

Developing Business in Challenging Times

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Why Now?
Complexity = Opportunity



My Story

It's Time to *Reset* Your Business Development

What Gets *In* The Way



What's *Stopping Us*

- We don't know what to do
- We get stuck
- We've lost our mojo

How to *Reset* Your Business Development

Shift *your* Mindset

- Be open to new methods
- Be curious
- Lower your expectations

A woman in a dark business suit is walking across a narrow, light-colored rock ledge. On top of the ledge, a massive, dark, textured boulder is balanced precariously. The background is a plain, light gray wall. The scene is a metaphor for navigating adversity with balance and grace.

**Adversity Carries a *Message* of Change.
Time for a Change**

What Clients Want

- Do you understand my complexity?
- Can you provide broad based solutions?
- Are you a good partner? Don't dictate

Have a *System* for Success

“You do not rise to the level of your goals. You fall to the level of your systems.”

James Clear, Atomic Habits

A vertical wooden post is the central focus, featuring a yellow number '5' near the top and a yellow number '4' near the bottom. Between these numbers are several horizontal yellow lines of varying lengths, resembling a ladder or a scale. The background is a blurred natural scene with water on the right and trees on the left.

5

Back to Basics:
Five *Rules* of Business Development

4



One

Choose target markets and watering holes

Two

State Your Value Clearly



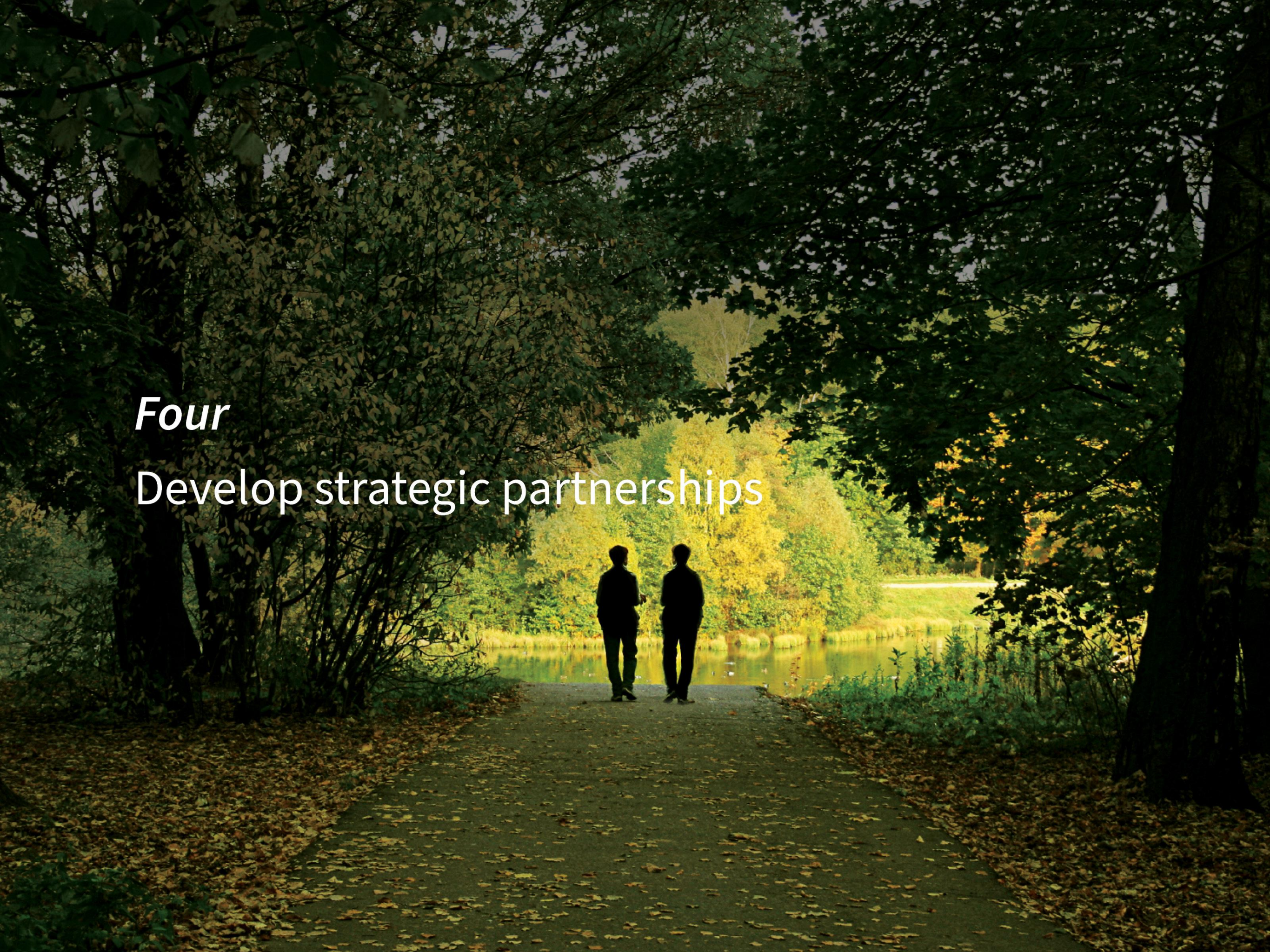


Three

Build a network of champions

Four

Develop strategic partnerships



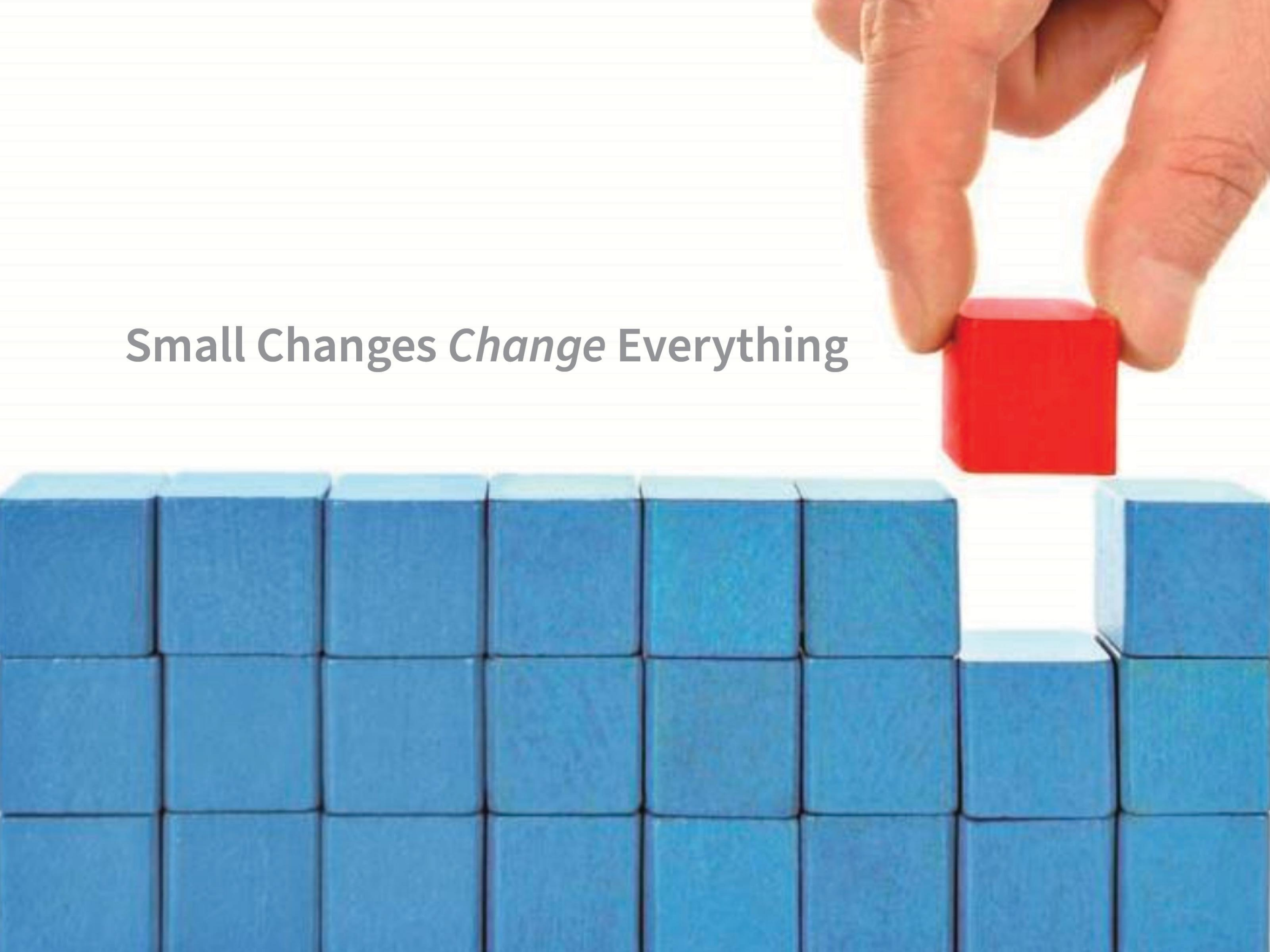


Five

The power of following up

Build A *Culture* of Business Development

Small Changes *Change* Everything





Your Challenge



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