



Four high-leverage strategies for living a luminous farm life!!

By Jonathan Bruderlein

Alright, folks ...there's a fork in the road. One path is more of the same grind. The other path is the bumpy road to a full and luminous life.

Which is it gonna be?

Great!! It is such an honor to join you on this leg of your personal journey. Here are 4 simple actions to get you on your way.

1) Be clear about what your farm is actually for.

Your farm is a *tool* to achieve certain personal life goals. The thing is, it's so easy to get carried away in the whirlwind of the farming life and confuse the means with the end.

So, let's get clear on what your farm is really for (cause it ain't just about growing veggies.)

Rate the following life's intentions from 1-5 based on how important they are to you.

My life's intentions are to be....	1	2	3	4	5
Financially successful					
Physically fit and healthy					
A successful artist, sculptor, musician					
A contributor to my community					
A visionary leader					
A great (loving) family member					
Spiritually developing					
A well-respected professional					
Well-educated					
A creator of beauty					
An effective healer					
Well traveled					
An effective mentor					
A successful entrepreneur					
An effective agent of change					

Given what you have just seen for yourself, what is your farm really for?

2) See truthfully what's working, and what isn't.

Great work!! Now that you have a clear written statement of what your farm is really for, let's take a good clear look at where you're currently at:

What do you appreciate most about how your farm currently supports the life you love to live?

What are the main roadblocks to your farm being more fully aligned with your farm purpose statement?

3) Focus!!

There are so many things to do on a farm... so many parameters we could be trying to adjust in any given season.

And yet... we can't actually do it all!!

Not all outcomes have the same impact in terms of moving you towards your vision. Less really is more when it comes to this kind of thing. The Pareto principle states that 80% of your results come from 20% of your actions.

What are the key changes that would have a disproportionately large effect on moving your farm into alignment with your Farm Purpose Statement?

The key is to take consistent, focused actions towards these outcomes... even in the height of summer! The good news is that you already know what those high leverage actions are that you need to be doing.

What top 3 transformational outcomes (changes) in 2020 would have the greatest impact on your life?

Take a look within... go ahead, I know you already have all your own answers!

1. _____
2. _____
3. _____

(Example: Is it to control the weeds, hit your sales target, sign up for that Salsa class you've been dreaming of, keep your bookkeeping up to date, having a harmonious relationship with your partner, go on a canoe trip with your kids, control your expenses, etc?)

Now choose 1. If this was the only change you actually implemented this year, would you still feel proud of yourself? This is your MIT (Most Important Transformation) for 2020

<p>My MIT for 2020 is:</p>

4) Set aside 1 hour per week to step into the captain's chair.

There are 3 roles on the farm: worker, manager, and captain.

Let's imagine we're cutting a trail through the jungle. The workers are the ones swinging the machetes. Behind them are the managers; measuring results, scheduling the shifts, determining the best machetes to use.

Then there's the captain. They're the one who climbs up the tree to take a lookout at the horizon. And sometimes... they even realize they aren't even in the right damn jungle!!! (to which, the managers usually reply "Nevermind! We're making great progress.")

Unfortunately, while the role of the captain is the most important role, it's not urgent... and so, so we push it off I'm too busy and "don't have the time" to stop and just think... sound familiar? The thing is, you don't have the time not to take the time to stop and reflect.

Take out your schedule, planner, calendar etc.

Now, block out 1 hour per week dedicated entirely to your role as captain.

This is not the time to plan out your week. This is the time to look out at the horizon of your life and gain perspective.

This is a sacred, uninterrupted time. Remember, the purpose of this time is to help you stay focused on your most important transformational outcome for this year.

The main thing is to keep the main thing the main thing!!!

The time and day of my weekly Captain's hours is....

Each week:

- 1) Read over your Farm Purpose Statement and your top 3 transformational outcomes.
- 2) What would someone in your circumstances, with your vision do to move towards this luminous life?
- 3) What are 3 simple actions this week to support you to score your MIT? When are you going to do them (if it's not scheduled, it doesn't exist).

Congratulations! I so appreciate that you've taken the time to go through this exercise with me.

What are you taking away from the exercise so far?

I'd love to hear what you're getting out of this exercise!

Send me an email, or even better....

Let's Talk!

(yes, even in this era of online courses and webinars, the bottom line is that nothing beats an actual conversation!!)

Here's the link to my calendar to find a time that works for you.... And no, there's no fee for this. I just can't wait to geek out together!

www.calendly.com/farmercoach/55min