

Ryan Howsam

Thinking Time Worksheet – COVID19 SURVIVAL

Thinking Time

Thinking time is a concept I learnt from my mentor Keith Cunningham. You take a pen and paper and sit quietly and ask yourself probing questions. You don't just do this flippantly, you have to take your time to really think each one through. I recommend diarising at least an hour a week for this. There are several questions you can ask yourself, but as a starting point here are the most important questions I use both to work out what I want in the first place and for my regular thinking time. On this worksheet I have included an additional section for Covid19 Survival. Take some time to go over these questions to get the answers you need for your business future.

Questions – *The Big Picture*

• What is my ultimate vision for each of these areas?

• my Business

• My life

• Relationships

• Learning

• Other areas eg Health

• If I continue on my current trajectory, how will each of the areas below look compared to what I have written above as my ultimate goal for each?

• my Business

• My life

• Relationships

• Learning

• Other areas eg Health



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- What is it that is stopping me from achieving my ultimate
- Business
- life
- Relationships
- Learning
- Other areas eg Health
- What are the things I must do differently to achieve my ultimate
- Business
- Life
- Relationships
- Learning
- Other areas eg Health

The power of thinking time is to spend time going over and over each question, so really focus!

Section 2– *Specific Questions for Covid 19 Survival*

- How will Covid 19 affect my business if we have continual disruption for one to two years?
- What can I do to mitigate these risks?
- How can I streamline my business processes?
- What would be the impact of the streamlining mentioned above on my P&L?
- What costs can I cut that can keep me going now **without affecting my P&L in 2021?**
- **What other products and services can I offer to my customers?**

Thinking Time General Business Questions

My Positioning

- What space can I own?
- What are the USPs for my product or service which differentiate me from the market

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My Customers

- What are the marketing channels can I use to acquire customers within the margin of my product?
- What killer offer or incentive can I use to drive engagement or entice new customers to buy?
- If I never had another new customer, what would I do differently to retain my existing customers?

My Focus

Now, going back to your business, life and each area- Write down the most important things for the next 90 days. One Major and up to 2 minors for each.

2020

What's the most important thing I can get done in each area?

The year	MAJOR OUTCOMES	
	MINOR OUTCOMES	
The rest of this year	MAJOR OUTCOMES	
	MINOR OUTCOMES	
The quarter July - September	MAJOR OUTCOMES	
	MINOR OUTCOMES	

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2021

The full year- What is the most important thing I can achieve in 2021 in

Business	
Life	
Relationships	
Learning	
Other areas/health	