



## Dog Days of Summer



Paige Arnof-Fenn

Founder and CEO

[Mavens and Moguls](#)

Summer is my favorite time of the year. The days are long, the weather is great and people tend to balance work and play better than any other time of the year. It is a great time to work ON your business not just IN it. More than half the year is behind you so you have a good sense of how you are tracking against your budget and plans. Here are a few ideas to take advantage of the slower pace of summer so that when September starts you are ready to hit the ground running.

- Conduct a “listening tour” of your current and prospective customers to find out what they want, what they already have and any gaps that exist. It can be easier to get calendar time over the summer so take advantage of these opportunities to start a conversation. Ask some open ended questions the sit back and listen for ways you can help solve problems in the market.
- Get tickets for a baseball game or book a foursome for golf to spend some quality time with folks you want to get to know better. Everyone is looking for ways to spend time outdoors away from their desk this time of year so give prospects and key relationships an excuse to leave their office. These types of activities have a lot of down time to chat (between innings & holes) so you can get to know people better.
- Carve out time for a strategic offsite session with key team members and/or plan a barbeque or social gathering where your employees and customers can gather. Putting a human face on your brand can strengthen bonds and differentiate you from your competitors. Employees and customers find it harder to entertain offers from your competitors when they have a deep relationship and feel part of your team’s future.

So don’t let the summer pass just doing business as usual. This is the perfect time of the year to course correct and set up your team for a strong and successful year end!