

Module 8 :: High Impact Activities

Insights Summary

McMillan LLP
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Module 8 :: Insights

Welcome to **Week 4** of **Module 8 : High Impact Activities, Insights Summary**. Here we capture what you've shared with us and with one another throughout the Module. These summaries are aimed at **application, acknowledgement and accountability**

This is your **eighth** Insights Summary. On the following pages you'll find insights shared by you and your cohort colleagues, and some additional thoughts that your Southren Team has had in connection to your experiences.

As always, we see your insights aggregating throughout the Modules as the concepts and ideas you've worked with throughout the program percolate with the benefit of repetition, time and reflection. We love to see the shifts in your mindset as the months go on! This program is truly based in the idea of Becoming, the idea that you are always growing in a virtuous cycle with each stage growing out of and up from the one before.

We hope you find this summary, well, insightful! And we hope it helps you to stay connected to, and take action around, the material we presented in **Module 8 :: High Impact Activities**.



High Impact Activities :: Insights

As always, we asked you to share your *Insights* in connection with **Module 8 :: High Impact Activities**. The prompt we used was this:

Share One Insight: Tell us about one ‘sticky’ or significant thought or idea that you had arising out of any aspect of this Module. Whether from the **Learning Session (Week 1)**, **the Learning Guide (Week 2)**, or **Coach’s Corner (Week 3)**.

We also ask in the Coach’s Corner session for your *experience* with the Activity and Challenge given in the **Learning Guide (Week 2)**.

The Challenge and Activity for this Module were:

Activity: Place yourself along the Behaviour Continuum in relation to your network building activities. If you find yourself skewing towards the **intuitive-opportunistic** end of the continuum, give some thought to how you could apply intention (using your strategic, owner and service mindsets) toward changing that.

If you find yourself in the **intentional/conscious** part of the continuum, give some thought to what’s been working for you and what hasn’t, and how you might continue to bring your curiosity to even more opportunities.

Make a list of the activities you’re currently engaging in, inside each of the six buckets and think about how you engage in each one - **accidentally, opportunistically, consciously** and with **intention** or **habitually**.

Challenge: Revisit the business planning document provided by your firm. Through the creation of this document you may have been asked to consider how to identify and execute activities against external and internal objectives or goals for growth and contribution.

Looking at the ideas you’ve included in this document through the lens of what you’ve learned in this module, please consider:

1. How you might enhance or elevate your existing ideas
2. New ideas you’ve been inspired to include
3. How your plan might be ‘even better if ...’

Note: Inside Coach’s Corner, we used the Module 8 Slack Channel to capture your thoughts, and add ours. You can find this information there as well, and we encourage you to continue to use the Slack Workspace to add to the conversation!

High Impact Activities :: Insights

Here's what you shared:

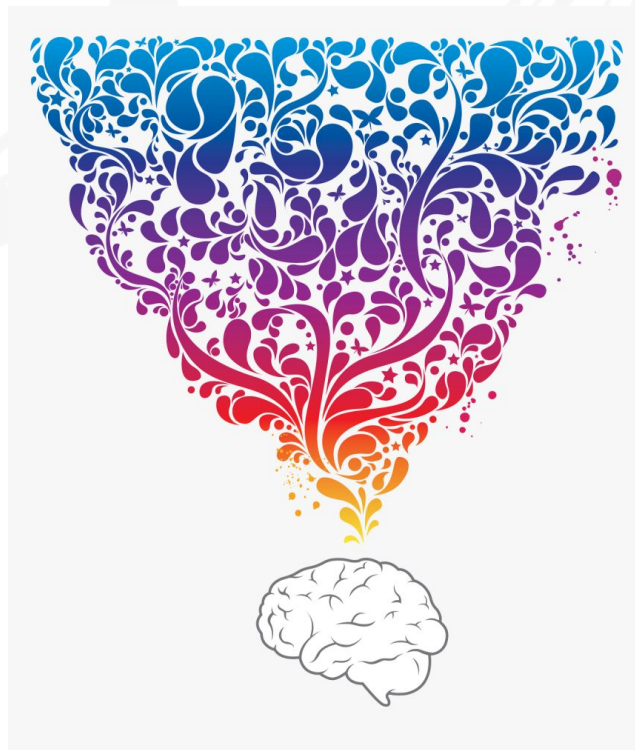
The HIA Module helped me evaluate the activities I've been engaging in, and filter and assess opportunities as I went through my self-assessment and business plan. I changed some of my plans as a result - in particular the value of growing my profile within my peer group, and the opportunities available to do so.

I saw that I haven't been as intentional about the Activities I've been engaging in. I've been more at the 'opportunistic' part of the behaviour continuum. I thought specifically about speaking engagements and their value and feel like the greater opportunity for that activity to be high impact is in the connection with fellow panelists, moderators, etc. while the audience might take longer to see an impact.

I'm thinking about where I can find a broader audience for my writing efforts, and I'm starting to look at outside publications.

The outcome of my efforts is not always immediate - but I can track progress.

I want to be more purpose-driven in my activities - I had one experience go really well and one not, and the one that didn't provided really great learning.



High Impact Activities :: Challenges + Tips

When it comes to high impact activities, a couple of challenges came out as common to this group, and we know that many other professionals struggle with the same ones:

- 1) How do I measure the impact of my efforts?
- 2) How do I maintain consistency of effort during busy seasons?

We have some tips for you!

Measuring Impact:

When you're measuring the impact of your efforts, think about the 3 key objectives all of your activities are aiming at:

- 1) Profile building/name recognition - this is what your 1:Many or marketing efforts are aimed at. You measure impact by the volume and reach of your efforts in this area.
- 2) Business development - this is what your 1:Prospect efforts are aimed at. Impact is measured in reference to the observable and perceptible changes in the levels of loyalty that manifest in the relationships. Are your prospects connecting with you more often, taking more of an interest in your, asking you questions or for help or to share your insights about situations facing them, sharing good/bad news? Are you collaborating on opportunities of any kind together?
- 3) Client development - this is what your 1:Existing client efforts are aimed at. You measure impact by whether your relationship has deepened (think about the loyalty continuum : trust, belonging, purpose as well as the type of work you're getting from them) and/or broadened (are you getting more engagements or referrals from that client/organization).

Not only are these 3 lanes useful when assessing impact from an evaluative perspective, they are also useful when planning your high impact activities to make sure each is represented in some fashion and that you are clear on the intended impact of each activity.

Bonus Tip: Keep a success log or a file that catalogues the successes, in whatever form they come. Whether it's positive feedback, progress, or a new client, track them and log them throughout the year so that you're not scrambling when it comes time for your assessment!

High Impact Activities :: Challenges + Tips

Building Consistency:

In Module 7 : The Habit Foundation, we talked about why routines and systems are more effective than goals in changing your life. A goal implies a binary result of success/failure and doesn't necessarily account for progress and growth. A goal has an end date that may inspire sporadic or last minute efforts toward achieving that goal rather than ensuring the consistency of action that creates the compound effect that is far more linked to success in business and relationship development.

As we mentioned in your learning guide for this module, one of the most effective skills you can develop is the ability to calibrate your activities to your current 'season'. If you can be agile, adaptable, responsive with how you allocate your time you will achieve a level of consistency and persistence that successful business builders have mastered.

Routines and systems are your best friend in this regard. For example, if you've identified writing as one of your buckets of activity, having routines and systems where you write xx amount daily, weekly, or you set aside a day a month to batch create content means that you're not relying on inspiration or willpower to write to a deadline (or risk missing the opportunity altogether). If you're in the routine of writing, you may have enough content to see you through a particularly busy period when you have less time to devote to that routine. And if you have systems in place for leveraging your writing (eg. enlisting help from an assistant to post, publish, send out pitches to publications; having a suite of hashtags prepared that go on every relevant post; having push feeds established so that you're always receiving inspiration of what to write about), you will have most ease and consistency producing your written work.

Bonus Tip: keep a running log of the publications and people you want to follow to both get content from and publish content to - think about the sectors, associations or other fora in which your current or ideal clients 'gather'.

High Impact Activities :: Completing the Module

Congratulations on successfully completing **Module 8!** This is the eighth of 10 modules that you'll be participating in throughout the Path to Equity Program, and we hope you enjoyed the experience. It's hard to believe we only have two modules left together!

As always, we welcome your thoughts and feedback on how we might have improved this Module, or how we can make improvements on future Modules in the program.

If you'd like to email us with any thoughts, feedback, praise or suggestions, please do so by reaching out to jane@southren.ca

See you in **Module 9 :: The Art + Science of Storytelling.**





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