



JONATHAN GOLDHILL
CEO
The Goldhill Group

Making Time in the Office a Less-Gloomy Priority

By Jonathan Goldhill, *The Growth Coach*

You undoubtedly went into landscaping at least partly because you wanted to work outdoors rather than be stuck in an office behind a desk all day under fluorescent lighting doing paper work. You may have resented school because it kept you from being outside working with your hands. You realized you are a visual person that finds beauty being outdoors and in nature. Going inside to do the record keeping for your business gives you the same feeling of having to do homework. You may even resent that this is part of running your business; you would prefer to be in motion.

The unfortunate part of running your own business is that you do have to spend some time indoors. The homework never goes away entirely. Unless you can afford to have all of that done for you, you have to find time to not be in motion. Even if someone else is taking care of the record keeping, you still need to check in from time to time to make sure everything is being done correctly.

As a business coach, I'm the first to tell you how much I appreciate being outside and not in the office doing administrative work. Unless I'm inside doing actual phone coaching or leading a webinar, I'd rather out on the road meeting with clients and

prospects. I also like to be in motion. Over the years I've found ways to create incentives for myself, so that sitting at my desk doing paper work is not the worst thing in the world. Here are some techniques:

Reward yourself for taking the time to sit down and focus on the paper work. Sit down with a cup of coffee, a beverage, or a snack so that you're getting a little extra boost of dopamine to the brain.

Place photos of your loved ones at your desk. Remind yourself visually of why you're in business for yourself. The people in the pictures may be depending on you to do the paper work so that you keep bringing in money to pay for the things you all enjoy together.

Bring some nature inside your office. Have plants near or on your desk. Place your desk near a window if possible. Get a fish aquarium.

Remember how great it will feel to know that you got job costing, budgeting, work estimates and proposals behind you. This feels better than the alternative – to be in the field knowing your business is suffering because of poor record keeping.

Have a priority list – either written or in your head – so that your office work takes less time. You can go in, do what needs to be done, and get back in the field.

Remind yourself that sometimes for your business to move ahead in an organized fashion, you can't always be in motion.

Be grateful for the office work. It's always amazing what gratitude can do for your perception. The occasional office work is part of what allows you to keep the business going so that you're not forced to look for an alternative job. You can't guarantee that the job you might have to take wouldn't keep you inside all day every day.

Remember you can always stand and not sit when at your desk. If you're desk isn't high enough, then find a desk or flat surface area that is. This way you feel less confined. (Maybe confinement is why you resent going into the office in the first place.)

Effective business owners evaluate what provides them with long-term meaning and short-term happiness. They don't spend all their time avoiding the underpinnings of what keeps their business running smoothly. Taking some time to work "on" your business – and not just "in" it – will save you time and aggravation in the long run. You owe it to yourself, your clients, and your employees to make some time for the office.

Jonathan Goldhill, The Growth Coach, coaches the owners and managers of privately-held, family-owned businesses. His webinar groups, company retreats for owners, managers and salespeople help landscape and service businesses grow their sales, profits and build better teams. To learn more about his coaching programs and services, visit www.TheGrowthCoachLA.com

2011 CLCA State Board of Directors

PRESIDENT – Robert Wade CLP, CLIA (949) 494-2130
Wade Landscape, wli2005@gmail.com

PRESIDENT-ELECT – Eric Watanabe (818) 831-1390
Majestic Pools & L/S, Inc., ewooc@aol.com

IMMEDIATE PAST PRESIDENT – Bill Schnetz CLP (760) 591-3453
Schnetz Landscape, Inc., bill@schnetzlandscape.com

SECRETARY-TREASURER – Ted Sandrowski (530) 345-6101
Sandrowski Landscaping, Inc., tedsandCLCA@aol.com

DIRECTOR OF CHAPTER SERVICES – Kevin Fairchild (714) 541-1000
Illumiscapes, LLC, illumiscapes@sbcglobal.net

DIRECTOR OF COMMUNICATIONS – Chuck Carr (818) 300-0176
Carr Landscape Management, Inc., ccarr@carrlandscape.com

DIRECTOR OF EDUCATION – Steve Jacobs CLP, CLT (760) 945-4321
Nature Designs Landscaping, SteveJ@NatureDesigns.Net

DIRECTOR OF EVENTS – Michael Hertzner (800) 761-9191
Modern Landscaping, Inc., mhertzner@modernlandscapinginc.com

DIRECTOR OF LEGISLATION – Shari Collins (805) 552-9457
Verdant Landscaping, shari@verdantlandscaping.com

DIRECTOR OF MEMBERSHIP – Javier Lesaca (661) 836-0229
Lesaca Landscape Co., xabil@aol.com

DIRECTOR OF RESOURCE MANAGEMENT – Frank Niccoli (650) 592-9440
The Village Gardener, Inc., frank@thevillagegardener.com

ASSOCIATE MEMBER DIR. – Tom Noonan, CID, CLIA (916) 812-5034
Ewing Irrigation Products, tnoonan@ewing1.com

CO-DIRECTOR OF CHAPTER PRESIDENTS COUNCIL (North)
Michael Mitchell (916) 501-5393
MJM Lighting, mjm@mjmlighting.com

CO-DIRECTOR OF CHAPTER PRESIDENTS COUNCIL (South)
Rene Emeterio, CLT (805) 823-5603

Specialized Landscape Management Service, remeterio@slmlandscape.com

EXECUTIVE DIRECTOR – Sharon McGuire (800) 448-2522
sharonmcguire@clca.org