

2024 Coaching Biz Growth Lab – Monthly Theme Focus

(as of 10.28.23)



Calling all coaches ready to take your business to the next level, whether you are starting or scaling, with consistent bi-weekly focus for you to work ON your business? Join us for the Coaching Biz Growth Lab a hands-on workspace where coaches will put into practice the adage – Daily Steps and Consistent Action.

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 group coaching calls each month PLUS a special Monthly Event, and an article or template to work on.

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 special events include Get It Done Days, Design Sprints, and invitations to Jennifer's Special Events. Calls are held on the 1st and 3rd Fridays of the month from 1135 - 1220 pm ET.

2024 Call Schedule

Month	Theme	Additional Events/Supports	Article and Template	Special Monthly Event
January	December 31st at 12 noon ET – Start of year kick off and setting intentions for 2024! Vision and Key Focus areas	Digital Copy of the Coaching Business Builder -- your guide for the year	9 Areas of Entrepreneurial Success Vision and Values	Thursday January 26 – 1 – 5 pm ET – Content Planning
	January 12 – 9 Areas of Entrepreneurial Success – Taking Stock and an Initial Focus for 2024	Copy of the Workbook	Business Mix	
	January 26 – Business mix – What you are offering in 2024? (Macro and Micro)	Get It Done Day		
February	Feb 2 –Who Do You Serve? Your Avatar Map. What they need	Program/Product Design HAcK	Template	Tuesday Feb 28 – 7 – 8 am ET – Month end Planning Session OR Design Sprint – Your Choice
	Feb 16– Supports for Growth – Team, Resources, Learning, Relationships and Networks		Your “Top 100” Team	
March	March 1– Brand and Visibility	End of Quarter Review and Planning Session	Branding Worksheet	Wednesday March 27 – 3- 4 pm ET – Quarterly Planning Session
	March 22 – You as an Entrepreneur		The Iceberg	
April	April 5 – Your Key Message – Your Platform -Books, Body of Work, Signature Program.	Invite to Get it Done Day (Virtual) – April 27 – 1-4 pm ET	Signature Programs	Thursday April 26 – Get it Done Afternoon – 1 – 5 pm ET
	April 19- Getting the Word Out – Your Message		Product Design Worksheet	
May	May 3- Getting the Word Out – Alliances, Team and Partners	Program Design Hack	Challenges Checklist	Thursday May 25 – 4 – 5pm ET – Design Sprint
	May 17 – Getting the Word Out – Challenges and Video		Challenges Article	
June	June 7 - Gearing up for your Summer Project and Mid-year Metrics Check	End of Q2/Mid-year Checkpoint	Summer Project Planner	Thurs June 27th –Mid-Year Review
	June 21– Open Space to be set by group		Mid-year check-in	

				BONUS – Quarterly Planning Session
July	July 12 – Content Creation in 15 minutes a day July 26 - Messy Middle Call/Projects	Get it Done Day	Content tracker Creating Content Consistently Article	Get It Done Day! – July 31 2022 – 9:45 – 1:45 pm ET
August	August 2 – Gearing up for fall visibility and marketing August 16 - Renewal	Marketing Planner for Fall 2023	Marketing Strategy	Design Sprint – To be announced depending on availability
September	September 8 - Fall Routine – You, your team, routines and wow! September 21 - Project Management	Quarterly Review Session – end of Q 3	Project Management	Quarterly Review session – end of September
October	October 4- Back to Basics October 18 – Key Marketing and Promo	Design Sprint	Marketing Tool	Design Sprint – Set by group
November	Nov 1 – Open Space November 15 – 2024 Vision Session	Prepping for Black Friday/Year End Marketing Efforts	Vision Session	Content Sprint – November 21
December	December 6- Wrapping up strong! December 20 - A Year in Review	Get It Done Day! – December 13 – 1-4 pm ET	Year in Review	December 13th – 1 – 5 pm ET – Get it Done!

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, 21 and 22 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