

The Hippo Bullseye

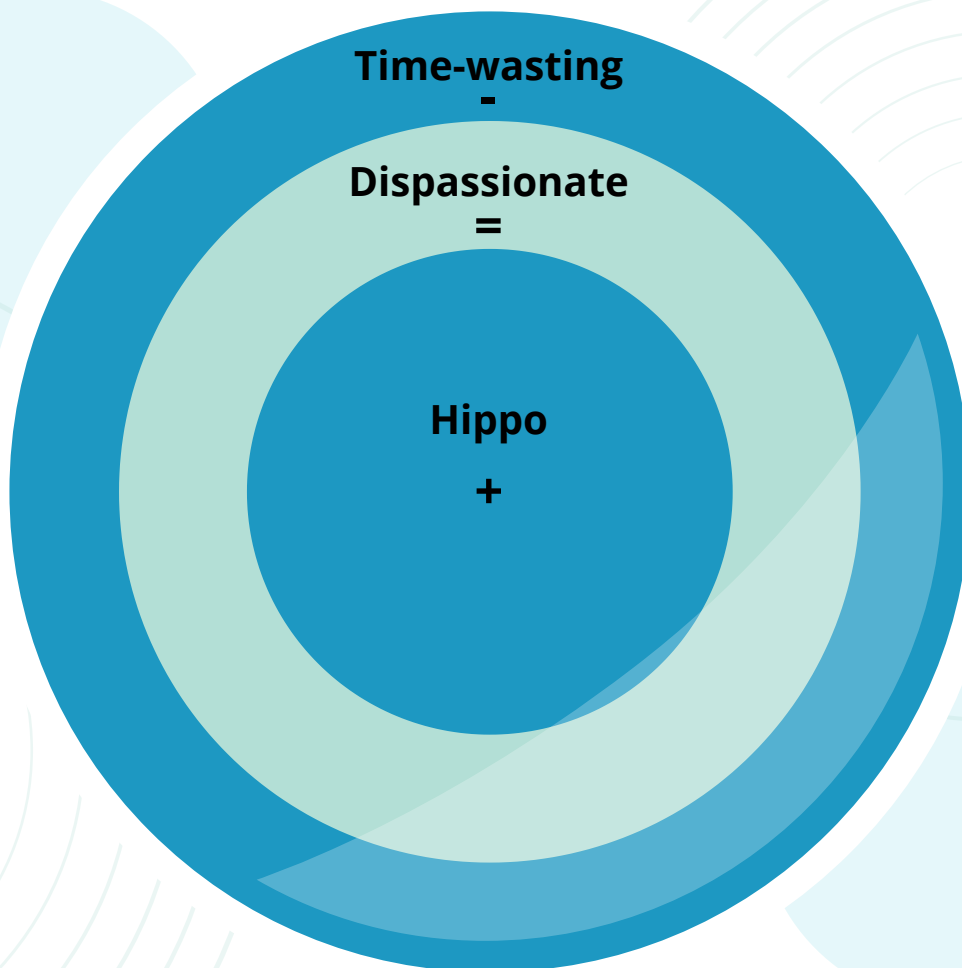


It's the question every entrepreneur lives with: how do I have a balanced life while running my business? Well, without a proper answer, your business may end up running you. That's where we come in.

HIPPO exists to help businesses and owners find that answer, and our first stop on the way towards a better work-life balance is the HIPPO Bullseye.

Take a moment to think about your current workload (and we apologise for this step, truly. Deep breaths). Now write it all down, every single thing you can think of that hoovers up time in your workday. Answering emails, filing, administration, bookkeeping, project pitching, checking in on staff - don't leave anything out.

Now, pick through it and assign each task a spot on the HIPPO Bullseye.





The Bullseye has three rings: the time-wasting ring, the dispassionate ring, and the HIPPO ring in the centre.

As with all targets, the middle is the goal. This one represents your Happiness Influences and Profit Producing Opportunities (which spells HIPPO - clever, right?). They're the things that make you passionate about your business, the projects that inspire so much excitement you're too busy grinning at the thought to even sleep. By the time we're done with you, the tasks that make up your HIPPO will be 70-90% of what you do at work. You'll be able to focus on what matters to you and finally experience the tangible joys of entrepreneurship. Could even spring for a day off, if you're feeling wild.

The dispassionate section is home to the take-it-or-leave-it tasks. You're happy to step in and get them done, but you'd prefer not to. This might be where conference calls or PowerPoint creation goes: necessary and productive, but ultimately not as interesting as your HIPPO section. Our help will minimise the amount of time spent on the tasks in this category.

Finally, the time-wasting zone. There's a reason it's on the outside of the Bullseye: because no one has ever purposefully aimed for that ring, and never will. There is nothing good for you here, only soul-sucking banality in comparison to the joys of the HIPPO centre.



No business owner wants to spend their time doing the repetitive administration chores when there are bigger and better things waiting for you. HIPPO's purpose is to completely eradicate any chance of you having to do the time-wasting aspects of the job again. This isn't exclusive to the owner - any repetitive task your employees no longer want to do fit into this ring as well, and are taken off their plates just the same.



But, where does the work go? We handle that too. In order to keep your mind focused on the big picture of your company, the extra work is outsourced and picked up by our Virtual Assistants. They are professional, highly trained workers who will do the day-to-day assignments. Without the administrative stuff clogging up your inbox, you are then free work and play as hard as you want. There's more information about outsourcing and Virtual Assistants on our website.



And that's the HIPPO Bullseye! By figuring out how your work day breaks down, we have the building blocks necessary to start reconstructing your schedule to be better than ever. Following this is the first step towards answering the question of how to manage your work life and home life. Through the Bullseye, HIPPO is fast on their way towards helping you live the balanced life you need, because happiness deserves to come first.