TIME SAVING SECRETS FOR MOMS
WEBINAR REPLAY
TRANSCRIPT AND WORKBOOK



Hi! I'm Lisa!

This transcript is from a recent webinar I did just before launching my signature course, Conquer Your Calendar! This is a pretty close transcript to how I actually spoke the words- so please forgive some of the "likes" and "kindas" and informal sentence structure! And take a few pauses throughout to reflect on the reflection questions I have highlighted- feel free to print this out, and write your responses right here! or, just grab any notebook, piece of paper, or your phone and process the teaching that way.

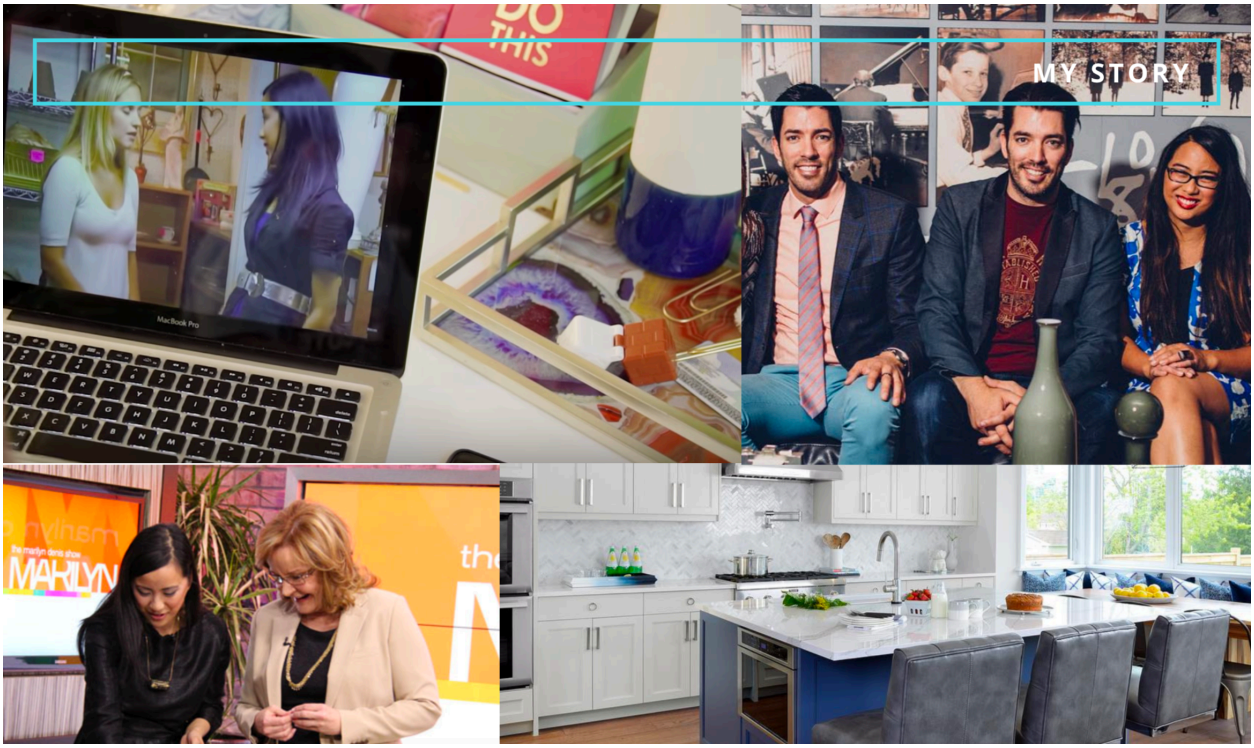
Always in your corner,
Lisa

TRANSCRIPT

You are in the right place if you are a working mom, desperate for more balance, juggling so many things. You're in the right place if you are a stay at home mom, desperate for more me time, more balance. If you desire to start some kind of a side hustle, or some kind of a small business, or if you simply just want to feel like less of a hot mess you're in the right place.

You will learn in this webinar today how to make time for things that matter to you without the mom guilt, time saving strategies that have allowed me to grow my business and manage a busy life with seven children.

And you're going to learn some mindset shifts that are essential for busy moms to thrive. This training is not for you if you don't care about personal development, if you don't want to save time, if you don't want to live a life that feels less burden, less overwhelmed, less pulled in a million directions. And if you are offended by the option of journeying with me together in an offer that I'm going to make at the end of this hour.



MY STORY

So I want to share with you a little bit about my story. I got my start in interior design. I hosted a show on HGTV and it was a crazy, crazy story how this happened. I was always speaking in my high school, I was student council president and one of the moms was a casting director for television shows and she would come up to me and be like, you've got to be on TV! And I was like, what do you mean? How is that even a job? I had literally no interest or understanding that you could make a career being yourself on television. I kind of thought you were only an actor if you were on TV and got paid for it. And so she put me in touch with someone who worked at a company called Tricon Films who was starting this show called Marriage Under Construction.

And they were like, you're a young, fresh face. You seem to have some design ability, let's put you on national television where you can design a house for the very first time with literally no experience. Does that sound like fun? Oh my word. Was it ever terrifying! So not only did I get my start in the world of interior design, but I also got my start in the world of lifestyle TV. And basically for the past 10, 11 years, I have been working with clients in residential capacities, helping families thrive at home. In addition, I was a regular contributor on the Marilyn Dennis show. I've been on a show called The Goods. I've been on Breakfast Television and probably one of the most fun partnerships I've had is working with the Property Brothers.

Those are the twins, Jonathan and Drew, who do many different renovation type shows. Really great guys. Everybody always asks me are they really nice in real life They totally are!



And as fast and as rapidly as my interior design career grew, my family grew. I have seven children ages nine and under: my son John, who is nine. Evelyn who is eight. Leo, who is six, Rose who is four, Joseph, who is three. James who is almost two. And then we just had a baby girl Phoebe about four months ago. So it's been a wild, wild ride.

HOW DO YOU BALANCE?

The question that I get all the time ask all the time is, how on earth do you balance it all? How on earth do you balance a marriage? How on earth do you balance a career that you seem to really enjoy? How you balance seven children and not go crazy? Well, let me tell you my friends. This was not always the case. And if I could show you my screen, I would show you a cute picture of young, young, young, young Lisa Canning, really young at the beginning of my interior design career where I was really eager but also had a little bit of a chip on my shoulder I suppose because I started my interior

design career with no formal interior design training. And because I started my career like really, really young, like 23, I felt very much like an outsider on this insider club.

And if you have any knowledge of the interior design world, it is one that is very competitive and one where it's kind of fancy meaning, the women that I was associating with at that time were all much older than me. They all wore expensive clothes. They all had, you know, beautiful, expensive cars. They seemed to have everything together and this was the model that I was using to measure success by. Literally I was, I was looking all the time at all these women who didn't have spit up on their jackets, who didn't have a diaper bags on their hips, whose cars were like more money than I had ever seen in my entire life. I just was looking constantly to these women as the standard of success. And it was exhausting, like truly exhausting to be very frank with you, it was truly, truly, truly exhausting.

And let me know in the comments if you are brave to share, if you feel a similar sense of comparison where you feel like you're looking maybe at peers or other groups of people and you are constantly comparing. Just put a hands up or, or just indicate that yes, you do suffer from the trap of comparison. And like I said, it was exhausting, but I didn't know any better. I was a young mother. I didn't have as much confidence back then. One of the big challenging things about motherhood is that we don't really have a measurement of success. In the beginning you're really going with your gut, you're going with milestones that you google. It's a tricky thing to navigate. What is successful, how you define success as a mom can be quite challenging to determine.

Everything in my life came to an absolutely crazy implosion, if you will, in a story that I've shared a couple times on the Internet. I'm going to share it with you briefly now. When I had my fourth daughter Rose, it was probably the most hectic and exciting time of my career. I was knee deep in projects. It was the time that financially I was able to provide the most that I had in the past from my new small business. We had a bunch of kids home, it was an exciting but also very, very, challenging time. And I, like I shared, was still young in my confidence level as a mom. And so I still felt like I was proving myself on the regular like every single day. And so part of that needing to prove myself was illustrated in what I did five days after I gave birth to Rose. Five days after I gave birth to Rose, I decided that it was so necessary for me to be at this job site that I was managing. I packed my brand new baby literally still with a bandaid on my back from my epidural, wearing a pad the size of Mount Rushmore because you guys know what it's like post delivery. I brought her into a noisy, chaotic, dusty, messy job site. And I remember how everyone reacted. Everyone, my clients included, everyone was like, why are you here? And I had put such immense, immense pressure to show up and feel like I was doing a great job for my clients, and I'm doing a great job to show that

you can be a mother, and have it all, and balance all these things. And all of this came from me. All of this was internal pressure. I had said to myself that I must do this.

And I remember sitting in the minivan, and it was littered with garbage, like literally the floor of the car was littered with every fast food company's garbage you could think of. There was Tim Horton's bags, there were Wendy's bags, there were Harvey's bags, there were McDonald's bags, there were Burger King bags, there were Kentucky Fried Chicken bags. Literally anywhere you could get fast food in the Greater Toronto area, I had the remnants of garbage because I worked right up until I gave birth and because I was so busy all of my meals practically, we're on the road. Crazy, disgusting, non healthy meals in the car.

On the seat beside me, I had all the interior design things: paint samples, and fabric swatches, and tape measures, and all these things. I had a bag of newborn baby gear overflowing with diapers and with a carrier and with wipes and pads. All the things that you use when you just had a baby. And then I had my brand new baby at the back. And I remember sitting there and I looked out and my car was such a stark contrast to the scenery- it was this beautiful winter scene- and you know how it is when snow covers everything. It just looks so beautiful and pristine. And I remember sitting there and thinking that my car was as messy as my priorities. And I remember I put my head on the steering wheel, and I cried. And that was the day that I said no more. That was the day that I said there has got to be another way.

WE CANNOT DO IT ALL, AT THE SAME TIME, WITH SUCCESS



I felt so pressured to show what success looked like. Even though it was making me miserable. And I think this is a really challenging thing of modern motherhood today.

I believe it is a modern concept that we should be able to do everything, all the time, with success. And it is simply not true. That is a lie of modern motherhood, that we can do it all at the same time, with the same level of success. And if you feel the same way, will you please type in an amen? Because again, I think we should pursue our dreams. I think that we will burn out in motherhood if we do not pursue our dreams, if we do not pursue the things that fulfill us, but things will suffer if we are not giving things the time and attention that they deserve.

If we are constantly working and we're not seeing our children, that relationship is going to suffer. If we're constantly working and we're not paying attention to our marriages, that relationship is going to suffer. Things will suffer. We cannot do it all, at the same time, with the same level of success. It is simply just not possible. If you disagree with me, type it into the comments. But I will fight you tooth and nail because my life for the first five years of motherhood was hot mess material it was so, so challenging.

But happy to report, the last 5 years have been so different. So here's what I did, after what I call my minivan meltdown. I became obsessed, truly obsessed, with how to pursue my dreams and be a great mom at the same time.

And I did all the things. I listened to all the productivity workshops I could. I bought all the online courses on time management. I did all the things to try to streamline and organize my life. I failed miserably. I succeeded. And what I came to conclude is that the secret to it all is a calendar that captures and protects your priorities. And how do we do that? And what are we protecting? We can protect our family time, we can protect our own passions, we can protect our marriage and we can protect our health.

We can do that. I figured it out. It took five years basically. Okay, well really it took like two years of trial and error, I would say, or three years of trial and error. And then the last two years really refining it. This is not a humble brag, hear my heart, I really believe that if I can do some of the things that I'm able to do in life with seven children, that anyone can follow their dreams.

I'm going to unpack the steps that I have basically learned in the last five years of figuring this out, of falling on my face of getting back up and trying to move forward.

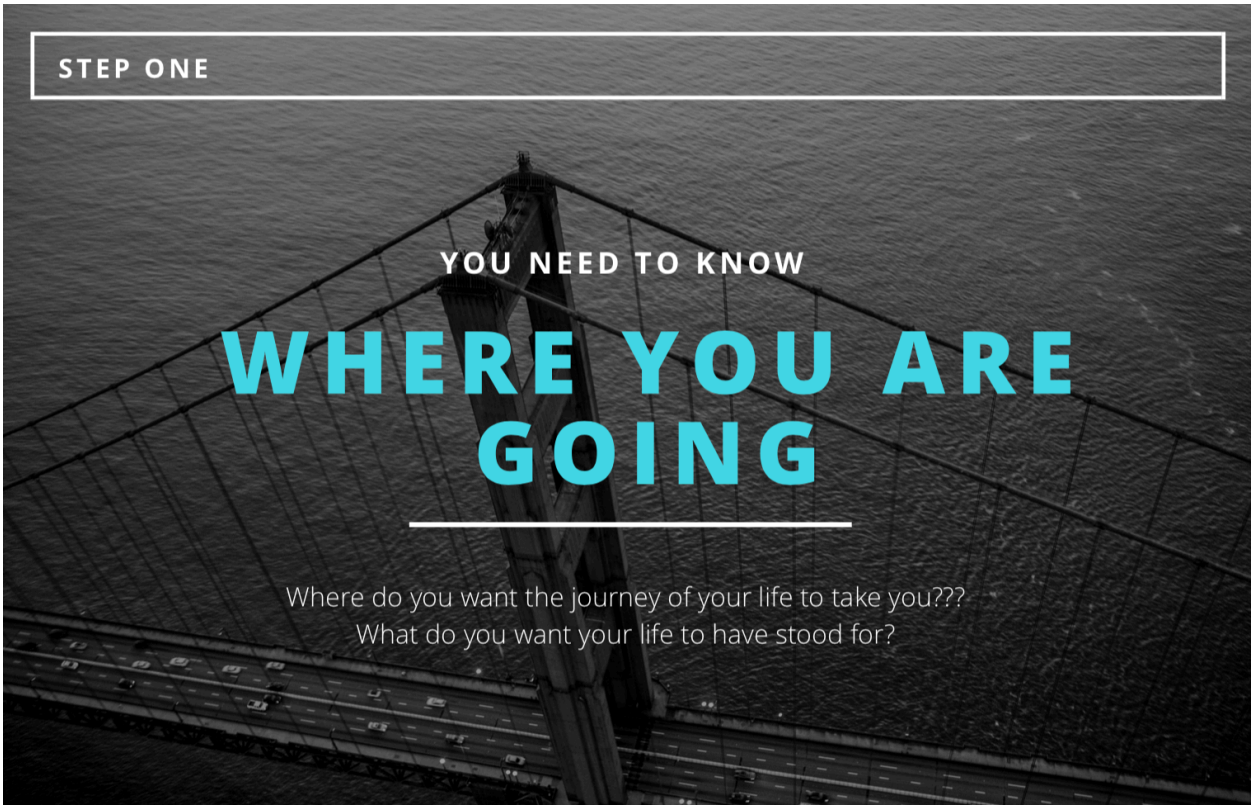


LET'S PAUSE THOSE LIMITING BELIEFS

You need to get out of your own way. So before we go any further, I want you to check anything maybe that was noodling in your head as you heard me talking. Maybe you heard me talking and you literally said to yourself, well, that's great, Lisa, you can do it because you have childcare. There's no way I can. Let me tell ya, because I also did many things without childcare! Or, you might be thinking, oh, there's just no way my kids are too small. Do you know that Tolstoy wrote War and Peace when he had something like 16 children?!?! Anyways, my point is I want you to tell those limiting beliefs, the things that you're saying in your head, the expressions there's no way I could do that because I homeschool. Or there's no way I could do that because my kids are too old or there's no way I could do that because my kids are too young. There's no way I could do that because I'm a single mom. I want you to pay attention to anytime you say there is no way I could do that because and just for a moment, for the next 30 minutes, tell that voice to be quiet because honestly, what might be made possible for your life, your amazing life, if you found a way to get past those limiting beliefs and you found a way to see what is possible regardless of your current state in life or anything that you currently perceive to be limitation, please keep that in mind.

So the steps, the steps that I've taken over the last five years, the steps that I teach in my course, Conquer Your Calendar. I'm going to list them out and then I'm going to go into a few of them in detail. We don't have time to go through all the steps. We're going to go through a few in detail.

Step one, you need to know where you're going. Step two, you need to know why you say yes to things. Step three, you need to take stock of your activities and you need to triage. Step four, you need to schedule the big rocks first. Step five, you need to delegate as much as you can. Step six, you need to create a compelling scoreboard. It's my favourite. Step seven, you need to commit to things that will advance your scoreboard. So we're going to tackle a few of these today and don't worry if that was super fast. You can watch it on the replay.



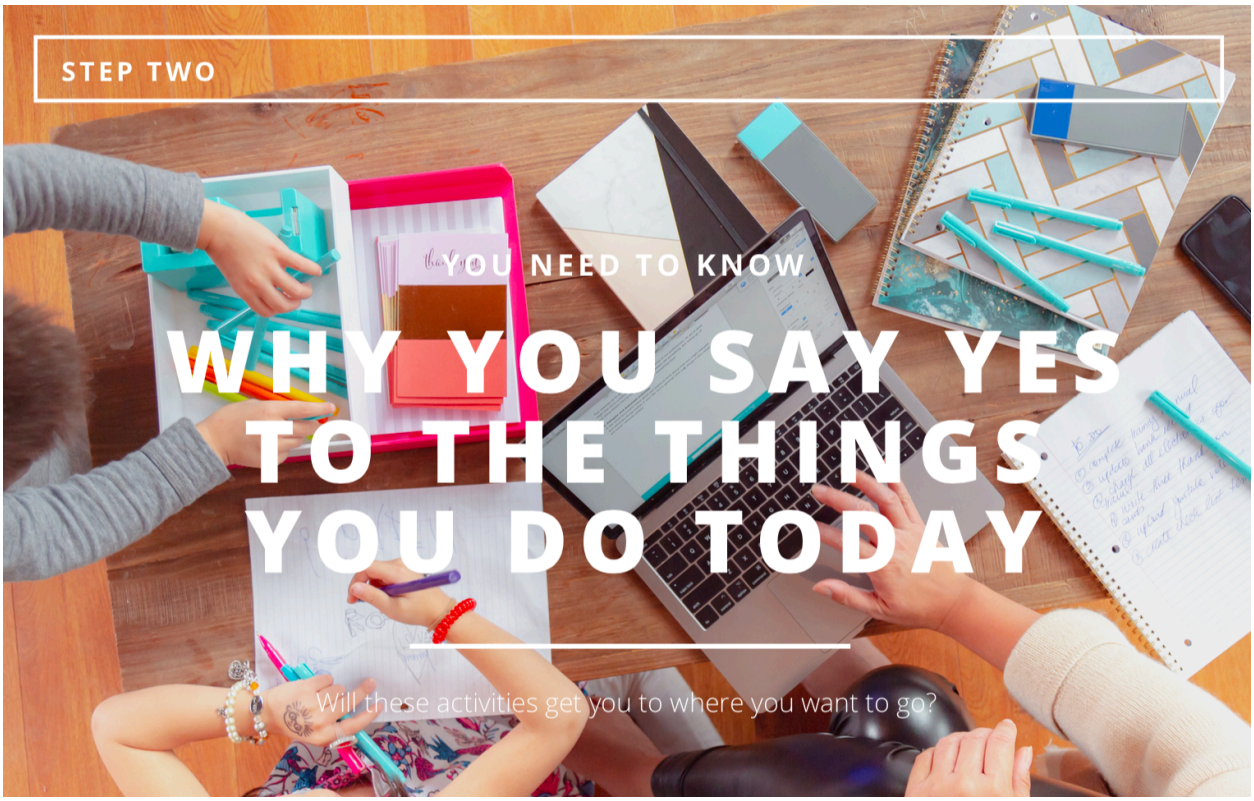
STEP ONE: YOU NEED TO KNOW WHERE YOU ARE GOING

Okay, so step one, you need to know where you are going. I have a free workshop right now called Purpose Driven Productivity that is free for just a few more days, but you can go in there and watch video one. This whole step one is knowing where you are going. Where do you want the journey of your life to take you and how do you want to be remembered? What do you want your life to have stood for? And let me be honest, when I got this exercise from a book called living forward by Daniel Harkavy and Michael Hyatt and basically you write your own obituary. And I remember when I did it, I was like, this is weird, this is crazy. But when I wrote it and I read it and it came really easy by the way, to write it, when I read it, I was like, gosh darn it. My life does not

measure up. The person I am right now does not measure up compared to the person I want to be.

There was very little that matched. Okay, there was some, but in the parts that were most important to me, there was very little correlation. And I remember being like, oh my word, if I continue the trajectory of my life right now, I'm going to be nowhere close to the person I want to be in this obituary. So I think it is a really powerful tool to know where you were going.

QUESTION FOR REFLECTION: At the end of your life, how do you want to be remembered?

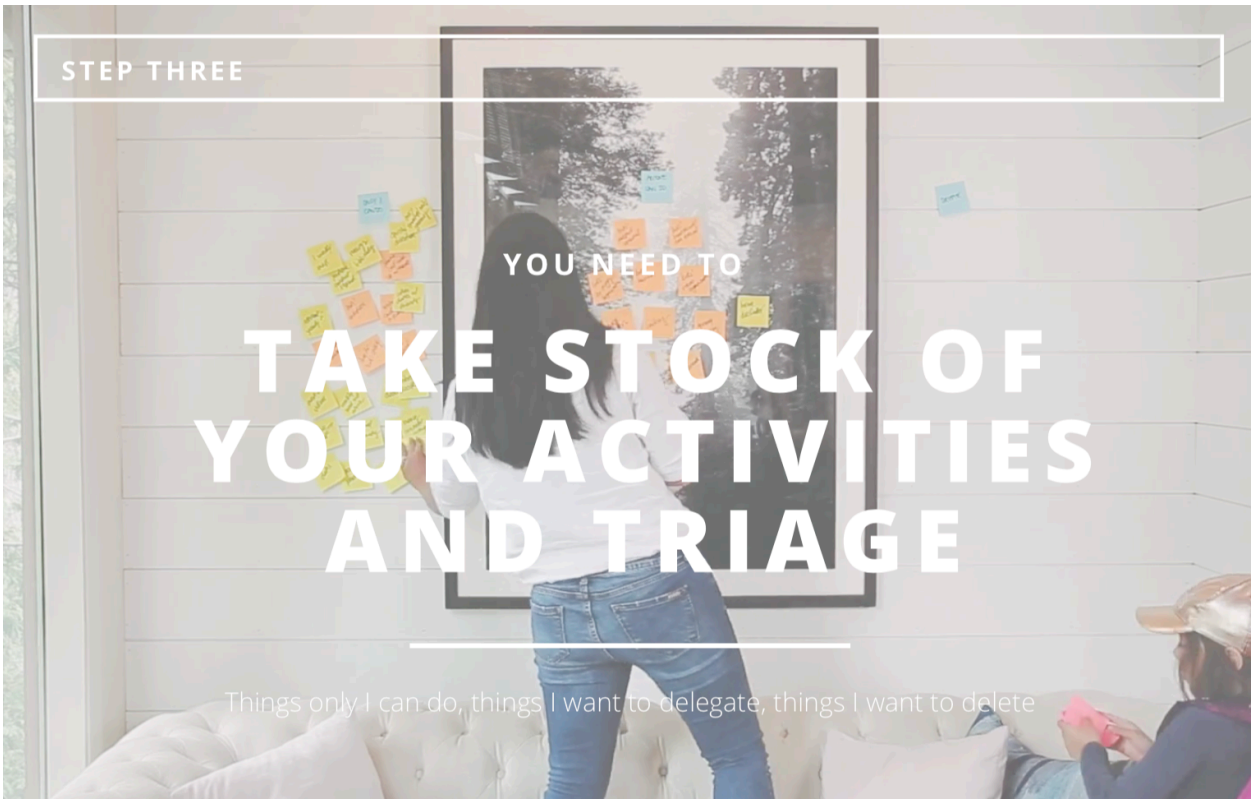


STEP TWO: WHY ARE YOU SAYING YES

Step two, you need to know why are you saying yes to the things that you say yes to. It's kind of similar. I think sometimes we can get excited about life! Honestly, we can just get excited that there are so many things happening and it can be really easy to say yes to things I think as Moms, or as empathetic people, we can just say we want to please people and we want to do things and we want to support causes and all these things.

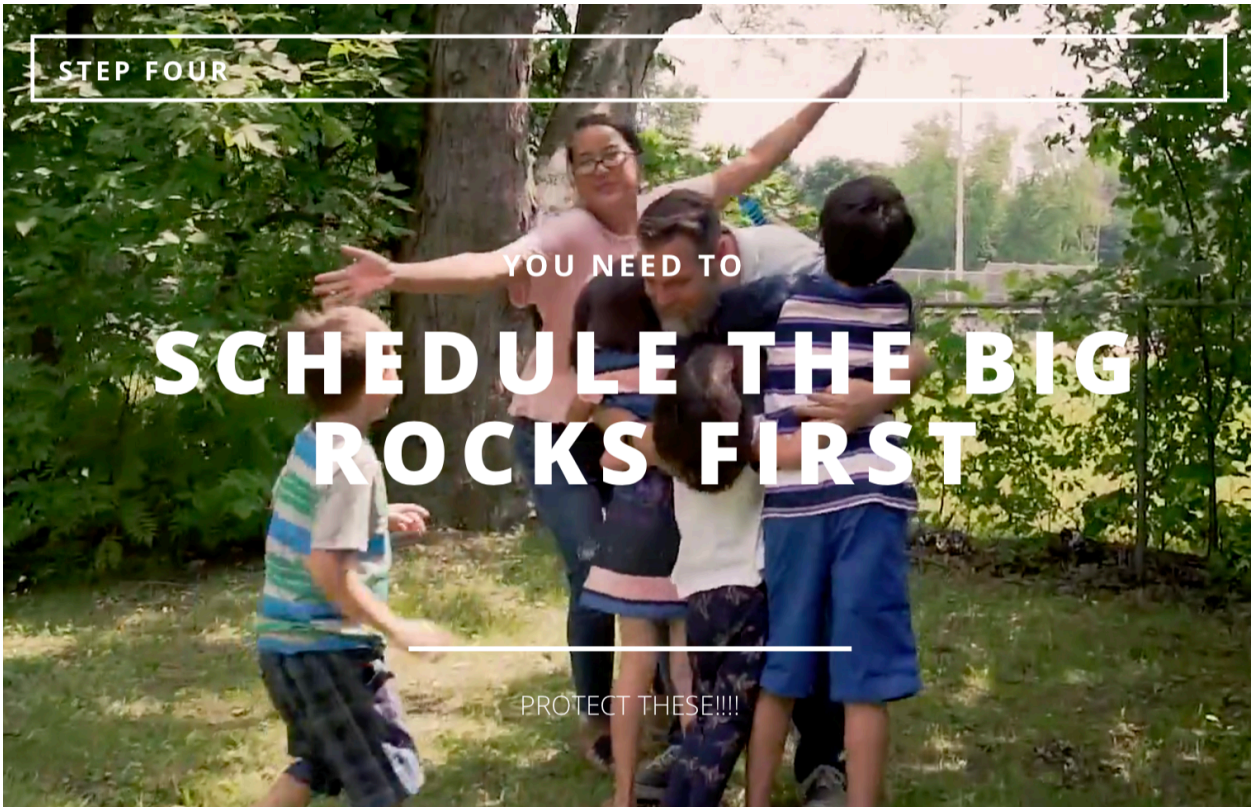
But we have to remember that saying yes to things means we're saying no to other things. And that the inverse is true too. If we say yes to things, it might mean that we're saying no to time with our family. If we say yes to things, it might mean that we're saying no to rest and mental health. It's really important that we have an understanding of this. Am I saying yes to something out of guilt, out of obligation, or is this really helping me get to where I want to go? I think these are really important things to consider.

QUESTION FOR REFLECTION: Is there something you are currently saying yes to, that you should really be saying no to?



STEP THREE: TAKE STOCK OF YOUR ACTIVITIES AND TRIAGE

Step three, you need to take stock of your activities and you need to triage. And again, if you go to my free workshop, Purpose Driven Productivity, that's free for only a few more days and you are taken through an exercise where you can triage the activities and the things that only you can do, things that you would like to delegate and things that you would like to delete 'em.

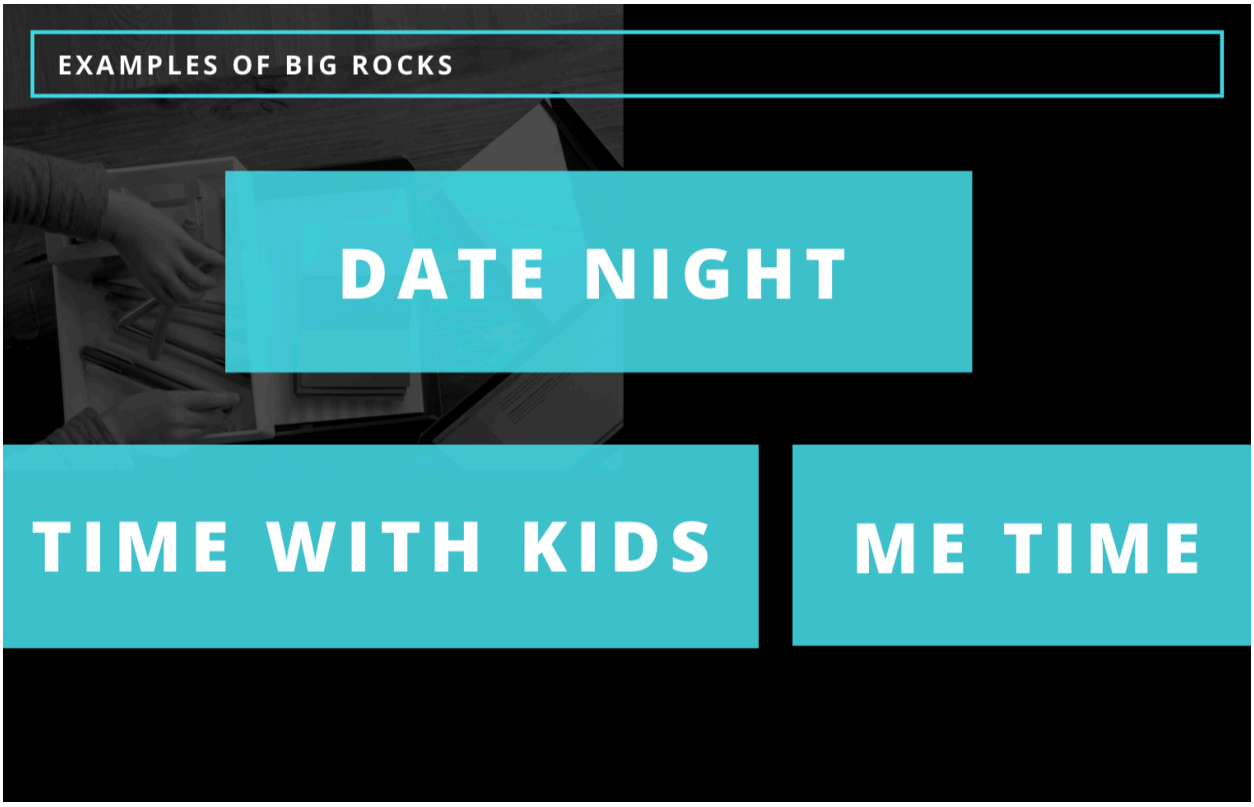


STEP FOUR: SCHEDULE THE BIG ROCKS

Step four, you need to schedule the big rocks first. Before I go on, the book Essentialism is a perfect read for learning how to say yes, and when we need to say no. Step four, you need to schedule the big rocks first. And what do I mean by this? So we're going to dive into this a little bit more in depth. So you know that I think it's an Aesop fable. I'm the worst at remembering like these things, where do these analogies come from? I have no idea. But regardless, say you have a big glass jar and you want to fill it with rocks, if you fill it with smaller rocks and then try to put the big rocks in, it doesn't really work.

You'll run out of space because of the gaps between the big rocks. However, if you put the big rocks in first and then put the smaller rocks after, the small rocks will fill in the space between the big rocks. So a way that we can ensure that our priorities in life are protected are by scheduling the big rocks first. So for example, scheduling something that's going to protect our marriage like a date night, or scheduling something that's going to protect time with kids, like putting your phone away at specific times. And you can schedule time for yourself and use that however you want. And the thing is, we have to schedule it, and then we have to show up for it.

And I'm going to give an example that may anger some of you, and feel free to disagree with me, but I think that we should schedule the big rocks the same way that



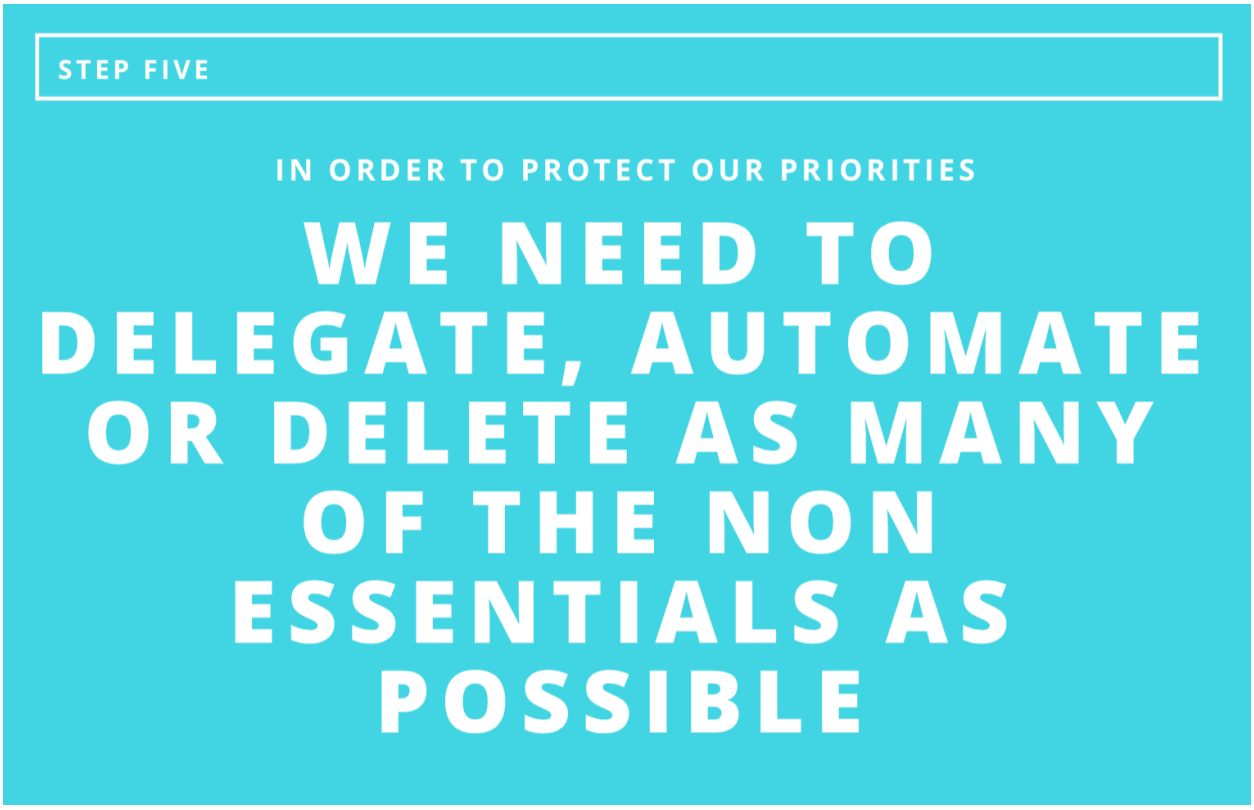
you schedule hockey practice for your kid. Experience has shown me that many parents will show up for a 6:00 AM hockey practice, but they won't show up for a date night. And I think there's a problem with this and feel free to disagree with me. I welcome all the conversation on this. It doesn't mean that you don't do hockey. I'm not trying to bash hockey, but what I'm trying to say is there are certain things I think that people make almost easy to prioritize. Going to the dentist is another one. People show up on time for the dentist!

But then what about things like putting our phones away when we're around our kids, or showing up for something for our spouse that will make them feel honoured and continue to kindle that relationship. And so what I'd encourage you to do right now is to think right now, what are some things that you could do to protect the big rocks, so to speak, in your calendar. So for example, date night, every Wednesday night at 7:00 PM. Time with the kids, maybe your phone is put away literally from four to 6:30 and you hang out with them. Me time maybe every Saturday morning you book a babysitter so that you can get your nails done or go read in a coffee shop.

And while while we're on that note, write down in the comments, if you were given the gift of three hours, where you could freeze time, and guilt free do anything. What would you do for those three hours?

Speaking of guilt, let's talk about this. Let's talk about guilt for a minute because guilt is a thing. Guilt is a thing. I think it's an epidemic to be honest. And here's the cure. Guilt is abolished when we have a calendar that protects our priorities. When there is time allocated for all the things. So for your marriage, for your kids, for whatever work or passion projects you've got going on for the blog, you want to start for yourself, Mom guilt I argue is abolished. Is it abolished completely? Of course you're gonna have moments when you feel bad that you did something or didn't do something.

QUESTION FOR REFLECTION: What big rocks do you need to give more priority right now, and what is one thing you could do to give each of these more importance?



STEP FIVE: WE NEED TO DELEGATE, AUTOMATE AND DELETE

Step number five in order to actually do this, because this takes strategy. So in order to have blocks of time in your calendar that are dedicated to certain things, we then need to just by sheer mathematics that if time is 100 percent, and we've already gone through 60 percent of it, let's say with our big rocks, we gotta figure out some ways to chunk that 40 percent out strategically. So we need to delegate, automate or delete as many of the nonessentials as possible.

And what does this look like? So for example, delegating things in the house could be delegating the cleaning. It could be delegating home maintenance, it can be delegating grocery shopping or automating it by using a click-collect service. Let's think of work things. What can you delegate on your team? So for example, if you write a blog and you do have the ability to have a virtual assistant who works for you maybe three hours a week, maybe you are only doing the writing of the blog and then your virtual assistant is doing the formatting of the blog. So really you're only taken away from your kids for let's say 45 minutes and then all the other stuff is taken care of by somebody else who really likes to do that kind of thing. And then deleting oh my word, like what can we delete in our lives that maybe we don't need to do any more, maybe out of guilt. Right? I think, perhaps it's because I have empathy as my number one in my strength finder

assessment. So I do have a hard time. I've had to really grow in my ability to say no to people and say no to things.

QUESTION FOR REFLECTION: What are some things in your life you should really just delete?



STEP SIX: CREATE A COMPELLING SCOREBOARD

Step number six: creating a compelling scoreboard is a concept that I learned from the book Four Disciplines of Execution. And while this book is written for businesses it definitely can be translated to motherhood. Essentially in this book they posit, that there's something called "whirlwind", which is the regular things that happen in business everyday. And then there is something called your "wildly important goal" and that is something that will really move your business forward.

What they argue in the book is that unless we protect our wildly important goal, the whirlwind can so easily take over. Let's take for example Angela, a floral arranger, and her wildly important goal is to book 12 weddings a year. In order the book 12 weddings a year, there are certain actions she can do like cold calling clients and showing up at trade shows. But danger happens when the whirlwind of life and business- fulfilling orders, following up with clients, creating proposals, juggling babies etc. etc. etc. gets in the way of doing the activities that will book the 12 weddings. The activities that will make the wildly important goal happen, must be prioritized or the whirlwind will inevitably take over.

And I argue it is so similar in our mom lives. If we have a goal to date our husband, if we have a goal to have a happy marriage, but we do not talk to them in a way that is beyond, "oh my gosh, you forgot to get the milk again?!?" Or, "oh my gosh, I told you the furnace filter is old, it hasn't been changed for three months. Oh my gosh. Can you change it?" Or, "I went to the parent teacher interview again alone. How come you didn't make time for it?" If we only speak to our spouses like that, we're not going to further our goals and further and deepen our relationship that we've always wanted. Let's remember, we dated our spouse. We were really happy to get them. We were really happy to get them in the beginning, but I hope you know what I mean. I hope you hear my heart- we once dated our spouses. We put on a real great face for our spouses in the beginning. Can I get an amen on that? And then sometimes the whirlwind of life makes it a little bit more challenging to put that same good face on. Let's just be honest, and so that's what I mean. We have to protect these things with things in our calendar and a scoreboard.

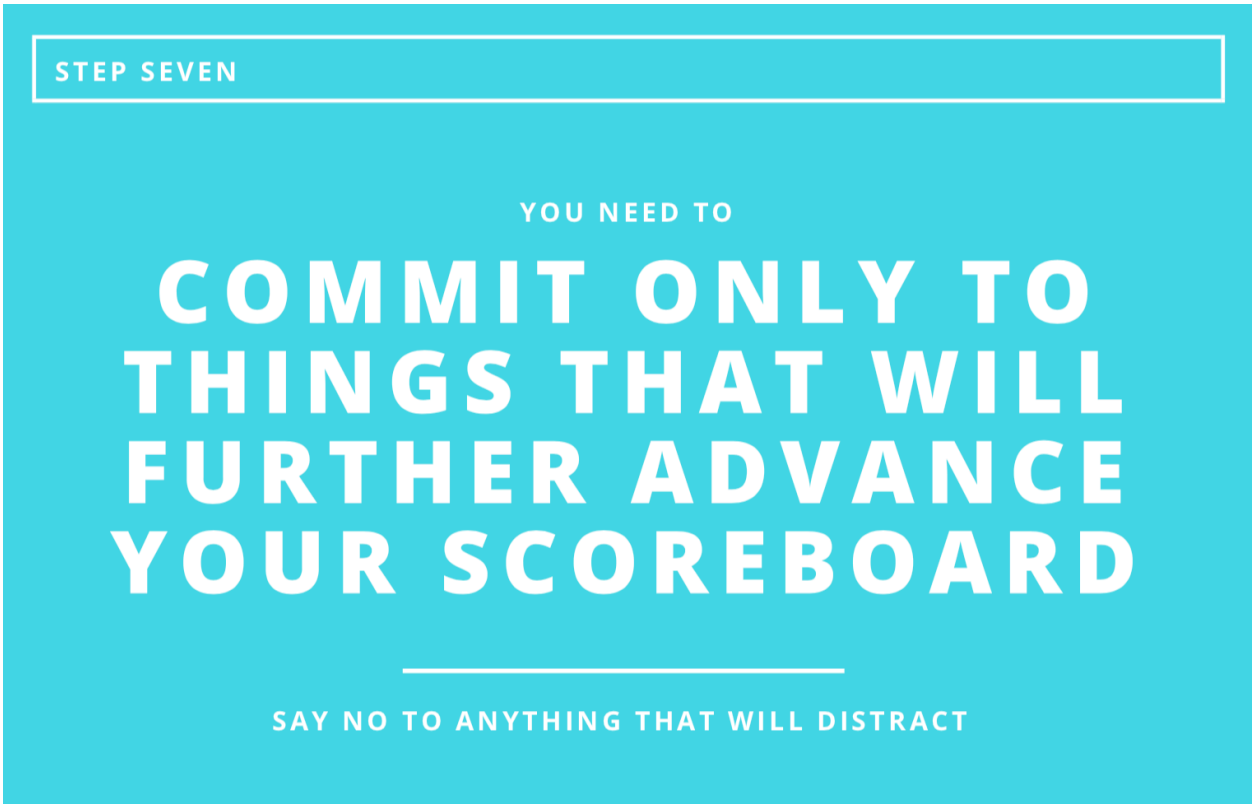
What if you had a scoreboard to show you that you were winning at life? Let me show you.

This is my scoreboard. I want to show you the kinds of things that I am protecting in my calendar and that allow me to know that I'm “winning at life.”

You can do this concept of a scoreboard literally in everything in life. If you want to lose 10 pounds, you can't just think in your head, I want to lose 10 pounds and then have no actions to back that up.

This is what I've learned about how things get done. Things get done when we ensure the right activities are being pushed or put forward to further that goal.

QUESTION FOR REFLECTION: What are some things that would go on your compelling scoreboard?



STEP SEVEN: COMMIT ONLY TO THINGS THAT WILL ADVANCE YOUR SCOREBOARD

So step number seven, which ties in very beautifully, is committing only to the things that will further advance your scoreboard and say no to anything that will distract. So what does that mean? I get approached with work opportunities all the time. I get approached quite a bit. Sorry, that sounds like a humble brag. I don't mean it like this, but I just mean I get approached for things like, can you come host this TV show? Can you come and see this event? Can you come to this? Can you come back again? I'm sorry. I don't mean to sound like I'm humble bragging, but it's just the truth of my life.

If I said yes to all those things, I can tell you with great confidence, I would not be able to check all the boxes on my scoreboard. I just would not. It just would not be possible. Like if I said yes to working on a television show that brought me out of the house for more than eight hours a day, because when you work in tv it's more like 12 to 16 hours. If I took on this kind of a job, I would not be able to every single day commit to the goal to put my phone away between four and 6:30 PM. You know what I'm saying? And a quick note about that. Sometimes I get the feedback about creating a schedule or even the scoreboard that this is so rigid. This does not allow for flexibility and for spontaneity. My friends, it sure does. I believe that there's freedom when we know the things we're supposed to do at a certain time and we don't have to think about it.

It doesn't mean that you don't have the freedom to move things around. So for example, you want to go on a date night with your husband and your mom comes over on Sunday and says, why don't you guys go out? It doesn't mean you don't go out. If you want to do that, it just means that you can move things in the calendar of priorities, but you've captured all the things that you want to keep important and they're protected. You know what I mean? So it doesn't mean you can't be spontaneous, you just get to move things around in a calendar. And here's the other thing I want to share. I've also heard the feedback that if I scheduled my date night, that means is that the only time I'm speaking to my husband?

No, of course not. If you already are speaking to your spouse, that's awesome. I know some couples that see each other enough that they don't feel like they need a date night. I argue that everybody needs a date night, but what I mean is if you already have time together in your calendar, and you already feel good about your marriage, maybe this is not something you have to focus on right now. Maybe there are other ways that you can strategize how to show love for your husband, or maybe there are other parts of your life that need a little bit more attention. These are all tools to help us get to where we want to go.

QUESTION FOR REFLECTION: What in your life is not helping get you where you want to go in life?

This is so exciting and so much fun!

So to recap:

Step one, you need to know where you are going.

Step two, you need to know why you say yes to things.

Step three, you need to take stock of your activities and triage them.

Step forward, you need to schedule the big rocks first.

Step five, you need to delegate as much as you can.

Step six, you need to create a compelling scoreboard.

Step seven, you need to commit to things that will advance your scoreboard.

So… why did you show up today? Did you show up today because you are tired of being stressed? Did you show up today because you're tired of being tired? Did you show up today because you're tired of feeling unfulfilled? Did you show up today because you are tired of wondering if you'll ever accomplish your dreams in life and if you're brave, type it into the comments you've stuck with me so this far you've been with me. Many of you have been with me.

If you've been with here with me this long, or you're watching this on the replay and you've been here this long, I believe you can do the rest. I believe in my heart of hearts, that it is 100 percent possible to feel fulfilled in motherhood, to feel like you are pursuing your dreams and be a great wife and mom at the same time. You just need a strategy for how to manage your time, and you can start that strategy, that plan right now. And remember: nothing I've shared with you here today is theory or fluff that might work. This is exactly what I've done in my life to balance seven children and multiple businesses and I've helped other women do the same.

It doesn't matter if you're a stay at home mom with limited help, or a mom who works outside of the home juggling a million balls in the air. We can all do it and you can start right now. So I want to tell you about Conquer Your Calendar, my course. What this course will help you do is figure out your priorities. It will help you create a schedule based on your unique priorities. It's going to help you say no more and it's gonna help you with habits to make all of this stick. It will get you moving towards your goals. If

you remember, just one thing from this training, my friends remember this, time is finite, but your ability to manage it strategically is not. You have a say in how you spend your time. Time is finite, but how you manage it strategically is not. You have a say in gosh darn it, how you spend it.

You can Conquer Your Calendar. You can design your life. You can work towards whatever dream you have and I want to help you do it. Oh my word. Do I want to help you.

So there are a few ways that we can get better at time management. There are a few ways that we can conquer our calendar. Number one, you can trial and error like I did and it took me five years to figure out. Or, you can take advantage of all of my trial and error. Take advantage that I have personally, no time to waste. So I designed what I believe is the most efficient approach to learning a time management system. And you can do it with me in Conquer Your Calendar. The choice is yours.

So a quick overview: Conquer Your Calendar is designed to take you by the hand to conquer your calendar. No missing steps, no confusion, the quickest and most effective way to get from feeling overwhelmed, to feeling free. Imagine, imagine you could finally kick constant mom guilt to the curb. Finally, imagine feeling like you actually have time for you. Imagine a regular date night and feeling like you are dating your spouse again and imagine feeling constant momentum and motion on your goals.

To be notified when enrolment for Conquer Your Calendar is open, visit www.conqueryourcalendar.com