

HerBusiness®

GROWTH GUIDE

FEBRUARY 2021

What's Inside

PEOPLE FOCUSED

February is all about People and your relationships with those that touch your business.

FEBRUARY EVENTS

All your upcoming events inside.

TOP CHOICES

Recommended podcasts, webinars and free downloads.

FEBRUARY PEOPLE GROWTH ZONE CHALLENGE

Join me for our February PEOPLE Challenge. Choose how you'll make progress in this part of your business.



Welcome

In this issue of the HerBusiness Growth Guide, we focus on the PEOPLE Growth Zone.

The key to being more successful is NOT necessarily working harder or longer hours. It's getting support from others — building your team.

If you're a SOLOPRENEUR looking to outsource some tasks or a project, or a MICROPRENEUR growing a team and looking to get the support around you to get you more out of the day-to-day of the business, you'll love the resources and training we have lined up for you this month.

Here's to doing what you love,

Suzi

February's Featured HerBusiness Growth Zones®



People

The People Growth Zone incorporates how you hire people, train them, motivate them and even how you make the decision when it's the right time to grow or shrink your team.

It also relates to your extended team — consultants, designers, copywriters — your bookkeeper — all the people that support you in getting things done and whom you need to lead and motivate.

We're excited to help you make progress with your People this month.

BONUS "HOW-TO VIDEO"

We created this 'How to Use Your Growth Guide' video for you. [Take a look.](#)



February **HerBusiness** Event Calendar

2 Feb ... Monthly Roundtable

4-5 Feb ... Mastermind Virtual 2-Day Workshop*

18 Feb ... People Power Hot Seat with Kristy-Lee Billett

23 Feb ... Free Online Networking Event

25 Feb ... Monthly RoundUp

All events open to all HerBusiness Network members excluding those marked with * which are for members subscribed to those programs.

FEBRUARY CHALLENGE

The February PEOPLE Challenge

Ready to get more results?

JOIN THE FEBRUARY PEOPLE GROWTH ZONE CHALLENGE.

How to Join the Challenge

On page 4 is a list of People Growth Zone activities that you can choose to complete, or make progress on, during February.

RESOURCES

See page 3 for ideas of what you can listen to, watch, download and/or read to build your knowledge and skills in the People Growth Zone.

ACCOUNTABILITY

Each week, there will be a weekly check-in post in the Member Facebook Group.

Some weeks you'll make great progress, and other weeks may be a little slower.

That's okay. The aim of the game is to make some progress this month as it relates to your team of staff, suppliers, contractors and anyone who is part of your extended business team.

Choose Your Challenge Activity

Complete the worksheet on Page 5 to set your goals. Use the Tracker on Page 6 to note the activities that you complete as you complete them.

THE GOAL

The goal is to choose what YOU want to work on. You don't need to listen to, read, watch and download ALL the resources, only those that are relevant to the few things that you'll do this month to make progress in the People zone.

YOUR QUESTIONS

What if I can't do something every day?

That's fine. Just cross out the days in your tracker that you will not be taking action. Set yourself up for success.

What if I miss a day?

That's fine. Pick up again the next day. Try not to miss too many consecutive days that you've allocated to this project.

GOT QUESTIONS?

Post to the [Facebook Group](#) using [#peoplechallenge](#) to help us find your post.

Your February Inspiration & Growth

PEOPLE Resources

Here is selection of resources from the HerBusiness Hub. Choose the item(s) that suit your stage of business, and your goals. **HINT:** You don't have to do them all. In fact you shouldn't. Just choose what seems best suited to moving you forward.



LISTEN:

Take a listen to these PEOPLE-focused podcasts.

[Doing Work that Makes You Come Alive](#) - with Jonathan Fields

[The People Powered Business Podcast](#) - with Kristy-Lee Billett

[HR Heros](#) - with Natasha Hawker

[The People Manager's Toolkit: How You Can Get the Best From People](#)

[How Hiring and Firing Builds a Better Business](#) - with Natasha Hawker

WATCH:

Take a look at some of our favourite PEOPLE-focused webinars.

[Clockwork: Design Your Business to Run Itself](#)

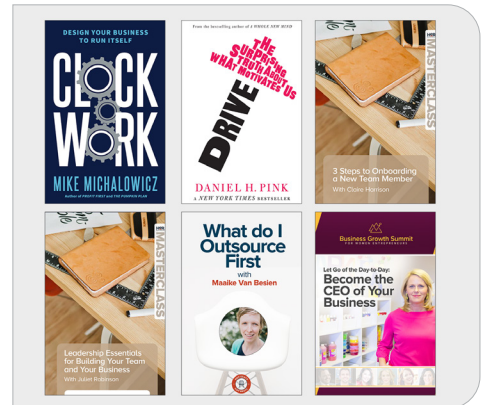
[Become the CEO of Your Business](#)

[Drive: The Surprising Truth About What Motivates Us](#)

[3 Steps to Effectively Onboarding a New Team Member](#)

[Leadership Essentials for Building Your Team and Your Business](#)

[What Do I Outsource First?](#)



DOWNLOAD:

Grab your free PEOPLE Worksheets and Cheat Sheets.

[Quick Reference: Job Analysis](#)

[Quick Reference: Types of Interview Questions](#)

[Quick Reference: Types of Employees](#)

[Things You Need to Know About Human Resource Management](#)

[Breakthrough Growth Plan \(People\)](#)

READ:

Recommended Reading from the HerBusiness Blog

[10 Strategies to Avoid HR Disasters](#)

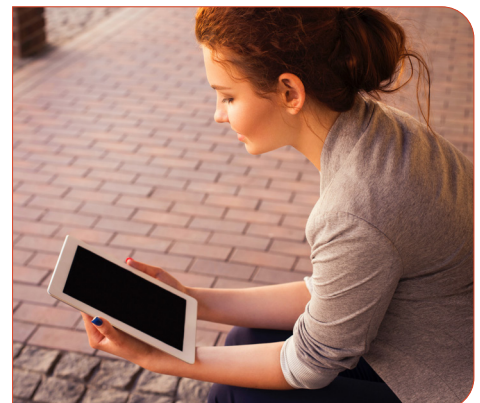
[10 Easy Mistakes that Employers Often Make – Do You?](#)

[Motivation: How to Increase Team Performance and Produce Better Results](#)

[Writing the Right Job Ad](#)

[Orientations and inductions – More HR fluff stuff?](#)

[The Contractor – Employee Continuum](#)



REMEMBER: Choose just the items that will help with your current People Growth Zone goals. Turn to Page 5 to note what you'll watch, listen to, download or read, and when.



February is the Time to Focus on PEOPLE

Below are some thought starters. Pick and choose any activities that would take you out of your comfort zone and have you reaching higher. Choose your own adventure.



SOLOPRENEURS

- Complete your **Breakthrough Growth Plan**
- Outsource a project, task or role
- Hire a Virtual Assistant
- Write a Role Description for your first hire(s)
- Write up YOUR ideal role description (what do you ultimately want to be working on?)
- Create your ideal organisational chart
- Get a bookkeeper or accountant
- Other _____



MICROPRENEURS / ENTREPRENEURS

- Complete your **Breakthrough Growth Plan**
- Create Role Descriptions for your team
- Schedule and hold a team meeting
- Assign a bookkeeper, accountant, web-developer or other essential role
- Create an onboarding plan for new team members
- Schedule Performance Reviews/check-ins with your team
- Other _____

The list is kind of endless when it comes to PEOPLE. Choose your activity and turn to page 5.

Are You Listening?

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with SUZI DAFNIS

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Suzi Dafnis & Michelle Falzon
ContentSells

HR

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Over 900,000 downloads!

Coming Soon!

Your next Book Club book
(we're keeping it a surprise)





Watch your mailbox over the coming weeks



My February PEOPLE Project Plan

My vision over the next 12 months for the PEOPLE Growth Zone

The PEOPLE project or activity that I will work on THIS month

Remember to align your activities with your strategic objectives and long-term goals.

Why this PEOPLE project is important to my business

How I will measure this project's success

What are the specific results that you'd like to achieve?

My Action Plan

For the next month, I will take these actions to move closer to my goals.

Resources I will need in order to implement my Action Plan

Notes

POST A PHOTO OF THIS PAGE TO THE MEMBERS GROUP AND SHARE YOUR GOALS.

February 2021 PEOPLE Project Tracker

Make a note of the PEOPLE Growth Zone projects and tasks that you work on this month.

Date	Activity	Date	Activity
1 Feb		17 Feb	
2 Feb		18 Feb	
3 Feb		19 Feb	
4 Feb		20 Feb	
5 Feb		21 Feb	
6 Feb		22 Feb	
7 Feb		23 Feb	
8 Feb		24 Feb	
9 Feb		25 Feb	
10 Feb		26 Feb	
11 Feb		27 Feb	
12 Feb		28 Feb	
13 Feb			
14 Feb			
15 Feb			
16 Feb			

Post a photo of your PEOPLE Project Tracker in the Facebook group EVERY FRIDAY on the dedicated post along with your updates. #peoplechallenge **The check-in days are highlighted in the calendar above.**

My February Results:

Good Luck. We can't wait to see your results!