

**TIME TO BE
ACCOUNTABLE**



THE COVEN

WRITTEN BY ESME ROSE MARSH, 2020 ©



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TIME TO BE ACCOUNTABLE

When you run a business, the only deadlines you often have to meet are the ones you set yourself. With no one hovering over your desk waiting for you to submit work or meet a goal, it can be incredibly hard to keep yourself motivated, much less accountable. But your reward system may be making it harder.

Many of us use the simple to-do-list method whereby we tick off a task once it's complete. But the problem we often find is that tasks take longer than we expected (note, they *always* do) or we keep finding more things to add to the list. Meaning we never really get that hit of gratification that is so often vital to our motivation.

So perhaps in order to instill more successful self-accountability, we simply need to approach our goals in a more attainable way. Perhaps instead of placing so much value on the completion of a task, we need to find our satisfaction in the activity itself.

One way of doing this is by using your time differently. Where a to-do-list operates in the impatient manner of "finish x" or "launch y", choosing to instead block out a set amount of time to simply work on a project comes with less pressure to finish. The focus is on what can be done towards your goal now, rather than the completion that exists somewhere in the future. It won't matter that you haven't finished the project in the time you blocked out because all you asked of yourself was to take action towards it in the time given. The 'doing' is what will actually lead to the task getting done.

Dedicating 2-hours on a Tuesday afternoon to working on your website is much less daunting than looking at a list that says "launch website" without any realistic expectation of how long it'll take you to set up a template, write your copy, photograph and add products to your shop, work on your SEO and so forth.

Why not use the following template to try working in blocks of time rather than to a traditional to-do list for a week and see how you get on? At the end of the week note how much you've accomplished in comparison to your regular routine and if you feel more satisfied when focusing on the process rather than just the end goal.

Monday

7 am

8 am

9 am

10 am

11 am

Noon

1 pm

2 pm

3 pm

4 pm

5 pm

6 pm

Tuesday

7 am

8 am

9 am

10 am

11 am

Noon

1 pm

2 pm

3 pm

4 pm

5 pm

6 pm

Wednesday

7 am

8 am

9 am

10 am

11 am

Noon

1 pm

2 pm

3 pm

4 pm

5 pm

6 pm

Thursday

7 am

8 am

9 am

10 am

11 am

Noon

1 pm

2 pm

3 pm

4 pm

5 pm

6 pm

Friday

7 am

8 am

9 am

10 am

11 am

Noon

1 pm

2 pm

3 pm

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6 pm