

what works

BUSINESS IMMERSION

Welcome to the What Works Business Immersion!

The WWBI is the latest evolution of a mission I've had for years: to connect small business owners to each other so they can trade notes, get real, and reflect back the best of what they see in others. I've seen time and time again that, the more a small business owner is connected to people she can process with and learn from, the more likely she is to succeed.

Throughout this program, you will be asked to think critically about your own business, share your thoughts, and reflect on the thinking of others. This process is designed to open you to new possibilities, showcase your strengths, and—ultimately—help you discover *what works* for your own business.

This is program contains the questions—you supply the answers.

Inside this Welcome Kit, you'll find out more about our call structure, our schedule, and how to prepare for your time in the immersion. **All action items are highlighted in yellow.**

I can't wait to help guide you through this process of discovery, curiosity, and experimentation!

With gratitude,



Tara Gentile
Founder, CoCommercial

P.S. If at any time you need help, let us know. Shannon Paris is your concierge for The Leaders Circle & WWBI (community@cocommercial.co — or PM her in CoCommercial). Marty Seefeldt can help with any technical or billing support questions (hello@cocommercial.co).

LET'S GET STARTED

The What Works Business Immersion is an 8-week inquiry-based program for small business owners. We lead you through a series of prompts, discussions, and experiments so that you can learn more about how your own business does and could work.

Each week for 8 weeks, you'll join us for a live, interactive 90-minute Exploration Call. During these calls, we'll present you with questions, challenges, and prompts designed to help you identify what's working and how you could amplify that.

You'll explore these prompts in small groups throughout the call. So come prepared to participate!

Throughout the week, you will continue to explore that week's theme. You can connect with other participants, post about your challenges, ask for feedback on insights, and get help crafting experiments. You can also participate in our weekly Flash Masterminds, where you'll be in the "hot seat" for 15 minutes in a small group.

Weekly Exploration Call Format

We meet on Zoom each week to dive into the week's topic. Each call is led by CoCommercial founder Tara Gentile or another team member. She'll guide you through prompts and critical thinking exercises. You'll discuss each with a small group and create a plan to experiment on what comes up for you during the discussion.



[**CLICK HERE TO
DOWNLOAD ZOOM**](#)

You can join Zoom via computer, mobile device, or phone.

	Exploration Call	Flash Mastermind
1: Systems	June 6th at 2pm ET/11am PT	June 13th at 12pm ET/9am PT
2: Story	June 13th at 2pm ET/11am PT	June 19th at 2pm ET/11am PT
3: Transformation	June 20th at 2pm ET/11am PT	June 28th at 1pm ET/10a PT
4: Leverage	June 27th at 2pm ET/11am PT	July 11th at 12pm ET/9am PT
5: Capabilities	July 18th at 2pm ET/11am PT	July 17th at 3pm ET/12pm PT
6: Growth	July 25th at 2pm ET/11am PT	July 24th at 2pm ET/11am PT
7: Finance	Aug 1st at 2pm ET/11am PT	Aug 2nd at 2pm ET/11am PT
8: Relationships	Aug 8th at 2pm ET/11am PT	Aug 7th at 3pm ET/12pm PT

☑ Set these call times into your calendar now.

We also suggest setting aside 15 minutes before hand to prepare and 15 minutes after each call to take notes and reflect on the discussion. Plan on at least another hour each week to process and plan based on questions that arise and ideas that emerge.

You *do not* have to appear on video to get the most from these Zoom calls (in fact, the default will be to have your camera off when you join—but we recommend turning it on if you can!). You can participate in any format that feels comfortable to you. But you should come planning to actively participate.

GROUP DISCUSSION

You're welcome to discuss your ideas, questions, and breakthroughs in *any* part of CoCommercial. However, we know it can be helpful to connect in a smaller group with people who are experiencing similar things to you. Your WWBI Cohort discussion group is that spot!

☑ If you haven't accepted your invitation to your WWBI Cohort discussion group, please do so now! You'll find it in your notifications inside CoCommercial and in your inbox within 2 business days of registering.

THE LEADERS CIRCLE

We know 8 weeks isn't long enough to make long-term changes to the way your business works... and we'd hate to leave you hanging!

That's why the WWBI comes with 12 months of access to The Leaders Circle at CoCommercial. The Leaders Circle is a group of members who have made an extra commitment to the sustainability and growth of their businesses.

The Leaders Circle enjoys even more benefits than basic CoCommercial members. You get weekly Flash Masterminds (more on this below), weekly coworking hours, monthly Work & Learn Days, and an additional private discussion group.

☑ If you haven't accepted your invitation to The Leaders Circle, please do so now! You'll find it in your notifications inside CoCommercial and in your inbox within 2 business days of registering.

FLASH MASTERMINDS

Flash masterminds are one of the hallmark benefits of The Leaders Circle and the WWBI. They're a weekly opportunity to get real-time feedback on your questions, ideas, or conundrums—and you have access to 52 of them!

Each week, we meet in a Zoom room hosted by a CoCommercial team member. After a brief intro, your host will break the large group up into random small groups of 3. Every fifteen minutes, a group member takes turns in the “hot seat” and presents their challenge or idea for feedback or discussion from the group.

Flash Masterminds rotate days of the week and times of day so we can help as many people attend as possible. You're not missing out if you can't make them all—we suggest prioritizing about 1 or 2 per month. But you're welcome to attend each and every one!

☑ The first 8 Flash Masterminds of your membership are in the schedule on page 2. Set these call times into your calendar now. We generally announce these calls at least 4-6 weeks in advance.

DOWNLOAD THE JOURNAL

Because the WWBI is an inquiry-based experience, there isn't a workbook per se. Instead, you have a journal where you can record your thoughts, questions, and insights. There is also space to jot down what you want to explore further and make notes about what you want to discuss with the group.

You'll also find an area to craft some experiments and do some planning. We'll ask you to focus on taking action in these ways:

- **Highlight** — Show off a detail, difference, or unique quality that sets your business apart.
- **Amplify** — Take something you're already doing and do it bigger, better, and with more focus.
- **Develop** — Refine an idea, technique, methodology, or system to get more results with less effort.
- **Let Go** — Remove something unnecessary or unproductive from your to-do list or workflow.
- **Connect** — Utilize new or old relationships, integrate ideas, or form partnerships to get more done.

☑ [Click here to download](#) and print the What Works Blueprint Journal.

HOW TO PREPARE

Start getting curious *now*. Start examining each challenge, each twinge of resistance, and each idea you have with deep curiosity. What's really going on? Why is this presenting itself? What can you learn?

We recommend choosing a particular question or challenge to explore throughout the program. You might need a new way to offer your services or package your product. You might be looking for a new way to connect with potential customers. You might want to redefine how your team works together. You might be considering a pivot for your business.

We'll guide you through the critical thinking no matter what area you choose to focus on. By the end of the program, you will have created a blueprint for applying your new approach to the day-to-day mechanics of your business.

You'll also have a fresh framework for approaching big (and small) questions about how you do business and what will work for *you* and your company.

- ☑ Choose a question or challenge to focus on during the WWBI.

INTRODUCE YOURSELF

- ☑ Finally, introduce yourself to others in your WWBI cohort. You'll be seeing their faces and talking with them during our Exploration Calls so it'll help to get acquainted now! Tell us who you are, what your company does, and what you're focusing on for the WWBI + one thing we wouldn't expect to find out about you!