

Goals and Trends for 2007

2006 was a bumpy year for some and a great year for others. What will make 2007 most promising for you as you create your goals as an entrepreneur? What effect will the current business trends have on your personal entrepreneurial vision for this New Year?

We always begin our New Year with the creation of a dream board and a new vision statement that reflects our business and personal goals. We then hold a Dream Workshop for our team shortly after the first of the year. This is a time for us to coach and support our team as they create their new vision statement for the year as well as their own dream board or dream book.

Some of our team excels in the writing of their vision statement. We teach that stating it in the **present tense** as if it's already happening, "**I am** attaining such and so forth", tells the subconscious mind you are capable of attaining your goal **now**. You are already there. If the future tense is used, "I will attain such and so forth", this tells the subconscious that your goal remains something you "will do" in the future. It keeps it at arms length and not in the reality of your life.

Just as some of our team prefers writing their vision statement, others really get into creating their dream board or book. These are the visual learners. Their dream board/book becomes the visual interpretation of their written statement. These people love getting down on their hands and knees, cutting out pictures and things they've downloaded from the internet and pasting them onto a piece of foam board or in a scrapbook. It will be their guide through the rough and tough times of their entrepreneurial year. This vision statement and the dream board/book helps the entrepreneur remember who they are and where they're going when all else fails to motivate them.

This year at our Dream Workshop we are also providing our team with some current information about trends in the world of small business and how and why they need to take these into consideration when they write their vision statements and create their dream boards and books. These trends center around the huge influx of retiring and second career **Baby Boomers**, the enormous **In Home Business** market and the need for **Collaborative Social and Business Communities** to support these Baby Boomers.

As the Baby Boomers retire, staying healthy and fit is at the top of their list because the majority of them are not ready to roll into assisted living after retirement. They are some of the biggest consumers of the 70 billion dollar dietary supplement market and the wellness revolution because staying at the top of their game is critical for a couple of reasons.

Many of them see retirement as their “second” life. Some will want to enter a new career or look for part time, in-home work or businesses to keep their mind active and their pocket book full so they can buy, buy, buy and travel the world. Some will need this additional income just to pay the bills because social security will not be able to fill the bill.

As an entrepreneur, what are you doing in your business to attract these Baby Boomers as your customers or clients? What services do you have that can support the hundreds of in-home businesses these people want to begin?

Besides needing support services, these in-home business seekers will need computers, telephones, office equipment and furniture, internet service and much more. Some of these Baby Boomers were educated and initially employed before the information age. They will need instruction via software and personal training on how to use all the equipment and services now available. Those who are already knowledgeable will have to be kept up to date on the inevitable changes that happen so quickly today. How will you be able to serve them? How can you collaborate with their needs and interests in the wellness revolution or the in-home business market to attract and serve this clientele?

The other thing most Baby Boomers desire is to live and work in a supportive community. Collaboration is a huge market trend. We have already seen thousands upon thousands of these collaborative living communities created everywhere. And, there is hardly a retirement home built today without a home office included. Besides all the social support these people are looking for they are also looking for business organizations like the **EntreTeam** to support them. They don't want to do it alone. Any business organization or entrepreneur who can offer support and collaborative networking with these new entrepreneurs will have a life long client. Many of their first jobs were in corporate America where they had their HR, Advertising, Marketing, Visual Identity, Strategic Planning, Coaching, Accounting, Insurance, IT and Legal in-house. Now they are going to have to network to find that support to run their own businesses.

The culture of collaboration honors the entrepreneurial spirit. When a dream is shared in collaboration, the dream becomes the group vision that inspires teamwork. “Creative collaborators become members of their own tribe... How much better to be with other worthy people, doing worthy things, than to labor alone.”¹

Lastly, these emerging entrepreneurs will need to be mentored and coached about the Entrepreneurial Mindset or Spirit. Running your own business, even part time, incorporates a whole different set of values and principles that were not required as an employee. Simply beginning to look at costs as an investment rather than an expense is a big step for the beginning entrepreneur.

Map out your 2007 goals and vision with these trends in mind. Collaborating and serving your business community with a keen entrepreneurial spirit will take you far in 2007!

¹ Warren Bennis & Patricia Ward Biederman
The Secret of Creative Collaboration 1997
Addison Wesley Longman