

**Day Crafting is** a framework to develop practical skills, rhythms and strengths that balance each day on a range of metrics. As with any craft, the basics are rewarding and easy to pick up and provide immediate benefits. As an individual deepens their practice, they can specialise along bespoke developmental pathways. Learn balance first to maximise energy and resilience then specialise – the framework maps this process.

### Timing

- Individualised working rhythm matching tasks to optimum times of the day.
- Mitigating the risks when not working to chronotype or energy rhythms.

### Balance

- Proactive approaches to counter stress and burnout by balancing each day.
- Enabling deep work through effective rest.

### Process

- Emphasising the improving our typical performance.
- Small wins and continuous development rather than dramatic change. Developing productive behaviour through leading metrics rather than future development goals.

Writer and philosopher **Henry Thoreau** observed that, many people **'lead lives of quiet desperation'**. He goes on to present a strong argument for Day Crafting:

“ It is something to be able to paint a particular picture, or to carve a statue, and so to make a few objects beautiful; but it is far more glorious to carve and paint the very atmosphere and medium through which we look .... **To affect the quality of the day, that is the highest of arts.** ”

# The good life is not a destination It is a skilled daily practice

## Project history

I have a background in design, adult education, positive psychology, innovation facilitation and leadership coaching. Day Crafting has so far been developed for a general audience as the more bespoke value propositions emerge. It is intentionally, at its fullest expression, a whole life / holistic model; the 'day' means the whole day, work and rest.

It is clear that those apprentices most keen to continue with 1:1 guidance are tackling questions in a professional context. They are business leaders, executives and experienced consultants addressing remedial concerns such as stress, burnout and career change, questions of purpose and meaning and dissatisfaction with work-life balance. There are also individuals looking to enhance wellbeing who recognise the good-life is not a destination but an accumulation of good todays; people wanting to improve the whole of life rather than one facet of it.

What Day Crafting does differently is focus on the scale of the day in front of us. It is easy for us to imagine ideal long term aims, it is harder, but nevertheless vitally important, to work with the behavioural realities and systems of practice of the present.

Day Crafting has been developed as a value proposition through user-centred development processes and continues to evolve in dialogue with those receiving the training – some of whom continue and deepen their progress through an action learning support community.

The VP for individuals is a focus to enable better daily practice and meaningful progress.

The VP for businesses are the benefits of teams optimised for mission focussed daily processes.

[www.daycrafting.com](http://www.daycrafting.com)

[bruce@daycrafting.com](mailto:bruce@daycrafting.com)

+44 7866 109930

## For organisations and business

I'm exploring further how Day Crafting can work in organisations and businesses. It is clear how Day Crafting works for individuals, typically those with a degree of autonomy over their time and schedule – I would like to take this further by exploring the impact across teams and team-culture, for example:

### Work with the power of Chronotype

Each of us has an individual but predictable energy flow across our days. If we want people to perform at their best how can we find out *when* they can perform at their best? The difference between us at our best and worst is equivalent to trying to perform over the alcohol limit. Over half of employees are out of sync with their chronotype given a standard 9 to 5 day. High number of employees have risk factors for fatigue; 27% report falling asleep at work. Standard working hours are extremely tough for 1 in 5 and lead to serious impairments. When we work *with* our chronorhythm and in harmony with the chrono-profile of colleagues, customers and other stakeholders we're far more successful in any measure of work from client relationships to productivity, even our ethical behaviours are higher. Simple implementations might be to match different cognitive demands (analytical, creative, learning, logistical, negotiation ...) to the appropriate time and corresponding energy. Or to distribute tasks to the most appropriate chronotype, such as who to present at a particular time of day and when to schedule meetings. In account management for example, give early chronotypes the eastern time-zone contracts and the west to the late.

### Put daily Meaningful Progress central

What triggers and defines our best days (for 76% of us) is making daily meaning progress. This isn't achieved through extrinsic motivation, high pressure or fear but when the inner lives of employees are balanced and positive – which is already a central metric in Day Crafting. This is strengthened by a team culture that supports and nourishes this approach which leads to more creativity, higher productivity and more commitment. It also sustains a progress loop as good days nourish the next.

### Emphaise Mission focus ahead of Goal Focus

Results have very little to do with the goals a business sets and nearly everything to do with the system of practice that lead to those goals. And if we depend on the goal to provide motivation what are we saying about the journey there? By focusing on outcome-based goals that are outside of the control of individual employees, we increase pressure and decrease confidence. Solving problems at the results level risks only a temporary fix but solving at the systems level opens the way to permanent improvements. Optimising practice at the scale of the day is a distinct and powerful skill set that can be much more motivating for individuals. People who are goal-driven have a much greater likelihood of being transactional. People who are mission-driven have a much greater likelihood of being transformational.

The present work climate with more openness to flexibility (and a growing possibility of culture change) means it has never been a better time to explore how to work with the performance of a team of craftspeople, each working with a degree of autonomy to harness their individual strengths.

### Quick wins

- Encourage and enable employees to flourish each day.
- The importance of active rest to fuel productive, focussed work.
- Encouraging the most effective way to take restorative and/or vigilance breaks.
- Working with our energy flows, typically peak, trough and rebound.
- Emphasising new leading metrics such as daily Meaningful progress.

### Day Crafting for Employees

How can an individual make ongoing improvement to the process and practice of their work with greater focus on the present day?

1. More effective working with chrono-profile, higher productivity through skilled use of time / days.
2. Sustainable energy through daily balance, deep work is only enabled through effective rest. Being realistic about productive capacity.
3. Wellbeing and purpose, focus on the present through intention and Meaningful Progress and other effective leading metrics.

### Day Crafting for Business

How can a team's most important asset, it's people, maximise their use of its scarcest resource, its time, to increase productivity, mission effectiveness and stakeholder relationships?

1. Better results by improving typical practice and productivity, emphasis on enabling quality of actions and behaviour. Gradual change enabled through leading metrics and greater insight.
2. Improved outcomes by optimising timings for time-critical tasks, eg analytical v's creative thinking. Matching tasks to chronotype including customer contact.
3. Orientation and emphasis on mission over the goal, making the practice meaningful. Being craftspeople rather than athletes. Commitment to the mission is in all our our hands, rather than the goal which is not.