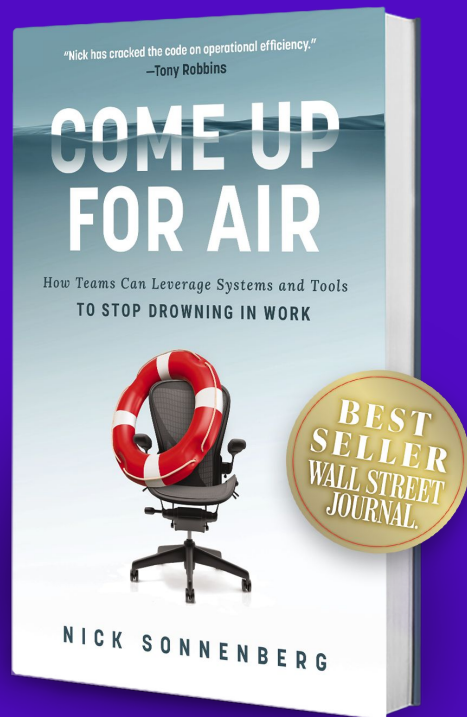
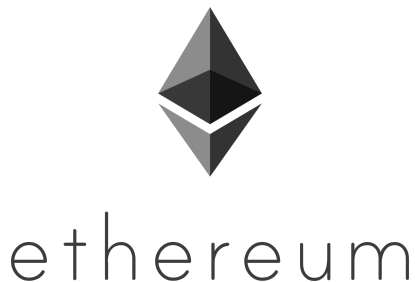


COME UP FOR AIR

Feb 14, 2024 | Five Elms

Presented by
Nick Sonnenberg

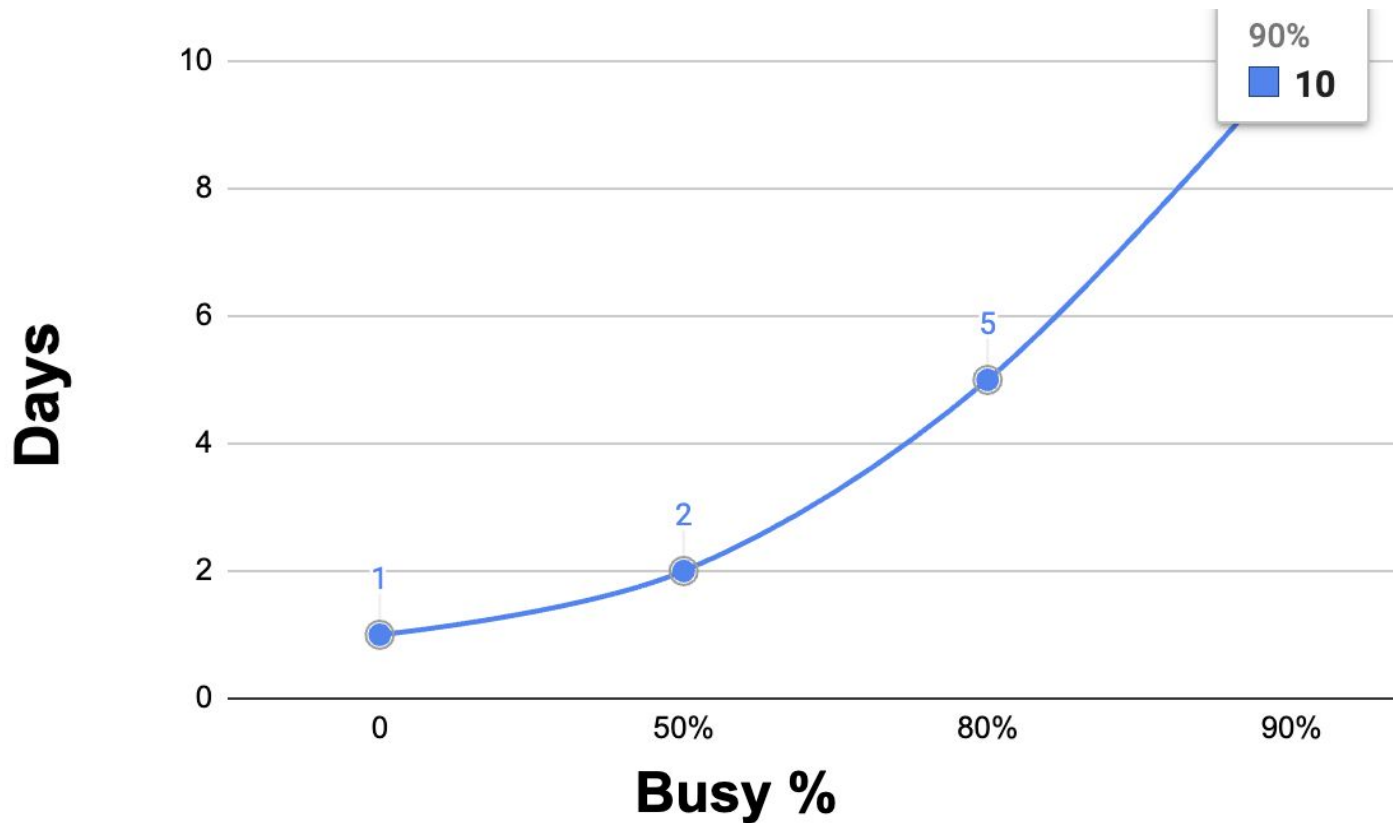







**How long does a
1 day task take?**

How many days will it take





58%
time is spent on
“work about
work”

Source: Asana's 2022 Anatomy of Work Index

84_{Min}

Looking

57_{Min}

Switching

30_{Min}

Deciding



Myth #1

Hire More People

The Cost of Hiring

Recruiting

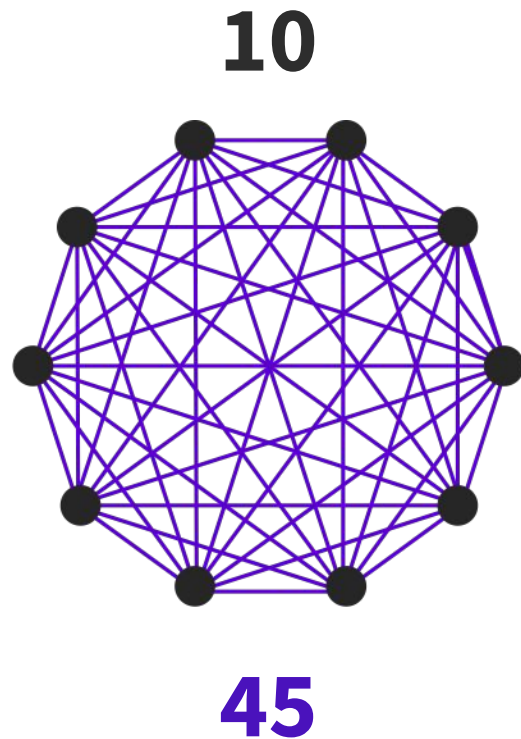
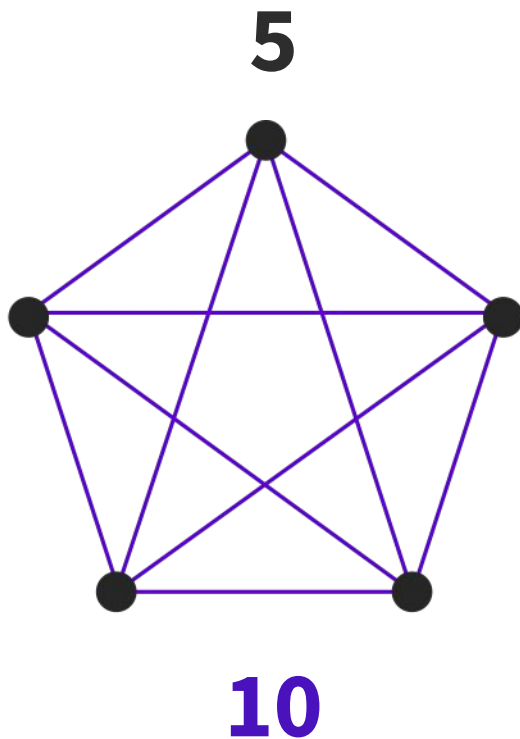
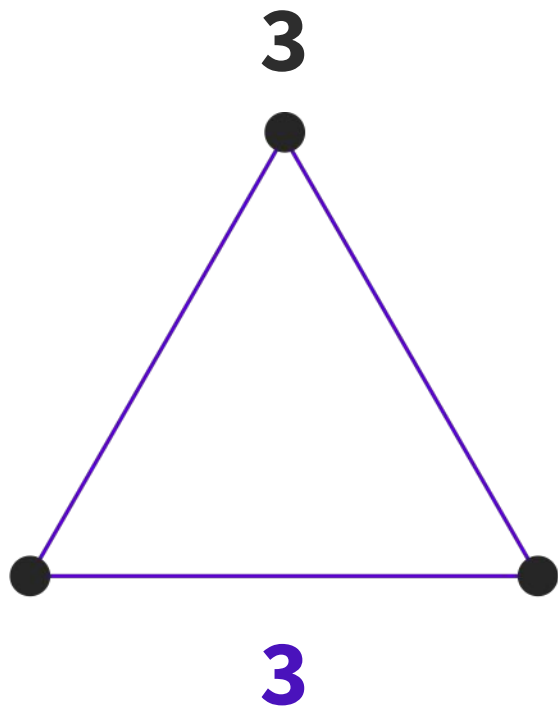
Training

Onboarding

Salary

Complexity

Communication Challenge



Magic Square



“

Adding more people to an inefficient system **makes the entire systems even less efficient.**

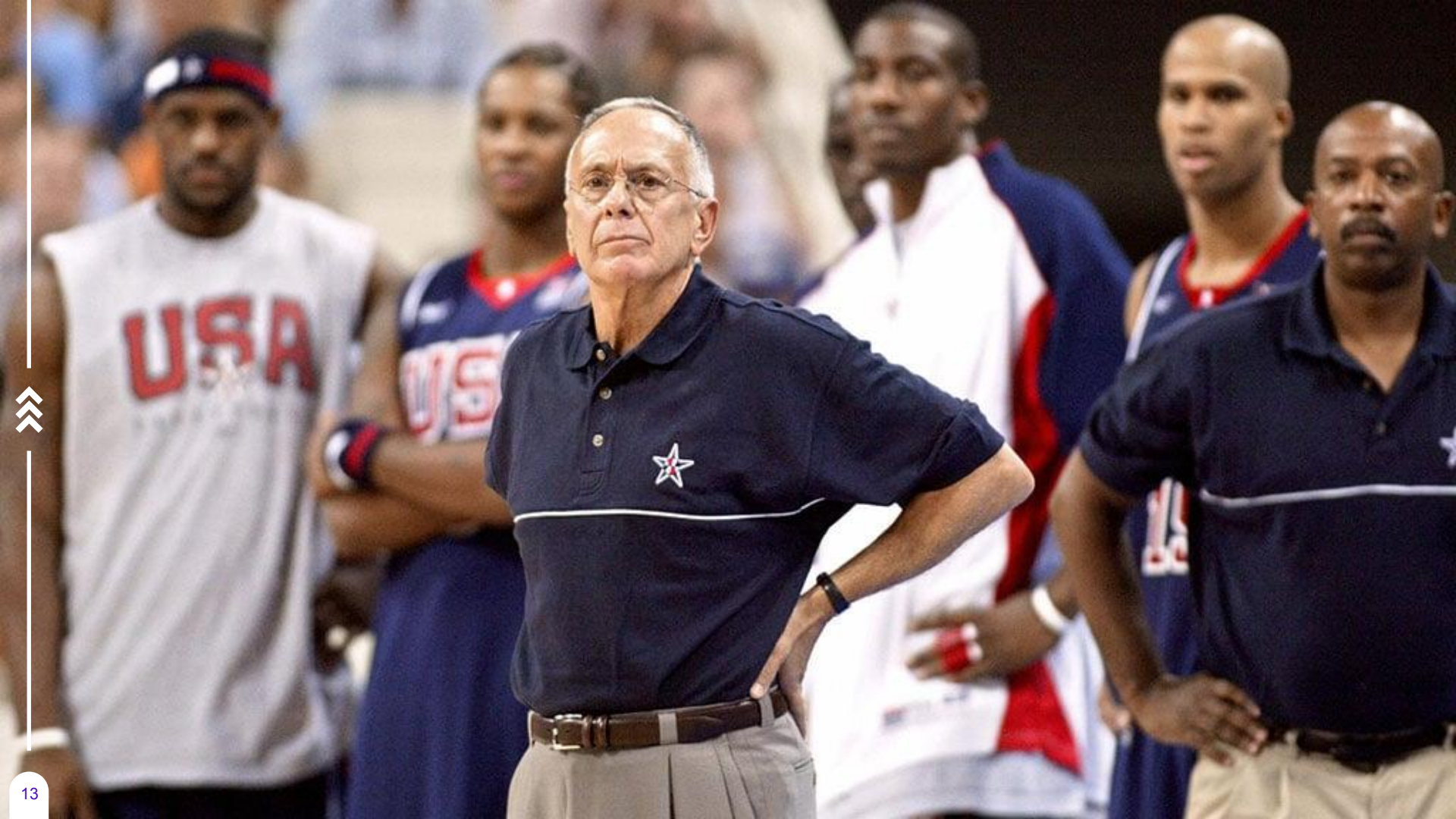





Myth #2



Superstars are enough





**Individual
productivity is
necessary but not
sufficient.**



Myth #3

Work Harder





**So what's the
Solution?**





HOT POTATO!

Find Info,
Not Send Info





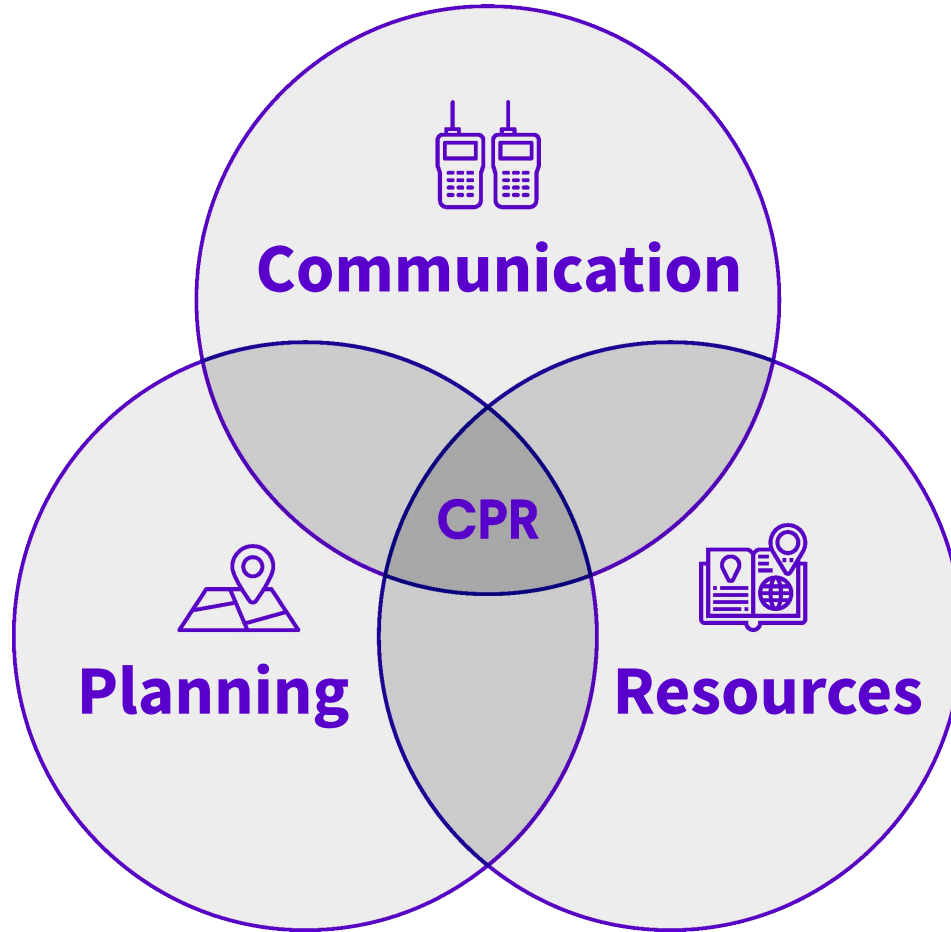


slido



How need a team member to
do something for you by
Friday.

- ① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



#1

Communication



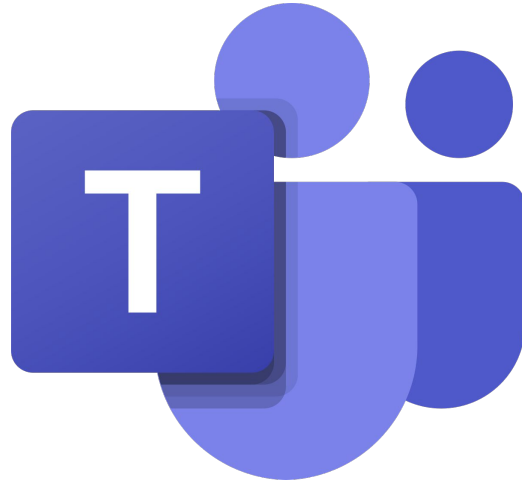
Personal



External



Internal



hubspot-notifications ▾



HubSpot

APP

3:42 PM

Deal Closed!





Primary



Promotions
Omar Zenhom,



me, coby 3

Whats y



Jason, me 9

FW: You



me

(no sub



Andrew .. Draft, Marc 35

Asana M



Snooze Email



Snooze until...

Later today

Sun, 6:00 PM

Tomorrow

Mon, 8:00 AM



Two decorative purple swirls, one in the top right and one in the bottom left, framing the central text.

Automate Emails with AI



—zapier



Trigger

1. New Form Submission
in Hubspot



2. Conversation With
Assistant in ChatGPT



3. Send Email in Gmail



Playground

Assistants



Sales Bot (built in open ai not chatgpt)

Name

Sales Bot (built in open ai not chatgpt)

asst_sBkzTDcDpKmosKrx9Zry7lWg

Instructions

You are a helpful sales representative, guiding users through product inquiries and purchases.

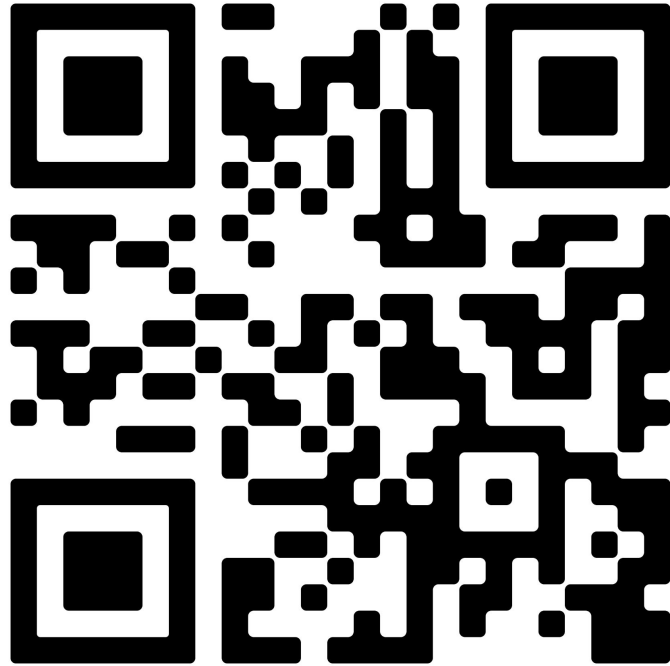
Sales Bot will now include information about

Model

gpt-4-1106-preview



Form.GetLeverage.com

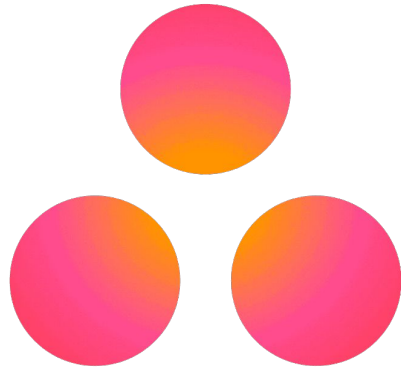


#2

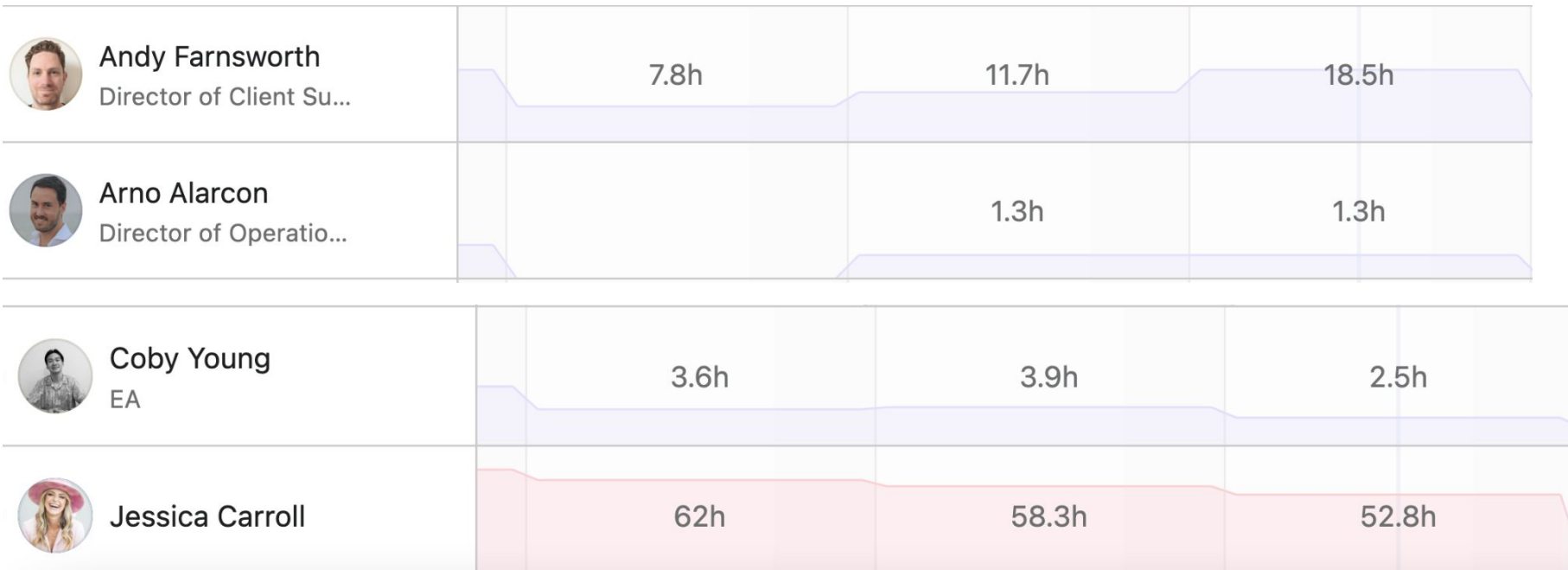
Planning



















Planning



Weekly Sprint: Asana



Portfolio Progress: Asana

	Jessica  	 On track	Status	Task progress
	Idaho Workshop 2024	 On track		 92%
	OG - Santa Fe Event April 2024	 On track		 51%
	Delivery-OG-Mastermind	 On track		 89%
	Jessica Sprint	 On track		 85%



Company Goals: Asana

Create a sales machine that's closing deals

Objective

• ● At risk •

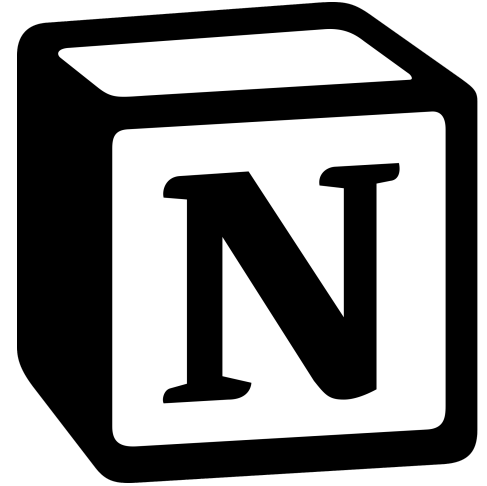
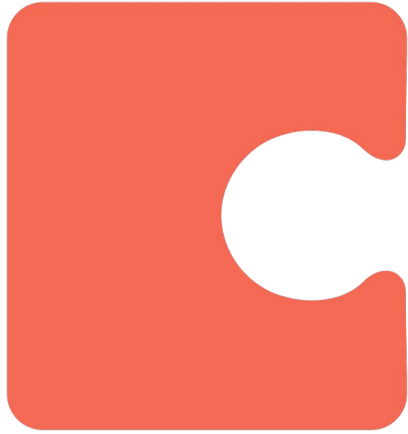


#3

Resources



Resources



Coda



The Playbook

▼ ▲ 1.0 YOUR COMPANY NAME

🎯 Our Goals

📢 How we commun...

🌱 Ideal Customer P...

💡 Vision



Coda

Liaising and negotiating with event vendors



Low

offload

MC events



Medium

offload



Coda



Welcome to the EA dashboard! Below are SOPs and info for EA related work



About Nick



EA Onboarding



Roles & Responsibilities



Purchase / Research



Health



Error/Learning Logs



Daily Check In



Benefits of Documentation



Save Time

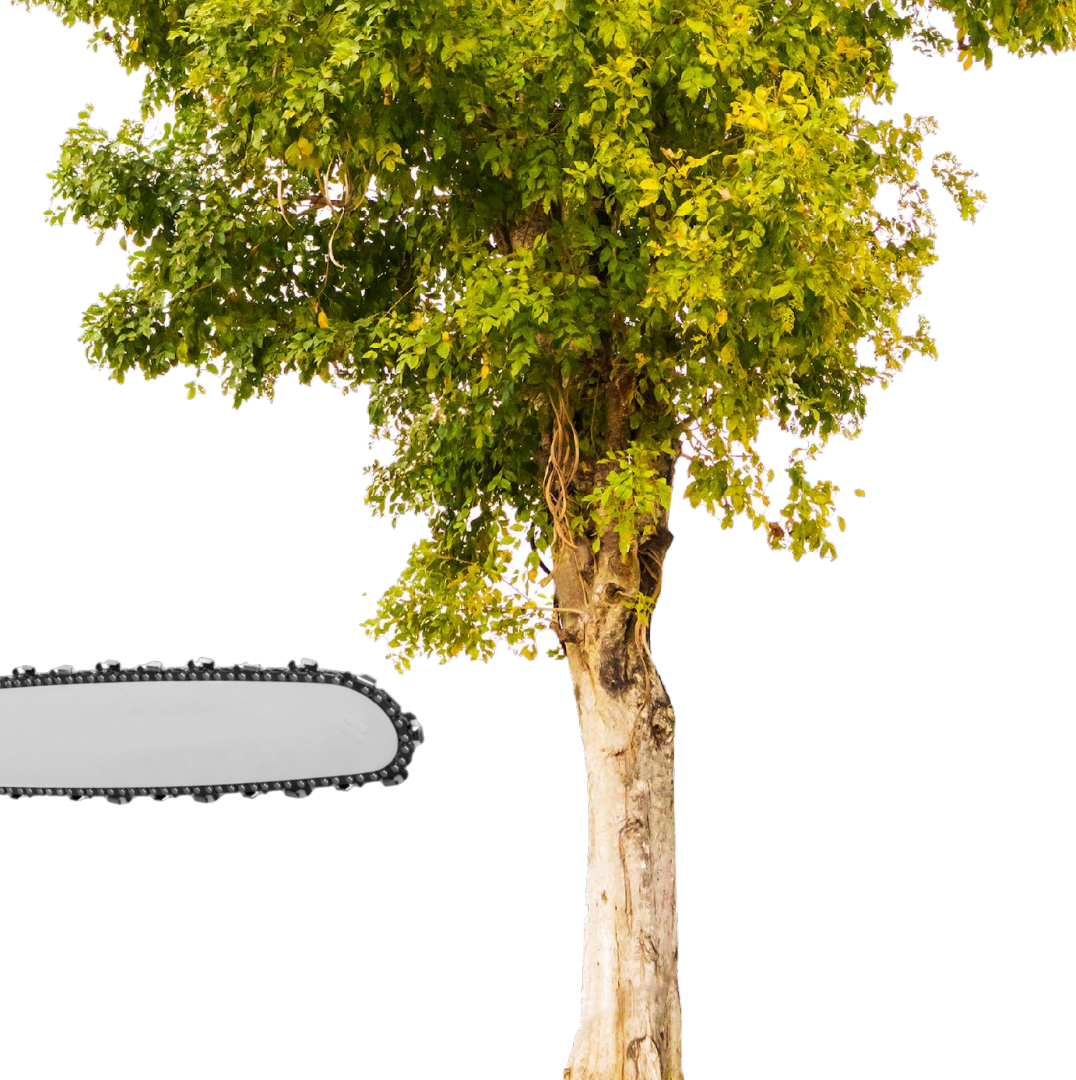


Reduce Risk

New Ideas



**This might
seem hard...**







How much is your
phone **worth** if...



**you don't use apps
or the internet?**

**you're the
only person who
owns one?**









Quickest Time Saver

Optimize Meetings



Optimize your meetings:

- Reduce **people**
- Reduce **frequency**
- Reduce **length**
- Use an **agenda**







▼ Recurring



Process Improvement/AI



Changes/Learnings from programs



Training Programs happening for the week



"What did we test this week"



review sprint

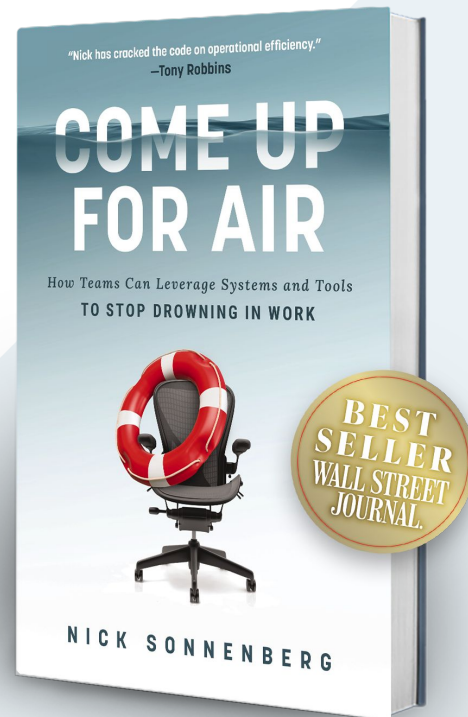
“

Nick has cracked the code...

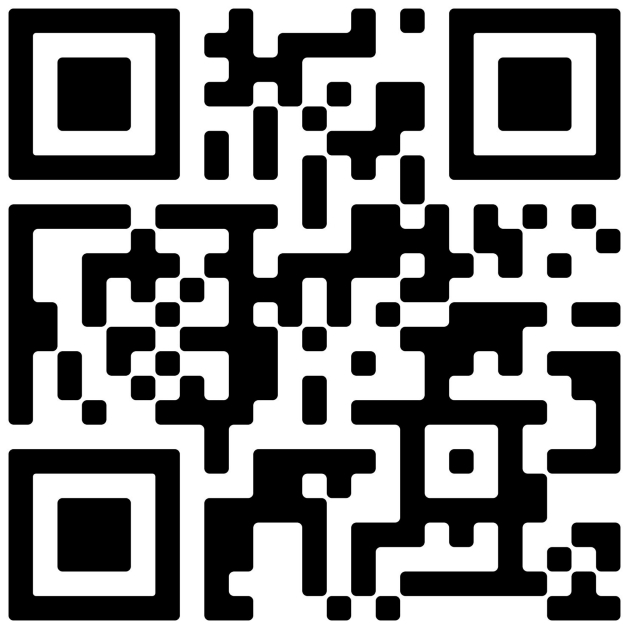
⚡
Come Up for Air should
be required reading for
any organization.



TONY ROBBINS



ComeUpForAir.com



BOOK RESOURCES

 CPR® FRAMEWORK Our covered CPR® Framework Quiz to quickly identify where you are out of alignment, plus how to experience greater team productivity and fulfillment at work.	 SIGNATURE FORMULA Nick's signature formula and calculators to determine the complexity of your team and how much value you're getting from your current tool stack.	 AUTOMATIONS FOR INTERNAL COMMUNICATION Access our high-speed integration stack for internal communication (including custom built zaps).	 INBOX ZERO VIDEO & TRAINING Achieve and stay at Inbox Zero with our "Tip the Band-Aid off" deep dive instruction guides.
 COST OF MEETINGS Our highly praised "Cost of Meetings" calculator (but warning... the results may shock you).	 YOUR WORK MANAGEMENT ROUTINE PDF manual to set up your work management tool and customize features to maximize your team's efficiency and communication.	 NONTRADITIONAL PROJECTS PDF manual to set up your work management tool and customize features to maximize your team's efficiency and communication.	 TASK EXAMPLES A collection of examples and screenshots showing work management tool layout, status indicator scenarios, plus nontraditional tasks to enhance your workflow.
 HOW TO SET UP SPRINT PLANNING Access our Step-By-Step "Synchronized Sprint" system so your team is empowered to get more done by themselves.	 SPRINT PLANNING DO'S AND DON'TS PDF download of the most common growing pains and how to avoid them.	 OKR DEEP DIVES Specific OKRs (Objectives and Key Results) with in-depth explanations to create absolute clarity in your organization and drive toward more robust growth milestones faster.	 HOW TO SET UP A TICKETING SYSTEM Transparency into Leverage's entire knowledge base ticketing system.
 OPTIMIZATION Quickly see just how much money you'll save when automating and optimizing your processes with our done-for-you calculator.	 9 PRINCIPLES PDF download to make sure your organization runs on Leverage's 9 Principles of Efficiency.	 TRUE VALUE OF A TOOL CALCULATOR Specific OKRs (Objectives and Key Results) with in-depth explanations to create absolute clarity in your organization and drive toward more robust growth milestones faster.	 TEAM COMPLEXITY CALCULATOR Transparency into Leverage's entire knowledge base ticketing system.

Picture a Day



Nick Sonnenberg

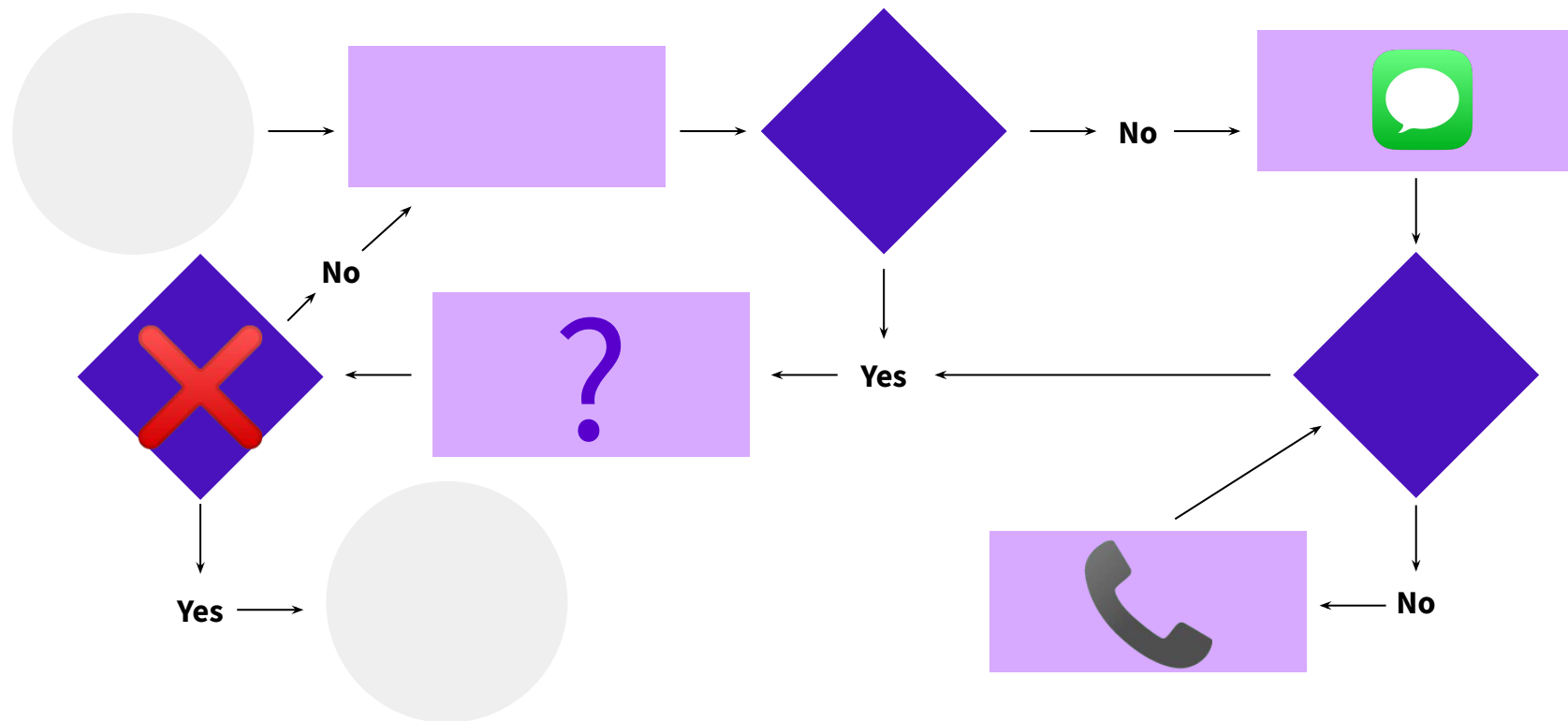
CEO of Leverage

✉ nick@getleverage.com

🖱 NickSonnenberg.com



text/email







**Every second
matters.**

With Tools

