

# THE UN-PLANNER

Live & Lead with Values - Intention - Attention  
with Cass McCrory

**The best thing about the un-planner is this: It doesn't require a new year, a new week, a new day or even a new piece of paper. You could un-plan yourself on the blank side of a scrap piece of paper or you could turn to your favorite notebook.**

I love a Five Star Notebook - lots of surface area, the cover doesn't suffer from coffee mugs and it's not too precious that I can't start over. I also have a 12 page paper yearly calendar to keep track of birthdays and other things I want to track - you can pick one up or simply print it out from your calendar.

In the next few pages I'm going to give the lay of the landscape of how I setup my year - I'm going to talk you through it too if that sounds like fun - visit [cassmccrory.com/plannerwalkthrough](http://cassmccrory.com/plannerwalkthrough)

There was a time I loved planners. Buying a new planner was a fresh start, the promise of getting things "under control" in a container that supposedly worked for someone else.

It was around the time my second child was born and my belief in the planner faltered. I had altogether too much to plan that did not want to be planned or organized. All my plans felt void of fun and joy because everything was a bit forced and when the plans fell a part (which they did most of the time) I was wrecked because "how am I supposed to accomplish anything if I can't even plan?!?!?"

It was at this point that I stepped away from the plan and decided I'd meet a level of "go with the flow" never before experienced by someone so very Type A. I talked about this flow on [The Lively Show](#) and the flow has continued over the last few years while integrating some practices that have kept me focused on my values, held my intention for how I wanted to live and directing my attention to where I'm headed.



# THE MONTH

## JANUARY 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

When looking at the month ahead I do the following:

- Add birthdays and make note of any cards/gifts I need to buy in my purchase column.
- Note the Full Moon (it's a good reason to look at the sky) and New Moon (a great time to set and evaluate your intentions). If the moon is of interest I highly recommend checking out [Jennifer Racioppi](#).
- I set my workout objectives. I know that in some areas of my life having goals helps me to show up for myself and working out is one of those areas. Having a goal of 16 Peloton rides and 6 yoga classes helps me feel like I'm investing in myself.

Each day I track different things on this calendar that are important to me:

- I write down the workout I did on the day.
- If I had dodgy sleep I'll make note of that and see if there's a trend. If I'm in pain I'll note that too.
- I put a heart on my calendar on days where I know I met my husbands love language of quality time.
- I put an AF on the calendar for days that are Alcohol Free as I want to have more of those days in 2021.

# THE WEEK

I use a two page spread to setup my week and typically I'll do this action over the weekend and it takes about 30 minutes.

The first thing I write down are my values on the top of the left hand side. If I don't keep my values front and center I know that my actions will not be aligned and my spare time will fall to scrolling instead of picking up a book or going for a walk.

On the left everything with a time exists. I rely on my computer calendar but writing out my appointments helps me mentally prepare and spot where I'm over-committed. I'll put any prep tasks on the to-do list.

A loose meal idea next to the day to pull together a grocery list. I put my grocery list on a scrap piece of paper because I once lost my notebook at Wegmans and I can not handle that kind of stress in my life!

On the right I look at the week ahead and my monthly goals on the workout front and think about what I can take on this week. I know this week I'll have a lot of energy because of my cycle so I'm a bit more ambitious.

I have two columns on this page. The work to-do's go on the left hand side, the personal on the right and a list of "to-buy" because I never remember if I don't write it down.

Time sensitive to-do's will get the date written by it and I will block the time in my calendar.

On the back of this page I put anything that needs to get pushed to next week.

## Adventure - Learning - Nurturing

Monday, January 4th - Steaks for Anniversary!!!!

8:45 - Bob Meetup

11 - Final Mastermind

1 - Joya Weekly CMO

3 - Coaching with C.

Tuesday, January 5th - Chicken Enchilada Bake

11:2 - RWLB Recording

1 - Development Meeting

3 - Coaching with K.

6 - New Project Kick-off

Wednesday, January 6th - Salmon

12 - Coaching with H.

1:30 - Client touch-base

2 - RWLB Recording

3 - RWLB Recording

4 - Lex video chat

Thursday, January 7th - Ground Beef Something

2:30 - Training Prep Call

Friday, January 8th - Homemade Pizza

12 - Training

1 - RWLB

3:30 - Office Hours

## BIKE 1 - 2 - 3 - 4 YOGA 1 - 2 - 3

Work to-dos

Newsletter - MONDAY

Prep for Joya

-Newsletter

-Webinar Page Review

-Mastermind

Development Meeting prep

Send RWLB episodes to George

Follow ups:

Ryan

Ina

Sam

Tom

Kate

Cathy

Cindy

Personal to-dos

Pay lawn contract

To Buy

Calm membership for Katie birthday

Worcester sauce (sp?)

Lightbulbs for upstairs vanity

# THE DAY

Each day gets its own page and any notes that I make during meetings go in the same order so that I can go back and find them if I need to and shockingly this has actually been helpful.

Tuesday, January 5th

## Gratitude

1. An amazing night celebrating our anniversary - we used the crab legs in the freezer, pulled out some bread and steaks and had a lot of fun dancing and reminiscing.
2. This hot and fragrant coffee with the perfect amount of creamer and BONUS a free Starbucks today!
3. Our amazing babysitter is back today!
4. An open morning to work and think.
5. George being so kind as to send me to my office yesterday, I really needed that and it felt great to feel safe to accept what I wanted + needed.

What's my intention for today? Joyful Simplicity

What could get in the way? Trying to over-complicate, over-do and do too much.

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## Adventure

Tried the coconut milk in the chai and it was quite good.  
I moved my desk around so it feels fresh.  
I cleaned off my pinboard for plenty of room for fresh inspiration.

## Learning

Listened to Dorie's book on the way to the office.  
Read Laura Belgray's email (of course I did)

Nurturing - I was able to ask Hope for some time today and she was so generous and nurturing and that felt amazing. I set Lexi up with her pomodoro's this morning so she felt good about what was ahead of her.

I start each day with 5 things I'm grateful for - I try to integrate details into my gratitude that are either around my values or my senses. Many days coffee is on the list - repeats are welcome!

I state my one simple intention to help direct my day. My favorite intentions help ground me to how I want to show up and I frequently lean on a few. For example: Best next step, breathe first, joyful simplicity, be here now.

Next I write what can get in the way of my intention being realized. This is the equivalent of turning on the basement light to make it less scary.

At the end of the day I take note of what value aligned activities flowed into my life. The real gift of this effort comes from the awareness that I'm living my values each and every day both intentionally and unintentionally which feels like a real delight!

## About Cass McCrory

Cass McCrory is a sought after marketing strategist, speaker, and trainer advising large enterprises and start-ups as they take their message and products to their target audience. Cass is passionate about doing work and life with great intention and that intentionality leads to success for projects and most importantly for people. She has been featured in Oprah Magazine, a guest on The Lively Show and Creative Superhero and is host of her own podcast Real Women in Business. Based in Rochester, NY Cass has 4 ridiculously cute kids and 2 dogs with her amazing husband George and a love of photography and the moon.

Follow along in business: <https://www.linkedin.com/in/cass-mccrory/>

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Even more: <https://cassmccrory.com/>