

The Monday Morning Meeting

Organise your time more effectively with a regular meeting

Monica started having Monday Morning Meetings when she was still at university, and working towards setting up her first business with two friends. Even though that little business went nowhere, Monica loved the MMM and continued to have a meeting *with herself* every Monday morning. Now she shares that meeting time with the C+B team, but the principles remain the same.

The MMM* gives you a chance to start your week in a 'business-like' way, just as you might have a staff meeting or a team get-together when you work for someone else. The MMM creates a regular time during which you think about what you need to do for your business, what your goals are for this week, and how you're going to keep yourself on track. You'll make a manageable list of things to do, prioritized from most to least important, and therefore create some accountability in your business, just like a boss would.

Some of the things to check over and 'discuss' at your MMM :

- Go through all the **deadlines** you have for clients this week, and in the upcoming weeks. Are you on schedule? Have you allowed enough time to deliver your work?
- If you're making work or **shipping** product, are you on track? Is there anything you need to do this week to make your ship date?
- Work out your **financials** for the week. Do you have any bills? Do you need to send any invoices?
- Create a **Comms List**. This is a list of all the people you need to communicate with this week. Will you be calling them? Emailing? Skyping or meeting in person? When?
- How is your **marketing**? Do you need to make time to update social media or your LinkedIn profile? Does your website need a touch up?
- How are your **team**, including freelancers? Any issues need addressing, are they happy and working well? Do you need to communicate anything to them this week?
- Is there any **research** you need to be doing? Any books you'd like to tackle this week? Have you made time to read the various email newsletters and subscriptions that you get?
- What about **business plans**? Are your goals and larger timelines in order? Are you on track to achieve what you want for your creative business on a larger scale?
- **Are you happy?** This is the last and most important question. Monitor your own happiness, and wellbeing, to make sure you're being the best boss (to yourself) that you can be.

Once you've worked through all your time considerations, create a prioritised list of activities that need to be completed this week. Each morning, consult the list and see how you're getting on. You might also like to create dedicated time in your diary or calendar to work on your business, as well as meet clients deadlines.

An additional benefit of the MMM is that it creates a clear distinction between leisure and working time for those who have work at home. It also generates respect for your business, both inside yourself and for others. Taking the MMM seriously helps you to start taking all the aspects of running your own creative business seriously, and that can only be of benefit long term.

* The MMM does not have to be on a Monday - but it does need to be at the beginning of your working week, whenever that is!

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