

good to know

Bright ideas, notable news, cool merchandise.



How to Ignite Your: Inner Entrepreneur

Staff to hire. Budgets to balance. Fires to douse. Sound familiar? *by Sherryll Sobie*

Whether you're an indie or an in-house, a day-in-the-life of planners and corporate travel managers is incredibly entrepreneurial. Embrace and nurture your inner entrepreneur and you'll reap the benefits of being at the top of your game.

Your first task? "Step away from your work instead of stepping into it," says Eric Morse, PhD, associate dean—programs, University of Western Ontario's Richard Ivey School of Business. Sure it's counterintuitive, but it is critical.

Morse, an entrepreneurship expert who has worked with a diverse range of corporate clients including HSBC, Volvo, Maple Leaf Foods and the Toronto Star, concedes that it's tough to turn your back on pressing micro obligations, but it must be done at least once a year to get your head out of the grind and on to grander things.

Here's how to get started:

- **Just do it!** Schedule half a day on your calendar for reflection time.
- **Create a comfortable think tank.** Remove yourself from your place of work. Settle into a quiet coffee shop with a steaming mug of java, an away-from-it-all space in your home (cue the soft music), or a hotel room with a glass of wine.
- **First Big Question: What's my vision?** Jot down three concrete goals achievable in a 12-month period and allow one long-term goal, with a three-to-five year limit. Examples of short-term goals: signing-on a new client or jazzing-up an annual conference. Long-term goals may be cost-cutting an existing travel policy by a certain percentage per year to achieve a reduced total spend by Year Five. →

Eight Secrets of Success:

Passion is one of eight secrets of success according to Richard St. John, entrepreneur and best-selling author of *8 To Be Great*. The seven remaining "secrets" include: work, focus, push, ideas, improve, serve and persist. How did St. John drill down to exactly these attributes? He spent seven years conducting 500 interviews with highly successful people like Bill Gates, Martha Stewart, Richard Branson and the Google founders. Many responses are strikingly down-to-earth. Goldie Hawn admitted to being wracked with self-doubt, "I wasn't good enough, smart enough. I didn't think I'd make it." See St. John's three-minute TEDTalk at ted.com

Relax+Reflect

Kickback with Richard St. John's book and let your inner entrepreneur soar. richardstjohn.com





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- **Second Big Question: How am I going to get there?** In the case of attracting new business, ask existing clients how they first discovered you, and then analyze the effectiveness of your marketing campaign. “Be tough on yourself,” says Morse. Perhaps you’ll bump up your branding by launching a social media campaign or you’ll join an association to mix and mingle. If it’s a tired annual conference that needs refreshing, you’ll likely require a bigger budget, which might entail pitching your CFO or bringing sponsors on board. CTMs might do well to re-evaluate their existing travel policy in conjunction with their partners to trim costs.
- **Systematize to minimize.** While you’re looking at the big picture, think about what you do on a daily basis. Can you create a system to save time? Once a workable solution is in place, it’s a lot easier to delegate tasks to someone else.
- **Passion pays off.** Believe in yourself, be passionate about what you do,” says Morse. “Nothing is more powerful than passion.” *



Mark Tewksbury

Speak Easy: 

Straight talk about the most buzz-worthy speakers

Who: Canadian Olympic champion and humanitarian, Mark Tewksbury, first caught our collective breath in 1992 when he won gold in the 100-metre backstroke at the Barcelona Games. Today, the speaker and author lends his support to the World Outgames and other nonprofits. Tewksbury will take on the role of Chef de Mission, as Canada’s diplomatic leader, for the 2012 Olympic Games in London.

What: Tewksbury talks about Traits of Champions from a frontline perspective.

How Much: \$10,000 - \$15,000 **Contact:** National Speakers Bureau nsb.com

Why: Customization. Tewksbury consults with the client to handpick key champion traits best suited to the company’s strategic goals and needs. Perhaps your objectives are to “influence wisely,” “continually evolve” and “generate enthusiasm”—Tewksbury will discuss each, address challenges and provide workable solutions to help transform your people into a winning team.

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