

You're Invited

to attend a

Six Week Series

Reinvent, Diversify Your Business :
Like Expert Entrepreneurs Do

An Event in the Hampton
Roads Business Reinvention
Project

When

Wednesdays

February 6th – March 13th

4 PM to 7 PM

Where

Virginia's JFCOM Transition Center

7025 Harbour View Blvd.

Suite #120

Suffolk, VA 23435

For More Information Contact

Karla Siedschlag, Coordinator

Virginia's JFCOM Transition

Center

757-514-4455 or

ksiedschlag@suffolkva.us

[Register Here](#)



No Cost for Your Participation – Preregistration Required

Open to all business owners, managers, entrepreneurs (new and long-term) and business advisors/educators in Hampton Roads, VA

Sessions Dates

February 6, 13, 20, 27 & March 6 and 13

This series of group consultations/workshops, facilitated by our Expert Effectuation Consultant Ian Ayers, serves you as a mini-business incubator. You can learn and apply the principles of effectuation to your business with the consultation, coaching, support, and feedback of Ian and your group of fellow participants.

We'll have a good time. While there's a theme to each meeting, our best insights will come from sharing stories and the unplanned moments. We're in it together!

In our last mini-incubator series, participants reported gaining deep personal insights. They also underscored the value of group accountability and having a "safe space" to try new things and fail, all in the spirit of learning.

February 6th – In the first session we'll dive right into putting effectuation to work for you. We'll openly discuss and debate the effectual approach and figure out the frictions that keep us from being effectual. You will develop some "nexperiments" to try between this and the next session. Then it gets really interesting...

Each session emphasizes a new effectual topic. Most importantly, we'll be following-up on your experiences of the past week. How did your "nexperiments" go? What went well, what poorly? Did your goals change? Again, the emphasis is on the specifics of your experiences, not the abstract. The best part of the series is helping each other through the struggles toward greater success.

Attendance: You will benefit the most by participating in each session in the series. Attendance at all sessions is not mandatory, but we ask that you sign-up with the intent of attending as many as you can. The group will want to see you! If you cannot attend, we ask that you notify Karla at ksiedschlag@suffolkva.us. That way we may be able to include someone else in your place.

Remember: Doing the do-able according to your means (who you are, what you know, who you know) is the foundation of your business growth, transformation and/or diversification.

This six-week series offers you the opportunity to accelerate your path to your best business future.