

## Nourish & Sow – Energy Guide

### **Introduction:**

In any business there are activities that ignite a spark of inspiration, and there are activities that dim that same creative spark. Nourish & Sow's mission is to free business owners from the spark dimming activities and create the space and time to pursue spark igniting activities.

When used on its own, the guide is helpful to brainstorm and produce action items for offloading draining tasks. When used alongside our services, the guide becomes more than a to-do list. It provides us with the insight and guidance we need to create custom solutions that unshackle business owners.

### **Using the Guide:**

The concept is simple. The user tracks their activities by two basic categories – Ignites Spark and Dims Spark – for 3-5 working days. Tasks that neither ignite nor dim are not tracked. At the end of the period, the tracked tasks are reviewed to determine which activities are positively and negatively affecting their workday and how much time it takes to complete specific tasks in each category.

### **The Results:**

There is only so much time in the day and so much energy one individual can devote to work. Since days aren't getting any longer and we haven't quite mastered cloning, the results of this form set the stage for business owners to consciously adjust their work activities and create a more inspired and profitable schedule.

When we work with clients, our goal is to determine the best way to manage, optimize, and automate those dimming tasks so owners, and even employees, can take on more inspiring activities that help businesses grow. We believe visionary leaders are meant to cast big dreams and push their businesses toward brighter – and more profitable – futures.



