



BUSINESS SKILLS

Plan, Prep, Proceed, Process, and Then Ponder

We all want to succeed at what we do, whether it be skeet shooting, mountain climbing, or attending a trade show or industry event. Some people succeed because of the life and relationships they were born into. Others prosper by luck; being in the right place at the right time. Still others get ahead with hard work, long hours, and extreme dedication. The only one of these scenarios we have control of is the third, and there are proven strategies to enhance the outcome. That's why I am sharing the "5 P's" – **Plan, Prep, Proceed, Process** and then **Ponder**, that I strive to follow, and hope they can make a positive difference for you too.

Plan. The benefits of planning are well known, but finding the time to do it can still get in the way. Experience has taught me it's best to spend time up front and document. Get the mundane out of

the way by booking travel arrangements early on, for example. To simplify and organize goals, break them into categories. Next, layout specific and measurable objectives in each category. Record your intentions using a simple one-page form.

Prep. Now that goals are identified it's time to prep for success. Do research in each of the categories. Identify people to meet with, reach out early to set up meetings, and confirm before traveling.

Proceed. Head to the event feeling confident and well-prepared. Refer to your objectives at least once a day to make sure the plan is being followed. Don't forget to have some fun along the way; enjoy dinner out or take in a show.

Process. When time allows, but thoughts are still fresh in your memory, review what you've learned. Do this while at the event, possibly on your way home, or during the days immediately following. Document the results of your plan, search for insights, and award yourself a success rating on a 1-7 scale.

Ponder. Now it's time to assess what you've learned. Check out the sample form filled out after the CES show, and see how the results inspired various business decisions. Another action involved creating a group of six non-competing companies meeting monthly to share experiences and develop shared best practices.

If in the past your planning followed similar practices but they've fallen by the wayside, follow these simple steps and they will make a big difference. Drop me an email at helen@bedrocklearning.com, and I'm happy to send you this simple spreadsheet. Perhaps you're attending ISC West 2017; give the "P's" a try and share your results.

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Trip Goals and Objectives

Attendee:

Nathan Evergreen

CES 2017 – Las Vegas NV

Tuesday, January 3 – Saturday, January 7

OVERALL GOAL

Get up-to-date on new technologies, products, and services

TRAVEL PLANS and LODGING

Delta #1622 departs Detroit 8:30am arrives Las Vegas 10:02am
Delta #1217 departs Las Vegas 2:10pm arrives Detroit 9:05pm
Mirage reservation #1234567 4 nights

CATEGORY	OBJECTIVE(S)	MEASUREMENT METHOD(S)	RESULTS	Success Rating 1 to 7
New Technologies	Identify at least 2 technologies that could change the future of our business.	Name the technologies and gather information on them.	Voice Control dominated the show AI, Artificial Intelligence, is being used in many products and services.	6 – now to do LOTS of research and reading!
New Products	Identify at least 4 new products to consider adding to offerings.	Identify mfr., product models. Get contact info for follow-up.	"Alexa" was everywhere "Talking Mirror" — contact Bill Smith.	4 – only 2 products identified but big!
Networking	Connect and catch-up with 4 existing colleagues, share updates, learn something new.	Face-to-face conversations with at least one key take-away.	Lunch with <i>Ken Stone, Savety</i> ATL, they are testing voice control in-house Talked with <i>Kyle Wright, ASAP</i> , using alarm.com now, increased RMR 20% Quick talk with <i>Lisa Bloom, YourHome</i> , will connect on phone after show.	4 – spoke in detail with 2 colleagues and 1 other briefly and will follow up.
Networking	Meet at least 2 new colleagues similar to our business.	Face-to-face conversations and collection of contact information.	<i>Todd Silvers, PM Manager, SH Elite Sue Perkins, President, SecureHome Don Talkin, CEO, Keep My Home Safe</i> Discussed creating group of fellow business colleagues to meet monthly.	7 – Awesome people! Great ideas, eager to get the group going.

Helen M. Heneveld is president of Bedrock Learning, Holland, MI, a training solutions company. She has wide-ranging experience in smart home technologies, business strategies, and training; from startups to Fortune 500 Her unique ability to simplify, see through the hype, identify impactful new technologies, and pinpoint potential opportunities shows in her passion to help other. Visit www.bedrocklearning.com.