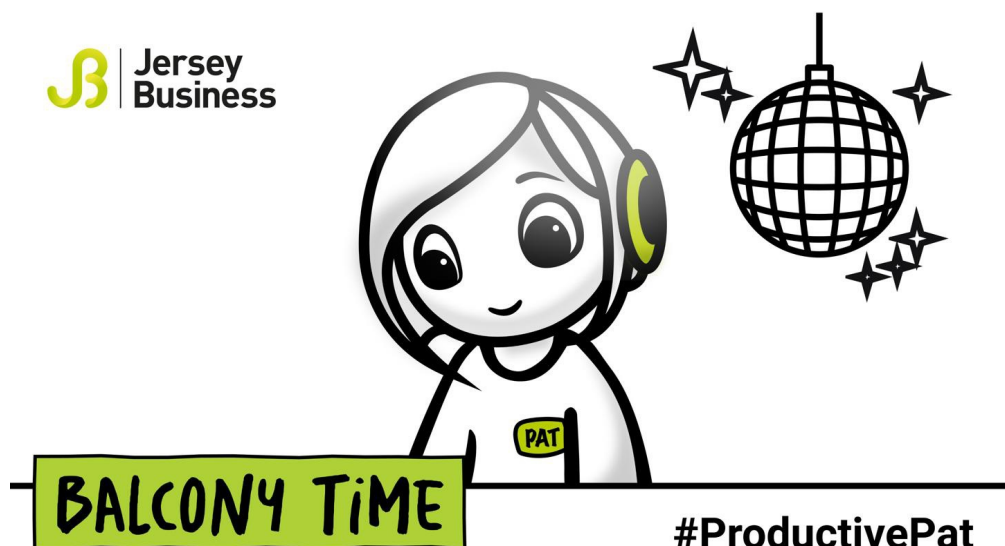


## Unlock your business potential: Embrace balcony time

13th June 2024

**Are you stuck on the dance floor of your business, or are you taking time out on the balcony to gain a panoramic view of everything that's going on and how your business is performing?**

Let's dive into how shifting your perspective from only working 'in the business' to allocating time to work 'on the business' can revolutionise your approach to both productivity and growth.



### Dance Floor vs. Balcony Time: A Fresh Perspective

Picture yourself in a bustling nightclub, torn between the dance floor and the balcony. While the allure of the dance floor may be strong, the balcony offers something invaluable: a space to take time out and gain perspective.

If you apply this analogy to your business, taking time out on the balcony gives you a vantage point and time to ask crucial questions. Are you in the right

nightclub? Are you dancing to the right music? Are the people you've surrounded yourself with the ones you want to spend time with?

These questions will ultimately enable you to find the most efficient and effective way of doing business. Without this bird's eye view, you'll find yourself simply being busy rather than productive. And contrary to popular belief, busy doesn't necessarily equal productive.

It's easy to be busy, to fill your time with *stuff*. But, to focus on the things that really add value without getting sucked into the 'everyday' tasks can be challenging. Leaders need to be aiming to engage in the work that will really move the needle and make a difference to their leadership and business scalability.

### **Getting Off the Dance Floor: Learning to Say No**

Of course, it's easier said than done to leave the dance floor. The music is blaring, and your colleagues are dancing; but you need to head to the balcony and give yourself that vital headspace to focus on the things that will drive your business forward.

Saying 'no' isn't a trait that comes easily to many of us – we're innately people pleasers, we want to help and support others as much as we can. Entrepreneurs especially are likely to view the world with a half glass full approach, doing as much as they can for as many people as they can. While it's not about losing this optimistic streak, it's about finding discipline to understand how your time adds the most value to the business.

Don't let your calendar dictate your priorities. Sit down on a Monday, even just for an hour, to understand and plan what a high-performance week looks like. What tasks must you complete to ensure you're on track to reach your targets, and what can be delegated or removed? Be intentional with your time and energy. Saying no to the insignificant allows you to wholeheartedly say yes to the impactful.

### **Practical Steps to Implement Balcony Time**

1. **Weekly Preview & Review:** Dedicate time at the start and end of each week to reflect on your priorities and accomplishments. Block out these sessions in your calendar to ensure they happen.

2. **Daily Focus:** Begin and end each day with intention. Identify the one task

that will make a difference if you complete it that day. And reflect on your achievements before winding down.

**3. Strategic Planning:** Design your weeks with purpose. Set aside dedicated time to plan and allocate your resources wisely. Be deliberate in your actions and watch your business flourish.

By embracing the balcony perspective, you empower yourself to lead with clarity and purpose. Remember, it's not about being busy; it's about being productive. So, take a step back, gain perspective, and watch as your business reaches new heights. The journey to success begins with a single shift in your view.

## Download our free weekly review template



**Start thinking about how you can best use your Balcony Time**