

Monthly  
Workshops

# FACING THE GIANTS IN YOUR BUSINESS

April 7, 2016

Z & B Consulting

# WELCOME

Meditation, Introductions, Agenda, Ground Rules

# Agenda

- INTRODUCTIONS (2 min ea)
  - *One Giant You Are Facing*
  - *What you Hope to Get Out of Today*
- MEDITATION
- IDENTIFYING THE GIANTS
- CREATING A PLAN TO FACE THE GIANTS
  - *Share with others & get ideas (Mastermind 5 min ea)*
- BREAK
- CONSISTENTLY FACING THE GIANTS
- INCORPORATING YOUR PLANS INTO YOUR WEEK
- EVALUATIONS

# Introductions (1 min each)

- Name & Company
- Share
  - *One Giant You Are Facing*
  - *What You Expect To Get Out of Today*

# Ground Rules

- Embrace Reflection & Sharing
- Resist Distractions
- Keep Distractions Away From the Group
- Respect the Timer
- Return From Breaks on Time

# MEDITATION

# FACING THE GIANTS IN YOUR BUSINESS

# WHAT GIANTS LOOK LIKE

- Anything that makes you hesitate and stops movement toward your goals
- Can be business related
  - Picking up the phone to make calls
  - Cash flow
- Can be life related
  - Going into the kitchen
  - Using the steamer for your clothes
  - The mess that's piled up from 3 yrs ago



# Identify Your Giants

- Think of all of them & fill the giant
- Place the top 5 on your sheet. (The ones that scare you the most and hold you back.)
  - Determine why this giant scares you or is holding you back

# Create a Plan to Face The Giants

- For each of your 5 giants, determine the 1<sup>st</sup> step to tackling it, then the 2<sup>nd</sup>, then the 3<sup>rd</sup>, etc.
- may not need all the lines under each giant

# Mastermind (5 min ea)

- Choose top 1-2 and share
  - Why they are scaring you and holding you back (30 sec, not a long story)
  - What steps you need to take to face the giant (30 sec, not a long story)
- Ideas from the group
  - Hard stop at 5 min.
    - 30 second warning.
    - If you had an idea you weren't able to share, write it down for them and pass it along at the break.
      - Waiting honors the next person

# BREAK

- Please be back on time!



# Consistently Facing the Giants in Your Business

**The Giants Are There EVERYDAY & WILL  
CONTINUE TO REAPPEAR!**

*Z&B CONSULTING, INC. supports you as you face the giants  
each day*

- Book
- Monthly Workshops
- Coaching Club-Facebook Group, Group Q&A Calls
- Magnify- Business/Marketing Plan
- Maximize- 1:1 Coaching, Masterminds & Online Modules
- Strategy Sessions & Quarterly Deep Dives

**\*\*\*TELL A FRIEND- 10% REFERRAL CREDITS!!!**

# Incorporating it Into Your Week

- Look at the steps you listed under each giant
- Which steps would make sense to add to your weekly routine
  - Write 'wkly' next to them
- Which steps are one-time or project oriented?
  - Write a due date next to them
- What things do you need to take out of your schedule to add the things above?
  - Note how long they need to leave for.

# Incorporating it Into Your Week

- Create an ideal week
  - Include the items you listed as weekly
  - Incorporate time to work on one-time and project oriented things
  - Be sure you haven't included the things you need to take out of your schedule

# Putting It Into Action

- What is the one thing you can commit to doing next week to face the giants in your business?
  - *Write it down on each slip of paper.*
  - *Put one in the bucket.*
    - *I will keep them in my office and hold space for you during the week.*
  - *Take the other with you and post in a place you'll see it often.*



# Evaluation

- Your feedback helps make future workshops the best they can be!

Questions?  
Final Thoughts?

# Save the Dates!

- Marketing Morsels Coaching Club (\$499 or \$125/mo)
  - 5 month program begins in May!
  - Limited to 20 spots!
- Monthly Workshop (\$35 or \$75 for 3)
  - May 5<sup>th</sup> – Creating the Best Summer Ever!
  - Jun 2<sup>nd</sup> – Enhancing Your Circle of 5
  - July 7<sup>th</sup> - Collaborations & Key Partners
  - Aug 4<sup>th</sup> - Take a Deep Dive!
  - Sept 1<sup>st</sup> – Ending Your Year with a Bang!
- Group Q&A Call – May 19 1:30pm-3:30pm

# PEOPLE BUY PEOPLE,

- **BE STRATEGIC & INTENTIONAL** when Facing the Giants in Your Business and you're sure to **BE SUCCESSFUL!**

**Thank You for Coming!**  
**HAVE A GREAT MONTH!**