

A hand is shown in the upper left, holding a single light-colored wooden block. Below it, a stack of several similar wooden blocks is built on a dark wooden surface. The background is a soft-focus indoor setting with a window and some greenery. Two light blue circular shapes are overlaid on the right side of the image, containing text.

**MASTER
EFFORTLESS
VALUE**

**CREATE
INCREMENTAL VALUE
FOR YOUR BUSINESS**

(without being available 24/7)

Hi There!

I am Serena Martino and I work with High-achieving Leaders to grow their Business without stress and overwhelm.

I have created this workbook to help identify the current bottleneck for you AND your business, so you can plan how to invest your time better: creating real value instead of being stuck with an endless to-do list.

This is for you if:

- You are tired to have to figure out everything on your own
- You are tired of squeezing stuff in your agenda and not creating value
- You do not need yet another time management training
- You are ready to shift your ideas around working and growing

This is not for you if:

- You are not ready to challenge yourself or your business
- You want a guide, but then do not want to take action

THE EFFORTLESS VALUE WAY

I have spent almost 2 decades working in demanding environments, both in corporate and starts ups.

Working harder than the others was the way to get noticed, promoted, make it to the top. Everyone around always had too much to do and was using it as a badge of honour.

Then I found a few that actually didn't follow that path. They were definitely working, but in a way that they rarely seemed busy: they were instead inspiring, caring and working towards results at greater speed. **Their work was effortless.**

As a coach working with leaders, founders and entrepreneurs, I am now using this same principle: **What if instead of doing more you do better?**

THE METHOD

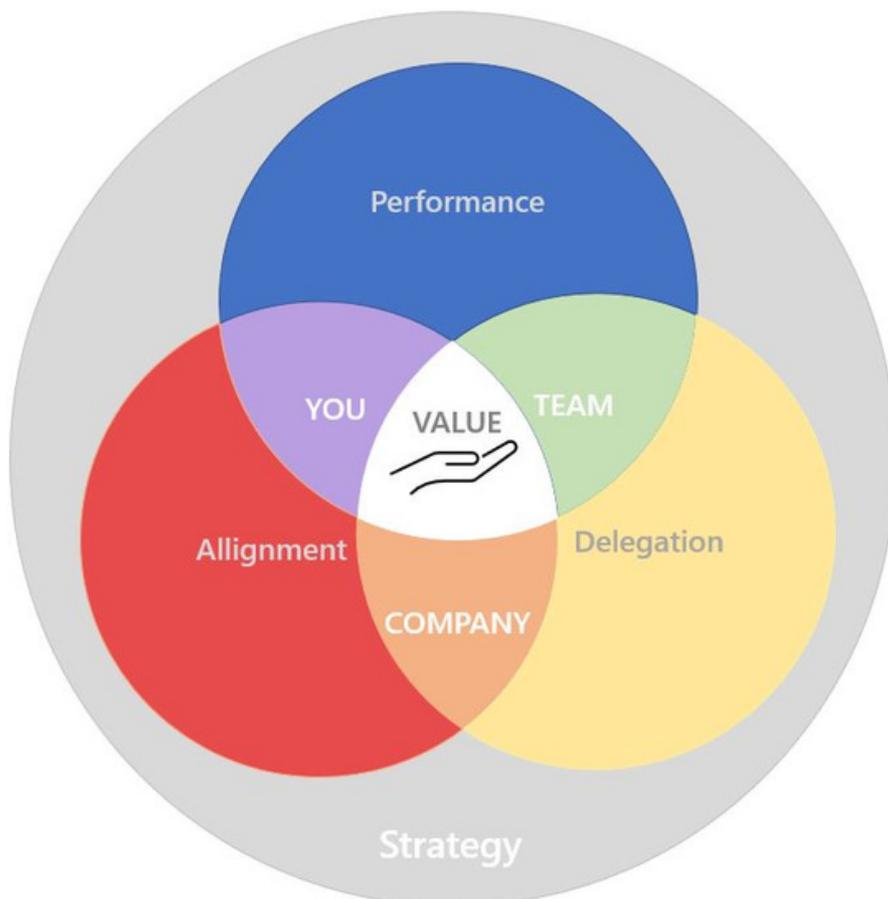
Many leaders feels they are always trying to empty the sea with a bucket. What is needed is an easy system to keep the water out and carefully decide how much gets in and from where.

This is why I create this method, it focuses on 4 main areas (and steps) interconnected to each other: Performance, Delegation, Alignment and Strategy.

When you start to take the right actions you can shift from:

Not having time to do everything	→	Having enough time for strategy
Manage constantly your teams	→	Empower and develop them
Too much lost in translation	→	Clear direction across all company
Business running week by week	→	An adjustable plan for the long term

HERE IS HOW THE 4 AREAS LOOK TOGETHER



With this approach the results are simple:

- Less waster hours
- More high value activities
- Stop unproductive meetings
- Faster execution
- Improved retention

...and much more

LET'S DIVE IN TO ASSESS WHERE YOU ARE WITH YOUR BUSINESS NOW

Answer very honestly to each of the following questions.

For each statement give a numeric value from 1 to 10.
1 meaning I totally disagree and 10 meaning I fully agree

STEP #1 - PERFORMANCE

We often confuse productivity with performance. Improving time management skills and prioritise better is important, but performance requires to be aware constantly of where you should invest time to create value to achieve the company's goals

01

You focus on tasks that keeps you energized most of the time

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

02

You know your priorities and direction for the next month

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

03

You always make time for strategy to future proof your business

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

You average score for Performance + notes

STEP # 2 - DELEGATION

Delegation is important because you can't, nor you should, do everything yourself. Delegating is not about dumping your job to someone else, but it's about empowering your team, builds trust, and assists with their development.



01

Your business will run independently if you are not there

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

02

Everyone in your team is empowered to take decisions on their work without consulting you daily

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

03

You are confident that you have the best person for the role in every strategic seat

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

You average score for Delegation + notes

STEP #3 - ALIGNMENT

Even when you have taken the time to put together an amazing team, this is not going to bring the expected results if everyone is working in total different directions, instead of having clear objectives in mind all the time.



01 All teams are clear on the vision and strategy of the company and execute accordingly

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

02 When in doubt, everyone knows where to find information about the company's direction

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

03 None is working on a project to realize when done that it is not what was agreed

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

You average score for Alignment + notes

STEP # 4 - STRATEGY

In all of this we did not forget about strategy: it is what glues everything together. Having a great strategy is much simpler to execute when you have put everything else in place.

01 We have strong sales team that bring the best clients for our offer, we have a clear pipeline in place

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

02 Our brand is strong, our marketing contribute to differentiate us among the competition

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

03 All our clients receive great value and are happy to work with us, we have clear SOP to ensure everything run smoothly

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

For strategy is important to check both short term and long term viability

04 Our company has ability to quickly react to changes in the market

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

05 We have a clear vision for next 3 years

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

You average score for Strategy + notes

UNDERSTANDING THE RESULTS

Now that you have assessed your business it's time to see what are the areas you need to tackle first

#1 LIST ANY QUESTIONS THAT YOU RATED BELOW 5. THESE ARE SOME QUICK WINS TO IMPLEMENT

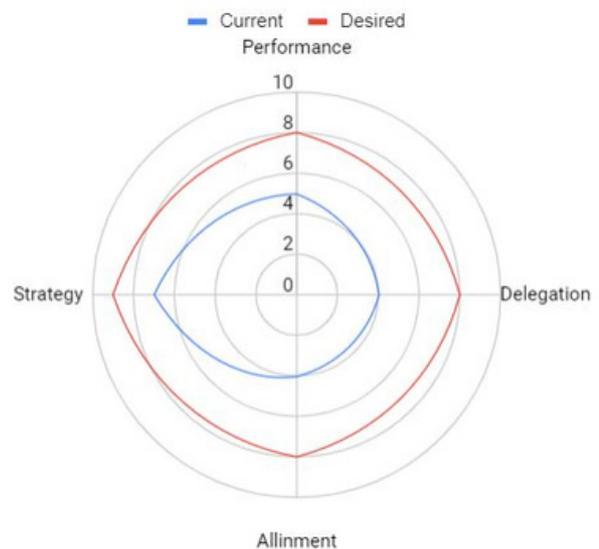
#2 CHECK ANY MACRO AREA THAT IS 7 OR BELOW ON AVERAGE:

- Performance
- Delegation
- Alignment
- Strategy

#3 REFLECT ON THE BELOW QUESTIONS:

- When you see at all the areas together do you see balance?
- What is your desired objective for each area?
- What is the most important to fix?
- What is the most urgent?

- Is there any specific area related to strategy that you need to check closely?



Congratulations!

You have taken the first step to identify the gaps to create effortless value for your business.

Now is the time to take action to get you unstuck and improve your business

BUT WAIT I I DO NOT KNOW HOW TO DO IT.

The beauty is that you do not have to do this alone. If you need someone that will help you to move thing faster, join my **12 weeks Master Effortless Value** program and we will do this together. Also you will learn how to get your team to work even better together and support you in the growth.

BUT HOW CAN I MAKE TIME IF I DO NOT HAVE TIME?

It all start with deciding to stop running the hamster's wheel. Immagine you become better on how to invest only 30 minutes each day, That alone is 10 hours/month or about 3 weeks per year.

After the first month working together most of my clients already feel more in control of their time, and know how to concentrate their effort to really add value.

BUT THERE IS NO SUCCESS UNLESS YOU WORK HARD: NO PAIN NO GAIN.

I get it, I have worked in very competitive environments and I have seen how easy it is to sacrifice yourself thinking is the only way.

Thankfully I have seen a lot of great leaders that have stopped believing that, and are are now more successful then ever. See if you can join them.

WANNA LEARN MORE?

It all starts with 30 minutes to discover if I can support you in the next steps; if not I will give you some directions on how to move ahead.

[SCHEDULE YOUR FREE CALL](#)

or send a message to coach@serenamartino.com