

The Big Picture Business Podcast – Episode 8

Designing Your Own Successful Work From Home Routine

Featuring Doland White

Introduction

- In this episode of The Big Picture Business Podcast, Dominica Lumazar and Rory Carruthers welcome the show's second guest, Doland White.
- Doland White is a very successful consultant in the business world and has taken on the role of CEO in multiple businesses for over 30 years. He also works alongside Rory in running a webinar service and business.
- This episode focuses on a number of topics, such as developing a business culture, how to adapt yourself, how to set your business boundaries, and how to design a successful work from home routine (something Doland has been doing for decades).

Getting to Know Doland White

- Doland White is best known as the founder of Doland White Consulting. He was also the CEO of Rapid Crush, Jason Fladlien's company, which provides digital marketing services to businesses. He is a veteran of the software industry with over 30 years of experience. To cap off his list of talents and achievements, Doland is also a fantastic musician.
- Doland decided to venture out to start his own consulting company when a friend he had met in the software industry invited him to come work for his company as the CTO.
- Upon finding out that this company was a marketing company, Doland instantly rejected the idea. He used to hate marketing and marketers and had no desire to be around marketing in general. His friend showed up at his house and complained to his wife, which led to him taking the job.

- A few months after accepting the position, Doland was called to dinner for a performance review with Jason and Wilson from Rapid Crush, where they told him, “We’re sick of your complaining. Why don’t you just run the company?” So, he became a marketing guy in the role of CEO.
- About a year ago, the business had a change in direction that Doland felt made his role meaningless, so he parted on good terms and left to go start his own business.

Developing Business Culture

- Culture is incredibly important within the workplace. Leaders forget that a business can only go at the speed of its culture. Doland believes that “the velocity of any company equals the velocity of your team.”
- New business owners get lost in the “do,” such as the mentality of “I’ve gotta do these things first.”
- You need to make sure that you’ve put the right steps in place to ensure that your team is ready to go with you. You cannot grow as a business until you get everybody pulling in the same direction first.

Growing Your Business during COVID

- Doland started his own company just 45 days before COVID struck. His original plan was to work with 3-5 clients and go over business strategy and consulting in general. This business started off wonderfully.
- Then, rumors of a pandemic start uncovering itself. As things went on, he saw a shift in businesses from a mentality of escapades to a mentality of holding onto what they have. Ultimately, he has had to completely refocus his business. He is now on two global COVID panels.
- Doland gets many questions asking him how he would compare this pandemic situation to the bubble burst of 2008. However, you cannot compare the two. The bubble burst

only impacted a segment of business, whereas COVID sent 7.5 billion people back to their bedrooms. COVID immediately levelled the field.

- Most businesses had plans for the coming years, but COVID completely threw every one of those plans out the door.
- Despite the frustrating nature of the situation, people are using this situation as an opportunity to learn, grow and continue to add value to what they do.

Try New Things, Look to Adapt, and Learn Self-Discipline

- This pandemic has implemented the mentality of digitalization. If you are not looking into moving your company into a more digital-friendly service, then your clients will eventually wander off.
- Winston Churchill once said, "Never let a good crisis go to waste." This is the time to go learn more and educate yourself so that you can become better.
- Someone on a call with Doland recently used a quote from *American Sniper*: "Aim small, shoot small." Try small things, and keep trying, that way if you fail, it is just a small and swift failure that you can get over quickly.

Business Boundaries and Time Management

- Entrepreneurs have signed up for a completely different ball game when it comes to business boundaries. As entrepreneurs, they live and die, fail and succeed, on their own shoulders. Insanity is part of the job.
- Doland does time blocking, as it is the easiest way for him to think of stuff, so he gets up at five and gets into the office about thirty minutes later. He then does some journaling until approximately seven in the morning. This is his time for retrospection, where he assesses his progress on his goals from the previous month.
- He tries to end his day at a reasonable hour before trying to go and find the time to do something active for himself, such as riding a bike. He then makes sure that he ends every day with at least a couple of hours hanging around with his wife.

- He also reads a book a week, but there is a difference between reading and studying. He has been studying a book for the last year and a half.
- Although Doland wakes up early, he believes that being a member of the 5am club is worthless. People can still be successful so long as they live within their limits.
- Those who live in different time zones to their clients may have to adapt their sleep and waking hours to the times that they can reach their clients at. Remember, one method does not work for all, despite what you have been told.
- Take what works for you and don't try to conform yourself to somebody else's system. Make use of what you know has value to you.
- This also applies to buying courses. If you are not going to gain instant benefit from a course, then avoid it rather than waste time and money buying it.

Resources and Links Mentioned in Episode:

- [Get a 30 Minute Consultation with Doland for FREE \(for our listeners\)](#)
- [Inception Webinars](#)
- [Rory's Website and Books](#)
- [Big Picture Business VIP](#)