You Are Doing It Backwards: You Are Not A Passenger. You Are Supposed To Drive Your Practice

Protect Time, Lead Clients, and Run a Disciplined Business

Who Is Driving?

You are a veteran advisor bogged down by bull crap. You are reacting instead of leading. Pulled through your day by client demands, constant communication, and self-imposed availability. Over time, your practice has stopped being a business you have control of. You have let your clients take over that job.

Leaders stay in control of time, set clear boundaries, and operate with structure and intention. The result is a calmer practice, robust client relationships, and superior outcomes. Your practice has holes in it. Holes leak time, focus, and energy. Plug the holes!

At the core: You have lost control.

Ever since you began to allow external demands to dictate the day, patterns have emerged:

- Constant interruptions replaced focused work
- Emotional reactivity replaced steady leadership
- Over-communication replaced tactical contacts
- Unlimited availability replaced intentional service

What began as responsiveness and (in your mind) great customer services has morphed into disorder. You are out of control. You have thrown the steering wheel out the window. And once your ability to steer is gone, high performance and strategic clarity are the next to go. Think of the wreck that is coming.

The Principle: You must not abdicate your leadership role.

You cannot afford to run a reactive practice. Structure is your ally.

Do your clients get the best version of you when you are rushed, disorganized and constantly interrupted? Would they be confident in you if they knew you how poorly you were organized? They hired you to drive their success. Your clients want you to lead them. They want calm, deliberate, confident, and fully in command.

There are no priorities when everything is a priority.

Eliminate Bull Crap

You know what drags you down. You know what you need to remove. Have the courage to do it. Regain control! Intentionally get rid of the behaviors and patterns that drain your time, energy, and focus. These are some of your Bull Crap:

- Constant, unlimited availability to all clients (think cell phone and walk in)
- Over explaining everything
- Letting the client be right even when they aren't
- Giving away professional guidance for free
- Allowing comfort relationships that lack strategic value
- Messy schedule or no structured schedule at all
- Activities that don't make money for you or the client
- Discounting your value by lowering your fees
- Telling people what you are doing and working on (seeking validation and approval)

What Your Clients Want You to Be

Your clients do not benefit from unlimited access or emotional responsiveness. What if they knew that anybody can interfere at any time with what you are working on for them? What if they knew that the quality of work you did for them could be easily influenced by some other problem that just came up? What if they knew that all you did all day long was put out fires? They want:

- Confidence without chaos
- Responsiveness without disorder
- Leadership without hesitation
- Structure without confusion

You serve and lead best by being steady, predictable, and firmly in control of your processes. Be sturdy.

The Standard: Protect Your Practice

Protect your most critical assets:

- Time
- Energy
- Focus
- Standards

This protection is not rigid for its own sake—it is what allows you to deliver consistent, high-quality outcomes. This is why your clients hired you.

Get Your Hands Back on the Wheel

A healthy and thriving practice cannot tolerate constant availability. Cultivate a process of structure, boundaries, and calm leadership.

When you take back control of your calendar, you get back in the pilot's seat. You wouldn't knowingly fly with an out-of-control pilot. Don't ask your clients to fly with you in a chaotic environment. Take back control of the business and your clients will receive a higher level of service, clarity, and confidence. Build a calm, process driven practice. That type of practice attracts and retains the right clients.