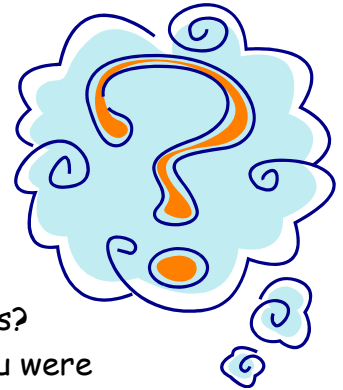


Building a Practice: Pondering the Past, Predicting the Future
ASTD ICE Panel Discussion Questions
May 17, 2010



- What are the three most important competencies to have a successful practice?
- What is the best advice you were given when you struck out on your own?
- How do you develop, keep and drive your vision for your business?
- You have all “grown up” in this industry, what would you do if you were starting your business today?
- Where do you get start up capital?
- One of my biggest concerns is whether I will like working independently without a group of people like me to bounce ideas around with or just share a cup of tea. How do you deal with this? How do you find time to maintain those personal relationships?
- Dealing with disappointment with getting my business started, what expectations should I have when starting a new practice?
- How do you become and remain relevant with limited resources of time, money, and energy?
- What would you say is the number one quality/characteristic shared by people who become successful working independently?
- Elaine, you've written and contributed to dozens of books, where did you start? With articles, with books? How did you get your first book offer?
- What made you take the leap from working for someone else to starting your own business?
- What was your greatest learning moment?
- What marketing strategies do you use to promote your firm? Grassroots verses large efforts?
- Any advice for how to move from being full time employed to part-time entrepreneur to full time self-employed?
- How scary was it for you starting out? What did you say to people who said you were crazy?
- How do you prevent burn out while growing a small business?
- How do you get your first client?
- Exit strategy. How early in your business did you begin thinking about it and how does it impact choices you make today?
- How have you achieved work life balance?