

2021 Coaching Biz Growth Lab – Monthly Theme Focus (as of 11.14.20)



Are you ready to take your business to the next level, whether you are starting or scaling?

The Coaching Biz Growth Lab is geared for coaches who want to focus strategically on moving their business ahead one step at a time. The program includes two calls each month.

Each month you'll also receive a new monthly article, and template to support you in your business growth, plus access to the past calls since 2018. Quarterly there are special events including Get It Done Days, and invitations to Jennifer's 5 Day Challenges. You'll also be assigned a peer partner for the program. Calls are held on the 2nd and 4th Fridays of the month from 1130 - 1215 pm ET.

2021 Calls:

Month	Theme	Additional Events/Supports	Article and Template
January	January 1 st at 11 am ET – Start of year kick off and setting intentions for 2021! Vision, Values and Key Focus areas	Metrics Matter – setting up a tracking system for the year (What, How, When)	9 Areas of Entrepreneurial Success Vision and Values Business Mix
	January 8 – Foundations for 2021 –9 Areas of Entrepreneurial Success.		
	January 22 – Business mix – What you are offering (Macro and Micro)		
February	Feb 12 – Who Do You Serve?	Revisiting your avatar Peer Connection	Template Your “Top 100”
	Feb 26 – Key Relationships and Networks		
March	March 12 - Your Internal Ecosystem	End of Quarter Review and Planning Session	The Iceberg Branding Worksheet
	March 26 - Personal Brand		
April	April 9 – Your Key Message - Body of Work/Signature Program or Product	Invite to Get it Done Day (Virtual)	Signature Programs Product Design Worksheet
	April 23 - Product Design		
May	May 7 – Getting the Word Out – Your Key Message	Peer Connection	Challenges Checklist Challenges Article
	May 21 – Getting the Word Out – Challenges and Video		
June	June 4 - Gearing up for your Summer Project and Mid-year Metrics Check	Summer Project Hack	Summer Project Planner Mid-year check-in
	June 18 – Open Space		
July	July 9 – Content Creation in 15 minutes a day	Get It Done Day!	Content tracker Creating Content Consistently Article
	July 23 - Messy Middle Call/Projects		

August	August 6 - Renewal August 13 - Getting ready for outreach and marketing (Note Date!)	Peer Connection	Marketing Strategy
September	September 10 - Fall Routine – You, your team, routines and wow! September 24 - Project Management		Project Management
October	October 8 - Back to Basics October 22 – Key Marketing and Promo	Peer Connection	Marketing Tool
November	Strategic Planning focus and topics to be finalized with group		Strategic Planning Document
December	December 10 - Wrapping up strong! December 17 - A Year in Review (note date)	Peer Connection Get It Done Day!	Year in Review

Past Calls you can access as part of your annual membership. You can access CGBL calls from the kick off on April 1 2018 to present including:

Business Foundations and Ecosystem part 1 of 2 (Vision and Values)
Business Foundation and Eco-system part 2 (SWOT and Strengths)
Q 3 Business Planning
What's on offer? Your Business Funnel
Finding and Amplifying Your Voice - Content Creation
Program Design 101
Getting Back to Work – Habits and Systems
Beliefs and Accelerators
Relationships and Networks – part 1
Planning for Next Year
Relationships and Networks – part 2
The Year in Review
Stocktaking, Renewal and getting ready for 2019!
2019 Kick off – Intentions and Aspirations
2019 Milestones and Client outreach
Collaboration
Communities – Facebook and Instagram
Videos
Q 2 Planning
Gearing up for Spring
Time Management and Priorities
Content Creation
2020 Vision, Goals and Working session
Inner Work – Revisiting Your Iceberg
Collaboration –Expanding Your Base + Community Building – Groups (strategies, tactics using Mighty Networks, Facebook etc)

Branding for Your Business (Revisiting your avatar)
Signature Programs and Your Body of Work (Program Design Foundations)
What's Your Message?
Podcasting in the Spotlight – Dos, Don'ts etc.
Content Planning in 15 minutes a day!(podcasting, blogging, Instagram)
Speaking and Presentations That Get Attention!
Magnifying your message – Video/Audio Production
Gearing up for your Summer Project and Mid-year Metrics Check
Reducing Digital Distractions (and other time management tips)
Systems Check
Messy Middle Call/Projects
Prepping For Fall
Back to Work and Back To School. Topics to be finalized with group
Q 4 – The Last Mile and topics to be finalized with group
Planning focus and topics to be finalized with group
Year-end