

## Love Business. The Future. 22 April 2021

### Webinar Engagement:

How do you define 'The Future'?

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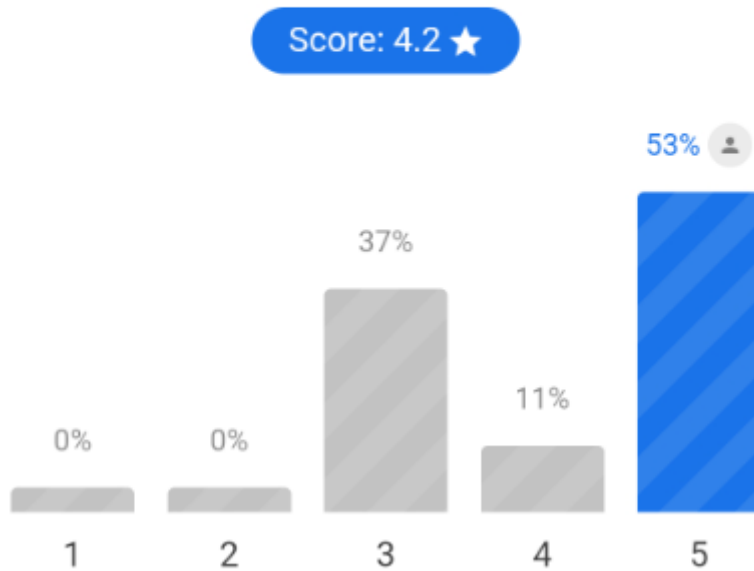
What's one thing that can hold you back from focusing on innovation?

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Webinar Engagement:

On a scale of 1-5 where on your priority list is future goal setting. With 1 being a low priority and 5 being high.



What does the word 'channels' mean to you?



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#### What does the word “Positioning” mean to you?

- Where you sit in the market - BRAND
- Relationship with target market
- Target client
- Value proposition
- Your pitch
- Product Marketing - right product for right market
- Trust
- What your known for
- What famous for
- Your niche
- Your location in the marketplace
- Target market
- Reputation
- Presentation
- Showing skills
- What you are known for
- Finding your niche

#### What's your key learning from the webinar?

- Consciously think about the future.
- Innovation doesn't happen at the desk
- The future is mine
- Reminded of "Working on the business vs working in the business"
- What I want to be known for - simplicity & clarity
- Get out and give it time!
- We all know what would increase the value of your home?? The same relates for our business!!
- The route to the market - rethinking networking
- Have a strategy and vision
- Book time in the diary for future planning
- The idea of building a supermarket for your services
- I love the analogy of distributors - who is my Tesco?
- I've been wrestling with my 'distribution channels' - without knowing that's what the problem was
- I need to make more time for this... and it is OK.
- TIME OUT!!!!
- Take some time to plan the development of your business
- The home improvement and the wall/arrow analogies for adding value and positioning business

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#### What's one action you're going to do from today?

- Block out Thursdays! :)
- Set goals
- Make some time
- Take time out to think about distribution channels
- Black out some time in the diary for thinking/strategy!
- Block out time to set goals
- Personal Development Day
- Set aside some time
- Continue to take time out of the day to day
- I've just sent out 2 emails to colleagues re "The Future"
- Write My Vision Map
- Getting back to block time again
- Recruit Alan Wick :-)
- Go for a walk
- Can't wait until swimming pools are open for some thought processes!
- We're having a picnic strategy chat in Richmond Park tomorrow....