

First Friday for Entrepreneurs

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

In this month's issue:

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- Improvisation and YOU
Entrepreneur Community Roundtable, October 20: 7:00 – 8:30 pm, Zoom
- Align YOUR Inner Guru for Business Success
Lunch & Launch, October 28: 12 noon – 1:00 pm, Zoom
- Guiding Inspiration for 2022



Focus on YOU: Thought Leadership for Entrepreneurs

Oprah Winfrey. Dave Ramsey. Seth Godin.

Not only are they models for thought leadership, but also inspiration for all entrepreneurs who are building and developing their brand, business, and reach.

What does it mean to be a thought leader? Use this quick look through the journalistic lens of the “5 W’s + H” to see how being a thought leader can be part of your success planning.

Who: Thought leaders are known for their expertise and perspectives with a supportive following. They consistently provide the best and deepest answers to their customers’ biggest questions in the formats their customers like to consume. A thought leader’s name ranks in the top keywords in the industry and their website attracts a growing number of new traffic, leads, and sales. Brenner (2022) considers thought leadership as a “key component of content marketing (that) is recognized by others as innovative, covering trends and topics that influence an industry” and “thought leadership is one of the outcomes of a solid Content Strategy. And content is bigger than marketing.” Content marketers use their work to build credibility, become recognized as go-to resources, and foremost authorities.

Where: Thought leaders can be found anywhere. They will step back from the usual business agenda, draw on the past, analyze the present, and illuminate the future. To do that, they know their audience, continue to learn about them, get to know other thought leaders, and interact (including interviewing for knowledge) subject matter experts (SME).

Why: Thought leaders enjoy sharing their knowledge and experiences and becoming reliable resources within and outside their fields. When thought leaders put on their entrepreneurial hats, they are engaging in marketing efforts for branding, building relationships, and increasing their income. Through leadership can be used to boost industry presence, attract clients, and grow business and brand.

Advice from Thought Leaders

Don’t be intimidated by what you don’t know. That can be your greatest strength and ensure that you do things differently from everyone else.

- Sara Blakely, Founder, Spanx

People look to thought leaders for a reason, because they don’t always say what everyone else is saying. Be bold. Get behind what you’re saying and say it with conviction. It’s okay to be a little controversial.

- Heather Kernahan, President - North America, Hotwire

What: Thought leaders offer unique guidance, inspire innovation, and influence others. They have a positive reputation of helping others. They bring distinctive perspectives to planning and looking at the future. What qualities are most valuable in thought leadership? Fresh thinking (exploring issues or challenges from new and different perspectives); forward-thinking (analyzing important or emerging trends); evidence-led (containing robust data). (Brenner, 2022)

When: Being a thought leader takes dedication, patience, and education. They recognize trends before they happen. They are clear and consistent as they create a niche market or specific area of expertise. They have conducted deep research on their subject in ways that meet the challenges, along with solutions, of their customers.

How: Thought leaders are never satisfied with their level of knowledge and expertise. They actively work with mentors and experts; attend networking events; and get published, often. To share their expertise, they take advantage of charity events, source interviews, and other opportunities – seeing these as long-term results that are beneficial in the long run. If thought leaders posted reminders, they would include keep learning – keep listening – be curious – ask questions – admit what you don’t know and learn from others in your field – scour social media – listen to each other’s stories. They use social media such as LinkedIn as key channels for sharing. Thought leaders often start their own industry as a result of conducting their own research; employing examples, facts, and quotes; and interweaving interview comments from customers or other subject matter specialists. And, thought leaders make

“Experience takes time, patience, hard work, and a willingness to listen and learn from others. Those leaders who can observe and connect information from a number of sources are generally well positioned to create ideas that are informed by the needs of the marketplace. Credibility combines that expertise with a measure of humility, honesty and an appreciation for the human aspect of leading people.” Numaan Akram, CEO, Rally (in Schooley, 2022)

Resources

- Brenner, Michael (January 3, 2022). What is thought leadership? And when you should use it *Marketing Insider Group*: <https://marketinginsidergroup.com/content-marketing/what-is-thought-leadership-and-when-you-should-use-it/>
- Keiser, Amelia (July 8, 2021). What is thought leadership? Everything you need to know *Brand Yourself*: <https://brandyourself.com/blog/guide/what-is-thought-leadership/>.
- Riserbato, Rebecca (March 28, 2022). The content marketer’s guide to thought leadership *HubSpot*: <https://blog.hubspot.com/marketing/what-is-thought-leadership>.
- Schooley, Skye (June 29, 2022). What is thought leadership, and why does it matter *Business News Daily*: <https://www.businessnewsdaily.com/9253-thought-leadership.html>

Improvisation and YOU

No matter how hard you try, you just can’t prepare for every situation, every encounter, or every question. Rather than go on the defensive or feel tongue-tied, strategies based on improvisation enable you to “dance in the moment” – or change the tune entirely! Learning and trying out some of the improv techniques used by theatrical folks will increase your ability to change direction during a conversation, provide responses that encourage engagement and not conflict, and lean towards your desire to have a win-win situation.

Join us for October’s *Roundtable* as improv artist by night and insurance agent by day Venee Galloway shares tips for using improvisational techniques to your advantage.

Entrepreneur Community Roundtable

Thursday, October 20, 2022

Zoom: 7:00 - 8:30 pm

Fee: No charge; guests welcome

Zoom Link:

<https://us02web.zoom.us/j/83622050362?pwd=bTUrWjVMQk5oclV0TmgxaFVhVEZ5QT09>

Meeting ID: 836 2205 0362

Passcode: 495096



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Venee Galloway specializes in insurance programs and risk management strategies, with a focus on Government Contracting, Non-Profits, Construction and Technology risks. Working for an independent agency gives her access to several carriers in both standard markets and excess and surplus lines increasing the likelihood of placing unique exposures. Venee is a valuable resource for your business to help understand and identify gaps in your insurance. Venee is an active member of the Dulles Regional Chamber of Commerce who enjoys opportunities to practice her love of improvisation.

Align YOUR Inner Guru for Success in Business

When entrepreneurs need help or guidance, their first instinct may be to use social media. Studies are finding, though, that this is actually resulting in “information overload,” and ideas and strategies that just don’t match their personality, business, or lifestyle. Using the “promptings process” reinforces the value of entrepreneurs’ digging deep to find their own inner gurus, to acting on their own uniqueness and significance.

Join us during October’s Lunch & Launch as Presenter Ronalyn Wentz shares tips and tools that help entrepreneurs with the process of acting on their inner to guide them in their business endeavors. She will highlight ideas from *Promptings: Your Inner Guide to Making a Difference* (Kody Bateman, Eagle One Publishing, 2010).

Friday, October 28, 2022

Zoom: 12 Noon to 1:00 pm

No fee; guests welcome

Zoom Link:

<https://us02web.zoom.us/j/88479518406?pwd=aFEwdEJscnBxayswMVYxcGVzQ1hsdz09>

Meeting ID: 884 7951 8406

Passcode: 804500



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Ronalyn Wentz helps entrepreneurs step away from tedious day-to-day operations and back into their zone of genius. The results: entrepreneurs enjoy their business again and get their time back. Ronalyn thinks outside of the box for growing businesses and applies her eye for detail when it comes to administrative and marketing processes. In 2018, Clark Virtual was a finalist for the Loudoun County Virtual Business of the Year and, in 2019, was the winner of the award. In 2020, Clark Virtual received Corporate LiveWire's Global Award of Social Media Management Company of the Year for Virginia.

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



Get Out of YOUR Own Way! Discovering What Holds You Back from Achieving Greatness

Thank you, JoAnn, for introducing us to a free online self-assessment and the five domains of Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism

JoAnn Sheffield, LCSW-C, ACC
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Why YOU Need Flow to Thrive and Succeed

Thank you, Patty, for leading us in an invigorating conversation about *flow* and its role in developing a stronger community, more energy, and greater sense of purpose. We're looking forward to Part III!

Patty Maples
Transition Coach for Career & Life
www.pattymaples.com
703/966.7215

Upcoming All-Star Events



Entrepreneur Community Roundtable

November 17, 2022 | 7:00 - 8:30 pm | Zoom

Revitalize and Transform YOUR Meetings

Justine Ickes

Instructional Designer. Trainer. Coach.
justine@justineickes.com
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860.601.3863
@the_grand_labyrinth
https://www.linkedin.com/in/justineickes



Lunch & Launch

November 18, 2022 | 12:00 - 1:00 pm | Zoom

Emotional Resiliency Reboot

Lisa Logins, M.A., ACC
Organizational Culture, Leadership
Development & Executive Coaching
lisa@leadwellcoaching.com
www.leadwellcoaching.com
703-244-8381

Community Information

Reston/Loudoun Coaches: CoCo Cafe' Second Tuesdays, 7:45-9:30 am, virtual.

For more information and Zoom link, contact Jill, jill@leadershipadventuresstrategies.com or Margot, mhalstead@orahill.com. Contact Margot for in-person book swap on October 11 in Ashburn!

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**.

Time to become a Thought Leader?

From my research on thought leadership, I learned a lot: it is not a term to use lightly; content is in the forefront; knowledge gathering is ongoing; learning never stops; hook into the gaps in your industry; engage creative and innovative thinking.

I was reminded of Bloom's Taxonomy that I used when designing instruction and assessment. In making those connections to thought leadership, how am I reaching the top level of "create" - producing new or original work, designing, assembling, constructing, conjecturing, formulating, authoring, investigating. Evidently, a thought leader never stops "thinking" - so neither can I!

Your Partner in Entrepreneurial Synergy -
Carol C. Robinson



I believe thought leaders are not only on the cutting edge in terms of their ideas, but (they) also know how to inspire and influence others. Leaders can have great ideas, but true thought leaders have the courage to express their ideas and inspire others to implement them.

- Walt Rakowich
retired CEO, ProLogis (in Schooley, 2022)

Thought leaders "possess an innate ability to contribute to the conversations happening today while also being able to speculate on what is going to happen tomorrow. Rather than chime in on every topic, they set the pace for the industry, and offer intelligent insights and informed opinions."

- Jake Dundup
CEO, Shaled (in Schooley, 2022)

Is 2022 the year to focus on your business endeavors?

Looking for support, clarity, and a "board of advisers" to support your Act 2?

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!

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