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BEYOND VALUATION

PROFESSIONAL DEVELOPMENT AND GROWTH CONFERENCE



Business Development

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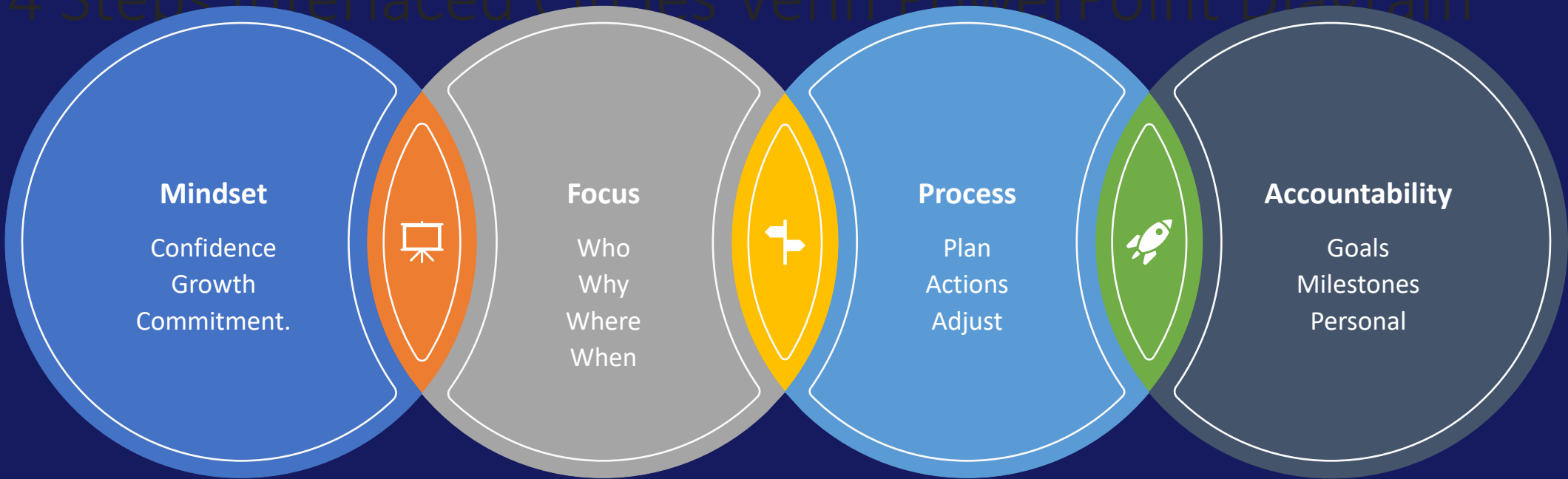
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4 Building Blocks of Successful Business Development

4 Steps Interlaced Circles Venn PowerPoint Diagram



Leadership Mindset – “You are the Captain of your ship”

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What is Mindset and Why Critical to BD Success

Confidence



BD is scary and uncomfortable, but a little confidence goes a long way

1

Some Tips

1. Visualize success
2. Self-belief in your success
3. Expect failure – how do you react

1

Growth



Being successful at BD is not a born skill, it is a learned skill

2

Some Tips

1. Fixed mindset - challenge
2. Growth mindset - success
3. Your choices make a difference

2



Success in BD is 100% the result of Mindset

Commitment



BD is a long career play and requires a commitment of time, energy and perseverance

3

Some Tips

1. Set short & medium goals
2. Keep score
3. Be agile and commit to learning

3



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Without Focus – There is Just Activity



1

Who

Who is your target client (size, location, industry, etc. – without a set and clear target demographic energy is too disbursed. Focus creates success. DEVELOP TARGET LIST & REFRESH



2

Why

What is the why? Why these particular targets? Why is this target demographic important to you?



3

Where

How do you connect with your targets? Who are your COIs? Where should you go to network with COIs and/or direct targets decision makers?



4

When

Why would someone choose you? What is your value differentiator?



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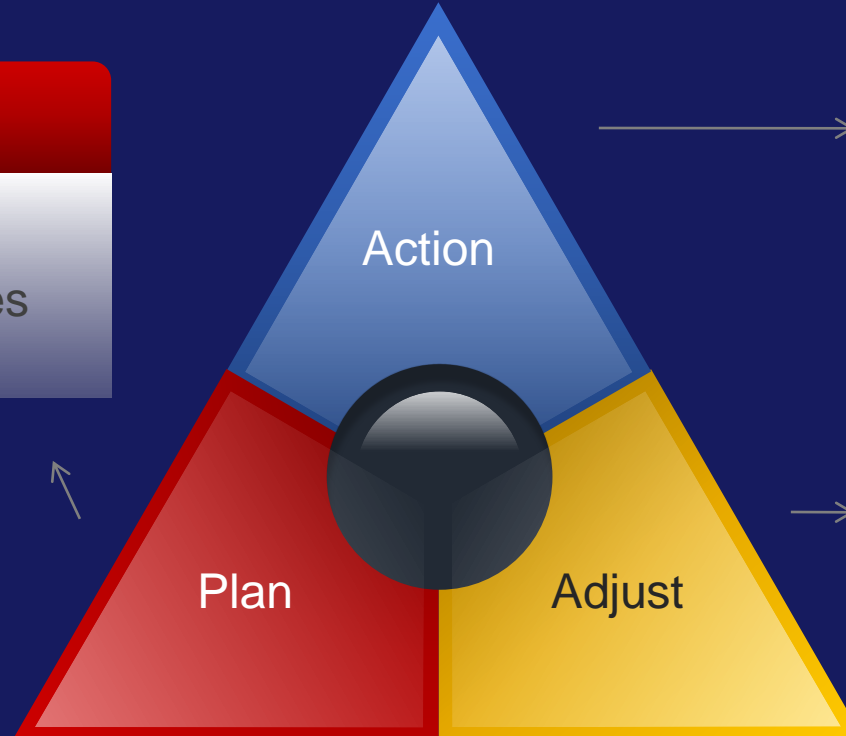
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Without a Structured BD Process – just Chaos

Plan

1. Establish a clear path
2. Set goals and timelines
3. Be precise



Action

1. Calendar time
2. No excuses
3. Be accountable to someone

Adjust

Constantly be assessing what is working and what isn't and adjust



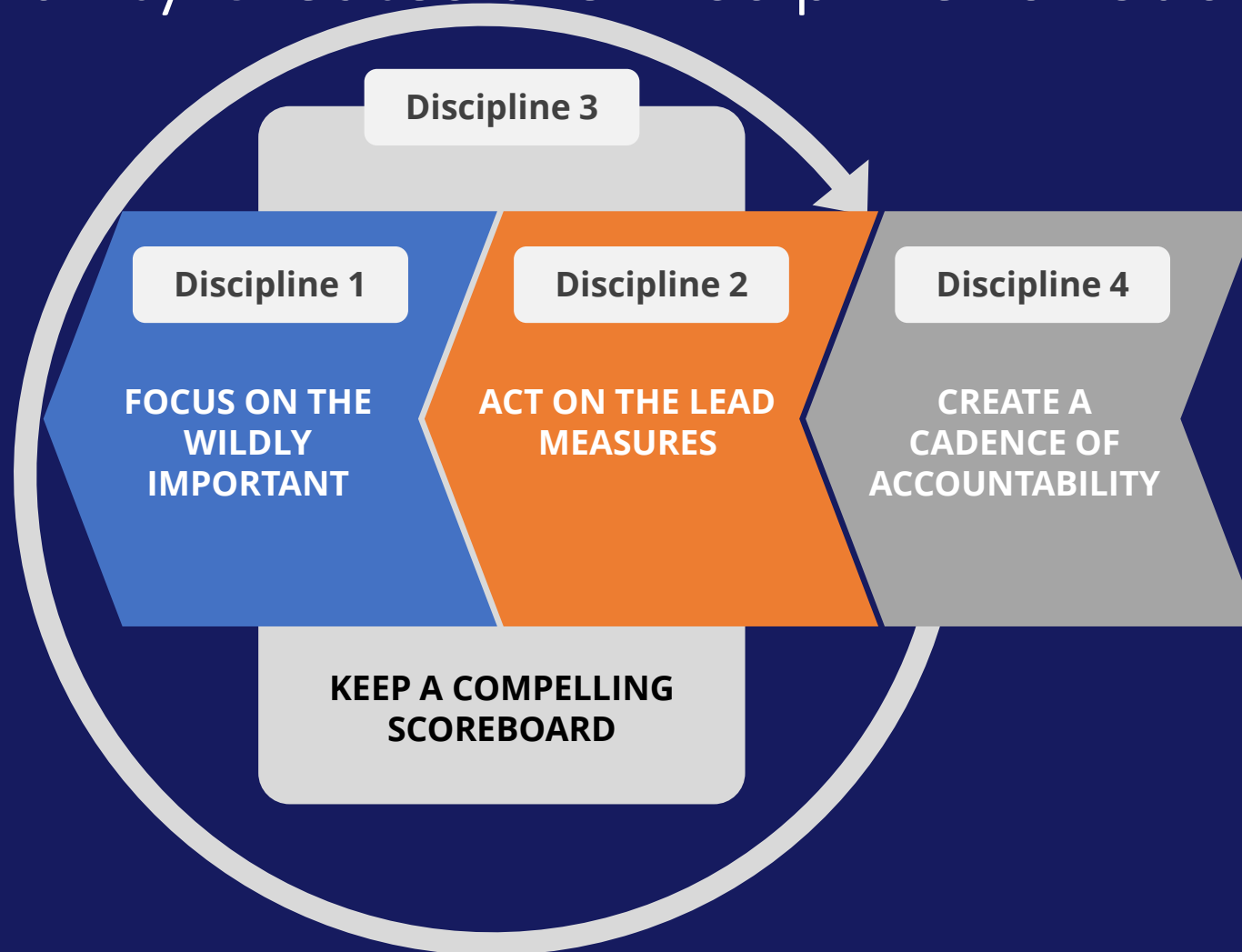
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Accountability Creates the Discipline for Success

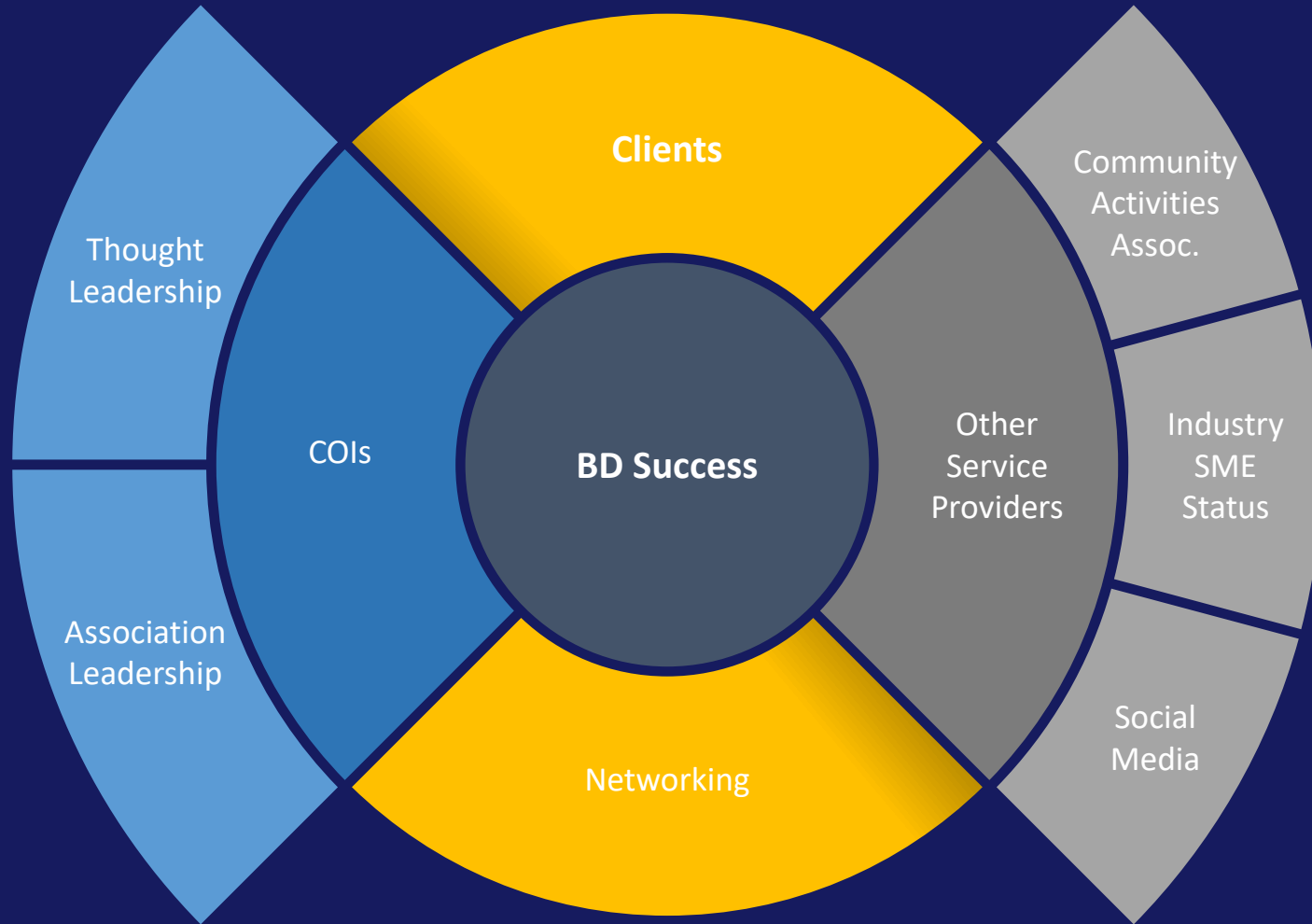




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Company Name SUMMARY

**YOU ARE A
WINNER**

BELIEF IN YOUR ABILITY TO BE SUCCESSFUL

**BUILD YOU BRAIN
POWER**

VISUALIZE SUCCESS – PRACTICE – BE A CONSTANT LEARNER

FAILURE IS OK

***YOU WILL NOT WIN ALL THE TIME – FAILURE IS AN OPPORTUNITY TO
GROW***

NETWORKING

***CONSTANTLY BUILD YOUR NETWORK – REFRESH AND DON'T WASTE TIME ON
DEAD-ENDS***



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Q & A