

Mastermind: Unlocking Exponential Growth

TAKEAWAY'S

How might you unlock exponential growth in your business? Mike Kaeding, CEO of Norhart, led an insightful conversation about how to accomplish this audacious – but possible - goal. One way to achieve growth is to attract media attention. The first step is content creation. What does your audience value? What is your core message? How can you provide expertise? Once you know what type of content you should provide, you want to start building authentic relationships with media gatekeepers. Interact with them on social media. For instance, like and comment on their social media posts (Twitter being a good platform for this). Be helpful and provide information and value. Once you establish yourself, you will want to be ready to give a pitch. This can take work, so find someone experienced in pitching to the media for tips.

Mike also shared ideas for how to curate ‘attention grabbing content’ on social media. This is where your creativity comes into play. Utilize reels for about a minute’s worth of humorous content and/or insightful information. He was clear though that you need to have a hook in the first sentence to grab someone’s attention! If podcasts are more your speed, those can also be a great way to establish yourself and start gaining attention. Start small and work your way up; Mike is now on some of the top podcasts in the world!

Last but not least, Mike shared insights on company culture, what to do with employee feedback (share it on your website...really!), how talent density and complexity of one’s business should be parallel, and the ‘keeper test.’ It was an amazing amount of information in a short time. Thank you, Mike, for the many tips on building our business!