

2022 Coaching Biz Growth Lab – Monthly Theme Focus

(as of 11.19.21)



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.?

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.

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 5 Day Challenges. You'll also be assigned a peer partner for the program. Calls are held on the 1st and 3rd Fridays of the month from 1140 - 1220 pm ET.

2022 Calls Schedule

Month	Theme	Additional Events/Supports	Article and Template
January	January 1 st at 12 noon ET – Start of year kick off and setting intentions for 2022! Vision 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 7 – Foundations for 2021 –9 Areas of Entrepreneurial Success.		
	January 21 – Business mix – What you are offering in 2022? (Macro and Micro)		
February	Feb 12 – Your Avatar Map. Who Do You Serve? Content they need	Revisiting your avatar Peer Connection	Template Your “Top 100”
	Feb 26 – Supports for Growth – Team, Resources, Learning, Relationships and Networks		
March	March 4 – Brand and Visibility	End of Quarter Review and Planning Session	Branding Worksheet The Iceberg
	March 18 – You as an Entrepreneur		
April	April 9 – Your Key Message – Your Platform -Books, Body of Work, Signature Program.	Invite to Get it Done Day (Virtual)	Signature Programs Product Design Worksheet
	April 23 - Getting the Word Out – Your Message		
May	May 6 – Getting the Word Out – Alliances, Team and Partners	Peer Connection	Challenges Checklist Challenges Article
	May 20 – Getting the Word Out – Challenges and Video		
June	June 3 - Gearing up for your Summer Project and Mid-year Metrics Check	Summer Project Hack	Summer Project Planner Mid-year check-in
	June 17 – Open Space		
July	July 8 – Content Creation in 15 minutes a day	Get It Done Day!	Content tracker Creating Content Consistently Article
	July 22 - Messy Middle Call/Projects		
August	August 5 – Gearing up for fall visibility and marketing	Marketing Planner for Fall 2022	Marketing Strategy

	August 19 - Renewal (Note Date!)		
September	September 9 - Fall Routine – You, your team, routines and wow! September 24 - Project Management		Project Management
October	October 7- Back to Basics October 21 – Key Marketing and Promo	Peer Connection	Marketing Tool
November	Nov 4 – Open Space November 18 – 2023 Vision Session		Vision Session
December	December 10 - Wrapping up strong! December 16 - 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