

The

Navigator

Steering you in the right direction

THE ENERGY ISSUE!

Motivation! Productivity! Focus!



The energy issue!

Spring is well and truly here - time to revitalise, refresh and refocus. Longer (and hopefully warmer) days mean more time outside which has multiple benefits for your health and wellbeing (learn about forest bathing on page 6).

Better health means more energy. And more energy means more drive to achieve your goals and get more enjoyment out of life.

So this issue of The Navigator is all about getting energised, getting productive and getting things done!


Try out Kerry's ideas for boosting your energy levels (on the opposite page), then take a look at our tips for achieving more of what you want to achieve (page 4).

And remember to share The Navigator with your team so everyone gets on board. Let's get going!

Your AVN Team

 AVN.InspiringAccountants

 AVNInspiringAcc

 AVN-Inspiring-Accountants

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Get energised - stay energised!

Kerry Riley, AVN's resident wellbeing expert, shares her top tips on increasing your energy levels and keeping them high.



Stand up to work

Standing desks have been proven to not only increase your energy but also your productivity. Another plus is that standing rather than sitting for an afternoon can burn over 170 additional calories. That's an extra 1000 calories burned each week by simply standing. If you don't have a standing desk, you could just use a pile of books to raise up your screen.

Eat for energy

Choose foods with a low glycaemic index where the sugars are absorbed slowly. This can help avoid the lag in energy that typically occurs after sugary, refined starches or when you get that 3pm slump. Foods with a low glycaemic index include grains/starches, vegetables, fruit, dairy and proteins.

Move, move, move!

Research shows that taking breaks away from your work raises the level of engagement which, in turn, is highly correlated to productivity. So throw on your workout gear, go for a walk or turn up your favourite song to volume 10 and move your body!

Limit caffeine

Did you know that if you have a cup of coffee at midday, a quarter of that cup is still in your system at midnight?

It's true that coffee and other caffeinated drinks give you lots of energy, but they can also cause you to feel even more tired when the effect wears off. Replacing full strength coffee with decaffeinated will help to reduce the jitters and headaches and lower your blood pressure. It also makes it easier for you to relax and switch off at the end of the day.

Let in the sunshine

Natural light is one of the strongest factors in improving energy. Exposure to sunlight boosts serotonin levels which improve your mood and help you feel calm. It also regulates melatonin, the hormone that induces sleep. So you sleep better at night - which is essential for maintaining energy. Sunlight lets your body know it's time to get going as well as lifting endorphins, the immune system and the metabolism. So, let the sunshine in!



4 STEPS TO GETTING THINGS DONE

What's stopping you achieving everything you want to achieve?

Whether it's a business or a personal goal, it's disheartening if you aren't making the progress you think you should. And it's easy to start blaming yourself for not doing enough or not wanting it enough.

But many factors affect our ability to reach our goals. And if even one of them is out of sync, it's really hard to get going.

These 4 steps will help to keep you on track - and of course, there are plenty of AVN tools and resources to support you.

1. Get clear on what you want to achieve - and why

If your goals aren't clearly defined, how do you know what you're aiming for? To maximise your chances of success, you need to have absolute clarity about what you're trying to achieve and why it's important to you.

The 'why' is crucial. It's no good setting a goal just because you think you should. If it isn't meaningful to you or if it doesn't align with your values, how on earth will you find the motivation to keep going?

So think long and hard about what really drives you before you define your goals.

AVN System Builder resources to help you:

- BBF - Goal and vision setting workshop
- Goal Setting - Your 24 hour action plan

2. Plan how you'll get there and prioritise your time

Once you have your big, shiny goal you need a plan for how you'll reach it. Ambitious goals are fantastic but when they look too overwhelming it's hard to get started, let alone keep going (this is one of the main causes of procrastination).

Break your goal down into a detailed plan with specific dates for each action. Say you want to cut your working hours to four days a week by the end of the year. What needs to be in place to make that happen? Which aspects of your workload can you delegate? Who to and how much training do they need? How much time will that take?

Work backwards so you have actions and milestones every step of the way.

AVN System Builder resources to help you:

- Action Resource - How to free up time to work on the important things
- Business Edge - Building the right team





3. Get productive

Whether it's working on your goal or increasing efficiency so you have more time to work on your goal, high productivity is the key to getting things done!

What are the biggest factors in poor productivity? It's different for everyone but the most common causes we hear from accountants are:

- Interruptions from team and clients
- Tackling high intensity work at the wrong time of day
- Inability to focus
- Poor working environment

There's a lot you can do to eliminate these issues and plenty of resources within the AVN toolkit.

AVN System Builder resources to help you:

- BBF - Increasing your productivity and efficiency: OnePage Plans
- Practical time saving tips

KnowHow Club resources to help you:

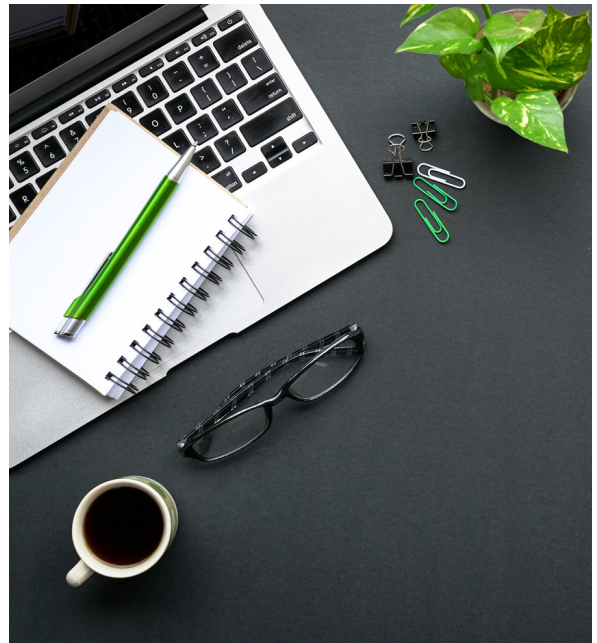
- How to double or even triple your productivity (Learning Vault - Managing Your Time)

4. Maintain motivation

It's easier to maintain your motivation when all the factors above are in place. But, inevitably, that drive will flag from time to time. So what can you do about it?

First, try out Kerry's energy tips from page 3. The more energy you have, the more you can accomplish and that's motivating in itself.

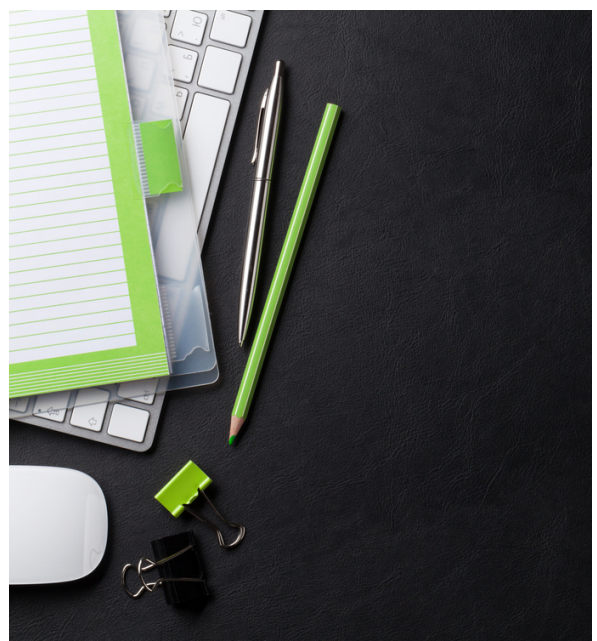
Take stock of your achievements so far. Seeing how far you've come and what you've accomplished can give you the boost you need to keep going.



Re-evaluate. Have things changed since you originally set your goal? Is it still as relevant as it was? Perhaps you need to tweak some of your milestones or even the end goal itself.

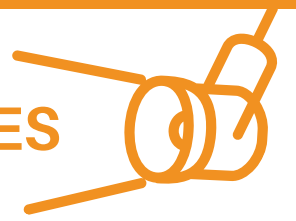
KnowHow Club resources to help you:

- Kerry's Workplace Wellness section in the Learning Vault has lots of tips for keeping healthy and reducing stress.





SPOTLIGHT ON KEY AVN RESOURCES



Get ready to WOW your clients!

What are you going to do with all that new-found energy? You're going to WOW your clients and prospects!

You don't have to do anything complicated or expensive. It simply means looking at each point of contact with a client or potential client and thinking how you can turn it into a WOW moment.

For example, when a prospect comes to your office for the first time, put a welcome board with their name on it in your reception.

Or give your client a 3 month subscription to a premium podcast as a thank you gift - with a note

to say why you think they'll love it.

Difficult? No. Expensive? No. A WOW for the prospect? Yes!

There are literally dozens of AVN resources to help you do this and many of them are collected together in the Wow How process (in **System Builder**, search for **AR Wow How Process With Clients** and **AR - Appendix - 100 Wow How Ideas**).

This is a project everyone in your team can - and should - get involved in. So take a look at the Wow How AR, start thinking and then start doing!

WORKPLACE WELLNESS

Can't see the wood for the trees?

Does your to-do list sometimes feel overwhelming? If so, there could be a natural solution.

Shinrin Yoku was developed in Japan in the 1970s to help relieve the negative effects of a sedentary and stressful working environment for office workers. It translates as 'Forest Bathing' - immersing yourself in the forest - but it doesn't involve any wild swimming!

It has been proven to lower levels of stress hormones in the body and boost the immune system for up to a month!

Find out more

AVN's own Holly Booker is a Forest Bathing Guide (and the author of this article). If you have more questions, contact her at holly.booker@avn.co.uk

How to do it

You can practice Forest Bathing in any woodland or park where there are trees:

- Put your mobile away, on silent or switched off.
- To begin, find a quiet place where you can stand or sit and take a few nice, deep breaths.
- Walk slowly and notice what you can see, hear, smell and touch. Are there birds singing? Are you walking on crunchy leaves? Can you smell any flowers?
- Find a lovely tree and go and say hello! If you're brave, give it a hug as well. Trust me - you will enjoy it.



Are you making best use of The Accountants KnowHow Club?

You've probably seen the recent promotion for the revamped Accountants KnowHow Club - we hope you have anyway because we've been promoting it everywhere possible!

While the Club is open to non-AVN members as a learning resource, it's also incredibly valuable for AVN members.

It helps you in 2 ways:

1 The Lightbulb Moments Learning Vault

The learning Vault will get you up to speed on the topics that matter to accountants - at the time and place you want. With recordings of every session of the Accountants Helping Accountants webinar it's an absolute treasure chest of ideas, expert advice and innovative thinking.

- Key insights from industry experts and practicing accountants
- Fresh ideas, practical strategies and 'how to' tips
- Many sessions with additional resources only available in the Vault

2 Your Structured Improvement Journey

The KnowHow Club is a fantastic tool when you need a refresher on the AVN Roadmaps. It's there 24/7 with on-demand training from Shane, Emma and Jenny on the key points from each Roadmap.

Of course, these recorded training sessions aren't a replacement for working with your AVN coach or coming to the actual RoadMap workshops. But they're perfect when you just want a reminder or a quick bit of inspiration.

This section of the Club also includes recordings of the full 3 day AVN Masterclass, broken down into manageable, bite-size chunks. So you can work through the entire Masterclass at your own speed (why not do this together with your team?) or dip into the topics that are of most interest.

FORGOTTEN YOUR LOGIN?

If you haven't visited the Club in a while and you've forgotten your login details, just go to www.avn.mykajabi.com/login and follow the instructions for resetting your password.

And of course, we'd love to know your feedback about the Club and if you have any other ideas for improving it.



Did you know...

AVN IS 25 THIS YEAR!

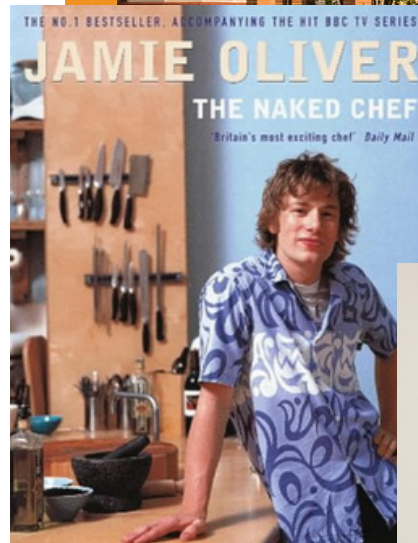
We're incredibly proud that 2023 marks 25 years in business for AVN.

Some big celebrations for the anniversary are in the pipeline and of course, we want to involve as many AVN members as we can.

Watch out for more news coming soon.

When Steve Pipe ran the first AVN Masterclass in September 1998 the world was a very different place...

- 💡 The average house price in the UK was **£63,000**
- 💡 We booked our holidays on **Teletext** or with a travel agent.
- 💡 Petrol cost **60p** per litre
- 💡 **Jamie Oliver** was a brand new face on our TV screens in The Naked Chef
- 💡 We heard the catchphrase '**phone a friend**' for the first time when Who Wants To Be A Millionaire? launched.
- 💡 The **Nokia 5110** mobile phone was launched - but fewer than 25% of UK households owned a mobile phone...
- 💡 ...And only **9%** of households had an internet connection!
- 💡 The tech savvy moved from Microsoft Windows 95 to **Windows 98** - woohoo!
- 💡 And another fairly successful business also started this year - maybe you've heard of it - **Google**.



Google!