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The 5 Hidden Time & Energy Leaks Holding Women Back from Sustainably Building Their Business Without Sacrificing Family Time, Health, or Themselves.

Introduction

Identify and Fix your Hidden Time & Energy Leaks

Your days are full. But somehow you don't seem to be making as much meaningful progress towards your goals as your effort would suggest.

You care deeply - about your clients, about your team, about your business. Your to-do list grows faster than you can tick things off. Your focus gets interrupted before you've properly found it.

At the end of most days, you're exhausted but not quite sure what you actually achieved.

You've been running, only to find yourself standing on the same spot. Reacting to all the requests, minor emergencies and general day-to-day running of the business that relentlessly head your way.

Holding out for the day when you finally get caught up. When you get ahead of the work.

And finally have space to continue developing your business. Serving more clients. With smooth, high-quality delivery. Rounding out the day with a sense of satisfaction.

Closing down the laptop and heading into your evening without the residue of incomplete tasks lurking at the back of your mind. Stealing your peace of mind and presence with those around you.

Here's what I want you to know: **it's not about working longer and harder to get caught up.**

If that's what it took, then your solid work ethic would have solved for this by now.



Introduction

Identify and Fix your Hidden Time & Energy Leaks

The shift comes from examining some fundamental beliefs about what it takes to get things done.

On the surface, these beliefs have a logical explanation. Making your current ways of working seem prudent, responsible. But poke them a little, and you'll discover they're sitting on shaky foundations.

I'm going to show you five patterns you might not have noticed. Patterns that explain why your days feel unproductive. Even when you're working flat out.

And, just as importantly, share new, different perspectives. That'll unlock new ways of working that allow you to flow efficiently and effectively through your day.

Let's look at five of the most common time and energy leaks I see.



#1 Constant Checking and Context-Switching

What this often looks like

You check email first thing. Then again mid-task.
Then whenever there's a lull. Or a flicker of unease.

Maybe it's Slack notifications.
Maybe it's WhatsApp messages from your team.
Maybe it's just glancing at your phone to "quickly see" if anything needs your attention.

You tell yourself it'll only take a minute.
But each check fractures your focus and pulls you into other people's priorities.
You answer one thing, spot another, remember something else entirely... and suddenly sixty minutes have disappeared.

That time block you had in mind to make progress on your own work?
Gone.

The thinking behind it

This usually comes from very reasonable beliefs:

- *"If there's a problem, I need to know about it."*
- *"People expect a quick response from me."*
- *"If I stay on top of things, nothing will spiral."*

And there might be some truth to these.
But they're not the whole truth.

Yes, you need to know about problems. But you'll solve them just as quickly if you discover them an hour later. Actually, you'll solve them better: your mind will be less scattered after working strategically on a task through to conclusion.

If people are expecting a quick response from you, it's probably because your past behaviour has trained that into them. You get to set new expectations.

Currently things are spiralling because you're constantly in reactive mode. Getting out of reactive mode is what'll actually prevent the spiralling you're trying to avoid.

#1 Constant Checking and Context-Switching

An alternative approach

What if you created clear windows for checking?
And protected everything in between?

Not "never check email." Not "be unavailable."
But intentional availability at specific times, with focused work in between.

Here's what that might look like:

You check messages at three set points in the day. 9am. 1pm. 4pm. (Or whatever rhythm suits your work.) Your team knows when they'll hear from you. Clients know you're responsive, just not instant.

In between, you work on one thing at a time. Without the pull to check.
Without the background anxiety that you're missing something.

The result?

Tasks that used to take all morning because you kept getting pulled away?
Done in an hour. With better thinking.
And without the scattered, fragmented feeling that comes from constant context-switching.

You're not less available.
You're more present when you are available.
And more productive when you're not.

Problems still get solved.
Often faster.

Because you're solving them with a clear head rather than interrupting other work to put out fires.

Reflection Questions

What do I think is the worst that could happen if I don't check email, Slack or WhatsApp for an hour?

How likely is it?

How would I easily rectify it?

#2 Over-Committing

What this often looks like

Your to-do list is long. Very long.

Unrealistic calendar time blocks are back to back to try and cram it all in.

New opportunities come up, and you think: "I should probably do that."

Someone asks for your time, and you say yes because it feels risky to say no.

You add things to your plan without taking anything off.

Then you look at your week and wonder why there's never enough time.

Why you're always running to catch up.

Why you feel stretched thin even though you're working more hours than you'd like to admit.

The thinking behind it

This usually stems from the belief:

"If I say no, I'm missing out or letting people down."

Earlier in business, saying yes created opportunity.

Momentum. Revenue. Relationships.

You couldn't afford to be too selective.

But now you've an established business.

And saying yes to everything means saying yes to nothing fully.

And saying yes to every person who asks for your time?

You end up letting them down.

Delayed responses, rushed conversations, or showing up half-present.

When your energy is spread across ten priorities, none of them get your best thinking.

You're not missing out on opportunities.

But you are failing to make the most of any of them.

#2 Over-Committing

An alternative approach

What if you stopped planning like the Duracell Bunny and started planning like a human being?

Not doing less because you're lazy. But recognizing you have real capacity constraints. And choosing to fill that capacity with what actually matters.

Here's what that might look like: You start by getting honest about your working day. How many hours do you actually have? Four? Six? Eight?

Then you look at your to-do list and estimate how long each task will realistically take.

Not best case scenario. Not "if everything goes smoothly." But realistic time, including the context switching, the thinking time, the inevitable interruptions.

And if you catch yourself thinking "things always take longer than I expect"... that's not a personal failing. That's a very human trait. We're all terrible at time estimation. Factor that in.

Add it up. When your list hits your available hours, you stop. That's your capacity for the day.

The result?

Your plan becomes achievable.
You stop setting yourself up for disappointment.

You make real progress on things that matter instead of skimming the surface of everything.

You're not doing the most.
You're doing the most meaningful.

Reflection Questions

What am I afraid will happen if I say no (or at least not now) to half the things on my list?

What progress would I make on the remaining items?

#3 Carrying the Invisible Load

What this often looks like

You're the one who remembers things.

The one who thinks ahead.

The one who notices what needs doing before anyone else does.

Birthdays. Appointments. Shopping lists. School events.

What's running low in the fridge. Who needs to be where and when.

You don't necessarily *do* all of it.

But you're the one making sure it all happens.

And even when things are running smoothly, there's a constant hum of mental activity.

A background sense of responsibility that never quite switches off.

The thinking behind it

Not just beliefs borne out of your personal situation, but cultural expectations around the role of women. Quite the double act.

Maybe you started your business to have more flexibility.

To be present for your family in ways a traditional job wouldn't allow.

And your partner could focus more on their career because you had that flexibility.

"I've capacity to be more flexible, so it makes sense that I handle it. This just falls to me."

And there might be some truth to this.

Flexibility is valuable. Being able to handle things matters.

But here's what's happened: "can be more flexible" has morphed into "HAS to be flexible. ALWAYS. For EVERYONE."

You feel guilty even thinking about asking for help.

Because you're the one with the flexible schedule, right?

Even though that flexible schedule also includes running a successful business.

And you carry this invisible load... invisibly. Your partner doesn't even notice, let alone appreciate it. You've become so adept at it, you make it look easy.

Like watching top level ice skaters, so easy to underestimate the skill involved.

Meanwhile, it's leaking into your relationships as resentment.

The very flexibility that was supposed to nurture your relationships is now creating distance in them.

#3 Carrying the Invisible Load

An alternative approach

What if you made the invisible load visible?

Not to create conflict.

Not to keep score.

But to create shared awareness of what's actually being carried, and by whom.

Here's what that might look like:

You sit down with your partner and map out everything you're tracking mentally.

Not just the tasks you do, but the thinking, remembering, planning, and coordinating that happens behind the scenes.

You're not asking them to take it all on.

But you're making it clear that "flexible" doesn't mean "infinitely available" or "default responsible for everything domestic."

You start redistributing some of the load.

Maybe they take ownership of certain areas completely.

Not helping you with them, but actually owning them.

Remembering. Planning. Making it happen.

You let go of the guilt.

Your business isn't a hobby that fits around everything else.

It's work. Real work.

And it deserves protected time just like their career does.

The result?

The mental space you've been missing starts to open up.

You're not carrying everything alone.

Your partner actually sees what you've been holding. And steps up.

And that flexibility you wanted?

It starts serving its original purpose again.

Creating space for relationships, not resentment.

Reflection Questions

What would my partner need to see for them to understand what I'm actually carrying?

What would I most appreciate them taking responsibility for?

What this often looks like

Maybe you've hired people. Maybe you've started delegating tasks.
Or maybe you've thought about it but haven't quite got there yet.

Either way, you're still the one doing most things.
Checking everything. Redoing things.
Finishing things off "just to make sure."
Holding the detail in your head because it's easier than documenting it.

So you keep doing it. Because you can.
Because you're good at it.
Because it feels faster and safer than handing it over.

Staying in your zone of competence.
At the expense of making room for your zone of genius.

The thinking behind it

The little voice in your head that says:
"It's quicker if I just do it myself. And I'll get it right first time."

And technically, it might be true.
Right now, you probably are the best person to do this task.

But you're the best at it because you're the one who's been doing it.
You've had the practice. You've learned the nuance.
You've an innate sense of what needs to be done without needing to slow down and think about it.

Meanwhile, no one else has had the chance to practise, improve, or reach the point where they could take it over without a temporary dip in output.

Just because you can do something doesn't mean you should.
Your competence in this area might be keeping someone else from developing their excellence in it.

4 Avoiding Delegation or Outsourcing

An alternative approach

What if you accepted a temporary slowdown in exchange for long-term capacity?

Similar to financial investments you've made in your business.
The payout happened at the start. The payback came over time.

This is an investment of your time now.
That'll pay back many times over in future.

Here's what that might look like:
Pick one thing that doesn't need your specific genius.
Spend time documenting what you do, how you do it, why you do it that way.
The outcomes. The non-negotiables. The nuances you've learned through repetition.

You hand it over knowing it won't be perfect immediately.
You create space for questions. For mistakes.
For them to develop their own rhythm with it.

The result?

Yes, there's a temporary dip.
It takes longer at first. It requires patience.

But once they've had their practice time?
They don't just match your baseline, they often improve on it.
They spot things you've stopped seeing.
They bring their own layer of thinking to it.

And you?

You get to focus on work that actually needs your specific expertise.

You get the time to do it.
And you've now greater mental bandwidth for it.

Reflection Questions

What would be the easiest tasks to delegate?

What task would I most like to delegate?

Which task would most benefit from specific expertise?

#5 Limiting your Ambitions

What this often looks like

You'd love to be able to help more clients. Make more of an impact. (And the extra revenue would be nice too.)

But when you think about what that would take, you feel... exhausted.

Because the maths seems simple: bigger results need more effort.

If you're already working this hard to maintain where you are, how much harder would you need to work to double it?

So you stay where you are. Not because you don't want growth.

But because you can't see how to create it without burning out completely.

The thinking behind it

This stems from logic that seems unquestionable

"If I want bigger results, I need to work even harder than I already am."

And it makes sense. Hard work got you here.

Hustle helped build the business.

And yes, hard work matters.

But you've hit the ceiling of what working harder can deliver.

It's not about working twice as many hours or hustling twice as hard.

It requires a different approach.

Different systems. Different thinking.

Different decisions about where your time goes.

Einstein had it right: "We can't solve problems by using the same kind of thinking we used when we created them."

Your skills, experience and expertise could deliver so much more impact and income.

Having to hold back on that vision, limited by your current time management.

Feeling that potential go unrealised.

That's a real energy drain.

#5 Limiting your Ambitions

An alternative approach

What if you stopped asking "how can I work harder?"?
And started asking "how would future me be working?"

Not the you that's drowning right now.
But the version of you who's already running the business you want.
Who's already at that revenue level and created the structure that makes it work.

Here's what that might look like:
You imagine yourself twelve months from now.

- You've hit your revenue goal.
- You're working sustainable hours.
- You have the support you need.

If 'future you' could reach back in time and give you the benefit of their hindsight.
What would they tell you to do differently?

If they were to step back in time and take control of your business as it is right now, what's the first thing they'd change or put into action?

You start making decisions from that future mindset instead of your current one.

The result?

You start creating the conditions for growth instead of grinding harder in your current setup.

You make different choices. You invest differently.
You let go of things that feel necessary now but won't exist in that future version.

And growth starts to feel possible again.
Not because you've found more hours in the day.
But because you've found a different way of thinking about the work.

Reflection Questions

What would future you tell you to stop doing?

What would future you tell you to start doing?

What would future you tell you to do differently?

I'm Natalie Meyer

Welcome

A Time Management & Work/life Coach with 9 years experience helping women business owners plan, prioritise and not procrastinate.

I'm a mum of 3, wife, dog owner. Lover of early morning yoga and dark chocolate.

And I run my own business.

Just like you, I am balancing lots of different aspects of my life. I know that the juggle is real.

Confession time... I like planning, spreadsheets and making lists. However, I appreciate not everyone around me shares this enthusiasm.

BUT... they will say things like 'I don't know how you keep it all together' or 'I wish I could be as organised as you'.



I work with women who are juggling work, family & home. Who on the outside look like they're doing a pretty decent job of holding it all together.

They've also an inner sense that they're capable of more: that next revenue level in their business, more present with the kids, fitter & healthier, ...

But... they hold back. Worried that if they're only just about keeping it all together right now, what will happen if they step up into that bigger vision.

Together we streamline their current life. Set them on firm foundations.

And then we co-create an action plan that sets out the path for them to step into their bigger vision. To live into their potential. To live a calm, organised and fulfilling life.



Next Steps

Use the reflection questions

These aren't rhetorical. They're designed to help you see your own patterns more clearly. When you pause with them, you'll start noticing the beliefs operating in your day-to-day decisions, which is the first step to changing them.

Read my newsletter

You'll get real-life case studies from my coaching work, behind-the-scenes stories from running my own business, and the common time management mistakes I see people make. It's not just tips and hacks - it's about seeing the patterns you can't see from inside your business, so you can make different choices.

Book a call

If you're ready to shift these patterns now rather than figure them out alone, a 3P Audit (3P: planning, prioritizing, procrastination) gives us space to look at your specific situation together. We'll identify exactly where your time and energy are leaking, and what would need to change - no pressure, just clarity.

[BOOK A CALL](#)