connecting Time. When we connect with others, and appreciate the natural world around us, we activate the brain's relational circuitry – reinforcing our understanding of our place in the world and how to improve it.

Physical Time. Get out there and get your heart rate going. It improves brain plasticity – as well as your overall health, which helps you build resilience.

Time In. For some, this comes in the form of meditation or mindfulness practices. Make time to quietly reflect internally, focus on sensations, images, feelings and thoughts, and understand the noises your brain is making.

Down Time. The most important feature of the summer ahead: relaxation. Create a time where you're non-focused, and working without a specific goal, where your mind can wander or relax. It's the next best thing to sleep.

Sleep Time. It's vital for the brain to rest, consolidate learning and recover from the experiences of the day. No, sleeping four hours regularly won't cut it. Research tells us that eight hours is the average – but what's also critical is ensuring it's happening according to a regular schedule.

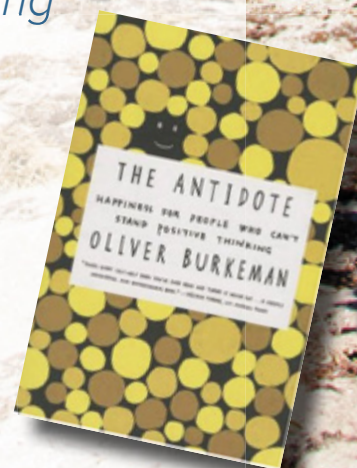
ONE GREAT READ:

Oliver Burkeman, *The Antidote: Happiness for people who can't stand positive thinking*

What if the path to a happier, more fulfilled life was found by facing failure?

Oliver Burkeman's exceptional 2012 book *The Antidote: Happiness for people who can't stand positive thinking* proposes a simple idea: that blind optimism and self-help books don't work. Not that pessimism is the right approach, but that without embracing the realities of rejection and failure, we can't grow our skills and ourselves.

Ultimately a book about making the most of our time, *The Antidote* takes a thought-provoking and counterintuitive approach to work, failure, the burden of choice, and even death, ultimately arriving at a life-affirming conclusion. Given that Kiwis have faced a tough year, this book's uplifting approach will help improve your mindset in preparation for 2022.



ONE TOOL FOR BETTER BUSINESS

— YOUR PERSONAL PLAN ON A PAGE

We've developed a Personal Plan on a Page to help you breathe oxygen into your individual strategy. Block out an evening, give yourself time to relax into it, and create a meaningful direction for yourself. Once you've understood your own WHY, you'll be able to master any challenge ahead.

Here's the process:

Review your personal values, desired future and your core purpose. If you don't know your core purpose, watch Simon Sinek's TED Talk "Start with WHY" and think about who you are. Just collect your thoughts and themes; your WHY will become clearer over time.

Next, review your previous year in the reflections section. Think about how you want to feel in the coming year. This process will help you connect feeling with action.

Now you have your lens, look to your mid-term and one year horizons, and what you need to change, transform, implement or become so you can achieve the future you want.

Lastly, look deep at yourself, seeking the truth about you. Choose what parts of yourself that you want to work on and improve – then set actions to make it happen.

Every small piece of progress adds up.

Final thought: Remember, only do this process after you have had a break and some time out. It's important you have space, time, energy and a clear mindset for this exercise.



MY VISION	
MY VALUES	
1.	
2.	
3.	
4.	
MY WHY	
FUTURE ME (MY LEGACY)	

REFLECTIONS AND LEARNINGS	
THE LAST YEAR	SCORE OUT OF 10 ()
REASON FOR YOUR SCORE	WHAT WOULD HAVE MADE IT A 10?
HIGHLIGHTS	LOWLIGHTS
REFLECTIONS	LEARNINGS TO TAKE INTO MY FUTURE

PERSONAL STRATEGY		
3 YEAR HORIZON		
KEY THEMES:		
KEY DISCIPLINES NEEDED:		
3 YEAR MOVES	1 YEAR PLAN	
1.	INCOME GOAL	SAVINGS TARGET
2.	\$	\$
3.	SELF FOCUS	GIVING BACK
3 YEAR IMPROVEMENT FOCUS		
	ANNUAL THEME	
KEY MEASURE OF PROGRESS:		
#1 PERSONAL DEVELOPMENT AREA	#1 GOAL FOR THE YEAR	DATE
LIFE / BALANCE FOCUS AREA	90 DAY ACTIONS	DATE
1.	1.	
2.	2.	
3.	3.	



ABOUT ADVISORY.WORKS

Imagine if every Kiwi business cared deeply about its people, its impact and our country. What if our businesses could lead the world while improving it?

We exist to build better businesses for a better New Zealand. Our businesses can be and do better – moving beyond what was previously thought possible and setting new standards when it comes to championing people and the planet alongside profit.

We're more than advisors, we're alchemists – combining our thinking, chemistry, and experience to drive the unrivalled performance and focused execution that brings extraordinary outcomes. Our clients work damn hard, but you do so with us beside you. We lift you up, but we don't carry you. Working with us enables the unlocking of that 'something special' in your business, which brings an energy and momentum that has to be truly discovered, as opposed to manufactured.

Our people are our power and we pick the best of breed – experienced entrepreneurs who have not only built, scaled, and exited multiple businesses successfully, but who still live, breathe, and love business today. This enables us to move far beyond a framework – thinking on our feet, challenging complacency, asking "why the hell not?" and seeing opportunity where others can't.

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