



YOUR
NEXT CHAPTER

*Set your course
for 2022*
Workbook Four

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Set your course for 2022

Never underestimate the power of goals and accountability
In the classic Harvard Study of 1979

- 3% of students had written goals and plans
- 13% had goals but not in writing
- 84% had no clear goals at all

10 years later, the 13% who had goals were earning x2 the amount of those who had no goals

The 3% who had written goals were earning 10x as much as the other 97% of the class!

Turning Goals into Action with Planning

I believe there are 4 stages for effective planning – I call this the Cascade Effect:

1. Create the Big Picture – the landscape of your business year
2. Extract and define your Core Goals
3. Identify the key strategies and tactics for implementation
4. Map out your one page “Year at a glance” Snapshot

STEP 1. *Create the Big Picture – Define the Landscape of Your Next Chapter*

When you're considering goals for a new year, I recommend starting from a High Level Perspective. Begin with the big, broad, brush strokes that will colour and energise 2022 for you

I call this **defining the Business Landscape**, developing an expansive vision for the year ahead, seen from where you stand today. It paints the picture for focus, action and progress but is roomy enough for change in response to results.

So in this final week of this Review and Renew experience, I want you to develop your own Business Landscape – your Vision for 2022 as you focus on the big picture you'll create. Pause and ask yourself, what's most important to you?

This may encompass what you want to:

- Create
- Feel
- Achieve
- Experience
- Deliver
- Change

Example: Snippets of my own Business Landscape for 2022

- ✓ I will focus on supporting the success of entrepreneurial female founders, leaders and coaches running consultancies, agencies & practices.
- ✓ I will continue Next Chapter Masterminds, strategy sessions, VIP days & Business Retreats under the Your Next Chapter brand.
- ✓ I will introduce workshops and the Rise Program for individuals and organisations in the Centre for Self-Worth.
- ✓ I will involve co-presenters and guest bloggers in the Centre for Self- Worth.
- ✓ I will create content and seek speaking and PR opportunities for the Centre for Self-Worth as we expand its core to encompass neuroscience, positive-psychology, ACT, coaching and events.
- ✓ I will further the visibility of my book through my partnership with John Reed Distributors.
- ✓ I will produce the Your Next Chapter Podcast in seasons.

Now it's your turn – jot down your “big picture intentions for 2022.

Pause and Check in

How does what you've captured at this stage feel?

I'm looking for expansive and exciting with a frisson of tension and challenge so you are stretched and committed to growth (which of course, can be deeper, not just broader)

STEPS 2 & 3.

Extract and define your Core Goals & Identify the key strategies and tactics for implementation

Looking at your Business landscape, now you need to extract the core measurable goals (Trifecta wherever possible 😊) you will then underpin with key strategies and then tactics.

There is an example below for you.

Core Goal: To facilitate an independent Business Retreat in April with 6 participants

Timing: Retreat One - Quarter 1 – April 2022,

Strategies:

- Direct Approach: to pre-interested clients
- Social Proof: sharing testimonials, feedback and videos
- Invitation: Via my newsletters
- Advertising: Facebook

Tactics

- Confirm 1st ¼ date and book venue
- Update Web page
- Compile list of warm prospects
- Gather social proof and prepare publishing schedule
- Write newsletter copy
- Develop and book ad campaign, create artwork

Your core goals are then transferred into a Snapshot Plan so you have your “year at a glance”.

2022 SNAPSHOT PLAN EXAMPLE

QTR ONE:

JANUARY

- Break
- Mastermind Group Planning Workshops

FEBRUARY

- New Podcast Season
- Mastermind Mentoring Calls
- Next Chapter Dinner

MARCH

- Mastermind Retreat
- Next Chapter Dinner

QTR TWO:

APRIL

- Next Chapter Business Retreat
- Next Chapter Dinner
- Rise Program Beta Group (Individuals)

MAY

- New Podcast Season

JUNE

- Next Chapter Business Retreat
- Next Chapter Dinner
- Rise Program Beta Group (Organisations)

QTR THREE:

JULY

- Next Chapter Dinner

AUGUST

- Business Mastermind Retreat
- Next Chapter Dinner

SEPTEMBER

- Diamond MM Retreat
- Next Chapter Dinner
- Cannes/Italy Trip

QTR FOUR:

OCTOBER

- Next Chapter Dinner
- Next Chapter Business Retreat
- Diamond mastermind Retreat

NOVEMBER

- Next Chapter Business Retreat (6 participants)
- Review and Renew
- Next Chapter Dinners

DECEMBER

- 2023 Mastermind Conversations
- Break!

STEP 4: MY 2022 SNAPSHOT PLAN

QTR ONE:

JANUARY

FEBRUARY

MARCH

QTR TWO:

APRIL

MAY

JUNE

QTR THREE:

JULY

AUGUST

SEPTEMBER

QTR FOUR:

OCTOBER

NOVEMBER

DECEMBER

Note:

As you are completing your Snapshot you're likely to realise how busy your year might be looking from a promotional perspective and you may be thinking "I can't fit everything in!?" OR you may begin to see you have more space than you originally thought.

That's exactly why this high level planning is important – it gives you the chance to see what is actually feasible on paper, rather than what pops in your head!

Diving deeper:

Once you have your Business Landscape mapped out, have defined your core goals and summarised these into a Snapshot you're ready for detail... and that's why I use a 90 Day Cascade Plans and 5 day Weekly Planners.

Everything aligns.

Nothing happens in isolation.

That's how you get traction, rather than just take action.

So where do you go from here?

By now I anticipate you have a far clearer picture of where you have been and where you want to go in 2022. Clarity is so very important for you to create the success you desire.

There are more vital components - camaraderie, accountability, sounding boards, relevant resources and deep strategic and emotional support, and I'd love to provide these for you.

I witness the incredible power of Masterminds every year – I've been facilitating them since 2015 and they continue to be at the heart of my own business model.

I'd like to welcome you to [have a wholehearted conversation with me](#) to talk about your business and personal goals for the new year so I can give you my personal feedback on your plan and we can explore how the combination of my strategic experience and being a part of an intimate team of like-minded women committed to your success will help you to have your best year ever in business.

Click on the link below to visit the Business mastermind page on my website. Masterminds are available at two levels to match the stage of your business development and needs.

[Masterminds for businesswomen](#)



"I'm enjoying my Mastermind very much - it was definitely the right decision for me to join at this point in my business journey and it's great to be amongst women who are travelling their own path shoulder to shoulder. Your experience, knowledge and skills are able to lift business owners to where they need to be because you provide both emotional support and practical advice."

Karen, PR & Communications Agency



"Through Angela's leadership and example, the Mastermind was a place of generosity, love, support and good humour. There was an abundance of new ideas, suggestions, useful critiquing and feedback that has been a game-changer for my business".

Sarah, Conscious Confidence

Click here to book a time to for a Breakthrough Conversation with me.

> [Let's chat](#) <

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