Episode 56 Transcript

# Manage Your Time Before It Manages You with Dana Hagstrom

**SUMMARY KEYWORDS**

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**SPEAKERS**

Janelle Anderson, Dana Hagstrom

**Janelle Anderson**

Hello ladies, you are listening to Women Emerging Fearlessly. Did you know that four out of five women struggle with confidence and knowing who they are? This show is dedicated to helping women lead their lives with fearless confidence and to know how amazing they truly are. In this show, you will hear from women who are emerging fearlessly who have overcome many obstacles to pursue their dreams and passions. And they will inspire you and encourage you to stand up, step out and speak up. Be your authentic self and bring your true gifts to the world. My name is Janelle Anderson, and I am your host. If you enjoy this podcast, please leave a great review, and subscribe and share it with your friends. Enjoy the show!

**Janelle Anderson**

Hey, everybody, welcome to this episode of Women Emerging Fearlessly. Today, I've got Dana Hagstrom with me and we're going to be talking about how to manage your time before it manages you. Very, very important topic for especially for us entrepreneurs, business owners, but pretty much everybody because we're all working from home or mostly. So, Dana is living the dream. She's a retired paralegal and she's living in Mexico now coaching entrepreneurs towards success with her husband. She recently fulfilled a lifelong goal of becoming a published author and has a devotional series and blog to help people reconnect with God. Dana has learned how to turn passion into profit, and help others find their own gold mines, their inner gold mines. Love that! She's also passionate about helping time-starved professionals live a time-balanced life. As a time, whisperer, Dana works with clients to help them overcome their time hurdles to feel like they have actually manufactured time. Love it. We all want to create some more time in our lives. So welcome to the show, Dana.

**Dana Hagstrom**

Well, thank you Janelle. It is great to be here. Thanks for having me.

**Janelle Anderson**

You're welcome. And I'm kind of jealous because you're down there in sunny Mexico. And it's freezing up here. We had snow flurries, and it's cold and windy. I'm not ready for that.

**Dana Hagstrom**

No, no, I was looking at the weather this morning back in the States. I often do that to see what my kids are experiencing. And I'm very happy with 70s today.

**Janelle Anderson**

Yes, I would love 70s.

**Dana Hagstrom**

Yeah, yeah.

**Janelle Anderson**

So how did you end up in Mexico?

**Dana Hagstrom**

Oh, that's a whole long story in itself. But to compact it pretty, pretty tightly. My husband was a pastor, and he came to me one night, and we're in this small town, small town and small church that we knew was struggling and said, we have to work another six to eight years. And you know, all these thoughts are going through my head, you know, how is that? How can they pay our salary? What's that look like? You know, the church is? You know, so we're praying and that's all going through my head. And then he says, or we could afford to retire to Mexico this year. You know, the end of the story. But a year later being on our knees praying, God, is this what you want us to do? Yes, we were here. And we've begun a new chapter of our lives. And a lot of people call it our encore career, you may say, as online business coaches.

**Janelle Anderson**

Yes, a lot of us have those. And I've also heard a lot of people doing that retiring earlier to Mexico because the cost of living as is lower and you can even the cost of medical things, right?

**Dana Hagstrom**

Absolutely. Yes, everything. There are certain things that are expensive. The funny things like anything food processed, is expensive. I want to buy a box of graham crackers. For instance, I loved graham crackers back in the states, be $10, 10 US dollars for a box of graham crackers. I'm like, I don't love them that much. No, no, they're not worth, they're not like made of gold or something. No.

**Janelle Anderson**

So well, let's talk a little bit about you and what brought you to where you are today. You're a coach and you're living the dream. And I know many of my listeners want to live the dream and want to do something different or they are already doing something they love, but they feel really crunched by time, which we'll get into. But what brought you to doing what you're doing today?

**Dana Hagstrom**

Well, you know, I've worked over the years with a number of coaches myself, you know, life coaches or business coaches, mentors, that sort of thing. And you know, writing my book series that was huge, you know, that was as a result of working with a coach, we worked on some, you know, lifelong goals, and how do you make those happen? But it probably struck me, you know, about a couple years ago when I was working with someone and they, they were talking about what you know, when you're in alignment with what you're good at, or what lights you up, and you're helping others do that, then, you know, that's when you've arrived, you know, you're not going through the motions. It's not agonizing. And when, you know, my coach came right out and asked me, what are you good at? What are you good at? Well, having been a pastor's wife, working full time for kids, you know, doing all the things that you know, a pastor's wife expected to do have a piano studio, all of those things, I was always able to manage my time and people would say, how do you get it all done? So that was my superpower, I thought, well, I can bottle that up, I can figure out some strategies that will help anybody. And that was where that all started.

**Janelle Anderson**

Wow, that's pretty incredible. I love the idea. And I say this all the time. Like you got to find what it is you love doing? What are you good at? What lights your fire, you know, what gets you up and going. And I have a lot of clients who say, or just women that I know will say, Well, I know what I love to do. But I don't see how I can make that into a business or how I could make that make a living off of it. I need to work to pay the bills, I've got to keep my job and they keep pushing that off. So, what would you say to a woman who knows what she wants to do, but she just feels like: "I shouldn't pursue it. It might be a waste of time; I have to stay with my job."?

**Dana Hagstrom**

Right? There is so much security in having that paycheck. You know, I know I did that for 30 some years, and I let myself and my dreams not happen because of that. So, I think there just needs to, there comes a time in our lives where we have to just go for it. And start with small steps. I mean, nobody's asking you to quit your job, and do something full time right away. I mean, that wouldn't be the smart way to do it. That's what we did. You know, we quit our jobs. And I was like, Okay, now what, and we've built this from nothing. But that's, so we can show you how to do that. But I think the smarter way is to take baby steps towards your goals. And you'll find that when you're working on things that light you up, that you start to other areas of your life start to get more time efficient, because you want to get to that you want to get to the business building activities. And so, you get the laundry done faster, or you find shortcuts to making dinner faster. Or, you know, get help doing things so that you have your you time.

**Janelle Anderson**

Yeah, and you're talking about like intrinsic motivation here.

**Dana Hagstrom**

There you go.

**Janelle Anderson**

Cuz you, you want to do it. And so, you will find ways to do it. If you give yourself permission to start, I love that. Just take one little step toward it. And you will find a way. You will find a way to find the time to do it. Because it'll be something you love. And you will be motivated to do it. I tell people all the time, I don't even feel like I'm working. And I work all the time. Probably I don't know, I don't even have to keep track of my hours because I just love it. It's fun to me.

**Dana Hagstrom**

Exactly, exactly.

**Janelle Anderson**

Yes. So, let's talk about some of these top strategies that you have developed for time management because they would be very valuable for all of us to hear. It's one of the things I hear all the time, so I don't have the time. You know, time is such an issue. I have kids, I have a family, it's most of them or a lot of them are working still a job or whatever it might be, and they just feel like I just don't have time. I don't have time for me. I don't have time to pursue what I want to do. I just get distracted, overwhelmed, frustrated. So, you know, what are some of those top strategies that you have used yourself and have seen work for people?

**Dana Hagstrom**

Okay, well, again, there is a plethora of strategies out there. And by personally I like to, you know, have a phone conversation or, or consultation with folks to understand where their issues are to figure out which strategy would fit best for them. And so that's generally where I start. But just in general, if you're not using a calendar, you should be using a calendar and scheduling everything. You can schedule meal prep time, you can schedule, you know, taking a break reading a book time, I mean, but to be able to visualize your day. The problem with schedules though, if when you start doing all of that when those unexpected interruptions happen, and you're like, No, no, no, this is my book time. And if your personality just can't go with the flow, then a calendar can also be a little bit crippling. That's why I like to kind of uncover, you know, some of people's issues, but certainly having a calendar to set your parameters. And you'll soon find, especially if you keep track of what you're doing, let's say for a week, if for 15-minute increments, I know this is I can't remember whose strategy this is. But it's I think, brilliant, you write down what you're doing every 15 minutes, you become so laser focused on your actions, you're gonna find, Oh, my gosh, I just wasted 15 minutes because I don't have anything to write down. Or what you have to write down is kind of embarrassing. So that's a cool strategy, when you can really, you know, take a look at what you're doing, and visualize it.

**Janelle Anderson**

That's a really cool strategy. So maybe set a timer on your phone for every 15 minutes and write down what you just did. And do that for about a week. And then sort through that and see, where am I wasting time? What am I spending time on? What should I, or what am I not getting to because I'm spending time on other things?

**Dana Hagstrom**

Exactly, exactly

**Janelle Anderson**

I like that.

**Dana Hagstrom**

And I think another one I throw out there. And this is just kind of a general one is the PLAN Formula. And that's because and PLAN is an acronym, because I love acronyms. And the P stands for prioritize. And that starts with a list, you know, every day you have tasks that you want to get done, that might include making the bed, brushing your teeth, you know, cooking dinner, whatever that is. But you know, there's a list of priorities, and what do you have to get done. So, the P stands for prioritize your day and pick three things you have to get done, no matter what, you may have 10 to 20 other things, but you've prioritized them to bring the top three to the top, then the L in plan is leisure every day, you should have one of those tasks, not maybe the priorities, but one of the things you do every day is leisure. And what that means for you will be different what it means for me, you know, that could be just, you know, soaking in a hot tub of bubbles, or it could mean reading a book. Or that could mean for somebody running, you know, whatever that leisure is for you, they'll build it into every day that will help you with that time balance. A is achievement. We should always be learning or growing, trying to be better versions of ourselves. Again, what does that look like? For you? What are those things you've been wanting to do forever? Take a basket weaving course. I don't know, read some books? What is that something that you can actually see an achievement like you get an award for it, or you see that you've finished a book. And the other one is and that was a hard one for me to think of, well, what could we do, but I've made it Neatly Organized. And when that could mean anything for people. It's, you know, particularly world now is chaos. You know, there's chaos all around us. And some of us thrive in that, but others of us really kind of need some order in our lives. So, what does that mean for you? That could mean you know, thinking of a new, like planning your menu ahead for the week, you're organizing something, or maybe that bathroom sink drawer is driving you crazy. It's cleaning that out, getting all the loose hair and all the stuff that collects in our bathroom drawers, you know, but picking something each day just a little piece of something that you can organize in your world because they say when our environments are, are healthy or unhealthy and they are supporting us and anything to help us you know with our time and our environment is so important.

**Janelle Anderson**

I really like that, and I love acronyms too. And I think it does and I always say like with the prioritize I always say use the power of three because our brains can handle three so three targets every day or three targets a week, or even a month and just everything by threes. I do three big goals every quarter and break that down and every It's three things that I got to get done. And that really keeps me focused. And I don't have this long list that I never get to. And then I feel like a failure at the end of the day because I didn't get it all done. And I have things on there that I don't do. But if I get those top three done, then I feel like I and it needs to be things like priority. So, things that are going to move me forward towards that bigger goal, like writing a book or whatever it might be, you know, right?

**Dana Hagstrom**

Right. Right. We don't want to put the top three to be cleaning, you know, brushing our teeth, making our bed and doing five pushups, you know that?

**Janelle Anderson**

Yes. That won't work.

**Dana Hagstrom**

There has to be, there has to be a little challenge there.

**Janelle Anderson**

Yes, definitely. Definitely. So, using a calendar, definitely. And I totally agree with that. And even time blocking, do you do that, where you have like a block of time you use it to write your book or whatever it might be that you know, you're going to be doing every week?

**Dana Hagstrom**

Absolutely.

**Dana Hagstrom**

Yeah, that kind of comes in with the calendaring and, and setting that time aside. Definitely.

**Janelle Anderson**

So, like that's your day to, you know, you're like you might pick a day to do admin work or client work or something, you know, and then.

**Dana Hagstrom**

Exactly, exactly.

**Janelle Anderson**

My problem with that is I don't always stick to it.

**Dana Hagstrom**

No, and you know, you got to forgive yourself for that. A lot of people, when you don't get those things done, we beat ourselves up. And then that really smashes our productivity. You have to make a plan and realize that, you know, flexibility is also important.

**Janelle Anderson**

Absolutely. So, what do you, what advice do you give people that, like me, are easily distracted by the next shiny object? You know, like, well, that looks like fun, maybe I should start doing that. And I'm already in the middle of something else.

**Dana Hagstrom**

That's a big one. I struggle with that myself to tell you the truth. But I am getting better at that. And I've often said that I'm in recovery. I'm in the shiny object recovery system here. But and I, I tend to be better at helping others avoid that trap by saying, Okay, are you finished with the project you're working on? And if that answer is yes, then Sure, go for it. Or then the next question could also be well, is it on your wish list? And if well, no, it's not on my wish list, well, then put it there, get what you're doing done, and then go for it. You know, so we are always going to uncover the things we think look really great. But sometimes just stepping back from it, giving it a week or two or a month, we'll realize that really wasn't what was gonna serve us anyway. So, when those new things come, the best we can, is to put it on a wish list like that, and, and realize that we'll get to it will, it's out of our head because it's on our wish list. And we can revisit that wish list kind of like having a vision board regularly, you know what's coming, and it gives you more incentive to finish what you're working on.

**Janelle Anderson**

That's a great idea. I think I've kind of done that before. In a way I'll say to myself, well, I you can pursue that later, after you're done with this thing. But you have to get this thing done first, because that leads to you know, what's next. And that's helped me. I know, in the first few years of being entrepreneur, entrepreneur, I was just all over the place, and just trying all these different things and not finishing a lot of it and then feeling kind of, you know, discombobulated. And I was probably confusing everyone because I'd be posting, hey, I'm doing this, hey, I'm starting that and, and I never really made much progress in any of them until I got focused to one thing and say, Okay, this thing is what I'm doing right now. And later, I can explore that. But this has to be finished first. And that helps me a whole lot.

**Dana Hagstrom**

I love that. That's great. But I think you're not alone. We are all that way when we get started because we're trying to find our way. And I don't think it's all bad. You know? Yeah, we did look a little crazy. But we're learning new things. And how better to explore by trying a few things true and seeing what sticks. You know and knowing exactly what lights you up. We might not know that at first.

**Janelle Anderson**

That's an excellent point. And I think that's definitely what I was doing. So, thank you for reminding me of that. Yeah, and giving we permission to explore new ideas that I think are really important for women. Women tend to feel like we've got to get everything right and get everything perfect. And we have to do it right now and do it for everyone else. And we're not giving our I was permission to explore and try new things. And, you know, if it doesn't work out, that's okay. Because you learn something.

**Dana Hagstrom**

Right, exactly. Exactly.

**Janelle Anderson**

How about goal setting? What do you do about that? That's always a big one, too.

**Dana Hagstrom**

I love goal setting. Personally, I may sound weird, but and it's what we do, David and I have done in our business, and what we coach our students to do is to set goals and revisit their goals. So, we do it, where we'll meet together, we've got a form that we use, and we do provide that. We have that accessible, but we have a goal setting form, we fill that out individually. And then we come together, and then we start dreaming together, I share my ideas, and he shares his ideas. And then then we have our business, our goals for the business. And this even includes our personal goals as well. And so that's neat. And then we break it down by quarter. And then by month, so we have, we don't have to do it all the first day. You know, we've set a goal for the year, but we have to then assign it well, what month do we want to do that? And then it becomes just, you know, we revisit our goals every week, then we have a weekly meeting. And I encourage you know, our students to do this, if they're not, you know, they are not with a partner like David and I together if they're just soloing it on their own, but they still need to revisit their goals every week and see how if they're on track. And, you know, a goal, if you don't hit it, when you expect it. It's not the end of the world, you can move it ahead. So, and some are meant to be longer term goals and not completed within a month or a quarter or something like that. And some are meant to just get you into better habit.

**Janelle Anderson**

True. Yes.

**Dana Hagstrom**

I know, we did that with, with language learning, you know, learning and living in Mexico, we wanted to be better Spanish speakers. And so, we built it into a goal to get more fluent. And so then now every day, I'm doing at least two activities to learn more Spanish. And it's just a habit now. Yeah, but before I had to set that goal, right. And then pretty soon, it wasn't a goal anymore, because it just part of my everyday life.

**Janelle Anderson**

That's a really good point to make. Also, with goals is sometimes it's about creating a habit. And once it's a habit, it's like on autopilot, and you're just doing it.

**Dana Hagstrom**

Yeah, exactly.

**Janelle Anderson**

Yeah. I know for that what you said earlier about, you know, goals can be flexible and can be moved. I know I have about probably the reason that I wrote my first book, and I've my second book is just finishing up. The reason I was able to even do that is that I allowed myself to have that flexible deadline. Because it took me a lot longer with this book. And I get in, I started feeling like this pressure because I'd put this deadline on myself. And then I finally was like I put the deadline on myself and I can move it. And it's okay, if it takes me longer because my purpose in writing it is to write something of quality that's really from my heart. And I can't rush it. You know how a lot of people say, Oh, you can write a book in 90 days, well, I didn't want it to be just a 90-day book, I want it to be a very powerful transformative book with a lot of, you know, quality in it, you know, and so it takes time. So, I just kept giving myself permission to move that needle. And I did always have a deadline, though. Because if I didn't, I would have probably lost track of it, or I would have kept putting it off and not spent that time I didn't I wouldn't have time blocked. It spent that time like every day on it, if I didn't have a deadline out there. So, I think that's really wise. You know, have a deadline, have a time set for your goal and quantity is something measurable, but know that you can, you know, be flexible with it and move it as long as you're, I think there's some wisdom there and like, you could keep moving a goal forever and never ever achieved it.

**Dana Hagstrom**

and that doesn't isn't a goal anymore. Right?

**Janelle Anderson**

Right. It's a wish. Yeah. So, and the accountability is a key piece too. So, you and your husband have that built in having an accountability partner. You know that you follow up with. I don't know if you've ever heard of Michael Hyatt. I was just reading his book Free to Focus, and he talks about, No wasn't that book was a different one where they talked about having like a peer coach. If you can't afford to hire a coach, you could find somebody, but you'd have to find somebody that would be kind of on the same path as you and willing to actually be committed to doing that checking in and that accountability. That'd be helpful.

**Dana Hagstrom**

Right. I remember having accountability partners, we called them power partners, back in the day when I was doing network marketing a long, long time ago. And that was helpful. And it is exactly that - a peer. And we were setting goals together, we set expectations, we met together, and this was, even way back then. But that was helpful. You know it, you just have that other person that you have to, you know, you want to impress, or you want to follow through with what you said you were, because they're going to hold you to it.

**Janelle Anderson**

There is something magical about that. I will get something done, if I know I'm getting ready to talk to my coach, I'll go back and ask, what was I gonna do? Okay, I got to get that done. Just knowing you're going to be held accountable by somebody. Somebody's going to ask you, did you do that thing you said you were going to do? And if you didn't, why not? What got in your way? What do you need to do to you know, so just having somebody there to hold you accountable. It's like magic. It really is. If nobody knows what you're working on. Most people won't get it done. So good stuff.

**Dana Hagstrom**

Because life happens.

**Janelle Anderson**

Yeah, it does happen. And it always will happen. So, you can't really use the excuse of Well, I'm really busy right now. And when we get through this next stage of our life, or when our kids, I don't know, basketball season is over or, you know, but that never happens, because there's always something else. So, you have written and published your first devotional book. So, I want to know about that. Tell us about that.

**Dana Hagstrom**

Well, we've got a devotional series started here, you know, the first one, I published Reflections on the Psalms: Devotions on the Go, it's going to be a series where I will take excerpts from my devotional blog, Be-Still.org. And publish those. It was a project I started before retirement. Before retirement to Mexico, now we're, you know, in our encore career. A life coach said, what’s something you've always wanted to do? And I said, I've always wanted, you know, to publish a book. And she's like, well, let's figure that out. But then one of the other pieces was, I want to spend more time with God. So, what was beautiful about that is that we were able to put two things together. We were she's like, okay, pick your favorite book of the Bible, Psalms, and start journaling, you know, she had me tell her how I was going to do this. So, I was going to start journaling every, at least once a week. And that once a week, became once a day. And pretty soon I was through the book of Psalms, it was 150 chapters in that book. So that was at least 150 chapters, if I did a chapter a day, but sometimes I would do more writing on it on a chapter, just because the that's how it is. But that was how the book came to be. I intentionally will spend more time with God. And in doing so I thought, well, I can share this with other types of people who want to reconnect with God and just haven't found the right devotional. And so, I do it in a really simple, simple form, you know, just the S.O.A.P. form, where you start with your scripture, you observe it, you, you know, give some action steps, and then you have a prayer at the end. So, it's simple, it's consumable. And it's my, it's sharing my time with God with the world. And those people that are also trying to connect. So, it's my fun project.

**Janelle Anderson**

Yeah, it's beautiful and powerful. So that is really cool. Similar when I did, where it was my journey, my time with God, you know, journaling and listening to what he was speaking to me. And sometimes I see pictures in my mind. And I asked him, Well, what is that? What are you showing me or a dream or something? And I had a whole collection of those. And I made it for my mom initially as a gift.

**Dana Hagstrom**

Oh, cool.

**Janelle Anderson**

Yeah. And my friend read it. And she said, Oh, I'm using this as a devotional and I thought, Hmm, maybe I can make it into a devotional. So, I finally did. So really fun. Great. So how can people find out more about you, Dana?

**Dana Hagstrom**

Well, I would say the best way probably would be to go to our website, my husband's and my website. And that's simply David, the letter N dana.com. So davidndana.com. And you can see the kind of work that we're doing to help solopreneurs. But to get access, if you're having time issues, I've got a tool for you. And I'd love to give your listeners and you go to the same URL. So davidndana.com/time, and that'll take you straight to that free download for that tool. And that will really help you in the getting started with some time strategies that might help you moving, you know, your business or your dreams forward.

**Janelle Anderson**

Right, that's wonderful. Thank you for giving that tool. And I will have all that information in the show notes. So awesome. If anyone wants to find out what you and your husband are doing, and maybe reach out to you if that is a good fit for them. And definitely download that tool. I know a lot of women can benefit from time management. It helps you move forward helps you feel more confident too, because you feel like you're more on top of your life and that you are making progress down that road. So, I have found that is a big confidence booster for me to have my hands around my time, you know, and be able to check stuff off and look back and see Wow, look at all that I did this past week or month, you know? And I'm always asking, I'm always saying to women, you know, celebrate your wins. You know, like, even if it seems small, like mark those moments, hey, I did this this week. I did this this month. Yay, me, you know, and then that motivates you to keep on? Keep on going?

**Dana Hagstrom**

Absolutely. We all need that encouragement. And even in self encouragement is just as good.

**Janelle Anderson**

Yeah, self-encouragement is very good. And a lot of us women, we tend to not do that for various reasons. But we need to be our best advocate instead of our worst critic.

**Dana Hagstrom**

Right, right.

**Janelle Anderson**

Yeah. Well, thank you so much for coming and sharing your tips with us and a little bit about what you're doing. And I love what you guys are doing in the world in helping entrepreneurs. I am going to look up your book or one of your devotionals and grab it. I love devotionals. So that sounds perfect for me.

**Dana Hagstrom**

Well, thank you very much.

**Janelle Anderson**

Yeah, yeah. And hopefully, we will talk to you again at some point. But thank you so much for coming on the show.

**Dana Hagstrom**

Well, thank you for having me. Have a blessed day.

**Janelle Anderson**

I hope you enjoyed that episode and got a lot out of it that will help you on your journey to becoming fearlessly confident. If you would like to know how to work with me, to help you to become fearlessly competent. Just email me Janelle at emerging life coaching.com you can also go to my website. There's lots of great resources on there, including a free mini course called Be confident, be real, be you it's a three-video course with downloadable action guides that will definitely help you to get on this journey to becoming fearlessly confident. My website is emerginglifecoaching.com Thanks for listening and until next time, be fearless. Be confident and be you.