

Fascinate Business Development Plans

What activities will you focus on immediately after your FCA training?

Post your Top 1-3 action items beside your name below:

Jill H- make it part of keynotes in conferences already doing, online students (tester group). Use of creative breakout sessions during the conference (utilising the nametags to open discussion as well as a “get on your feet and find your TWIN”) jill@lashfx.com (Kathleen please stay in touch! All others too!) Utilising the double-troubles to help coach OUT of the skillset overwhelm in our advanced skills courses

Kathleen - using in her two masterminds; half-hour calls (gratis) discussing anthems add this to my website & share it on 2 coming radio interviews kathleen@aflameministryconsulting.com (to keep in touch with me) utilising the DTs to create a pdf (freemium/downloadable) on LinkedIn, etc

Dapo focus on my target clients and individuals (non-profit, faith based, banking industry) through workshops, making use of all the tools depending on the client needs - one hour personal branding, half day and full day workshops and the various reports. Communications (team heat maps), team building, improve team performances, and show how the FCA system gives competitive advantage

Dee Dee - Dentists and their teams adding a half day or full day workshops with our existing curriculum; using team heat maps to create better communication among their offices and with their patient base; Love using this as a value added

Melba -Building it into the process with transitioning veterans; Financial advisor teams - adding value to what we are doing already - value added; Workshops, Adding banners and announcements on website.

Alfred - Branding & Marketing; Focus on small businesses; Ultimate Business System; One hr personal branding, Ultimate personal branding playbook; Coaching & Consulting package with clients, Career(personal branding) Coaching; Work out proposal to work with clients in Universities. Make people aware of how they communicate their distinct value.

Carmen - Corporate training on Communications & Branding by using the FCA Assessment tools, Consultancy & Coaching; Individual/ Corporate Anthem Building.workshops. Introduce as part of a multi Generation Workforce Workshop

Narelle - Working with Corporate teams, individual coaching, Spend more time with teams utilizing heat map. Speaking on Fascinate; Putting codes in place, send clients to the link & get them to do the assessment linking to training. Helping professionals/startups to craft the pitch with their anthem, career progression programme from anthem building

Daina -- Using it both from an individuals and teams, as well as marketing (brand) perspective.

Haseena -- Using it for individual coaching -- great to use for difficult conversations and conflict resolution

Ray

Debra - Reach out to companies working with in startup community to create value for their teams that then expand to their programs (and subsequent teams). Don't discount! Create more opportunities by adding value to the teams that have the relationships with other companies. (i.e. Startup accelerator programs)

Janet - More in-depth review of the assessments to expand the current offer from one session of anthem building to more coaching over a period of time.

Shea - To bridge the gap between the clients at our investment firm and deepen their understanding of investments - give a value added by being the HTF communication advisor that gives them tools to help the 85% of their financial success.

Janette - 1) Blue ocean, 2.) Create a landing page; 3.) Schedule free webinars

Sarah - ST: Update online presence. Practice delivering assessment and coaching around HTF. Develop a community program - groups of 15. Offer assessment and coaching at raffles/silent auctions. LT: Announce affiliation via PR strategy and promote various products with marketing tactics, keeping inline with the branding, PR and marketing services I provide. Ultimate goal - help others communicate at their best.

Susie

Using to support the transformation work I am doing with a business in the US. I will be working with the senior team as they work on redefining the culture. I will then use it as part of a development process for the top 60. Thereafter I plan to add to my website and use in individual coaching.

Michelle

Top Priority Action Items

- LinkedIn
- Facebook - link on personal page to link to Fan Page to the left
- Website (WordPress)
- Messages to Chamber, Colleagues about new venture

Jill G

Top Priority Action Items

- Try this out with a few friends first
- Reach out to local shelters, homeless community sections
- Then working with prisons *Accountability*

Accountability

Touch base in three weeks via Facebook Message with each other and follow-up from there

Resources

Website development: WordPress is highly recommended

MichaelHyatt.com is another resource for How to Create a Wordpress Blog