**CS TIME SAVING STRATEGIES**

**Male speaker**: Welcome to the Chalene Show.

**Chalene** **Johnson**: What’s up? How are you? I am awesome and I hope you are having an amazing week.

I'm super excited and I just want to touch base with you. I’m off to Smart Success as you know this is an event we put on one time in year and I thought what better topic to discuss with you than Time Saving Systems, in other words productivity. But what does it mean to have productivity like I was thinking about that in terms of how somebody looks at that word if say, “You’re a stay-at-home mom or you’ve retired and you don’t have a job like you still have to be productive.” What I mean obviously, right? Dumb question but what does it really mean at its base level to all of us?

I think productivity means getting the desired result the year after like how to be productive means, I’m trying to do something and I’m accomplishing what I set out to do and I’m doing it in efficient way.

Today I want to share with you something that just really excited about because it makes life easier. Couple of things I want to start with, number one, is I’ve been reading this amazing book. I don’t know if I put emphasis on that called *The Organized Mind*.

The reason why I’m reading this particular book is because I’ve read every book you can possibly lay your hands on, when it comes to time management, being proficient, being effective, focused, all of those things and a lot of the principles not just I teach, a lot of people teach have to do with organizing things in our brain. But what I love about *The Organized Mind* is not just success principles because many success principles stem all the way back to Napoleon Hill.

If you really want to get serious about this, success principles are found all the way back to the times of the Bible. Now most success principles are just that. They are principles that are tried and true regardless of time. I mean you can change the methodology based on whatever technologies available to us, right? But success principles are really based on systems and wanting a desired fact, applying some simple steps, improving that process and therefore improving your result or improving the method by which you achieve that result.

So that’s really interesting to me but what I wanted to know is the science behind all of that and how our brains have evolved and what I’ve learned which is really interesting is our brains haven’t evolved, not much. What happened is our culture, our society, our demands, the times that we live in that has changed tremendously.

Get this. Since 1986, our world has changed so much that we are presented with nearly five times the amount of data like that we have to receive and process, five times the amount of data that we had received during that same timeframe back in 1986. What does that actually mean? That is the equivalent of each of us, reading 174 newspapers cover to cover each day.

My brain cannot handle that. In fact, that can barely remember my name and where I live. There has been this shift in - you’ve seen it, I'm sure in books and in literature and we’re all putting on the breaks going enough. It’s too much. I can’t handle it and so what I love about this book, *The Organized Brain* is, it takes a look at what we do from the standpoint of neuroscience. What our brains have evolved to be able to handle and yet, what we’re asking them to handle each and every day which really explains why people are completely stressed out, overwhelmed and feeling like a failure because you can’t manage it all.

Now that you know, you have to process 174 newspapers cover to cover every single day on top of all the things that our brains were evolved to process. No wonder it’s too much. So it's all the more reason. I mean we can’t change it, like you can - there is nothing you and I really, can do to stop the fact that when we are driving on the road, there are billboards and there is music playing in the car, and there are kids yelling and there are text messages going on your phone even though you shouldn’t be looking at them while you’re driving and there are newspapers, those books, and there’s Facebook and there’s social media and emails and voicemails and all of these ways that people expect to reach us, all of these information that we quickly have to process it. Like even if you’re driving in your car and your phone happens to be on, even if it’s not within your reach like I have little I don’t know what name to call it like when I take a phone hold it right and stick my phone and even though I’m not texting while driving even dings of a notifications goes off it still distracting, even if I don’t look at it.

It’s still a decision even when a horn hangs when you’re driving that is a decision you have to process, while you are sitting watching television and your phone notifies you that you’ve received a text message, or an Email, or anything you have to make a decision. You have to make a decision do I interrupt this person who I’m in a conversation with or do I make a decision to ignore the person who’s trying to reach me. Then you’re brain starts going through all of the possibilities, like what if it's an emergency? And then you start thinking about other conversations and who might be trying to reach you, are you ignoring them, is it something terribly important and then you have to decide, do I ignore the person trying to reach me or do I interrupt the person who I I'm in a conversation with? All of these micro decisions our brains have to make simply because we’ve allowed technology to interrupt everything.

 Everything now requires us to make a decision and what’s very interesting is that the research shows us it is not the weight of the decision it is just a decision that taxes our brain.

In other words the decision to choose, whether or not, you are going to go to college A or college B. If it’s just one decision that is equally as taxing on your brain as it is for you to decide, should I wear black shoes or white shoes.

Now, some decisions have lots of decisions within them, but each and every decision no matter how serious it is they are equal in terms of the amount of energy because it is a cellular process that requires from our brain, and you know we only have so much brain power like that’s what have made up term that a legit term.

So, what I want to do today is talk to you about how to minimize that depletion of mental energy each day by creating systems where you don’t have to think about it anymore. It’s easy, it’s simple, it makes you more effective and you get the result that you want. It’s easier on your brain and it saves you time, now get this if by creating just one system today, just one.

You saved yourself ten minutes today and you could do that and repeat it every single day. Let’s just say, let’s start tomorrow, from tomorrow through the entire year if you are to save yourself just ten minutes. Do you just realize that is just 60 hours in a years’ time? Sixty hours of time you could save, what could you do in sixty hours? You could rest, you could spend time with family, you could create a new product, you could start working on your dream, you could get more exercise, you could get more sleep, you could do a lot of things most of all I would hope, you would use those sixty hours to live your life.

Let’s talk about some really basic ways that you can create systems in your own life.

A system is an ordered and proven process that saves you time and stress and unnecessary thought process.

Now I know that sounds odd but if you think about it once you’ve systematized something once you have automatized a behavior you no longer have to use a thought process, like there is no thought process as you go through each morning before you brush your teeth. It's systematized; you don’t even think about the steps because you have automatized it. You’ve made it something that you just do and the purpose of the system is to produce a predictable outcome.

Where do you need systems in your life? Right now think about something that you do on a regular basis and it seems like you do over and over again and if you leave out just one detail, it’s like disaster, right? It's equivalent of getting packed and ready to go to the airport and that seems like it’s automatic but it you don’t have a system for doing that and you leave out one detail for example, you forget to lock the doors, or you run your way to the airport and you’re just about to unload your bags, you got just the right amount of time to make your flight and then you realize you didn’t bring your driver’s license.

Those kind of details can ruin everything, so there is a part of it that feels pretty automatic and it's like I know the right steps but it's not so automatic and it's like, “I know the right steps but it’s not so automatic that you don't have to still go back to your brain and go, "Okay, I hope I haven't forgotten anything." So that is an example of something you can systematize grocery shopping, preparing for an event, things that you do at work.

The way that I create a workout program, I have had to learn how to systematize that because it was very stressful and time-consuming and I realize there is a better more effective way of doing it so I can get my desired result.

Everything I do in work, I'm always looking for the system. I try to figure out, “Okay, what’s working, what's not working,” and the way that I do that is I write down everything that I'm doing so that those steps aren't left for me to remember them in my brain because there is - as we know, there's just no room with a hundred and seventy-four newspapers cover to cover, the equivalent of in our brains.

How are we going to remember all of the little details that make things work? So even for example in creating this podcast, with my very first podcast episode, I have this little green notebook next to me and from my very first couple episodes, I wrote down everything from where I position the mic, to what sound quality I was looking for and did I have water nearby and what time of day did I record that and things that I could do to save myself time.

For example, when I would send it off to an editor at first what I was doing was listening to it start to finish, by myself and taking out pieces that I didn't like the way it sounded or if I messed up a word and then I would restate it, I would pull it out myself. So a thirty-minute podcast at that point was taking me another probably hour to listen to it and fix it and I still didn't have the ability to edit it the way with the type of sound quality I wanted. So then I would still have to send it off to an editor and then, he would send it back to me and I would listen closely. Then I realize, “Okay, that's taking a ton of time for me to go through and edit those things out which I, of course, can do but it doesn't make sense for me to do it. I should pay someone who has much better at it and I should use my time to create better content.”

So instead what I would do is I'd make the sound, [tsk tsk] and you probably can't tell but on a wave form in the audio file when I send it to my editor, it's a very distinct spike in the track. So he can tell from that “tsk-tsk” that there is an error on some place right before that sound and that is something I want eliminated that saved me the headache of worrying if in fact, he would know what things I wanted removed. That is part of my system and there are systems that I think would probably help you because there are things that not everybody who is listening has their own podcast. But something’s I think are really important are understanding those things that you should be outsourcing or that you should be creating a list.

A system is something as simple as a checklist. I drive my friends crazy but I also know they love it. Like for example, when we go snowboarding, the process of getting to the mountain - we've got two kids and we've been snowboarding with them since they were like six. And if you've ever gone skiing or snowboarding, you know there is so much equipment that's required in order for people to be comfortable and not to have to spend a fortune on the slopes going into pro-shop and buying mittens because somebody remembered everything except for their gloves or theirs mittens.

So what I started doing is creating a complete morning checklist and you might think, "You can't remember what you are supposed to bring." Well, yeah, you can but if you leave out one item that can cause you time and money and affects everybody.

So I created this little tiny checklist on an app and it includes everything you could possibly imagine right down to your socks, foot warmers, undergarments which is everything, everything that you could possibly imagine and then some and I send it to everybody. And I know they always get a kick out of it and they mock me and they get, "Oh, she is so OCD". But whenever I go snowboarding with people inevitably, the morning of I'll get a text message from them and they will say, "Hey can you send me that quick checklist again." Yeah, that is what I thought. I knew you would love my system.

Another really important system that we've created is grocery shopping. I know this, just work with me for a second because I knew you will think this sounds crazy but inevitably, we will go grocery shopping and come home and realize we've missed certain items or the kids have the special thing they wanted us to buy. We didn't realize that, especially me, I would tend to buy like a certain item like every single week as if I was getting ready for the Armageddon. Like there was a one point I realize, I didn't have spaghetti in my pantry to open up an Italian restaurant. Then I realize, “Okay, I need a system.”

Now in all honesty and don't judge me but I believe this saves me time and therefore, it gives me more time and freedom to be with my family. We have someone who does our grocery shopping for us. She is our housekeeper, Myra. You've heard me talk about Myra. Myra is the bombay of the day. You all are the bomb.com, Myra is the bombay of the day, day, day. She worked for us like eight years I believe and at first, we just hired her to do some housekeeping.

Actually, we hired here to do laundry. True story, because I hate laundry. I hate it. I hate it. I hate it. I love putting it in the laundry machine. I love hitting start but I hate folding it. I hate sorting it. I hate putting it away. But I also hate when I'm looking for something and it's not available. It's dirty.

So we hired somebody to come in three days a week to do our laundry. Now, we did this in the moment when we we're broke. So that might sound excessive and ridiculous but I talked about it in most of my seminar is being a game-changer because for me, laundry was my destination procrastination. So before I could work on work, before I could get to my project, before I could do anything that mattered, I just felt like I couldn't until every piece of laundry was washed, sorted and put away which is basically never especially when you hate it.

And I think Brett just finally caught on that I was totally using that as this mental block. And he was like, "Let's just bring in someone for a couple of weeks and you will get that relief and it will make you feel calm and you will be able to work on the projects that you are working on." And I was like, "Okay, alright, I fell really guilty but I'm like alright that's fine." And so, we did that and "Whoa". I don't even know if you can picture it right now but like the sky is parted and a ray of sunshine like landed on our house and everything was sorted and color coded and it was hanging in closets according to sleeve length and every sock had a mate and everything was clean like it was bizarre. It was weird how once our laundry and our clothing situation was so organized that it felt like the whole world suddenly made sense like everything got organized.

That is just my thing. Maybe for you, that is the garage or something else. Okay, but here is what happens. While she is waiting for the laundry to get done, she would start organizing and cleaning. So those couple of hours that she was spending, not only did it make our closets and our laundry super organized, it made like our whole house top to bottom organized.

One quick little note on this before I move on. I know a lot of you - and if you don't someday I hope you do because I'm telling you is so awesome to be in the position where you can afford to help somebody else out financially the same time have them come in and help out your family and I know you might not be there now. But the moment that you can make the stretch, trust me, it is an investment that pays you back in dividends.

However, and I talked to him many especially women who say, "Oh, I do that. I have a housekeeper that comes once a month or even every other week." And I'll say to you, "Okay and do you - does your house feel like a disaster two days later?” Yes and do you still spend so much time cleaning and straightening up and organizing because you are so embarrassed to have your housekeeper walk in and see the disaster that you've created since the last time she was there?""

How does she know these things?" Yeah, because I was doing that too. And it felt extravagant and outrageous to have someone come in three times a week to do our laundry. However, it was actually less expensive because we weren't paying for a full day’s fee. We were just paying her hourly wage, which here are plenty of people out there who would love to earn minimum wage, make some extra money or whatever it is you can afford to pay them and work hours while their kids were at school or just some extra money to bring in to help their household. There are so many people who are going without.

So here’s the other thing. Just give it a try. All I did was agree to try it for two weeks and see if it made things better. That was all I ever plan to do and here we are, eight years later. And I cannot live without Myra. I love her. I love Myra. Because it just keep getting bigger and better.

So then, she started cleaning the house and then she was like, "Hey, would you guys like me to do your grocery shopping for you?" And I'm like, "Oh gosh, she could never do that. She just know what we eat. I like to go every single aisle and look at every single label and nobody else can do that for us because I only know what everybody else eats, so I thought and then realize if just wrote down everything that we have in our pantry. Everything that we have in our refrigerator and realize that I could create a system because lo and behold I was forgetting things. I was over buying spaghetti. I was spending so much time putting things away and forgetting items. You know what else? Buying things I didn't need to buy. If it's not in my house, I won't eat it. But if I'm walking down the aisle I'll buy sugar-coated crunchy thing in case somebody else in the household wants it. You know who eats it in the car right home from the grocery store.

What I did, no, what we did, is create an excel document. On that excel sheet, which I print out weekly for Myra, it list everything. I know it sounds crazy but it's about four or five pages and you know it'll do. I just realize this. I will share mine with you. Don't judge me, but I will share my complete shopping lists with you. I'll put it up on the show notes. You can download it and you can revise it. You can take things off because you know, I'm buying for one, two, three... let's see. I have two kids plus two others that stay with us almost all the time, and then four or five of my kids' friends who are always here. We're feeding a lot of people, very taste but you'll see. You'll see my shopping lists.

Now, here's what we do. We create that list and then Myra very quickly just scans the lists before she goes grocery shopping to see if there are any notes in some things. She makes a little inventory, check if we already have some of it, and she puts a little check box next to things we do need to buy. And it also lists them according to stores because I have her shop at a couple of different stores. Part of that system is when we're done with the food, you know what I mean. Like, sometimes you’re eating something every single day. This as what I do. I never ever want to eat that again as long as I live. I just cut it cold turkey I go from eating it every single day to never want to see it ever again in my whole life. I just cross it off the list and I add something new.

It has allowed us to eat so much healthier. She brings the groceries home, here's the system. She immediately washes them all with Eat Cleaner, which is a fruit and vegetables spray. You've hear me talk about how important it is to use Eat Cleaner on previous episodes. We’ll reference that in the show notes, I'll reference Eat Cleaner, but you should not be putting vegetables or fruits in your mouth without using Eat Cleaner even if it's organic, even if you're really washing it well.

Okay, so then she, washing everything. She let it sit for two minutes. She rinses it and then she puts everything cut and prepped in beautiful, clear glass bowls in the refrigerator. So imagine opening up my fridge. This wouldn't do, thing is so not happening if it was me. If it was me I would just shoving everything in my refrigerator and like ask the kids to get down and help me unload the groceries. It was just a mess.

We weren't eating a lot of our produce. Things weren't merchandised. Now when you open up my refrigerator door? It's merchandised. By that I mean, the healthiest, most appetizing best for you whole foods are at eye level and they've already been prepared. It makes it very convenient to eat whole.

Then, on top of that, she makes me fresh lemon, ginger, cayenne, pepper waters and, my refrigerator is loaded with those. That's a system that's allowed me to be healthier for my whole family to eat whole. It saves me time, it saves me money, and it saves me so much money to follow that system. But the system starts with you making notes.

The system starts with the decision that if you leave something out it's a disaster, number one. And number two; most systems you want to create so that somebody else could look at the sheet and go you can do this for you. You can outsource this, especially when we’re talking about things that we do for our work or for our growing business.

There's so many things that you think you have to do because no one else can do it. Am I right? The reason why no one else can do it is because you've never written down and perfected your system.

You see, once you start to write down your system you can perfect it. When you perfect a system that you know you're going to get a desired result, right? And you get that result and then you can improve upon that result by improving the system, by never failing to leave out an item. Now then we're talking about really saving time every single day, when I spoke earlier about saving you just 10 minutes a day. I can guarantee you using Myra saves me a minimum of two to three hours per day. Either that's laundry I don't have to do, that's food prep I don't have to take care of.

Two to three hours a day. Now, not everyone has the same hourly wage but I know what my hourly wage is. I can't afford to lose that. I also can't afford to lose that extra time with my family and the value of that peace of mind. Just feeling organized and just knowing that my family is eating healthy and their stuff is always there. They're not like “Mom have you seen my uniforms?” It's always there or “Mom there’s nothing to eat.” They're looking for something to eat, then they eat crap. There are always healthy fruits and vegetables at eye level; that's already been cut, washed and prepared for them. It's pretty cool.

I know many of you are starting or building your own businesses. Nowhere is it more important for you to create systems.

Don't let that sound overwhelming or more grandiose than what it really is. It's literally just writing down the steps and making sure don't forget any of them.

Let me give you an example. We are doing tons of webinars now. I love doing webinars. It seems pretty automatic. Nonetheless, I've created a system that makes sure that we don't miss a very important ingredient. Now it seems second natures like okay my slides are already created. I know I have to promote in a couple of days before. I know that I have to make sure that I'm hydrated on that day so I don't lose my voice. I want to make sure that there's someone there to help me with technology in the event that something goes wrong. I can still continue to talk and I can let somebody handle the technology side of it.

I also need somebody there with me to read through comments so that I can continue talking and teaching; keep track and respond to people's questions while we're on the live webinar. All those things seem pretty common sense. I shouldn't need to write that down but they still do, even though I've created a very complete system. Each and every time I do a webinar, there's something that I realize we can do a little bit better or that I might have left off the list. Let me give you an example.

Recently, we did an awesome webinar. That was so good. I want to send that to the people who'd registered for it but they, for whatever reason, didn't show up for the actual live webinar. Guess what? I have never included in my list of tasks, hit record. Now I laugh every time I see that item on my checklist, hit record. Because it seems so basic but we finished, and then we went to upload it to send it and we realized nothing had been recorded. No big deal because I'm doing webinars all the time. But if I really do a fantastic one, I want to make sure it's recorded so I can send it to the people who said they want to be on this webinar just can't be there at noon or whatever time.

As you know, I schedule my webinars around my schedule because that is my life by my design which has everything to do with the kids right now.

And I love change I'm sure wants her both their way at college or whatever they decide to do. But systems really starts with you writing clear and concise notes about each and every step, breaking them down, making sure that everybody who's involve knows what's expected, the deadlines, and they should be involved in the process.

As you create systems in your personal life, in your professional life, what you generate my friend is freedom. And now that we understand how overwhelming technology and all demands that are placed upon us. How that is evolved into a level which we just can't remember every single detail and having to keep track every single detail is exhausting. That's why people are so tired. They're so burned out, if you can minimize that and get your desired result. Well, that my friend is what I call smart success.

I hope you've enjoyed this episode. I would love to see you some day as smart successes. As you know, there are two events that we do per year, Marketing Impact Academy and Smart Success. And people always like, "what's the difference?" Well, Marketing Impact is all about marketing and Smart Success is all about systems. What I've just discussed except I just printed out the transcripts from my last Smart Success event because I wanted to read through. Just going to make sure I didn't miss any really important pieces or things I couldn't eliminate.

In those three days, it ended up being over 450 pages of a written transcript of what I said over the course on those three days. Yes, it's a lot of information. It bridges every single minute of it saves you time and my goal, my prayer is that you'll use that time to create more, more time that is, so that you can live and relax and not feel so tethered to technology or ambition and drive.

Those are all good things but you just have to do that according to what's right for you. Like, I was with a friend just before I started recoding this podcast tonight. I said, “Hey, am I going to see you at Smart successes this weekend?" She usually goes to all of them. She said, "No, my daughter has a track meet this weekend." And I could tell she felt really guilty about it. She said, "I hate not being there and I hate hearing it about everyone learning so much. It just I don't even want to know. It's like that awesome party that you weren't at. I don't know it's just bugs me because I don't even want to hear about it because I so wanted to be there." And I looked at her and I said, "You are where you're supposed to be and that's with your kid. They'll be a time when it does work and you've been before and you can watch it online." because she's an academy member. This is a season that's very, very short with your kid. You are where you're supposed to be.

Thank you for spending this time with me. Lifers, I love you and you are thebomb.com.

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