

STRESS-FREE **SCALABILITY**

Sagan Morrow (she/her)

Anti-hustle Productivity Strategist & Success Coach

Hi, I'm Sagan!

- Internationally board-certified Success Coach & anti-hustle Productivity Strategist
- Published author of 10 books
- Online course creator & instructor of 8 programs
- Experience in project management & team leadership, solopreneurship & freelancing, business partnership, mentoring & coaching, consulting & done-for-you services
- Main offerings:
 - Productivity Powerhouse
 - Solopreneur CEO



Sagan Morrow (she/her)

SaganMorrow.com

TELL ME IN THE CHAT:

What level of stress do you currently experience?
Why do you want to scale your business?

Questions are welcome!

If you have more questions after today's workshop, please feel free to reach out:

Email: hello@saganmorrow.com

Twitter & Instagram: [@Saganlives](#)



OUR AGENDA FOR TODAY:

1. What true productivity is—and is not
2. Restructuring how we approach our freelance businesses
3. Upgrading your strategies in 6 different areas of business with examples
4. Stress-free scalability in action (9-part framework)



1

INTRODUCTION TO PRODUCTIVITY

Productivity is a practice.

What productivity is NOT...

Waking up at 5am & never taking a break



What productivity IS...



What productivity is NOT...

Waking up at 5am & never taking a break



Toxic hustle culture



What productivity IS...

What productivity is NOT...

Waking up at 5am & never taking a break



Toxic hustle culture



Prioritizing & glorifying “busy” work



What productivity IS...

Working smart, not hard

Knowing when to take a break

Not being afraid to ask for help

Not being afraid to say no

Not being afraid to fail

Not being afraid to be vulnerable

Not being afraid to be a beginner

Not being afraid to be a learner

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Traditional approaches to productivity
are not efficient...

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are not efficient...

They don't take your unique situation
into account...

Traditional approaches to productivity
are not efficient...

They don't take your unique situation
into account...

And they aren't sustainable.

The problem with traditional approaches to productivity?

...

The problem with traditional approaches to productivity?

They don't work.

What productivity is NOT...

Waking up at 5am & never taking a break



What productivity IS...

Rooted in energy management

Toxic hustle culture



Prioritizing & glorifying “busy” work



What productivity is NOT...

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What productivity IS...

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Efficient & abundant

Prioritizing & glorifying "busy" work



What productivity is NOT...

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What productivity IS...

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Toxic hustle culture



Efficient & abundant

Prioritizing & glorifying “busy” work



Strategic & intentional

Unlearning traditional approaches to
productivity...

...because productivity doesn't need to be
toxic.



2

RESTRUCTURING YOUR APPROACH

What is “stress-free scalability”?

What does a sustainable business
look like to you?

If your business foundations are shaky,
hiring employees or contractors
won't fix your productivity problems.

There are 2 problems you're making:

1.

2.

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1. You're overcomplicating things, and
- 2.

There are 2 problems you're making:

1. You're overcomplicating things, and
2. You're doing things because you think you "should" or that you "need" to do it a particular way.

Stress-free scalability begins
with simplicity and “breaking the rules.”

Start with what you want from your life:

How will—and does—your business
support your personal life?

This must be grounded in self-trust
and self-honesty.



3

UPGRADING YOUR STRATEGIES



Upgrading your strategies

1. Internal personnel management
- 2.
- 3.
- 4.
- 5.
- 6.

EXAMPLE:

Performance reviews
Vacation & sick day plan
Burnout prevention



Upgrading your strategies

1. Internal personnel management
2. Internal business management
- 3.
- 4.
- 5.
- 6.

EXAMPLE:

Systems & processes
Unnecessary repetition or hoops
Gaps



Upgrading your strategies

1. Internal personnel management
2. Internal business management
3. Self-leadership
- 4.
- 5.
- 6.

EXAMPLE:

Self-honesty & self-trust
CEO days
Self-management & discipline



Upgrading your strategies

1. Internal personnel management
2. Internal business management
3. Self-leadership
4. External business communications
- 5.
- 6.

EXAMPLE:

Boundaries
Communication methods
Consistency



Upgrading your strategies

1. Internal personnel management
2. Internal business management
3. Self-leadership
4. External business communications
5. Offerings & product suite
- 6.

EXAMPLE:

Rush jobs
Pricing model
Complication of your services



Upgrading your strategies

1. Internal personnel management
2. Internal business management
3. Self-leadership
4. External business communications
5. Offerings & product suite
6. Connection to personal life goals

EXAMPLE:

Where do you need flexibility in your
business, to accommodate for
your personal life?

Stress-free scaling, as a
one-person business, is about viewing
yourself *as a full company*.

**What would you do, and how would you
think and act, with a team?**

Embody & integrate that.

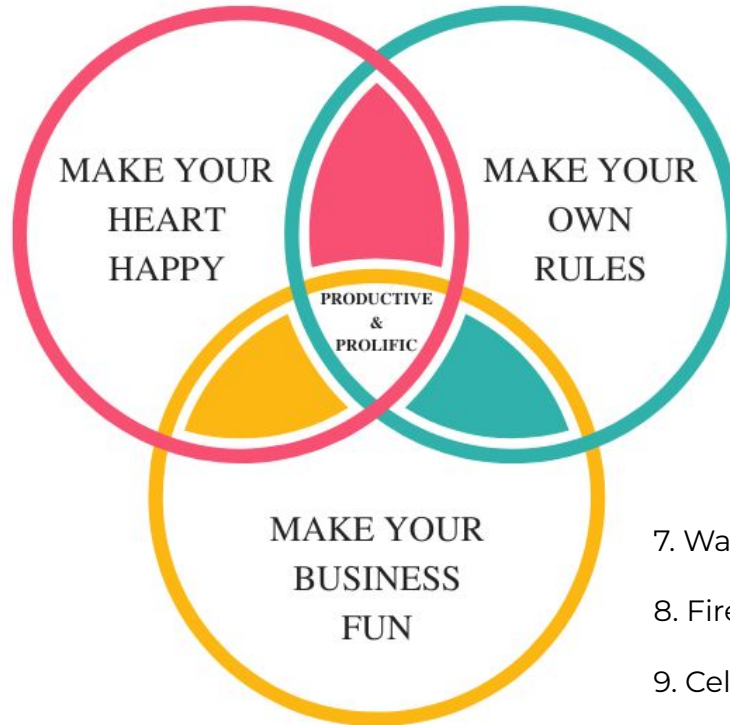


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STRESS-FREE SCALABILITY IN ACTION

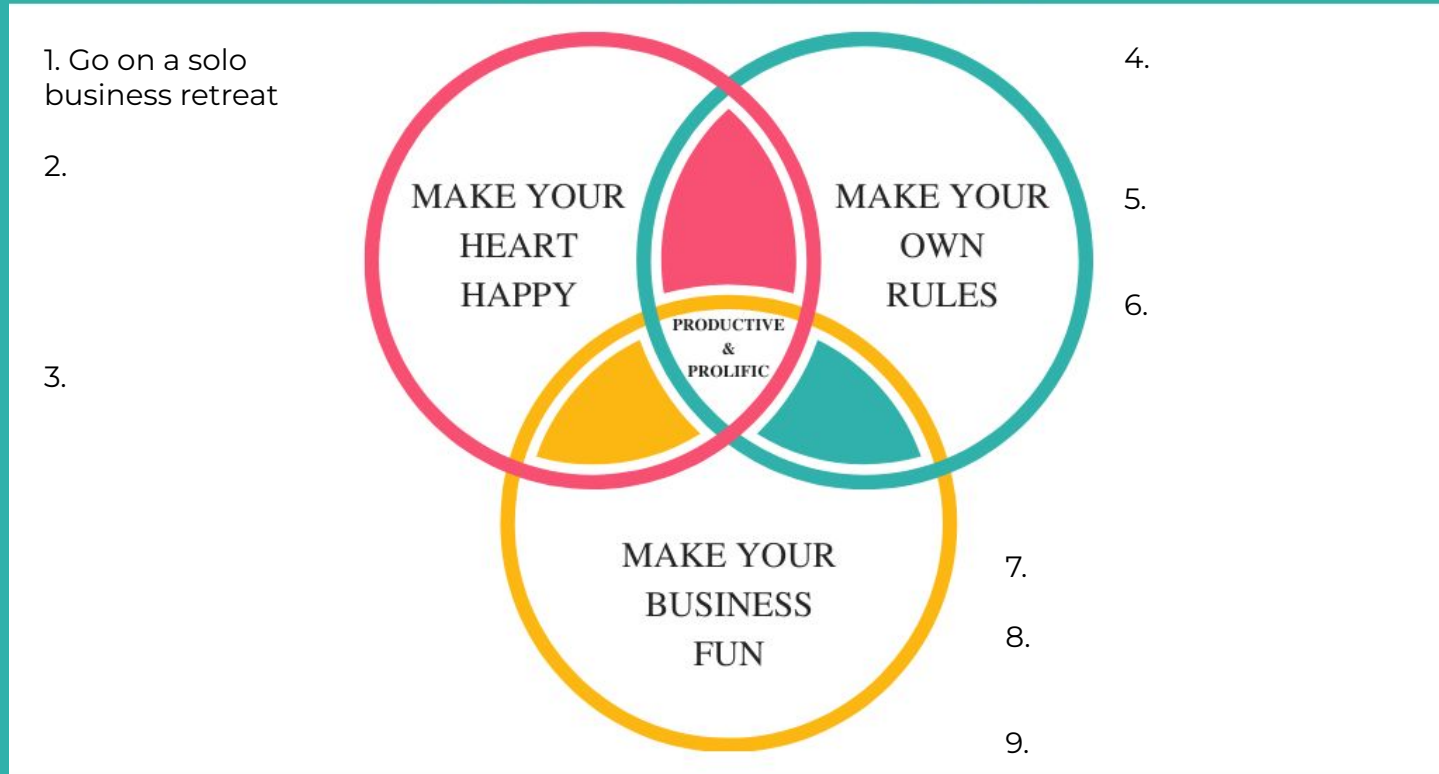
PRODUCTIVITY POWERHOUSE FRAMEWORK

1. Identify your desires
2. Prioritize your goals
3. Manage your energy



4. Create your strategies
5. Organize your tasks
6. Simplify your processes
7. Walk your talk
8. Fire up your systems
9. Celebrate your progress

9-step system to scale your business

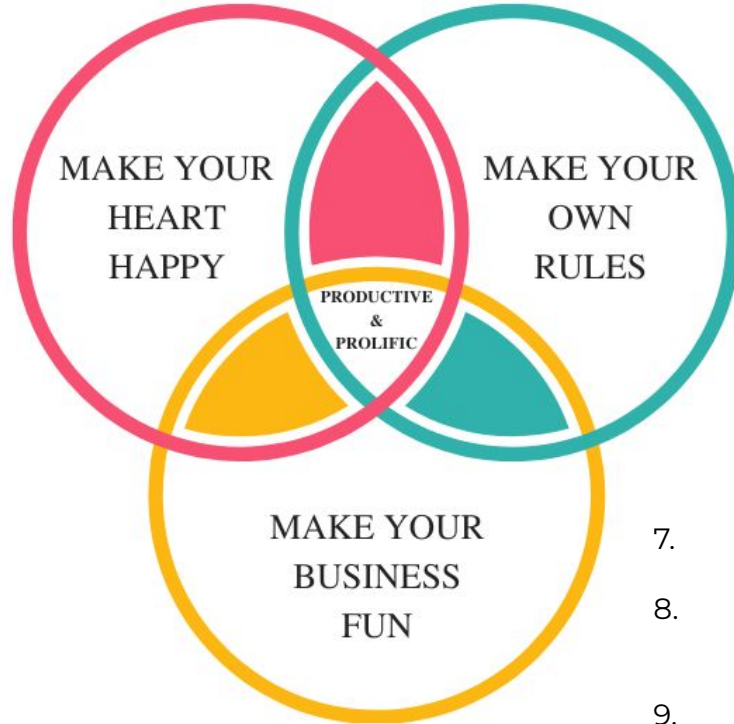


9-step system to scale your business

1. Go on a solo business retreat

2. Identify exactly what you want to add to your business, and do your research

3.



4.

5.

6.

7.

8.

9.

9-step system to scale your business

1. Go on a solo business retreat

2. Identify exactly what you want to add to your business, and do your research

3. Identify what needs to be cut back, outsourced, delegated, or removed altogether



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4. Decide what ways you want to grow your business

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5. Plan out how everything fits together

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5. Plan out how everything fits together

6. Be ruthless with cutting through your own noise

7.

8.

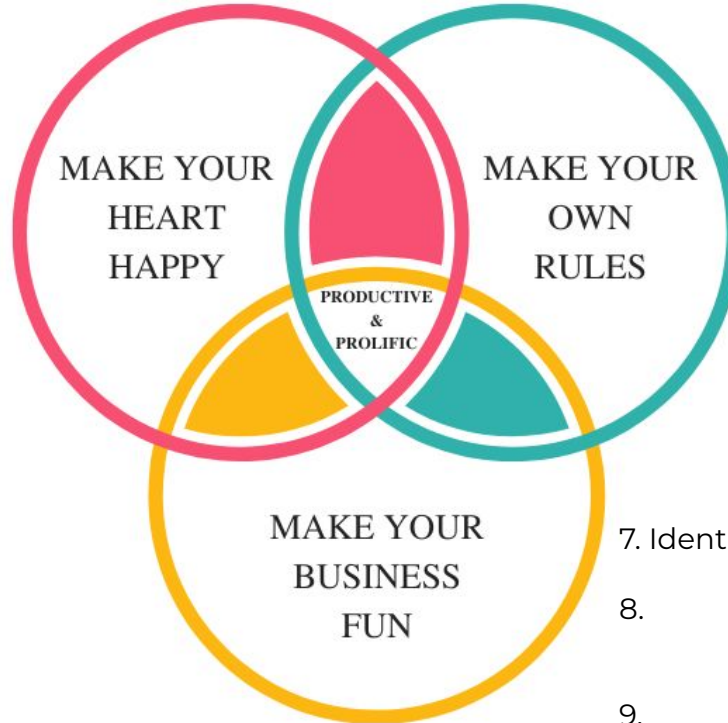
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5. Plan out how everything fits together

6. Be ruthless with cutting through your own noise

7. Identify & implement actions

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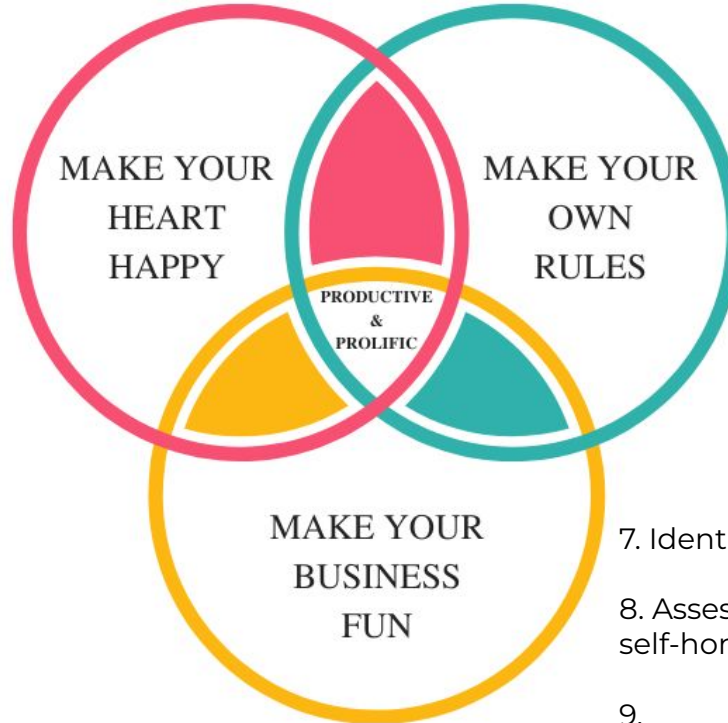
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6. Be ruthless with cutting through your own noise

7. Identify & implement actions

8. Assess & tap into self-honesty

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5. Plan out how everything fits together

6. Be ruthless with cutting through your own noise

7. Identify & implement actions

8. Assess & tap into self-honesty

9. Focus on sustainability

A QUICK RECAP FROM TODAY:

1. What true productivity is—and is not
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✓ Connect your business to your life.



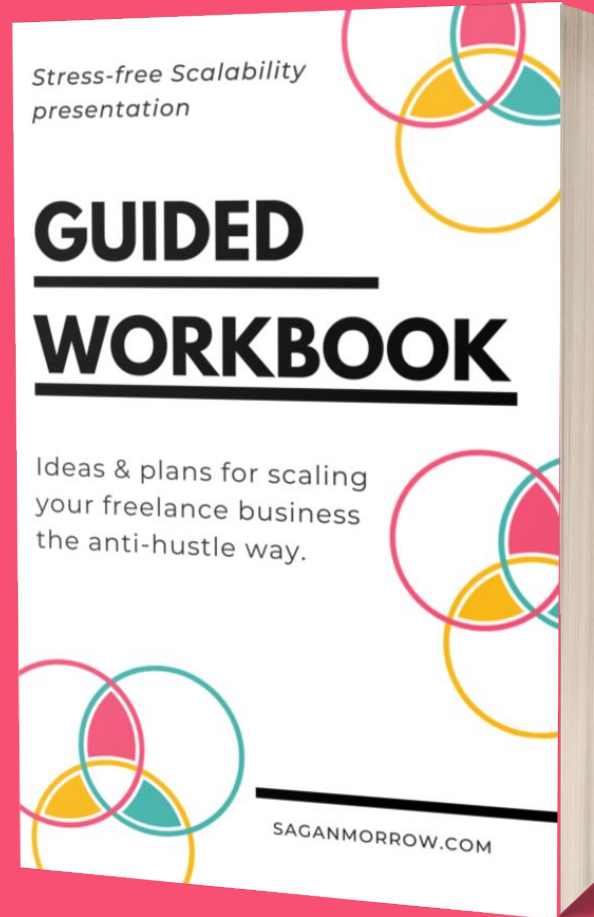
✓ Connect your business to your life.

✓ Simplify your approach.



- ✓ Connect your business to your life.
- ✓ Simplify your approach.
- ✓ Tap into self-trust & self-honesty.

Putting this all together...

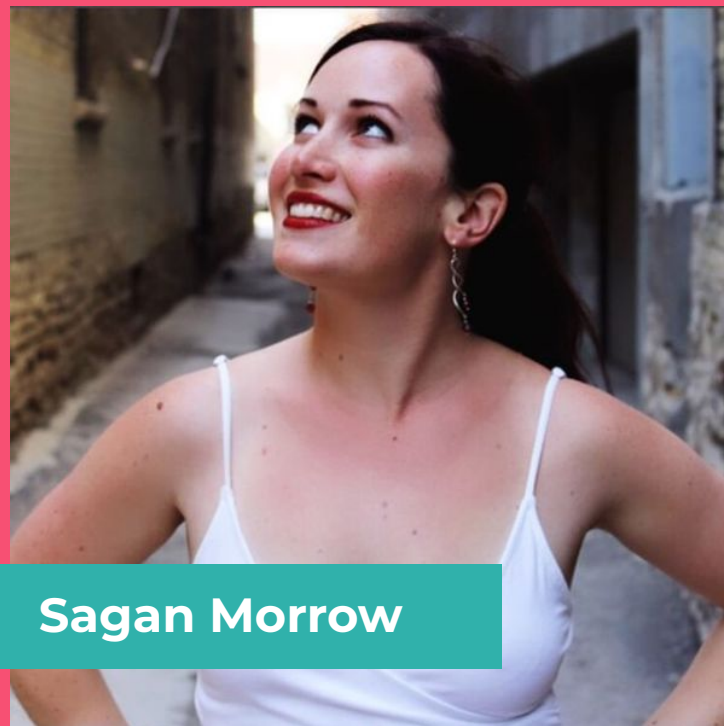


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Do you have any questions?

If you want to stay connected or if you have more questions...

- Twitter & Instagram: @Saganlives
- Email: hello@saganmorrow.com
- Solopreneur CEO six-month one-on-one coaching:
SaganMorrow.com/ceo
- Productivity Powerhouse e-course:
SaganMorrow.com/powerhouse



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