You're listening to You've Got This, episode 412.

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 want to announce the five side quests that I'm going to be working on in 2025.

Now, you all know I love my list of goals, and I have had an annual goals list since like 2018 that I've publicly shared.

I will actually link to these different goals lists if you want to go back in history and see what these things are.

You certainly can.

And this year, obviously no different.

I have a lot of goals, and I decided to organize my annual goals around the concept of side quests, which I talked about in a previous podcast episode.

So I will link that in the show notes if you are like, what is a side quest?

What does this mean?

But basically, every side quest has a theme, and then there are several accompanying goals or milestones.

And basically, these are little just like side tracks that I want to take throughout the year.

And I also decided to have some maintenance goals, which I will describe below.

These are just things that I have already dedicated a lot of time to.

They're kind of like routines and habits that I want to just stay accountable to.

So those get kind of an honorable mention in my goals this year.

And then I'm going to keep up with my quarterly TBD goals, because this is an area that I actually really love to reflect throughout the year about things that come up that I want to document that I just was completely not expecting.

So I always have things that show up for that.

So I'm going to hold those spaces in my annual goals as well.

But let me talk through the five side quests and the themes for those and also some of the accompanying goals and milestones for each one.

Now, the first one I'm pretty excited about.

It is a YouTube side quest.

Now I've had in my mind for years, something that I'm going to put some time and energy into in 2025.

I'm launching a new YouTube channel called Workflow.

And this is going to be focused on content that translates project management into higher ed contexts.

Now you could definitely consider this as an offshoot of my project management by design trainings, which I did a deep dive in last year.

I'm launching in 2025.

And I actually got a head start on this project in late 2024.

As you can imagine, there's a lot of details that goes into this.

I bought some new equipment and software.

I upgraded some of my technology.

I'm actually building a YouTube video set in my guest room, which I'm like super excited about.

But here are some of the goals and milestones that I have associated with this project in 2025.

Now the first one is to transition from editing in iMovie to editing in Final Cut Pro.

Now when I do my current YouTube channel, I'm editing in software called iMovie.

This is something that comes with Macs and I actually purchased Final Cut Pro.

So this is a learning curve for sure that I'm kind of like up leveling my editing.

Excited to see what that looks like.

I also want to make and post, obviously, the first set of videos.

So I need to get them out there.

I will link to the channel in my show notes.

There's nothing on it as of this recording.

I have not posted any videos, but if you want to see the updates to the channel, go ahead and subscribe.

If you're a YouTube user and you want to see what that looks like.

Now if you're not a YouTube user, I'm planning to also integrate the workflow channel updates into my website and into my newsletters.

So if you are subscribed to any of that or if you check out my websites, you're going to see some of this.

That is another goal that I have associated with this side quest is to kind of integrate it into my other content.

Okay, so the next goal is to research and draft video scripts with powerful hooks.

Now the kinds of videos that I do right now are basically just like talking to the camera and they're relatively consistent because they have to do with what I'm reading.

And I have kind of a way of talking about what I'm reading.

That's, I wouldn't say it's like scripted, but it's, it's relatively consistent in what I cover.

Now these kinds of videos, because they're going to be different topic areas and they're going to cover different content, they're going to have to have different structures.

And that's something that I'm excited to kind of like dig into in the coming months.

Now I also need to create a shooting editing and posting schedule to start posting consistent videos.

This is something I haven't quite figured out yet because I have no idea how long it's going to take me to do some of this editing.

So I'm a little bit nervous about fitting all of this in, but I'm going to try to do it anyway.

And I think it's going to be really fun.

Now the other thing that I've given myself is a growth goal of how many people I want to follow this channel.

And it feels completely ridiculous to me at this moment because literally this channel has one follower because I have not talked about it yet other than do like a couple of colleagues.

And I want to try to grow the channel by a thousand followers every quarter.

That seems bonkers to me, but I'm going to throw the number out there and see what I can do with it.

So I'm really excited to see how this project develops over the course of the year.

That is my first side quest for 2025.

Now my second side quest for 2025 is a business logistics side quest.

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

And some people call this working on your business instead of just working in your business.

And so this next year I have certain goals and milestones that are related to this.

The first one is I need to do a deeper dive into MailChimp.

This is my email marketing platform that I have chosen to use.

And I have actually invested in a couple of courses that I want to take that are specifically around MailChimp features.

And then I'll adjust any of my current practices accordingly.

I will say that a lot of my newsletters and kind of my email marketing has been very, just like lax a days ago for a better word.

Like I have certain things that are a little bit on autopilot and I've not really been doing a deep dive in this or paying attention to MailChimp, which has done like a ton of new features and all kinds of things that they've added in.

So I need to look at that and figure out it's actually a relatively big investment of my business expenses every month.

And so I want to make sure I'm really using it appropriately.

Now that leads to my next goal, which is to review and adjust my business expenses.

So I do want to go through and just look at everything that I am paying for associated with the business, make sure it all makes sense.

I don't anticipate actually any like major surprises here, but I would like to go through and just adjust some things and see what I think.

Now the third goal is I need to review my systems and start to document my standard operating procedures around these systems.

A good example of this is with my coach training program.

There are now so many people who have come through the program and that are at varying stages within the program that I feel like I'm getting a little overwhelmed with tracking everything.

Now I think part of it is, is because it's kind of grown up, like it's evolved as I've had the program and I need to just kind of sit down and look at everything and figure out how do I want to track this?

How do I want to make updates to the tracking and what does that look like over time?

And so it's definitely figureoutable.

I just haven't taken the time to do it.

Now I do also want to set as a goal in 2025 to try to grow my weekly and monthly mailing lists.

Now this is something that I featured more on the new website refresh that I did because it just got kind of buried in the old site that I actually have a weekly email that you can get, which is basically my blog post every week that I can send to you via email.

And I also have a monthly newsletter that I send out that kind of compiles everything that I've been working on into one monthly digest.

You can find these relatively easily on my website now, but I will link to the mailing list sign up if you are not already signed up in the show notes, if you want to take a look at that.

But I would like to try to intentionally grow that in this next year and see what it looks like.

Now the couple other goals that I have in this business logistics side quest are related to new things that I've added for my business this year.

One is hosting quarterly retreats in prolific.

Now we have weekly planning, we have monthly goal setting, and now we will have quarterly retreats and kind of annual planning.

And this is something that feels just obvious to me.

I think that having quarterly check-ins and looking at things in kind of that larger scale is super important.

So this is a great time to join prolific.

I have not raised the price on this, on this like community space in years.

It's under a hundred dollars for a year and it's $9.99 if you want to do a monthly plan.

So I will link to this in the show notes as well, but this is an area where we are doing like over, I think 125 live events a year.

It's a ton of stuff.

Um, and it's relatively inexpensive.

So come hang out with us in prolific, if that sounds interesting to you.

And then the last thing under this particular side quest is the launch of my monthly ask me anything sessions.

Now I talked about this on a previous episode, but I'm going to have monthly sessions throughout 2025 on different topics that you can basically come and ask me questions, or you can send me questions in advance that I will then put a recording on a course site and you can like watch it later if you can attend live.

And I will link to this in the show notes as well.

If you are interested in signing up for this, I've had people kind of finding this and trickling into that community.

And I'm excited to meet, I think a bunch of new people in 2025, but I haven't really interacted with.

So would love to have you join that too.

So all together, it's going to feel really good to work on a lot of these things and put some more organizational components in place for my business in the next year.

Okay.

Side quest number three is a new product side quest.

Now I'm really energized about a product idea for something that I want to create in 2025.

And I don't want to share exactly what the topic is yet until I get a little bit further along.

I have to keep some surprises for you all in this coming year, but my goal is to get a new asynchronous course drafted and released by quarter four.

So here are some of the goals and milestones that I have for the side quest.

I need to outline the scripts and draft the video talking points.

I need to actually record the videos and these are training videos.

So I need to kind of think about the format that I want to have there.

I want to create video transcripts, upload the videos and the materials to the course site, collect the supplemental materials and link them in the core site, create a product website, and then launch the new product.

Now I will mention that over the last couple of weeks, I have completely outlined this course and I have built out the core site and the branding for this.

So I'm on my way and I just love how it's looking so far.

And I'm really excited to dig into this more.

So we will see how far I can get with this project before the end of the year.

Okay.

Side quest number four is a running side quest.

Now you might think with all of these previous side quests, like I'm going to be sitting in front of a camera or in front of a screen for a lot of my year.

Um, and that is true, but I also want to do more running.

I started running more in 2024 and I'm hoping to do more in 2025.

So I have set some goals and milestones for this particular side quest.

The first is to run a consecutive mile because I typically do run walk plans.

I don't typically run miles at a time.

I will run portions of a mile and then I will pause to walk.

So I do want to run a consecutive mile.

I also want to complete a 16 week run walk plan.

Now this was something I was trying to do.

It was one on my end of the year punch list for like quarter four of 2024.

And I, this just kind of fell off.

I would say I got through maybe a third of it and then I paused and started doing other kinds of movement practices.

So I do want to complete a full 16 week run walk plan.

I would like to run a 5k by the end of the year.

This is 3.1 miles.

And I would also like to run a mile in under 10 minutes.

I am a very slow jogging runner.

So I would like to think about what can I do throughout the year to kind of like up my speed work a little bit and see what that looks like.

And then I also added as a goal to try at least five Peloton running classes.

Typically when I'm running on my Peloton tread, I'm doing the like scenic routes that are not actually classes.

They're not guided.

They're, they're just like me looking at scenery.

So I would like to try at least five of the Peloton running classes and see what I think.

So I am really looking forward to getting stronger in this area in 2025.

Now the last side quest that I have for 2025 is one that I'm actually really, really looking forward to.

It is called the subscription side quest.

Now this is probably maybe the most fun side quest that I've set for myself this year.

I feel like that's hard to say because all this other stuff sounds really fun to me as well.

But to ensure that I'm making the absolute most of all of our media subscriptions, which I will say my partner also pretty heavily uses, I've set some monthly goals for myself related to reading as well as related to watching television and movies.

So basically what I did is I went through all of the things that we are subscribed to on a monthly basis.

And I set goals around using the subscription to the point where like I feel comfortable with what we're paying for it.

So for example, I am subscribed to Everand.

This is a audio book and ebook service.

And based on the price of what I pay every month for this, I would feel comfortable if I read at least three Everand books, whether that's eBooks or audio books, I typically utilize the audio on that particular platform.

I also am a Kindle unlimited subscriber.

And again, based on what I'm paying on a monthly basis, I want to read at least four Kindle unlimited books every month.

Now I'm also a subscriber to something that is completely free.

It is called NetGalley.

And this is where you can actually get advanced reader copies of different books.

But I have been very, like not consistent about using this particular subscription.

So I would like to complete at least one NetGalley book a month and also review it because that's kind of the point as you go into NetGalley and you review the arc and then the author and the publisher kind of know what you think about it.

Now I also want to listen to at least two Audible premium audio books every month.

I am an Audible subscriber and I get a certain amount of credits every month from Audible, but I also get access to what is called their premium database of audio books.

And I feel like I'm not leveraging that as much as I should.

One good example of this recently, as I was looking to listen to Wicked because everybody is so into Wicked right now and Wicked was free in the Audible premium library.

And so I was able to just like listen to that for free.

So I want to pay a little bit more attention to what is coming in this subscription outside of the credits that I can use to get particular books.

Okay, those are all the reading based ones.

Then I have subscriptions that are related to television and movies.

And I have to admit there are seven that we subscribe to, which feels kind of crazy.

Maybe you have seven or more who knows what you're subscribing to.

But obviously we have a subscription to Netflix.

This is a pretty obvious one.

So I would like to watch one show or movie from Netflix every month.

We also have a subscription to HBO Max.

I would like to watch one show or movie from HBO Max every month.

We have a subscription to Brit box.

Same thing here.

One show or movie every month.

And then for each of these others, we have Hulu, we have Disney plus, we have Apple plus, and we have Paramount plus.

And I would basically like to watch a show or movie from each of these platforms in every month of the year.

Now, the other one that is on my mind is basically our local library because I am a Libby app subscriber.

This is how you get your audio books and eBooks from your local library.

Also magazine subscriptions, things like that.

I would also like to leverage that more.

So I'm also kind of keeping in mind.

What am I checking out from the library?

And am I actually getting through it on a monthly basis?

I admit I have no idea how I'm going to fit all of this in every month, but I think it's going to be super fun to try.

So I'm going to dive in.

I have my first month of things picked out.

I'm also definitely taking suggestions from people once they find out that I'm doing this, they're like, Oh, you should watch this show or that show.

So definitely send along your suggestions if you have them and I'll try to weave them in throughout the year.

Okay.

So I also mentioned I'm going to, in addition to these five side quests, I'm going to have my quarterly TBD goals.

So this is something that I will let you know each quarter when I'm kind of giving my, uh, quarterly annual goals update, or I should say side quests update.

I'll let you know what is the quarterly goal that I wasn't anticipating.

And then the last thing is these annual maintenance goals.

So I have several goals from previous years that I basically want to keep up so they don't fall off my radar.

The first goal will not, like none of these are going to surprise you.

They're all going to sound very familiar.

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

Um, this is something that I feel is very reasonable based on what we've done in previous years.

And I would say, just in case you've been following along for a while and you're like, what is this thing actually going to get paid off?

We're within, I would say two to three years of paying off our entire mortgage.

So it's getting close and the closer I get, the more motivated I am to do these extra payments.

So we're getting pretty close on that one.

The second goal is to read 300 plus books throughout the year.

And this also includes a list of 25 books for 2025 that I'll be posting about soon on my blog.

So I have picked out a bunch of books that have just been on my backlist for a long time that I want to get to in 2025.

The third maintenance goal is to keep up the original, uh, YouTube channel that I have with TBR and debrief videos every month.

Now this is one I will admit I'm a little bit nervous about because I'm launching this other YouTube channel, but I actually think these videos are relatively easy to record and edit.

So I'm hoping that that will be, you know, pretty easy for me to keep up with.

The fourth goal is to log 20,000 minutes in the Peloton app by the end of the year.

So in 2024, I was able to log over 23,000 minutes.

And this particular goal is so helpful for me because it really does encourage me to continue a movement practice along with yoga, meditation, and make sure that I'm not just sitting at my desk all the time.

So this one is an important one for me to keep up with.

The fifth goal is to achieve 2000 coaching experience hours.

I'm currently at about 1800.

Some of the different, um, kind of group, uh, events and things that I host throughout the year also count to this.

So this is not just kind of like individual things that I'm counting here, but I definitely want to get at least a hundred hours working with individual clients.

Um, and so we'll see what I'm able to accumulate this year.

And then the last goal in my maintenance goal is to maintain my daily journaling practice.

This is a practice that I rebooted last summer.

I have loved doing it every day.

And while many of these are pretty ingrained habits, I really want to make sure I'm just staying accountable to these in 2025 because they are so helpful for me in terms of creating balance and also just staying healthy in a lot of different ways.

So those are my five side quests and my maintenance goals and all the things that I'm hoping to focus on in 2025.

And I am really excited.

I think one of the most important things about setting goals, especially annual goals is that you want to do them.

And I'm really, really looking forward to diving in.

So of course I would love to hear what are some of your 2025 goals and are you working on any side quests in the new year and what might those things look like?

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

As you know, I always love to hear from you.

Thanks so much for listening.

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