

2025 Coaching Biz Growth Lab – Monthly Theme Focus

(as of 12.20.24)



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.

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2025 Call Schedule

Month	Theme	Additional Events/Supports	Article and Template	Special Monthly Event
January	January 10 – 9 Areas of Entrepreneurial Success – Taking Stock and an Initial Focus for 2025. 2025 Themes - AI and Change.	Digital Copy of the Coaching Business Builder -- your guide for the year	9 Areas of Entrepreneurial Success Vision and Values	Thursday January 30 –End of Month Session
	January 24 – Business mix – What you are offering in 2025? (Macro and Micro)	Copy of the Workbook	Business Mix	(Will invite you to the Design Sprint I do with GCE and TCE in January)
February	Feb 7 –Who Do You Serve? Your Avatar Map. What they need	Program/Product Design Hack	Template: Your “Top 100” Team	Tuesday Feb 25 - 1 -5 pm ET (Get it Done – bring your tasks)
	Feb 28 – Partnership and Supports for Growth – Team, Resources, Learning, Relationships and Networks	Get It Done Day		
March	March 7– Brand and Visibility	End of Quarter Review and Planning Session	BRAND Sheet	Wednesday March 26 – 4-5 pm ET – Quarterly Planning Session
	March 21 – You as an Entrepreneur- Strengths and Values		The Iceberg VIA Strengths	
April	April 4 – Your Key Message – Your Platform -Books, Body of Work, Signature Program.	Get It Done Day	Signature Programs	Thursday April 23– Get it Done Afternoon – 1 – 5 pm ET
	April 11- Getting the Word Out – Your Message		Product Design Worksheet	

May	May 2- Getting the Word Out – Alliances, Team and Partners May 16 – Getting the Word Out – Challenges and Video	Program Design Hack	Challenges Checklist Challenges Article	Design Sprint with GCE and TCE groups
June	June 6 - Gearing up for your Summer Project and Mid-year Metrics Check June 20- Mid Year Review	End of Q2/Mid-year Checkpoint PLUS Coaching Business Booster – Likely Monday 16 th of June (TBD)	Summer Project Planner Mid-year check-in	Thurs June 26 th – Mid-Year Review and Quarterly Planning Session
July	July 11 – Content Creation in 15 minutes a day July 25 - 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 (Thursday)
August	August 7 – Gearing up for fall visibility and marketing August 14 - Renewal	Marketing Planner for Fall 2023	Marketing Strategy	Design Sprint – TBA
September	September 4 - Fall Routine – You, your team, routines and wow! September 18 - Project Management	Quarterly Review Session – end of Q 3	Project Management	Quarterly Review session – end of September
October	October 2- Back to Basics October 16 – Key Marketing and Promo	Design Sprint	Marketing Tool	Design Sprint – Set by group
November	Nov 6 – Open Space November 20 – 2024 Vision Session	Prepping for Black Friday/Year End Marketing Efforts	Vision Session	Content Sprint – November 21
December	December 4- Wrapping up strong! December 18 - A Year in Review	Get It Done Day! –	Year in Review	Time for Get It Done to Be Confirmed

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