You're listening to You've Got This, episode 425.

Welcome to You've Got This, a weekly podcast for higher education professionals looking to increase their confidence and capacity for juggling the day-to-day demands of an academic life.

I'm your host, Dr.

Katie Linder.

On this episode, I wanted to offer a quarterly update on how things are going with my five side quests for 2025.

So if you are unfamiliar with what a side quest is, or if you are not aware that I have these five side quests, I will link the original episode and blog post in my show notes.

And also I have a podcast episode just about what are side quests because I think they're kind of fun.

So I will link that in the show notes as well.

So each of my side quests for 2025 has a theme, and then I had articulated several different kind of accompanying goals or milestones.

So I'm going to check in on those.

And then I also decided to keep some maintenance goals along with my quarterly TBD goals, which leave space for things that come up throughout the year that I wasn't anticipating.

So I'm going to review all of that today as we are closing out quarter one of 2025.

So the first side quest that I had for this year was what I called my YouTube side quest.

And in January, I launched a new YouTube channel called Workflow, where I publish weekly videos that translate project management into higher education contexts.

Now if you're familiar with the project management by design trainings that I launched this year, this is definitely kind of an offshoot of that, just kind of building out some content and allowing me to play with some of that material.

Now I had gotten a headstart for this project in late 2024.

I had bought some new equipment and software.

I'd upgraded some of my tech and the goals and milestones that I had associated with this project was really about launching it.

So I wanted to first of all, transition from editing in iMovie to editing in Final Cut Pro.

And this is done.

I completed a training on how to use Final Cut Pro and I have now transitioned all of my video editing and actually my podcast editing to into this new platform.

I find it to be a lot faster than my previous editing software.

And it also has some advanced editing features that I continue to learn about and integrate into my videos.

So that is checked off.

The second goal that I had under this was just to make and post the first set of videos.

I was pretty nervous that I would get like halfway into the year and I wouldn't have done any of this.

So at the end of quarter one, I have 12 videos that I posted to the channel.

I started posting weekly the second week of January and so far so good.

So if you want to have updates on when new videos are posted each Thursday, you can subscribe to the channel and I will link that in the show notes.

The third goal that I had was to integrate workflow channel updates into my website and my newsletters.

And I have done this as well.

I added sections into my weekly newsletter and my monthly newsletter to share about this new content.

I'm also posting pretty regularly on LinkedIn when I have a new video and I added a section to the project management by design homepage that shares some of the workflow videos as well.

So that is done.

The fourth goal that I had was to research and draft video scripts with powerful hooks.

And I would say this is ongoing.

So while I've started to get more creative about my video scripts and the hooks, I also wanted to give myself some space and time to just learn what I was trying to do with the editing techniques and some of the strategies I'm using.

So I think it's getting stronger over time, but this is definitely something that will continue throughout the year.

The fifth goal in this area was to create a shooting editing and posting schedule to start posting consistent videos.

And this is another one that I was a little bit nervous of because I wasn't sure how much I would be able to keep up with this amidst everything else that I have going on.

But I now batch record videos for each month and then I edit each of them a few days before they post.

So I have new videos going up in the channel every Thursday.

I consider this piece done.

I've created the schedule and I've implemented it now for several months.

And then the last goal I had under the side quest is to grow the channel by a thousand followers every quarter.

And this was a very pie in the sky number.

I will just say I had no idea what number I should throw out, but I wanted to give myself a growth number because this is a channel that I'm actually actively trying to bring subscribers into.

Whereas with my other channel, my to be read channel, um, I don't really care if people are watching or not.

It's more it's in some ways it's more for me than it is for creating content for other people.

It's just kind of something that I enjoy and it's fun.

So I am thrilled to have over just even 150 subscribers on this channel and growing every week when I do a new video, I have more folks that join.

And I think that I would be happy to get like to 500 square subscribers by the end of the year.

So I'm, I'm adjusting this goal.

Like it's not something that feels super important to me.

Um, but I do think that, um, growing the channel over time is something that I am invested in.

Okay.

So that's the YouTube side quest.

The second side quest is called the business logistics side quest.

And every few years I like to do a deeper dive on the operation side of my business.

And this year I had several different goals that were going to kind of help me to do this.

The first one was to research some new features in my email marketing platform and adjust my current practices.

And I would call this in progress.

I did complete a course on email marketing and I've also been utilizing the platform for some automated emails related to my new ask me anything series.

And so I've been playing around with it a little bit.

Um, but I, I do feel like that's something that's going to be ongoing throughout the year.

I also wanted to review and adjust my business expenses and I have started that.

So I began to review some expenses.

I adjusted two plans for projects that I use and it'll save me about $37 a month between the two different plans that I adjusted.

I still need to do a full review of expenses later in the year, but it was kind of satisfying to see that I could save some money on those two plans.

And then I had a third goal to review my systems and document some standard operating procedures.

And although I do want to continue to keep this in mind throughout the year, I was able to complete the main tasks for this that I was hoping to get done, um, in this first quarter of the year.

So this included overhauling my record keeping system for coach training, which has gotten, um, a little, it had gotten a little unmanageable because I have now, I think almost a hundred people that I'm tracking in that program and I needed to just completely reorganize it.

So I was able to do that.

I also reorganized all of my blog posts and podcast episodes by recategorizing them.

And that felt really important with my new website transition.

Um, I, uh, as I mentioned, I think, um, in a previous episode, I transitioned all of my editing for video and audio into a new platform.

And then I also created a list of annualized tasks for my task management system.

That's broken down by the programs within my business so that I can kind of be updating that each year of the kinds of things that I need to be doing.

Um, and then lastly, I cleaned up an archive, some of my digital files.

So all of those things felt like, uh, like the main areas that I was hoping to clean up in that particular goal.

Um, I also wanted to grow my weekly and monthly mailing lists.

This is something that I would just say is going to be ongoing, you know, throughout the year.

I did go ahead and put easier ways to sign up for those things on my new website.

And so I'll be interested to see throughout the year if I can see increases in numbers based on that.

The fifth goal that I had in this area was to host new quarterly retreats, um, in prolific for quarterly planning.

And the first one is done.

I hosted a quarter one retreat at the end of March and it was really lovely.

So these are just kind of a couple hours that I'm bringing a group together to do quarterly planning.

And in prolific, we do weekly planning and we do monthly planning and we do annual planning, but we weren't doing quarterly planning.

So I kind of layered that in.

And then the last goal I had in this business logistics area was to host my monthly AMA sessions.

And the first three are done.

I hosted sessions on goal setting and radical self-trust and movement practices.

And this first quarter of 2025.

Now the next side quest I had, my third one is called the new product side quest.

So I have this idea of something that I want to create in 2025 and I'm not sharing exactly what it is yet, but my goal is to get a new asynchronous course drafted and released.

So I'm not sharing about the topic, but that's kind of the structure of what I'm trying to create.

And I want to get it drafted and released by quarter four.

So I had various goals tied to this and the thing that will not surprise any of you, I'm sure is this turned from one course into three, um, when I started to outline it.

So it has, it has ballooned.

Um, the only thing that I've really kind of started on is outlining scripts and draft video talking points.

I did get a few outlines done for this project in the first quarter.

And um, because I increased the size of the project by about three times from what I originally thought it would be, I was doing a lot more course outlining and just making sure I understood all the different parts and pieces and where they're going to live.

So I will admit it's been hard to carve out time to move this project forward.

And I'm hoping to do a creative retreat later this year to really design like a sprint for myself on this project.

So a bunch of goals tied to this, like recording training videos and uploading those videos and creating a product website, all those kinds of things are not started yet on this particular side quest.

Now you heard me, uh, several episodes back talk a little bit about my running side quest.

I started running more in 2024 and I wanted to do more running in 2025 and I had a number of goals, um, tied to this particular side quest.

One was to run a consecutive mile.

And I did challenge myself to do this on the first day of the new year, January one, and I was able to do it, which felt like a good start, good start to the new year.

I also wanted to complete a run walk plan and I had specified that this would be a 16 week run walk plan.

Cause that's one that I've done before.

And I modified that goal to include basically any running plan that I want to complete.

So in quarter one, I completed a six week 5k plan, um, on Peloton that I really enjoyed.

And then I also started another pacing plan that's meant to improve my speed.

Uh, so that will be something that I need to do kind of throughout the year is continue with those kinds of plans, but at least for quarter one, I was able to check that off.

In this side quest, I also wanted to run a 5k, which as you heard in my previous episode, I was able to do.

So as part of my 5k plan, we ended with a time trial and I was able to run the full 5k without stopping.

And I have not done that in like 10 years.

So it was, it was a fun milestone to complete.

I also have a goal to run a mile in under 10 minutes, not even close to that right now, but I will work toward that through the end of this year.

And then I wanted to also try at least five Peloton running classes, which is definitely done because I did the 5k plan on Peloton, which was like four classes a week for six weeks.

So plenty of classes that I got to try.

And I also found some new favorite instructors that I'll follow on the platform as well.

Now you also heard me give an update recently on my subscription side quest.

Now I think this is probably the most fun of all of the side quests that I have this year and it really is ensuring that I'm making the most of all of our media subscriptions.

So some of these subscriptions are tied to books.

I have books on a platform called everand Kindle unlimited net galley and audible premium.

These are all things I'm trying to kind of read and listen to things through these different platforms.

And I was able to hit all of the goals in those different areas throughout this first quarter of the year.

And then as you heard me update on in a recent episode, I also am watching shows or movies from eight different platforms.

When I started the year, it was seven.

And then I realized I had forgotten Amazon prime.

So we have subscriptions to Netflix to max to Brit box to Hulu and Disney plus to apple plus to Paramount plus and to Amazon prime.

And so these are all things that I was able to also watch or watch a television show or a movie from in this first quarter of the year.

And that was just super fun to carve out the time to do that.

Now the next part of my goal setting is my quarterly TBD goals.

Now these are goals that came up in quarter one, quarter, two, quarter, three, or quarter four that I wasn't anticipating.

So for quarter one, the goal, which I will say I was kind of anticipating, but it was a lot was all of the launches.

I launched the first course in PM by design.

I launched the ask me anything series, my quarterly prolific retreats.

I had a new coach training course on coaching neurodiverse clients.

And then I had this new workflow YouTube channel.

There were a lot of launches happening in quarter one, and I also put as a runner up goal for this one is securing the book contract for our edited collection on coaching and higher education.

That was a really nice goal that I can check off for quarter one as well.

And then lastly, I had some annual maintenance goals that I wanted to keep as just things that are on my radar.

And these are a lot of things that I've done in previous years.

So the first one is to pay off 35% of our current mortgage amount.

And we are on track with that so far.

I did want to read 300 plus books throughout the year, including my list of 25 books for 2025, which I posted on the blog and I can link in the show notes.

And I am on track for that as well.

I wanted to keep up my TBR and debrief videos for my original YouTube channel each month.

And so far I've been able to do that for each month of this year to log 20,000 minutes on the Peloton app by the end of the year.

And I am on track for that as well.

And then, uh, last couple ones achieve 2000 coaching experience hours.

This is on track and also to maintain my daily journaling practice, which I have journaled every day of the year so far and continue to maintain this practice.

So so far I have some side quests that have a lot of progress.

I have other side quests that have a little bit less progress and then some that are definitely in between.

Um, I would love to hear if you have some 2025 goals and also if you're working on any side quests of your own, how are things going as we round out quarter one?

You can always email me at hello@drkatielyner.com.

I always love to hear from you.

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