

Week 49 Focus — Outreach

Focus Question: WHO do you want to reach out to, to grow or magnify your work in the next year?

DESCRIPTION

Collaboration is a critical skill set for all business professionals and business owners today. We don't operate in a vacuum. Outreach is critical for learning, delivering key business items, scaling your business, and collaborating.

Who do you need to be fostering closer relationships with?

Outreach can take many forms:

- Attending networking events
- Virtual or in-person coffee dates
- Connecting with professionals via associations (conferences, meetings)
- Hosting events and open houses
- What else?

Being an active member of your professional or industry community can create a win-win for everyone involved.

As a starting point, consider:

- Who do you want to connect more with?
- Think about the work you did in week 37 around building your team. Some of the members that you might want to have on your team include an accountant, a legal professional, a content creator, and instructional designer, videographer or photographer, an accountant, a virtual assistant. Who would others recommend?
- What new topics or areas do you want to learn more about? What associations, conferences, or learning events will help you obtain this knowledge?
- Make a list of 10-20 people/organizations/resources you want to connect with?
- What time do you want to dedicate to your outreach on a consistent basis?

ACTIVITY

Return to your vision and think about WHO you need to help you grow your business.

CONNECTION TO THE WORKBOOK AND PLANNER

Revisit your Relationship Web and List of 20 Key Business Relationships.

Networking and outreach are two-way streets. What are you bringing to the relationship as well? Review the sections around collaboration in Sections 3 and 4. Consider integrating some of the questions posed in the collaboration section.

"No one can whistle a symphony. It takes a whole orchestra to play it."

H.E. Luccock