

**2020 Coaching Biz Growth Lab – Monthly Theme Focus:**  
 (as of 10.24.19 – Subject to Change)



The Coaching Biz Growth Lab includes two calls each month, with a monthly focus on different topics to support you in accelerating your business. In addition to the monthly calls, you'll receive access to a monthly article, and template to support you in your business growth. Some months will support you in taking regular action through semi-monthly challenges.

Most coaches opt to join for the year, or a quarter. Calls are generally held on the 1<sup>st</sup> and 3<sup>rd</sup> Fridays of the month from 3 – 4 pm ET. During the months of July and August we meet earlier in the day. Some months have additional programming supports you are invited to join in (i.e Planning Sessions, Get it Done Days). As a Lab member you can “add on” 1-1 coaching as needed

**2020 Calls:**

Month	Theme	Additional Events/Supports	Article and Template
January	Jan 10 ** 2020 Vision, Goals and Working session	Metrics Matter – setting up a tracking system for the year (What, How, When)	Iceberg  Metrics that Matter
	Jan 17 : Inner Work – Revisiting Your Iceberg		
February	Feb 7 - Collaboration –Expanding Your Base + Community Building – Groups (strategies, tactics using Mighty Networks, Facebook etc)	Revisiting your avatar	Template  20 focus areas for community building
	Feb 21 – Branding for Your Business (Revisiting your avatar)		
March	March 6 - Signature Programs and Your Body of Work (Program Design Foundations)	End of Quarter Review and Planning Session	
	March 13 ** - What's Your Message?		
April	April 3 - Podcasting in the Spotlight – Dos, Don'ts etc.	Invite to Get it Done Day (Virtual)	
	April 17 - Content Planning in 15 minutes a day!(podcasting, blogging, Instagram)		
May	May 8 -Speaking and Presentations That Get Attention!		

	May 15 – Magnifying your message – Video/Audio Production		
June	June 5 - Gearing up for your Summer Project and Mid-year Metrics Check  June 19 - Reducing Digital Distractions (and other time management tips)		
July	July 10 - Systems Check  July 17 - Messy Middle Call/Projects	Get It Done Day!	
August	Prepping For Fall  Topic To Be Determined by group		
September	Back to Work and Back To School. Topics to be finalized with group  Calls 2 <sup>nd</sup> and 3 <sup>rd</sup> week of September		
October	Q 4 – The Last Mile and topics to be finalized with group  Calls 1 <sup>st</sup> and 3 <sup>rd</sup> week of Oct		
November	Planning focus and topics to be finalized with group  Calls 1 <sup>st</sup> and 3 <sup>rd</sup> week of November		
December	Year-end	Get It Done Day!	

Past Calls you can access:

Month	Themes	Additional Events/Supports
April 2018	Business Foundations and Ecosystem part 1 of 2 (Vision and Values)	One-on-One kick off call
May 2018	Business Foundation and Eco-system part 2 (SWOT and Strengths)	Virtual Retreat Afternoon – Get it Done! (May 31)
June 2018	Q 3 Business Planning What's on offer? Your Business Funnel	Stocktaking of your offers Knowing your client
July 2018	Finding and Amplifying Your Voice - Content Creation	21 day challenge - content
August 2018	Program Design 101	Summer Program Hack
September	Getting Back to Work – Habits and Systems	21 day challenge - habits

October	Beliefs and Accelerators Relationships and Networks – part 1	Fall one-on-one call
November	Planning for Next Year Relationships and Networks – part 2	21 Day Challenge
December	The Year in Review Stocktaking, Renewal and getting ready for 2019!	Virtual Retreat
<b>January 2019</b> January 18	2019 Kick off – Intentions and Aspirations 2019 Milestones and Client outreach	
<b>February 2019</b>	Collaboration Communities – Facebook and Instagram	
<b>March 2019</b>	Videos Q 2 Planning Gearing up for Spring	
<b>April 2019</b>	Time Management and Priorities Content Creation	

You can view the **Coaching Biz Growth Lab** at <https://coaching-design-studio.usefedora.com/p/coaching-biz-growth-lab>