SMM106
Knowing Your Business: Using Context to Improve Success

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What is Our Business?

• How do we make money?
• What do we do?
• How do we do it?
• Who are our customers?
• Why are they our customers?
• What business problems do we solve for them?
• Where does my team fit in?
• Where does my customer’s team fit in?
Tools/Resources

- Company Website
- LinkedIn
- Annual Reports
- Investor Discussions
- Interviews
- Other Sources
Networking

- Ask
- Provide Context
- Leverage your Network
- Set Expectations
- Follow Through

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If Learning Does Not Apply to Work...

...Does it Count?
Continue the Discussion

- LSCon2018 Resources - [http://www.learningsolutions18.com/resources](http://www.learningsolutions18.com/resources)
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