

EPISODE 2:

HOW TO BUILD A STRATEGIC PLAN FOR YOUR BUSINESS

Starting a business and sustaining that ‘in the weeds’ lifestyle is HARD. You’ve got a million things to figure out and only so many people to lean on. Luckily, 2021 is a new year and a new opportunity to reset your business goals, reflect on 2020, and find new mentors, coaches, and advisors to support you on your entrepreneurial journey. On this episode of the WorkSmart Podcast, Morgan DeBaun reflects on the rollercoaster that was 2020, asks the hard questions about business, and introduces WorkSmart, a resource for business owners with empty corners.

WHAT IS WORKSMART?

Chances are, you started your business because you saw a need and had a goal but found yourself stuck in the weeds. After 10 years in business, the WorkSmart Program was specifically created by Morgan DeBaun, Founder and CEO of Blavity Inc., to give entrepreneurs the guidance, accountability, tools, and methodologies needed to accelerate their growth and create a sustainable lifestyle.

WHAT IS THE WORKSMART PODCAST?

This podcast is your personal business coach and your go-to resource for advice on topics like trademarks, taxes, hiring, and scaling. Every month, Morgan will introduce you to one of her trusted advisors, will take you behind the scenes of running Blavity Inc. and her other businesses, and share actionable steps for you to avoid the mistakes she has made along the way. Relive real moments in Morgan's entrepreneurial journey and listen in on real conversation with her colleagues and peers.

MORGAN'S 2020 RETROSPECTIVE

Morgan knows first-hand that leadership can be lonely. Growing a business 'takes a village'. Through the chaos of 2020, Morgan navigated an event industry turned upside down, pivoted in client relationships, reimaged new products, and made tough decisions when it came to staffing future operations.

WHAT MORGAN IS BRINGING INTO 2021

After a tumultuous year and a series of hard choices, Morgan learned the importance of being a decisive leader. In 2021 she's listening more to other people's stories while choosing to communicate early and often. Finally, she's entrusting others to do great work and, in turn, gives up some control to get back more time.

MAKING AN IMPACT

What's your word for 2021? Morgan's is impact. If there's one thing 2020 has reminded us of, it's how incredibly important it is for each person to have a voice in their community. Our individual impacts are everlasting. As are the impacts of our companies, our ventures, and our platforms. Morgan hopes to make an impact by remaining at the forefront of principles behind decision-making for herself and others. She hopes WorkSmart has an impact on business owners searching for a community and guidance. And through WorkSmart, Morgan plans to help entrepreneurs grow by aligning them with a greater purpose. Morgan also wants Blavity Inc. to impact Black business owners by continuing to understand how it can best serve the community. On a personal note, now that she's learned to scale, automate, and delegate (as you will too!) Morgan hopes to have an impact on friends and family by prioritizing them over the 24/7 hustle.

OVERALL

Stay tuned for more stories, tips, and insights from the business world and be sure to leave a review wherever you're listening. Click here for more information on WorkSmart and let us know- what's your word for 2021?

Remember: work smarter, not harder.

OUTLINE

[00:10] MORGAN'S INTRO TO THIS EPISODE

[00:58] WHAT IS WORK SMART

[02:45] WHAT TO EXPECT FROM THIS PODCAST

[05:34] MORGAN'S 2020 RETROSPECTIVE

[16:00] WHAT MORGAN IS BRINGING INTO 2021

[17:44] HOW MORGAN PLANS TO MAKE AN IMPACT

[23:45] MORGAN SUMS IT UP

RESOURCES

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