

The Road to Champagne

Chapter 12 Actions: Grab the Wheel



- Step 1. Think about that next step you want to take. What does success look like? What next move gives you more of what you want—your next Champagne popping milestone?:

- Step 2. Create a plan to get you from current place to your next Champagne popping milestone:

- Define who to talk to.

- Synthesize your message to them.

What's your proposal?

Why are you interested in it?

More importantly, why should they be interested?

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- Determine how to approach them.

When will I start the conversation(s)? _____

Where should it happen? _____

How will the meeting(s) be structured? _____

- Start executing against your plan!
- Capture key lessons:

- What worked well? _____

- What didn't work as well? What can I do better next time? _____
