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| **IT Nation Event Value Guide** |  |

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Description automatically generatedBuild a cohesive experience from attending, learning, and executing activities which result in the highest ROI from the event.

**GET THE MOST FROM YOUR TIME AT THE EVENT**

Knowing your Mode (your relationship with growth) and the relative maturity of your organization will help you plan your event and set realistic expectations for yourself. Understanding how you manage the **Time, Treasure, and Talent** – all three in limited supply – will help you prioritize what should be brought back from an event and implemented.

The better you manage the “3 T’s” the more success you have at self-governing which ideas you implement, the impact on your team, and how successful an implementation goes.

**STEP 1: PLAN YOUR EVENT**

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| **Planning Objectives** |
| Why am I attending? |
| One Thing I need to learn: |
| One Person I need to meet (name or category): |
| One Vendor I need to talk to (name or category): |
| GPS Team /Partner Success Team Recommendations: |
| **Event Experience Must Do’s** |
| 1. Identify your Mode (take an assessment) and understand your relationship with growth.   [www.connectwise.com/modes](http://www.connectwise.com/modes) |
| 1. Download and use the event app to add sessions to your personal agenda.   Filter sessions by Mode, role, and track |
| 1. If you are an existing partner, stop by the Partner Success Booth right outside the solutions pavilion. |
| 1. Attend Breakout Session: Avoiding the Inspirational Cliff: Turning Conference Insights into Strategic Success   Friday, Nov. 10 | Round 7 | 2:40pm – 3:30pm |

**STEP 2: ENGAGE WITH IDEAS AND PEOPLE**

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| **Ideas, Takeaways and Opportunities** | **Application** |
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| **People I Meet (Name and Contact)** | **Relevance** |
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**STEP 3: COUNT THE COST**

Now that you’ve collected your ideas and started new relationships, you need to prioritize what you do with them. Whether you realize it or not, you have a limited amount of the Three T’s: Time, Treasure, and Talent. You must choose wisely what you do with those things; new ideas will drain each one. Don’t underestimate the disruption introducing new ideas has on your organization.

Take your ideas and put them into one of three categories:

1. **10 Minute (or less) Tasks** – Do them ASAP and get them done.
2. **Operational Tactics** – Involve more time and possibly more people to achieve some operational improvement.
3. **Strategic Moves** – Impact your company in a significant way. Hopefully you have a system to introduce and manage these types of ideas (EOS, Gazelles, StratOp, etc.), or you can use the MSP+OS Project Placemat to manage a larger initiative.

Once you’ve put them into categories you must weigh the true cost in time, money, and talent it will take to get them done. Weigh that against the benefit, assign who you want to do it, and take the final step of planning and execution. You can elect to **Do the item**, **Delete the item**, or put it in your **Idea Drawer** for later action.

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| **10 Minute Tasks** | | |
| **Task** | **Notes** | **3 D’s** |
|  |  | Do \_\_ Delete \_\_ Drawer \_\_ |
|  |  | Do \_\_ Delete \_\_ Drawer \_\_ |
|  |  | Do \_\_ Delete \_\_ Drawer \_\_ |
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| **Operational Tactics** | | | |
| **Tactic** | **Cost: Time, Treasure, Talent** | **Return on Investment** | **3 D’s** |
|  |  |  | **Do \_\_\_**  **Delete \_\_\_**  **Drawer \_\_\_** |
|  |  |  | **Do \_\_\_**  **Delete \_\_\_**  **Drawer \_\_\_** |
|  |  |  | **Do \_\_\_**  **Delete \_\_\_**  **Drawer \_\_\_** |

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| **Strategic Moves** | | |
| **Strategy** | **Implementation Plan (System, Who is Responsible, Success Criteria)** | **Done** |
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Based on the **Tasks, Tactics, and Strategic Moves** you’ve decided to **do**, **what** do you expect to see happen **when**?

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| **30 Days** | **60 Days** | **90 Days** | **180 Days** | **1 Year** |
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**UNDERSTANDING YOUR MODE MINDSET**

**WHICH BEST DESCRIBES YOUR (OR YOUR COMPANY) RELATIONSHIP WITH GROWTH?**

**Startup** – A lot of “muscle and feel” drives your (or your owners) use of time, treasure, and talent – and the size of the business hasn’t maxed out your (or your owners) availability (or maybe it has?). Generally, in Startup Mode the major bottleneck is the owner. The owner is the primary source of key Time, Treasure and Talent and you (or your owner) spends all their time generating new business, overseeing existing business, and directing helpers to get things done.

Adding anything new puts more on your (or your owners) plate. Unless an idea can be leveraged to generate more time for the owner, it can lead to more chaos and burnout.

**Balance Builders** – Many business owners that identify as being in Balance Builder Mode have a positive cash flow, are hopefully making money, and are pushing their Time, Treasure, and Talent as far they feel they can. They are trying to grow the business without putting more pressure on their own Time, Treasure, and Talent. The owner feels they should be able to do more with what they have in the business and that reality should be “right around the corner”.

The truth is until the owner learns to properly “Manage to What Good Looks Like” regarding “time” (saying no, prioritizing, delegating), “treasure” (managing financial performance of a sound business model), and “talent” (people management – especially “A” players owning and driving key parts of the business), the owner will always feel just shy of their full potential. Introducing a new idea or two at an operational level can be done, but too many ideas or more strategic moves often upsets the Balance.

**Value Builders** – Most Value Builder owners have the ability to properly manage the Time, Treasure, and Talent they have in their business. This invariably involves some kind of next-level management and a well implemented strategic planning system (such as EOS, Gazelles, StratOp) that forces them to organize and align their strategic objectives into an operational system. This system and strong management help the owner drive towards solid growth targets and helps balance the “business as usual” aspects of the organization with the entrepreneurial innovation that drives things forward.

Introducing new operational tactics need to be run through the management leader of that area. Strategic moves need to work through the a strategic planning system. Circumventing these two things will lead to more chaos and burnout.

**Empire Builders –** The Empire Builder owner should have good management of the Time, Treasure, and Talent at their disposal. There are often few things to keep in mind for Empire Builder leaders.

1. Innovation can be difficult when owners report to a board. Introducing disruption introduces risk into the plan. Owners (or your owner) need to think through how to introduce strategic or innovative initiatives in a way that supports hitting the numbers and isn’t viewed as a distraction. Additionally, changes must be applied across a broad organization.
2. During times of emerging technologies (think cloud, AI, or hyper-automation) it can be difficult to build a comprehensive strategy. It can be helpful to break down the problem into the “Top 3 ways this technology can help us” and “Top 3 ways this technology can hurt us” and begin solving for those individually until you have a comprehensive approach. Empire Builders may also benefit from narrowly defined target customer profiles.