

Monthly Online Workshop

21 January 2020



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What's Coming Up

- IDEAL Moments
- People
- Study Tasks
- What's Next?



Planning

Sales & Marketing

Products

Systems

People

Money

Technology

You

8 Business Growth Zones



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Planning

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You


People





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IDEAL Business System


The 5 Steps That Can Help You Achieve
ANYTHING You Want In You


identify

design

engage

act

leverage



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IDEAL Moments

Liz Day Viter

7yrs

4yrs

IDEAL

I wanted to share with you a journey I've been on because I'm thinking others might be able to relate. Last Monday was my first day back to my business but was feeling everything but enthusiastic about getting back into business mode. There's a quote in my journal that perfectly summed up how I felt over the holiday break because I felt overwhelmed by the amount of incoming emails and posts from people before encouraging me to jump into 2020 and make it my the first real holiday. That September and October was truly being a trial of you.

I could have stayed on holiday and let my resentment grow but I chose to just start putting into action the things I knew were value to my client. I did a podcast episode, created some social media content, had a client meeting and basically just stopped overthinking. By Friday I had gotten back in touch with my intention and went out the attached email to my 10th Millionaire class. I really believe they wanted to be in my beta course and as of today that number is up to 8.

I'm representing this beta course in a 4000 member class perfectly why it's low tech, inclusive and to the people who want to be part of it. Course will be delivered on Zoom with recording made available for those who can't attend and a private FB group for participants. Course material will be emailed.

It's low-tech but it's also low cost for me and they're paying for the beta course so I'm still at least making some money. The learning, feedback and hopefully the testimonials at the end are what's gold.

Sometimes it can feel like we're the only one who doesn't have it all sorted out and I am sharing this to a beta member (Pete Johnson) encouraged me to post about it in the group because he suspected might not be alone in feeling this way!!

Liz x

BEING

INDISPENSABLE

Indispensable Me 'Beta' Course

Hi!!

If you've had a chance to listen to my latest podcast episode (try that for 2020) you will know that my goal for 2020 is Connection. Up until now I've been what you might call a loner, not a loner. You might think to this. Lots of great ideas but early retirement and in my case can take myself out of things because of the dreaded impostor syndrome.

I'm sharing you because you subscribed to hear when my online course was launching. Well, in the spirit of getting my word for 2020 (as soon as I'm thinking about writing a Beta version of the course that I've been working on for the last year. It's all about helping you get in touch with the things that make you shine and how to prepare yourself for what is being referred to as the 'decade of disruption'.

The Indispensable Me online course will be run as a series of weekly webinars with access to a private Facebook group where you can ask questions and get support. I will take you through the steps to get clear on your strengths, weaknesses, opportunities and threats and then we create an action plan to encourage you to grow in these areas including updating your resume, your LinkedIn profile and being able to handle what money you do require.


It will be the best time for you through the content I've created. I may get a bit messy (promise you though that you will get 100% of me. You will get my passion and my enthusiasm and my belief that you have a shining star within you and I can help you get in touch with what you are and how we can support you in your plans/needs.

When the course is launched later in 2020 I will be 42/43/44 but as my birthday you can get access to the 40/41/42 a whopping one hundred dollar saving.

Because I'm sharing this in a chat program I only want a small number of participants. But you are interested please email me back directly. The 100+ members who register their interest and pay the price will start the program and be in.

Let me know what you think.

Warm regards,





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IDEAL Moments

Maria Costantini

4 yrs

4yrs

IDEAL

Procrastinator alert!

I hope everyone's having a great start to 2020!

Question: Do you think it's been a challenge for participants to enter my 5-Day Beta Challenge?

My last challenge was free, however, Rachel Miller between changing over \$100 in various amounts (resumes, accountability, feedback, participation and testimonials).

My great dilemma is I've just had these bookmarks printed with "Free" next to the Challenge, so I'm wondering if I should get them reprinted. Thank you for your feedback! @

Today

I choose Happiness

My presence is my power

Gailly Norman

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IDEAL Moments

Shandra Moran created a poll.

January 15 at 12:14 PM

Hi Idealist! Looking for some ideas to rename my private FB group...

Well it is appeal to 40+ women who are successful but who struggle with their management role in creative industry eg media, marketing and are want to transition into working for themselves... although maybe not straight away.

I'm mindful that as they are employed they may be sensitive to others knowing they want to leave, so the language used would need to still cover them if there was someone in... See More

Growing a side gig - for women 40+

January 15 at 12:14 PM

From side gig to entrepreneur for women 40+

January 15 at 12:14 PM

Growing a side gig and beyond for women 40+

January 15 at 12:14 PM

Beyond The Day to Day, 40+ Side Gig Startups

January 15 at 12:14 PM

Side gig growth for women 40+

January 15 at 12:14 PM

Side gig and entrepreneur women over 40

January 15 at 12:14 PM

Creative women start ups, side gigs and entrepreneurs

January 15 at 12:14 PM

40+ Women start ups, side gigs and entrepreneurs

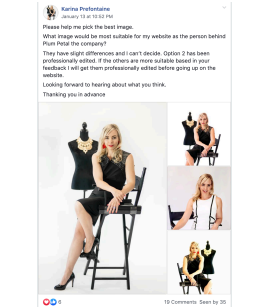
January 15 at 12:14 PM

40+ Side gig

January 15 at 12:14 PM

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IDEAL Moments



IDEAL Moments

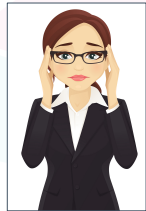




From Solopreneur to Business Owner



Solopreneur



Business Owners / Entrepreneur



HER LIVE

Solopreneur to Business Owner

Solopreneur	Business Owner
<ul style="list-style-type: none">• Do things yourself• Ad hoc activity• Little support• Not enough time• Not enough resources• Vulnerable• Stressed/burnt out• Exchange time for money• Feel trapped• Urgency	<ul style="list-style-type: none">• Create a team• Have a plan• <u>Seeks and has support</u>• Spends time at highest level<ul style="list-style-type: none">• Allocates resources• Confident about future• Present and calm• Reliable, predictable income• Freedom• Play the long game

HER LIVE

IDEAL BUSINESS accelerator

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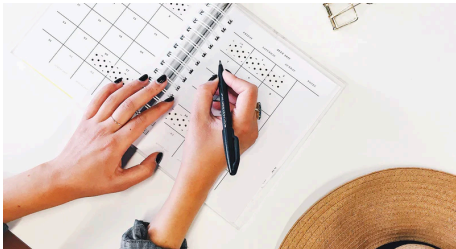
The Goal

- Stop doing everything yourself
- Move out of 'technician' role (where you do everything) to manager or leader role
- Spend more time working ON your business than IN your business
- Stop doing unimportant work and want to use you time to the best advantage of your business
- Get away from BEING the business. Instead RUN the business.



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It starts with Planning

A top-down view of a person's hands with black nail polish and a ring, filling out a business plan form. The form has sections for 'Business Name', 'Address', 'Phone', 'Fax', 'Email', 'Website', 'Description of Business', 'Market Research', 'Marketing Plan', 'Financial Plan', and 'Summary'. The person is using a black pen to write in the 'Description of Business' section. A metal paperclip and a straw hat are also visible on the desk.

It starts with Planning



It starts with Planning

- What are my big plans?
- What are my strategic objectives
- What projects am I working on?
- What staff resources will I need to execute this plan?
- What budget/time/systems do I need?
- When is the right time to bring these resources on?

A Planning Culture



Tools



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Shared Calendar










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Briefings



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Project Management Software





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People





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Attract. Manage. Keep.

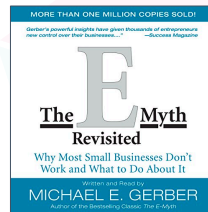


Stepping into Leadership



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The E Myth



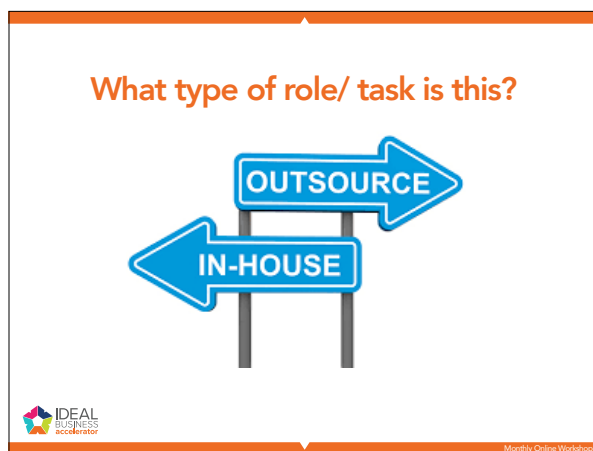
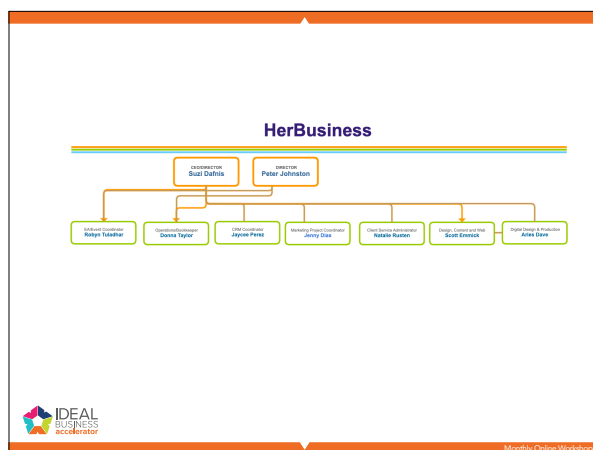
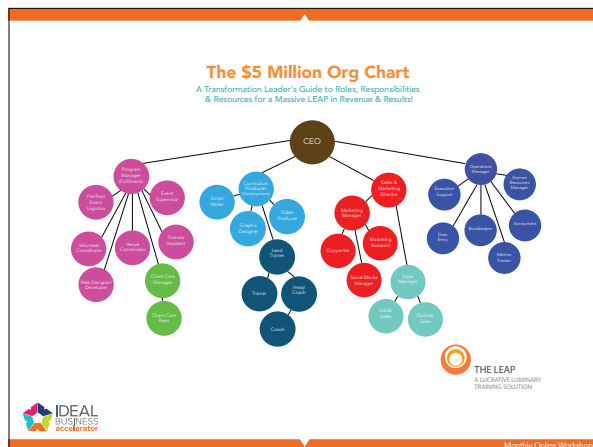
Michael Gerber



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Systems



Look to the system FIRST

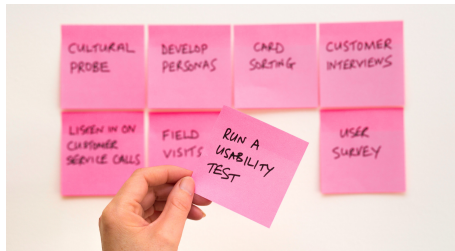
People Systems



Planning Systems



Briefing Systems



Hiring / Firing Systems



Interviewing Systems



Communication Systems



Your Breakthrough Growth Plan

My Breakthrough Growth Plan [®]		
Name	Date	
My Vision What do I want to accomplish in the next 12 months?	My Current Situation What are my current strengths and weaknesses?	My Action Plan What are the steps I need to take to achieve my vision?
	Strengths	
	Weaknesses	
	Opportunities	
	Threats	
Resources What resources do I need to implement my action plan?	Budget What budget do I need to implement my action plan?	Notes



In Your Library

- 10 Strategies to Avoid HR Disasters
- 10 Easy Mistakes that Employers Often Make – Do You?
- The People Manager's Toolkit: How You Can Get the Best From People
- Motivation: How to Increase Team Performance and Produce Better Results
- Writing the Right Job Ad
- Orientations and inductions – More HR fluff stuff?
- The contractor – employee continuum
- Quick Reference: Job Analysis
- Quick Reference: Types of Interview Questions
- Quick Reference: Types of Employees
- Things You Need to Know About Human Resource Management
- [VIDEO] Get Started with OUTSOURCING and VIRTUAL ASSISTANTS



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Study Tasks

- Complete your breakthrough growth plan...

Or...

Choose your own adventure:

- Create an organisation chart for your business for 2020
- Create your optimal org chart two years from now
- Document your ideal role for you
- Decide what you will outsource
- Hire your next team member



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**Remember: Post Your Progress in
the group**





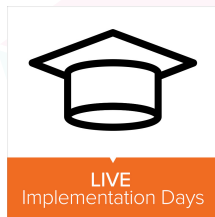
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My Jan to March Project



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What's Next?

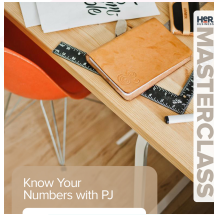


Tuesday, 11 February 2020
UTS Aerial Function Centre - Sydney
9.00am - 5.30pm



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What's Next?



Wednesday, 29 January 2020



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What's Next?



herbusinessgrowthsummit.com



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Thank You. See you soon.