

David Braithwaite – Do What You Can't

1. Conference ideas go into one of these three columns:

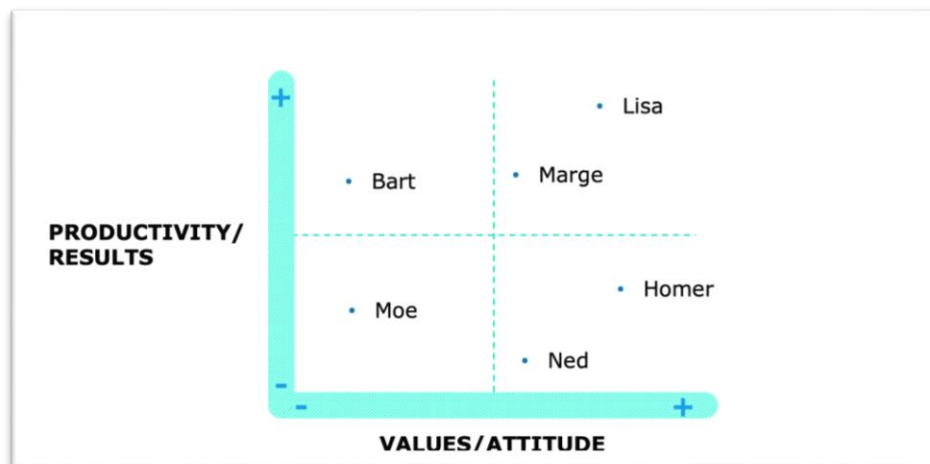
Today – do it ASAP	Tomorrow (<90 days)	Sometime

2. Simon Sinek – Start with why video <https://www.youtube.com/watch?v=IPYeClXpxw>

3. What did your business look like 5 years ago, now and in 3 years?

Parameters	5 years ago	Today	In 3 years
Turnover			
Profit			
Personal income			
Number of staff			
Number of clients			
Average case size			
Largest case size			
Appointments per week			
Premises			
Typical client			

4. Attitude/Productivity table



5. Book recommendations:

Start with Why – Simon Sinek

Traction – Gino Wickman

Double Double – Cameron Herold

Miracle Morning – Hal Elrod

Will it make the boat go faster? – Ben Hunt-Davis & Harriet Beveridge