How to use your cycle to make your business more productive with Stasha Washburn

with Stasha Washburn · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Stasha Washburn, The Period Coach, plans her business by the phases of her monthly cycle instead of by a repeatable five-day week.

- [ ] Stop scheduling the same tasks at the same time every weekday and plan your work across the month instead.
- [ ] Pick one week a month for planning: look at the year, quarter and week plans together.
- [ ] When you notice things that aren't working, write them down without judging them or trying to fix them yet.
- [ ] For each item on that list, ask why it isn't working, then decide whether to automate, delegate or eliminate it.
- [ ] If you're stuck at a blank screen, switch to a different kind of task instead of forcing it.
- [ ] Batch your content: write in one block, edit in another and record a month's worth in one session.
- [ ] Track your working hours so you can see how much you get done and when.
- [ ] Plan the year at the start, give each month one main project, and keep an SOP board for each recurring launch.
- [ ] Group similar tasks across projects, like a single day for all your graphics, to cut down on task switching.
- [ ] If you coach clients, add a question to your intake form asking whether they're comfortable talking about their cycle.

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