



# Hepburn Principles

"The first law of expansion is 'order'. For something to grow, it needs a system. Look at a flower, cut an orange, check out the symmetry of a tree or a beehive. There is discipline. Nature keeps what is essential and gets rid of the garbage.

It's called **ORGANISATION**"

*Andrew Matthews  
(Happiness in a Nutshell)*

## Syd's 6D strategy

to keeping yourself successfully organised!!!

**Desire Defined Daily** helps you **Decide** what to **Do** and **Don't**

- **DESIRE** - the objective, plan, what you want to achieve by being organized. Knowing this gives you a purpose = motivation/determination to continue
- **DEFINE** - the need. For eg. identify the worst thing about what you are buying/collecting and then assess if you really want to keep it. Clutter reduction! Consolidate! Keep all those "notes" in one book - post its have a way of getting lost but are good for immediate reminders.
- **DAILY habits** - develop & practice routines, they are time efficient; stick to them to make them habits; and keep them simple so they are easy to stick to. For eg. Every Friday 9-11 you will organize your desk and filing. Ford has a point.....think **production line**!!
- **DECIDE & DO NOW!!** - to dump the clutter. 3 now - 30 later ....spend 3 minutes now to save yourself 30 minutes later. Decide if you should take the brochure home or just the business card and website details. If you have to change a time you have routinely committed to filing, set the alternative time now! Deal with simple response emails right away. File/enter it in the database while you still remember the details.
- **DO focus to make a memory** - listen, repeat, scan, write, associate the information you get. Carry a mini notebook. Memorising like this keeps you mentally organized.
- **DON'T PROCRASTINATE** - but you knew this one 🗓️