

Here's this week's "5 on the Fly Friday" to keep you informed, inspired and balanced.



What I've been reading

30 BEHAVIOURS THAT WILL MAKE YOU UNSTOPPABLE IN 2021

When I speak to practice owners, so many of them want to change but they just don't know where to start and that is why they get me in to help them on their change / transformation journey.

Many have been told that adding a piece of software or changing some process is the answer, however those changes on their own will never be the magic bullet. Those upgrades and improvements whilst crucial and amongst my recommendations, need to work in tandem with changes at a personal level.

This is another example about balance and achieving success in both your practice and your personal life concurrently. That is where the magic is!

I love the work of [Dr. Benjamin Hardy](#) who is an organizational psychologist and bestselling author of *Willpower Doesn't Work* and *Personality Isn't Permanent* and his latest article [30 Behaviours That Will Make You Unstoppable in 2021](#) gives some fabulous ideas and inspiration. Each one is explained well in a sense of why it's important and some tips on how to create change in that area.

Here's the summary list for you which will hopefully make you curious to take some time to read the entire article. Pick and choose the one's that resonate with you and will make you



***Empowering and Enabling Accounting
Practice Owners To Have Better Practices***

unstoppable in 2021!

1. Wake Up Earlier
2. Drink More Water
3. Write Your Goals Down, Every Single Morning
4. Put Your Phone On Airplane Mode More Often
5. Go On Walks A.M.A.P (as much as possible)
6. Clearly Prioritise Your Life
7. Eliminate All Non-Priorities (your life is a product of your standards)
8. Become More Playful And Imaginative
9. Create More Peak Experiences
10. Deepen Your Relationship With Your Parents
11. Develop Other "Protection" Relationships
12. Less "Avoidance-Behaviours"
13. More "Subconscious-Enhancing" Behaviours/Experiences
14. Become More Emotionally Flexible
15. Focus On 90-Day Sprints Rather Than New Years Resolutions
16. Rest More
17. Think More
18. Give More
19. Invest More In Yourself
20. Invest More In Others
21. Invest More In Organisations/Causes You Believe In
22. Focus On Progress Over "Time"
23. Focus On Purpose Over Process
24. Focus On Skills Over Passion
25. Focus On Relationships Over Money
26. Focus On Family Over Surface-Level Friendships
27. Focus On Creativity Over Consumption
28. Focus On Growth Over Status
29. Focus On Learning Over Entertainment
30. Focus On Investment Over Cost

Good luck!!!



ANOTHER WEEK, ANOTHER PODCAST



I was again thrilled to be a guest on the first episode of season two of CA ANZ's CA Catalyst's podcast, **Small Firm, Big Impact**.

The six episode series highlights practical tips, "how to's" and the next steps you can take to help your clients explore the new opportunities that have presented themselves in the time of coronavirus, and looks at how you can work with your clients towards a more positive future.

In the first episode of Small Firm Big Impact, host John Schol, Chaz Prezident CA and myself delve into the evolution of the public practice landscape - taking a look at the new challenges and opportunities, as well as revealing how to best care for your own business and people.

Here's the [link](#) to find out more about the podcast and the other episodes. You can then choose Apple, Spotify or Google to listen and subscribe.

If you have any questions on anything I spoke about in the podcast, please get in touch.

#difference makers #practice of tomorrow #thebalancedfirm

#thebalancedfirmcoachingprogram



GET YOUR CASHFLOW IN CHECK AND GET CASHED UP BEFORE CHRISTMAS



It is just 4 weeks until Christmas Day and many of your clients will actually close for Christmas/New Year in 3 weeks time. I also know of many practices that can't wait to put that "closed for Christmas/New Year" sign up and message on their emails come 18 December.

We know that the closer it gets to Christmas, the more difficult it will be for your clients to collect outstanding monies. So the effort invested now in invoicing and chasing existing debts will feel like all their Christmases have come at once! Instead of having to rush back to work, they can enjoy their well deserved break without being broke and suffering from the stress and

anxiety that comes with a depleted bank account.

If your clients leave chasing up these debtors until January when they return to work, it will be almost impossible to collect the cash immediately as traditionally, February is one of the worst cash flow months for businesses.

If they are not successful in getting money in, this side of Christmas, it might be some time before they actually get paid.

This advice applies equally to practices:

- make a plan on what jobs can get finished and billed over the next couple of weeks (schedule appointments for the coming weeks with clients to sign off)
- the jobs that there is no chance of finishing, push back to January, do no further work and communicate this to affected clients
- chase existing debtors requesting payment no later than 15 December
- give some thought as to how you can make things in your office conducive to high productivity and output without stress and pressure - things that can help are good planning, paying particular attention to stress levels of yourself and your team, decorating your office, playing Christmas music, providing some unexpected treats like Christmas shortbreads, chocolates etc. I would have everyone's favourite things on tap during December - cartons of coke, biscuits, lollies, lunch essentials such as ham/cheese/bread for working lunches.

Good luck with the Christmas Countdown and with your and your clients cashflow.



🎄 4 WEEKS TO CHRISTMAS 🎄

I'll be putting up decorations in my office and at home on 1 December to get myself and those around me into the Christmas spirit.

Christmas cards will be written on and gift buying (mainly online) will be in full swing as I like to get that done so I can focus on being productive and getting all tasks done before I breakup for Christmas on the 18th. And I have quite a list that is sure to keep me busy.

I will also be having my 12 days of Christmas Sale so keep your eye out for some goodies to help you reset and become unstoppable in practice in 2021.

Next Tuesday, 1 December I will chairing one of the two CA ANZ's Public Practice Masterclasses. Last month I was a presenter which was a lot of fun.

It's not too late to [register](#) and here are the details.

Topic 1: **Combating Your Clients Chronic Cash Flow Crises** | Presented by Rhondalynn Korolak

Topic 2: **Business Development for Accountants - Learn How To Generate New Ideal Clients** | Presented by Brad Turville

On the weekend I will also start my 2021 goal setting which is something I always do.

Until next Friday, keep well and keep balanced!

Amanda

