

Recruit Your Sustainability Squad



BeMoreBusiness.com

Your Sustainability Squad consists of six groups of people who help you navigate, grow, succeed, and stay sustainable in business and life.

Introduction

The cliché “It takes a village” applies to creating a sustainable business. My network is my most important asset after my customers. They’re my “Sustainability Squad.” They are the “behind the scenes” who are a major factor in my success in business and in life.

Here are the six groups of people you’ll want to recruit from for your Sustainability Squad: mentors, teachers, coaches, advisors, sponsors, and cheerleaders. Let’s take a look at each group, what they do for you, and how to find them.

My Goals

1. Actively recruit individuals for my Sustainability Squad
2. Better nurture the relationships I have with members of my Squad.
3. Pay it forward by actively participating in others’ Sustainability Squads.

My Progress

The Mentor Worksheet

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The Teacher Worksheet

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The Coach Worksheet

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The Advisor Worksheet

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The Sponsor Worksheet

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The Cheerleader Worksheet

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My Roles Worksheet

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Mentors

Mentors keep you sustainable by providing clarity.

Mentors have walked the path you're on now and are themselves, a representation of your future vision. They are usually specific to your industry, are successful, and have volumes of well-earned wisdom to share. They are important because they have blazed the path to you want to follow. You learn from both their successes and their failures.

Mentors Step-by-Step

1. Take note of the people who are currently mentoring you.
2. Who, in your industry do you *really* admire as successful? Could they become a mentor? How would you approach them?
3. Do you have regular meetings — or even coffee dates — with your mentors? If not, put some on the calendar!
4. Meditate about your mentors: How could you better utilize your mentor relationships? How could you nurture them better?

Tips:

- Establish a communicative relationship with your mentors in the form of regular coffee dates or maybe weekly/monthly phone calls.
- Many mentors volunteer their time with you, be respectful of this fact. Think about what you want to learn and ASK questions around that topic.
- Don't steal trade secrets or plagiarize your mentor's successes. Take what you learn and make it yours.
- Give back and lend a hand. Many times the best way to learn from a mentor is to roll up your shirt sleeves and work alongside them.

My Mentors

On My Squad Now:

Recruit to My Squad:

How can better utilize my mentor relationships:

How I can better nurture my mentor relationships:

Why I am thankful for my mentors:

Teachers

Teachers keep you sustainable by providing you skills.

Teachers add skills to your inventory. Some are transient in your life, others are there long term. Some you may never meet in person, but their impact is substantial, nonetheless. Teachers are important because they instill both the fundamentals and the finer points of what you need to learn.

Teachers Step-by-Step

1. Take note of the people who are currently learning from.
2. What do you need to learn in the next six months?
3. Who is out there teaching the skills you need to learn? Are there any that are specific to your industry?
4. Meditate about your teachers: What qualities do you find the most useful in a teacher or learning program?

Tips:

- Look for teachers who have demonstrated some success in what you're wanting to learn OR who have students who are successfully applying the skill you are wanting to master.
- Be mindful of how you learn and choose teachers who align with your learning style.
- We all need accountability when learning a new skill. This is why schools have report cards. Adult learning is no different. If your teacher doesn't have accountability built in to their learning program, either find a different one who does or ask one of your coaches to hold you accountable.

Teachers

On My Squad Now:

Recruit to My Squad:

What do I need to learn in the next six months?

What qualities do I find really important in a teacher or learning program:

Why I am thankful for my teachers:

Coaches

Coaches keep you sustainable by supporting you.

Coaches help you realize your potential. They don't need to be successful at what it is you want to achieve, they simply need to be capable of coaching you to realize that goal. You will establish a very intimate relationship with your coaches, so be sure to choose those individuals who align with your values and whom you trust wholeheartedly.

Coaches Step-by-Step

- 1. Take note of the people who are currently acting as coaches in your life. They may be ones you've hired or ones who have just assumed the role of coach.**
- 2. What do you REALLY need to MASTER in the next six months?**
- 3. Have you been considering joining a coaching program? Why? Is it aligned with your current or long range goals? Add coaches you really want to work with to your recruiting list.**
- 4. Meditate about being coached: What things cause you to block out your coaches? What can you do to become more coachable?**

Tips:

- Coaches will push you to succeed and hold you accountable. Don't push back. Instead allow them to propel you forward and help you reach your goals. If you find yourself pushing back against your coach frequently, it's probably time to reassess that coaching relationship.
- Mindfully hiring coaches is usually the best approach. If you have volunteer coaches in your Squad, be sure they are benefiting you — and, if they are, that you are repaying them with gratitude.
- We all have things that motivate us more than other things — share with your coach what motivates YOU and what causes you to lose your motivation.

Coaches

On My Squad Now:

Recruit to My Squad:

What do I need to MASTER in the next six months?

How can I become more coachable?

Why I am thankful for my coaches:

Advisors

Advisors keep you sustainable through their special skill set.

Advisors play a crucial role in decision making and problem solving. They have a specific set of skills and knowledge you don't have and don't have time to learn. Lawyers, accountants, IT professionals, insurance agents, bankers, financial advisors and many more fall into this category.

Advisors Step-by-Step

1. Take note of who is advising you or consulting for you now.
2. Where are you feeling lost, unskilled or just plain worried about what you don't know in your business?
3. Ask for referrals from you industry peers and mentors for advisors or consultants or specialize in the areas you need.
4. Assess your advisors and consultants often: Are they helping you make good decisions? Do you feel like they are taking the time to consider your unique situation? Can you depend on them? If you aren't comfortable, reassess whether you should continue the relationship.

Tips:

- Advisors are so key to a business — especially small businesses. There is not possible way you could know all the laws, tax codes, standards, avenues, benefits, risks, technology, etc. that specific advisors and consultants know.
- Maintain communicative relationships with the major players on your advisory team. This usually means your legal counsel, banker, insurance agent, financial planner, etc. You should know their names and have their phone numbers easily available. They should know you at least in an acquaintance capacity.
- Industry and peer referrals are a great way to find advisors and consultants.

Advisors

On My Squad Now:

Recruit to My Squad:

Where am I feeling LOST or unskilled or not knowledgeable in my business?

What qualities are important to me in an advisor or consultant?

Why I am thankful for my advisors:

Sponsors

Sponsors keep you sustainable because they are a path to growth, recognition, and expansion.

Sponsors go out into the world and tell people about you. They are the golden goose of your Sustainability Squad because they always come with referrals and rewards. They introduce you to people who change your life and your business. They nominate you for awards and recognize your accomplishments. Sponsors also act as benefactors who directly support you and your business.

Sponsors Step-by-Step

1. Take note of who is sponsoring you now? How can you reward them?
2. Have you spotted a major opportunity (or opportunities) out in the world but don't know how to access them? List them now!
3. Think about your network, WHO do you know that could put in a good word or recommendation for you?
4. How can you gain, facilitate and nurture more sponsorship opportunities for yourself and your business?

Tips:

- Sponsors are the fastest way to grow and expand your business. You should actively be identifying, recruiting, rewarding, nurturing and asking for sponsors.
- Be super "on your game" when following up with a sponsor provided lead. Show your sponsor that you not only deserved the recommendation, but you will go above and beyond. Make your sponsors proud!
- Women: YOU CAN ASK PEOPLE TO SPONSOR YOU! Women are especially hesitant to ask for sponsors. Please don't be. You deserve good sponsors.
- Be grateful to your sponsors. A small gift or a hand written thank you note will get you more sponsor love in the future.

Sponsors

On My Squad Now:

Recruit to My Squad:

What opportunities available “out there” right now would majorly benefit my career or business?

How can I start the conversation with someone I know to get access to those opportunities?

Why I am thankful for my sponsors:

Cheerleaders

Cheerleaders keep you sustainable just by their mere presence

The final group in your Sustainability Squad may be last, but they definitely are not least: your cheerleaders. These folks show up in your family, friends, client base and beyond. They are there to support, bolster you and help pick you up if you fall. They are never paid, except in a thank you here and there, and it doesn't matter if they are connected to your industry or not.

Cheerleaders Step-by-Step

1. Take note of who is on your cheerleading squad right now.
2. Cheerleaders aren't really recruited so much as they just show up. Which is super cool. How can you reward the cheerleaders in your life?
3. Looking at your current cheerleading squad, is there anybody in there who would make a good sponsor?

Tips:

- Seek out your cheerleaders when you're feeling down or you've had a defeat or failure. They are great at helping you remember your purpose and getting you moving again.
- Thank your cheerleaders often.

Cheerleaders

On My Squad Now:

Who am I a Cheerleader For:

How can you reward your cheerleaders?

How can you become a better cheerleader for others?

Why I am thankful for my cheerleaders:

Pay it forward ...

Who would I be a good Mentor for:

Who would I be a good Teacher for:

Who would I be a good Coach for:

Who would I be a good Advisor for:

Who would I be a good Sponsor for:

Who could I be a Cheerleader for:
