



March 2022 | Vol 4 No 3

First Friday for Entrepreneurs

Your Monthly e-Newsletter for Business and Leadership Development | 2022 Focus on YOU

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- Why a Mastermind Group Is for YOU

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- YOU Need time for De-stressing and Re-setting

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- Guiding Inspiration for 2022

YOU on the Speaker's Circuit? Why Not!

“Ideas are the currency of the twenty-first century.” (Carmin Gallo)

“Like it or not, we're all in sales now.” (Daniel Pink)

What were your reactions to these two quotes? What ideas do you have that you would like to share, that could, in turn, sell your service or brand or product? Are you ready to take the next step in your entrepreneurial journey to be a thought leader? If you are ready to move forward and become a speaker who influences | inspires | motivates | challenges others, here are a few ideas to energize your next steps:

* 5 strategies when preparing to speak (Ver Burg):

1. Know your audience.
2. Work from an outline.
3. Tell a Story.
4. Use inclusive language.
5. Prepare for questions.

* Utilize the TED format

What began in 1984 as a free one-time conference on Technology, Entertainment, and Design (TED), has become an international source for superlative presentations, distinct in their length of 18 minutes, given by people of all backgrounds and expertise. To expand the opportunities to give TED talks, local sponsors have begun to offer events for community experts to share their knowledge.

Believing that everyone can give a TED talk, Gallo outlines in *Talk Like TED* what to consider in developing a TED talk (or, really, any presentation for that matter):

- Emotional: unleash the master within; master the art of storytelling; have a conversation
- Novel: teach me something new; deliver jaw-dropping moments; lighten up
- Memorable: stick to the 18-minutes rule; paint a mental picture with multisensory experiences; stay in your lane.

* Embrace opportunities to practice public speaking

- Volunteer to speak at local civic organizations, such as Rotary Clubs.
- Jump in when your local Chamber of Commerce is sponsoring events that need speakers.
- Video your presentation and post for likes and comments.
- Learn more about “Toastmasters” in your area.
- Offer to be the Master of Ceremonies for a nonprofit event.
- Enjoy the adventure of it all!

You have much to share with others, whether it be business tips, strategies for marketing, hints for creative considerations, or sharing your experiences. *YOU* on the speaker circuit? Why not?!

Examples of TED Talks

(<https://www.ted.com/topics/business>):

7 Ideas to inspire your entrepreneurial journey(06:40)

Resources

Carnegie, Dale (1915). *The art of public speaking*. Amazon: classic.

Bill Gross
Why some businesses succeed and why others fail

2 questions to uncover your passion - - and turn it into a career (11:06)

Noeline Kirabo, social entrepreneur
Two questions to ask yourself

7 tools for building a business people trust(12:36)

Marcos Aguiar, digital trust advisor
design a foundation of trust into business ecosystems to achieve long-term success

The real relationship between your age and your chance of success (16:06)

Albert-László Barabási, network theorist
explores the hidden mechanisms that drive success -- no matter your field -- and uncover an intriguing connections between your age and your chance of making it big.

Why specializing early doesn't always mean career success (13:52)

David Epstein, journalist
benefits of a "sampling period" where you try new things and focus on building a range of skills. along with a more forgiving timeline, could lead to a more fulfillment

Gallo, Carmine (2014). *Talk like TED: The 9 public-speaking secrets of the world's top minds*. NY: St. Martin's Press.

Pink, Daniel (2012). *To sell is human*. NY: Penguin.

Ver Burg, Steve (retrieved February 28, 2022). "Five tips for better public speaking". Blog:
<https://ocdalecarnegie.com/five-tips-for-better-public-speaking/>



March 17: Why a Mastermind Group Is for YOU



If you have heard about mastermind groups and would like to satisfy your curiosity – this session is for you! Participants will learn how a mastermind group includes brainstorming, education, and peer accountability. In addition, the session will explore how the process sharpens business and personal skills, encourages creativity, allows for safe risk-taking, and reinforces productivity.

Join us for March's *Roundtable* as presenter Carol C. Robinson leads participants in the exploration of the elements and value of a mastermind group. A fishbowl demonstration of the process will be included using a participant volunteer while other participants observe and engage in a follow-up discussion.

Entrepreneur Community Roundtable

Thursday, March 17, 2022

Zoom: 7:00 - 8:30 pm

Fee: No charge; guests welcome

Zoom Link:

[https://us02web.zoom.us/j/83622050362?](https://us02web.zoom.us/j/83622050362?pwd=bTUrWjVMQk5ocIV0TmgxaFVhVEZ5QT09)

[pwd=bTUrWjVMQk5ocIV0TmgxaFVhVEZ5QT09](https://us02web.zoom.us/j/83622050362?pwd=bTUrWjVMQk5ocIV0TmgxaFVhVEZ5QT09)

Meeting ID: 836 2205 0362

Passcode: 495096

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Meet Carol

Carol C. Robinson is using her skills and training from over 30 years in the field of education to work with leaders and entrepreneurs as they build themselves and their businesses. To further enhance her expertise, Carol has earned additional certifications, including Professional Certified Coach (International Coaching Federation), Evocative Coach (Center for School Transformation), and approved assessor for EQ-I^{2.0} and DRiV. Carol offers coaching courses is a Faculty Member of the Virginia Foundation for Educational Leadership. Through her association, Carol conducts virtual seminars, provides support for individuals and teams, and advocates for the soft skills found at the intersection of leadership, coaching, mentoring, and facilitation.

March 25: YOU Need time for De-stressing and Re-setting

Everyone needs to take the time to just stop and assess what is happening with their energy, creativity, and motivation. What stressors are rearing their heads and blocking progress with goals and endeavors? In what ways can you re-set yourself during times that are unprecedented and challenging to the max?

Join us during March's *Lunch & Launch* as Presenter JoAnn Sheffield works with participants to (1) identify and explore answers about overcoming stressors that are impacting life and business efforts and (2) engage in strategies to re-set the energy and creativity that you

have within yourself.



Lunch & Launch

Friday, March 25, 2022

Zoom: 12 Noon to 1:00 pm

No fee; guests welcome

Zoom Link:

[https://us02web.zoom.us/j/88479518406?](https://us02web.zoom.us/j/88479518406?pwd=aFEwdEJscnBxayswMVYxcGVzQ1hsdz09)

[pwd=aFEwdEJscnBxayswMVYxcGVzQ1hsdz09](https://us02web.zoom.us/j/88479518406?pwd=aFEwdEJscnBxayswMVYxcGVzQ1hsdz09)

Meeting ID: 884 7951 8406

Passcode: 804500

JoAnn Sheffield

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Empowerment Coaching with JoAnn Sheffield
~ working with mindsets and transitions ~
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Meet JoAnn

JoAnn Sheffield is on a mission as a transformational coach to empower adults and entrepreneurs to live from the heart of what really matters to them. After 13 years in private practice as a psychotherapist, JoAnn earned her ACC certification with the International Coaching Federation following training from Lifeforming Leadership Coaching. Along with coaching, she conducts seminars on “Emotional Intelligence”, “Courageous Conflict Resolution”, and “What is Coaching? How Can It Improve My Business or Life.” JoAnn also leads a Women's Empowerment Group to help them embrace their spirit and energy.

Gathering of Great Minds supports entrepreneurs and leaders in all stages of development through the **Entrepreneur Community Roundtable** *Third Thursday series*, **Lunch & Launch** *4th Friday series*, and **Mentoring and Coaching** sessions provided by Associates. Sponsored by **CC Robinson & Associates, LLC**. For more information, contact Carol C. Robinson at carol@ccrobinsonassociates.com or 571-318-3733.

Notes of Appreciation



TKO Your Gremlins and Saboteurs

Thank you, Sam, for showing us a one-two punch against the negative thinking that impacts your actions, motivation, and confidence. Participants appreciated insights from research and ideas from *Banish Your Inner Critic* (Jacobs, 2017) to throw those wily detractors out of their ring of influence!

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YOU Can Positivize Bragging: How To Help Yourself Brag More to Succeed More

Thank you, Mark, for showing participants how to reframe “bragging” to a more appreciative and positive mindset. Highlights from *Brag: The Art of Tooting Your Own Horn Without Blowing It* (Peggy Klaus, 2004) showed that it is never too late to learn how to self-promote without discomfort, being offensive, or feeling guilty.

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Upcoming All-Star Events



Entrepreneur Community Roundtable

April 21, 2022 | 7:00 - 8:30 pm | Zoom

Why Entrepreneurs Need *Playfulness* to Thrive and Succeed

Patty Maples

Transition Coach for Career & Life

www.pattymaples.com

703/966.7215



Lunch & Launch

April 22, 2022 | 12:00 - 1:00 pm | Zoom

Keeping Your Dream Alive

Jan Whiteley

Service-preneur

Business writing and Word Specialist

transformr@aol.com

Community Groups

- **Women Entrepreneurs Mastermind Group**

Monthly meetings held on fourth Wednesdays, 1:00 - 2:30 pm

Community of like-minded women committed to using proven structures and strategies to be successful in their businesses and lives. For more information and register for Zoom meetings, email **Patty Maples**, Transition Coach for Career & Life and founder of Women Entrepreneurs Mastermind Group, or call 703.966.7215.

- **Reston Coaches**

Monthly meetings held on third Wednesdays, 8 – 9:30 am.

For more information and to register, contact Cindy Atlee, cindy.atlee@storybranding.com

- **Loudoun Coaches**

Monthly meetings held on second Tuesdays, 8 – 9:30 am.

For more information and Zoom link, email **Dirk van der Vaart**, dvandervart@intelligentleadership.com.

Resource Development Credits

Members of the International Coaching Federation who need Resource Development continuing education credit hours may receive up to 2 hours of resource development credits per session of "Gathering of Great Minds." A certificate of attendance will be provided upon request by CC Robinson & Associates, LLC. For more information, email **Carol C. Robinson**, PCC.

From Loneliness to Hope

I recently participated in a fishbowl activity, during which I and others served as observers while the coach was working with a team. The members of the team came from different locations, perhaps prompting the topic of "feeling alone." where one participant thought she was the only one, it turned out that each participant also felt they working without the support of others, that things were happening that they thought were unique only to them, and they had no one to talk to. By the end of the session, the relief that they were not alone was both visible and audible - hope had replaced loneliness.

I couldn't help making the connection to being an entrepreneur and being a leader. If you don't take the time for find and develop your tribe...village...community...whatever you want to label your group of peers and colleagues, you too will find yourself "feeling alone" and without the support and motivation and shared experiences that you need to "keep going". Do want you need to do to be part of a group that engages in your success and forward movement. And, as well, brings fun and hope.



Your Partner in Entrepreneurial Synergy -

Carol C. Robinson

Is 2022 the year to focus on your business endeavors?

Looking for support, clarity, and a "board of advisers" to further you and your business?

Ready to be challenged? To be a thought leader with community involvement?

Tired of trying to do it *all* on your own?

Click here to learn more about CC Robinson & Associates, LLC, and to see if it is your new tribe!

Guiding Inspiration for 2022

Our deepest fear is not
that we are inadequate.
Our deepest fear is
that we are powerful beyond measure.

- Marianne Williamson
Return to Love

Shared by Patty Maples
Transition Coach for Career & Life

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Connect with us

