

Tuesday, 8th September, Webinar, 7.20pm to 8pm (NZST)

Strengths-Based Economic Recovery for Small Business



This complimentary 1-hour interactive Zoom video webinar is for Small Business Owners and those who support this market with ideas and a strategy to pursue a Strengths-Based approach to economic recovery. The session will primarily have a New Zealand context, though content will likely be relevant for other parts of the world.

While knowledge of CliftonStrengths will be helpful, it is not essential to get value from this webinar. Key resources referenced during this webinar include Strengths-Based Leadership by Tom Rath and CliftonStrengths, a personal assessment tool accessible here: www.gallup.com/cliftonstrengths

Key topics we will explore include





(see worksheet below for more details about each topic):

- Leveraging the 4 CliftonStrengths domains (Influencing, Executing, Relationship Building and Strategic Thinking) to promote business recovery
- Lifting the 4 Needs of Followers (Hope, Trust, Stability, Compassion) during these unprecedented times
- Refocusing on key markets over the next 12 months (e.g. winners and losers from various government spending initiatives and investment)
- Planning and investing in local, regional, national and international Covid-19 recovery (Slow, Medium and Fast)

CliftonStrengths Domains of Leadership (Gallup)

- What** Executing – Lead by Example
- How** Influencing – Lead from the Front
- Who** Relationship Building – Lead from the Heart
- Why** Strategic Thinking – Thought Leadership

Four Needs of Followers (Tom Rath/Gallup):

-  Hope – inspiring a brightness of future
-  Trust – integrity, honesty and authenticity
-  Stability – security and consistent rhythm
-  Compassion – care for followers, always

	Hope	Trust	Stability	Compassion
Executing	Role model future behaviours	Do what you say you will do	Create a predictable rhythm	Live up to your Values
Influencing	Inspiring storytelling	Authentic promises	Consistent messaging	Care about your audience
Relationship Building	Building a joint inspiring future	Make and keep your promises	Be a reliable supporter	Empathetic understanding and care
Strategic Thinking	Evidence-based future	Use details facts and evidence to back up promises	Create a realistic plan with key milestones	Validated feedback & encouragement

Marketplace Focus:

1. Who are your most stable and resilient customers right now?

2. Based on private sector and government Budget 2020 announcements and initiatives in your marketplace, who are the customer groups or industry sectors most likely to thrive?

3. What are your most important and most significant growth opportunities at the moment? In 12 months time? How will you plan and execute a response to these opportunities?

4. What strengths do you as a business leader have, and what talent/strengths does your organisation have upon which you can build a meaningful growth plan?

5. What innovation do you need to consider in the breadth of products/services you are delivering, or your routes to market? How will you invest in this innovation?

6. As a business leader, how will you seek and express Hope, Trust, Stability and Compassion to your followers?

Planning and investing in local, regional, national and international Covid-19 recovery (Slow, Medium and Fast)

	Slow	Medium	Fast
Market 1			
Market 2			
Market 3			

For more information about building a Strengths-Based approach to your business recovery, please reach out to Chris or Antonia.



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