

DRIVERS

Something that can accelerate achieving your Goals

One of the most important things you can do as a business owner is to identify the people and things that can speed up getting the results you want. Sometimes it's a well-connected colleague; other times it's attending an annual conference; still other times it's a copy of the membership list of a professional organization. In any of these instances, if it can help you get from 0 to 100 in less time, you need to make it a priority.

SOME QUESTIONS TO HELP YOU FLESH OUT POTENTIAL DRIVERS:

WHO HAS REFERRED BUSINESS TO YOU "CLEAR OUT OF THE BLUE," AND YOU DIDN'T EVEN KNOW THAT THEY KNEW WHO YOU WERE?

WHAT EVENTS ARE YOUR CUSTOMERS ATTENDING THAT YOU ARE NOT ATTENDING?

WHICH OF THE ORGANIZATIONS OF WHICH YOU ARE A MEMBER OFFER MASTERMINDS, ROUNDTABLES, ETC.?

ARE THERE LEADERSHIP OPPORTUNITIES WITHIN PROFESSIONAL OR CIVIC GROUPS THAT PUT YOU IN FRONT OF PEOPLE REGARDED AS CENTERS OF INFLUENCE?

WHOSE ENDORSEMENT OR TESTIMONIAL WOULD BE WORTH ITS WEIGHT IN GOLD TO YOUR BUSINESS?

WHAT/WHO CAN ACCELERATE YOUR SUCCESS?
