

Welcome

TO THE GROW LAB'S SPRING CLEAN 2021

Making space to grow with
Rebecca Newman



Thanks for downloading this little document of inspiration and implementation. We hope it supports you to enable genius in your life, and allows you to grow and achieve your potential. We know little ripples can make big waves.

Let's make space, and grow, together.

The Intention

- 1. Clean things out to make space for growth.**
- 2. Create yourself a foundational base to be able to actively enable change in your life, by increasing your awareness of how you spend your energy, and what desires that space as you create it.**
- 3. Use a season innately primed for new growth and fresh energy to make the 'clean' as attractive as possible.**

Everything needs energy (and space!) to grow. Whether it's in business, health, or life. Making space in one area can unlock growth in another, given we are one integrated human having experiences of business, health, and life.

If you're doing this in spring, please do remember, spring is an entire season, not three days! And while spring doesn't last forever, these principles can be used at anytime, to make space to grow.

123 Things to Spring Clean

The Grow Project's annual spring clean commenced in 2020, when growth architect and founder, Rebecca Newman, realised The Grow Project needed a bit of spring cleaning itself, to be able to continue to create the impact in the world she wishes to see.

Rebecca came up with 123 ideas for how she could spring clean The Grow Project (and other aspects of her life) and is now sharing the intent, concept, process and tactical ideas here.

Hopefully, this concept inspires you.

We've grouped the ideas into categories, and included a worksheet at the end for you to choose the three most important things for you to spring clean in 2021. You will also find conversations and videos in our private Facebook group - [The Grow Lab](#) - and some on [Rebecca's IGTV channel](#).

Let's get started...



Determining your Top 3 things to focus on...

The Process

Step 1: Idea Purging and Agenda Setting

Think of this as brainstorming, with an extra couple of layers. The goal of this step is to explore the potential.

Brainstorm concepts, ideas, or activities that need a 'clean' - something which needs to change to work or feel better. You can totally get the juices flowing by physically or mentally walking around your house - your business house and health house too - GO WILD! Being random and letting go is completely the point of this step, and relevancy, priority, or impact assessments are not required right now. Start with a blank piece of paper, or a pack of post-it notes or blank note cards; something which allows you to empty your mind of all the possible concepts which pop to mind.

Once you have emptied all of the initial ideas from your mind, mark three blank bullet points onto a page. This prompts your mind to continue to think of ideas. Every time you fill the three bullet points, draw another three blank bullet points underneath. If you're using post-it notes, put three blank post-it notes in front of you each with a bullet point on them, prompting your mind to think about additional things.

The idea here is to generate as many ideas linked to this topic as possible. The idea is not to only think of ideas that you feel you would have time to complete for the project (this is the ideation phase, not the filtering or prioritising phase). The reason that we want to empty the mind of all the potential ideas until we can no longer add content to more blank bullet points, is that we are looking to tap into the conscious and the subconscious mind. Often the ideas which will actually have the most impact and create the most change towards what you want can be sitting in the subconscious mind.

This activity is simply unpacking all the potential directions you could go with this project, and one idea will often stimulate another. In doing the process this way, you will also get to see some of the agendas you have subconsciously set, which may be standing in your way of achieving the outcome, or giving you all the reasons to not create change in your life. All these little ideas are taking up headspace real-estate, which impact your capacity. Once they're out from between your ears, we can consider the next steps.

Step 2: Choice Point

Now that you've got all the potential ideas out from between your ears and onto paper, it's 'choice point' time, to work out what really matters to make this little project a success.

Now is the time to filter your ideas, and make choices around the biggest impact elements. Taking into consideration your overall focal points for growth, in all elements of your life, think about which three things will give you the greatest amount of impact if you complete them. Sometimes these three things are the tiniest things, and not the first or largest thing which comes to mind. So, move through your items and evaluate your list by considering the following:

If you only completed 3 things out of everything on the paper, which three would you choose? If you only did these 3 things, would the exercise have been a success?



If yes, fantastic; you're ready for the next step. If not, go back to step one to see if there are other elements you need to unpack before repeating the choice point exercise.

And now for the long list that you generated. Don't be discouraged by it; it wasn't a waste of your time. Indeed two things tend to happen. By generating the long list, we bring these ideas into our awareness, and tend to subconsciously chip away at achieving these elements without even realising it; bonus! Secondly, often the things which are going to have the most impact come later in the process, rather than the initial thoughts at the front of the mind which were generated first, making it a valuable exercise. Additionally, you can also repeat this implementation phase, once you've completed your first three ideas, and created momentum.

BONUS TIP: For some people, it can be very powerful to think about the opposite of what they do want, in order to provide contrast and help them focus on what they do want. If this is you, or you find yourself self-sabotaging before you even get to the next step and giving up, perhaps consider listing out the things you DON'T want to do during this project. So that when they arise in the implementation phase, you can shut down those gremlins and focus on the elements that you do want.

Step 3: The Process of Integrating with Patience

Now to integrate it into your every day; possibly the hardest step with any new change or project. I find the easiest way to start is to be clear on the scope - task, steps, quantity of time, resources, etcetera. And attach an ideal completion time. This helps your mind to break your priority down into its smallest components, and the timeframe gives you a guidepost so that you can prioritise it to happen.

Once you know all the elements and how long it is going to take, my favourite way to stay on track is to schedule it in my diary. The best part of having a clear scope is when the reminder alert pops up in your diary, you already know what it is that you need to do in that time, reducing the barriers to doing the task. Having already considered the impact this task is going to have in the previous step, you should now have time, scope, and motive.

So, now, just start. Give it momentum, by starting. If you don't get a chance to complete the task in the organised time, schedule another time, and repeat.

Now, here is where you may need to add another ingredient critical to succeeding at creating a change, especially when you are completing a project which is going to make space in your life...

You need to add a dose of patience!

Doing new things always takes more patience than doing things you are already good at and know how to do. This patience also needs to be applied to how much time it will take you to do something new. So, just start, have patience, and keep going. This can feel like you are weeding, and weeding can be a bit boring. Wrapping a piece of language around it, and realizing that you are waiting, can help you laugh to yourself, and keep going; it is all part of the process of creating space and being ready for growth and what you do want.

Step 4: Reflect, Cheer, Repeat

Now, this is where it becomes a little fun, and also a little clever. To see how the process of change rolls right before your eyes.

I highly recommend putting a small amount of regular time in your diary each week, to reflect on how your little project is going - **cheer what you've achieved and put energy behind repeating the process.**

This could be as simple as over a cup of tea, at the start of your day on a Friday. Or it could be on a Sunday morning when you are looking at your week ahead. Either way, finding a regular time to sit down, reflect and acknowledge, and cheer yourself for what you have been able to achieve, is incredibly powerful!

Put it this way, if you don't acknowledge and reflect on how you spend your time, and energy, nobody else will. I highly recommend giving it a try.

Step 5: Acknowledge DLFA

Rounding out your spring clean project is a pivotal part of the process, no matter how you feel you went. On the end date you set as the time frame that you intended to complete this project (in this instance, the end of spring), you want to acknowledge what you achieved, what you didn't achieve, and then you want to leave behind any baggage and close off the project.

If there are elements you want to take into the future, you can do this, but what you want to leave behind is anything that you no longer need going forward. **A great way to do this is through a DLFA exercise.** This powerful transition tool, which can be used multiple times a day or to round out a project on this occasion, helps you to acknowledge what you did, what you learned, how you felt, and note any actions you want to take forward.

This allows you to let go of anything you no longer need; a key aspect of creating space to grow in itself.

P.S. We've added a DLFA worksheet for you at the back of this ebook.

My Top 3

The most important three things you can focus on this spring clean, are the three things you personally decide will have the greatest impact on your growth. Feel free to use my 123 ideas as inspiration to help you run this process, but always remember your own choices will create the greatest impact on your growth, life and legacy.

Choice 1: _____

Why? _____

Choice 2: _____

Why? _____

Choice 3: _____

Why? _____

Order of Topic Areas

Is there an order to the topic areas?

Yes, and no... the 123 Things to Spring Clean list is designed to stimulate your thinking, so no. And, when it comes to making space to grow in one area of life, sometimes we need to make space in another topic area first. Sometimes those items with the biggest short term impact are the seemingly smallest things that unlock multiple layers of space.

Most commonly, that starts with life architecture...

Life Architecture

1. Spring clean your schedule

I've put this first, as it's been the most significant way of architecting growth I've come across for busy people, and allows people to look at things in a holistic way. It is a big topic (and hence why I run a masterclass on it!), but essentially, you're looking at your entire schedule across your life (anything which you need time for), and especially what fuels you, and what steals your fuel. Different things fuel different people, in different seasons.

Start with writing out absolutely everything you need and want to do, on a weekly, monthly, and quarterly basis. Now attribute time and priority to those items. Take the most important elements. Now attempt to pop them into a schedule. This will help you see what you're choosing as priorities, and how much time these actually take.

Once you find an ideal schedule you're happy aligns with your priorities, choose a testing period. At the end of that period, decide if you'd like to re-iterate and rearrange your puzzle pieces, and test it again. This brings massive awareness to how you'd like to be spending your time, how you actually spend your time (and energy), and how to find ways to align it.

Home

2. Clean out the fridge
3. Clean out the pantry
4. Clean out the underwear draw
5. Clean out the activewear draw
6. Clean out the bathroom
7. Clean out the shoe collection
8. Clean out the electrical equipment and cooking materials in your kitchen
9. Clean out the kitchen drawers
10. Clean out the craft cupboard
11. Clean out the Lego stash
12. Clean out the toy boxes
13. Clean out the photo libraries
14. Clean out the makeup case
15. Clean out the wardrobe for the season, and restyle your own clothes
16. Clean out the bookshelf
17. Clean out the annoying or 'collecting' books and give them structure and purpose
18. Clean out the most energy zapping area of your house
19. Clean out the bed stand
20. Reorganise the nighttime routine
21. Organise the tea collection
22. Clean out the home office
23. Eat your freezer!
24. Clean out historical papers and mementos
25. Clean out the kid's cupboards
26. Clean out your life systems - e.g. kids pigeon holes
27. Clean out the kitchen 'transit' ware
28. Clean out any kind of rebates or claims like health funds, and any other niggling life admin
29. Clean out the car
30. Clean out the stationery cupboard
31. Clean out lunch boxes and Tupperware
32. Clean out the compost set-up and home waste minimisation plan - including soft plastics.
33. Clean out your water source - quantity and quality

Tech

34. Let's make social media fun again
- clean out all social accounts, and unfollow anyone not adding fun and energy to your socialising

35. Clean out your apps (and share your favs)

36. Clean out your digital data wasteland and archive - clean out digital storage

37. Clean out your podcasts subscriptions

38. Clean out your email subscriptions

39. Clean out your Youtube channel

40. Clean out your email database

41. Clean out your passwords

42. Clean out your tech hardware

43. Clean out your tech integrator software

44. Clean out your online habits (Friend and Foe)

Mindset

45. Clean out your playlists

46. Clean out your values

47. Clean out your self-awareness and self-talk

48. Clean out your mindset - surrender experiment

49. Clean out your vision

50. Surrender to the seasonal reset

51. Make a plan and then half it- work smarter not harder

52. Clean out your barriers to growth - especially thinking of linear growth

53. In the event of_____my death

54. Clean out your self-development (including books and book club)

55. Learn about the economic clock and the 2021-2031 growth cycle.

56. Clean out your learning schedule (most people put very little conscious time into something new they want to learn piece by piece).

- Slow and steady. Choose your modality and list things you want to learn.
- Make a regular in your parking lot to integrate your learnings by getting in the habit of doing DLFA's in your ugly diary.
- Capture the actions and let the rest of the knowledge marinade future ideas without the pressure of using and implanting, or keep them somewhere as learnings and review them after a springtime period.

Business

57. Clean out your work bag
58. Spring clean and refresh business website
59. Clean out the paperwork
60. Clean out your business knowledge gaps (real and perceived)
61. Clean out your business roadmap
62. Clean out your task management system - Trello and ugly diary
63. Clean out and organise your Inbox
64. Clean out / organise image assets
65. Clean out the customer journey map
66. Clean your parking lot
67. Clean out your financial processes
68. Clean out your branding
69. Clean out your visual language
70. Clean out your templates (slide decks, proposals)
71. Clean out your support crew (resources) - to make room for new ones
72. Clean out your communication tools - Trello, voice memos
73. Clean out your online transactions and invoicing
74. Clean out your direct debits
75. Clean out your business card stash
76. Clean out your transition tools - DLFA and time allocation
77. Clean out your budgets
78. Clean out your production set-up for content creation
79. Clean out your pitch - what are you putting out into the world?
80. Brainstorm your online course creation
81. Clean out your online course platform
82. Clean out your product ecosystem
83. Clean out your capacity plan
84. Clean out your virtual online shop
85. Clean out your live and online streaming
86. Media scheduling tools - static and dynamic content across multiple channels
87. Content pillars plan and story sharing
88. Update testimonials page
89. Send invitations for google reviews
90. Plan Term 1 immersion time slots
91. Design group program onboarding sequence
92. Write Newmark Q4 Spring Plan
93. Edit Newmark's brand connection plan
94. Edit brand video for the Grow Lab and release
95. Make a book launch plan for online and offline.

Fuel + Health

96. Clean out your fuel sources and redefine them - Business Fuel Challenge

97. Clean out your addictions - read Russell Branson - food, alcohol, coffee, swap for enhancers and essentials to build long term foundations for growth

98. Clean out your daily routine

99. Clean out your skincare routine

100. Clean out your movement schedule

101. Circadian rhythm - reset?

102. Clean out your inspo weights - inspiration?

103. Spring clean your relationship with yourself - self-love practices

104. Clean out your weekly routine

105. Clean out your annual routine

06. Clean out your sprint plan

107. Clean out your nutrition

108. Clean out your life admin system

109. Brainstorm meal planning

110. Practice meal prep

111. Start wholefoods prep for scratch cooking

112. Clean out cookbooks - rediscover an old favourite!

113. Clean out your dating schedule

114. Health status - observe where you're at

115. Fill up your adventure cup

116. Clean out and make room for playtime!

117. Clean out your environments - your options for places to create, make phone calls etc.

Community

118. Clean out your village

119. Clean out the people in your life who aren't serving you anymore

120. Spring clean your relationships - plant new seeds? Make new connections

121. Suppliers (old habits and local options - e.g. Jade and markets) - outsourcing

122. Clean your environment and neighbourhood!

123. Build online community conversations

DLFA Worksheet

Fill in the following table to help you process the above info!

DID	<i>What did you just do?</i>
LEARNT	<i>What new insight did you learn?</i>
FELT	<i>How does it make you feel?</i>
ACTION	<i>What actions do you want to take forward?</i>

Happy spring cleaning!

I would love to see how you're going with cheering yourself on, so please tag us @thegrowproject on Instagram so we can share the ride with you.

