

Our topic this week is going to be more interactive than usual but it will need your help and guidance as we as a team will help one another with things we understand to be true in business.

The topic for this week is, **“What is something you/your business needs guidance/help with?”**

There may be only 2 or 3 of you willing to speak up and answer this question, that’s ok let’s help those 2 or 3 (or more) with strong insight.

Here is how this will work well. One person gives their struggle or need in their business and then it is opened up to the rest of the team to answer or give advice in this area.

It is very important that if you are giving advice you really understand what the person needs in order to help them the most. A few probing questions to really dig in may be in order to best help the team understand what the person who is needing guidance truly needs.

A few things to consider as we go through this exercise today.

1. 1 person speaking at a time.
2. Keep all side conversations to a minimum
3. Keep your answers short and sweet.

If you are stuck and not sure what areas of business you need help with here are some common areas businesses look for guidance in:

1. Marketing strategies and techniques
2. Industry trends and news
3. Competitor analysis and market research
4. Financial management and accounting tools
5. Human resources and talent acquisition practices
6. Customer relationship management (CRM) software and tools
7. Search engine optimization (SEO) and online advertising
8. Legal advice and guidance
9. Product development and innovation
10. Tools and resources to improve productivity and efficiency.

