



## Great outcomes from growth mentoring session with Peer Action and WiT

Published on February 12, 2017



Anne Pike  
Improving Meeting Effectiveness | Committee Admin & Governan...

👍 11    💬 3    ➦ 2

Late last year I was delighted to have the lovely ladies from [Peer Action](#) all to myself for a half-day business modelling and strategy session. My thanks go to [WiT](#) for putting us together through their **Work On: Growth Workshop 2016**.

### The Peer Action team

[Annette Henry](#) and [Lois Jewell](#) (I want that surname!) are the Peer Action team. Annette brings a wealth of business acumen gained through successfully growing and then selling her own IT services business. Lois draws on her extensive marketing expertise to inform small business owners on marketing practices that will complement their growth/expansion strategies. Together, they are well positioned to aid small businesses in the transition from established start-up to **growth and sustainability**.

### Expectations from the workshop

The workshop with Peer Action was perfectly timed at the one-year mark for [my enterprise in independent executive support](#). I had spent the first four months in student mode: learning the ropes of running a business; learning skills critical to SMEs that employees typically don't have, such as marketing and networking; and experimenting with technologies and online business tools. I was fortunate enough to have regular work coming in throughout start-up, but still time to continue learning. There was a lot of research, review, reflection and reinvention that took place that year, as I started to develop a clearer picture of my personal brand and what aspects of business I was good at. What was missing, was clarity around the services I wanted to offer (niche), and

what delivery models would be achievable, sustainable, and rewarding for me going forward.

### Most valuable outcomes

In my Peer Action session, we uncovered a variety of business models that I could follow, each bringing its own challenges and rewards. But to determine the best model for me, I would need to answer some critical questions about why I was in business for myself. The two questions that resonated with me were:

- ***What does a successful business look like to me?*** Is it one that covers costs; turns a profit; has employees; is nationwide; is saleable?
- ***What do I personally want to achieve from running my own business?*** Is it flexibility; control; lifestyle; money; the four-hour week; recognition; personal growth; giving back?

The two-on-one time I had with Annette and Lois teased out my initial and ongoing motivations for going into business for myself. By the end of the session, I was in a more informed place from which to set goals for myself and my business, and to plan accordingly.



*Anne Pike, Annette Henry and Lois Jewell at [Northside Meetings, Red Hill Brisbane](#)*

One other great outcome from that fabulous afternoon was validation. It was reassuring to share my first year's decisions, actions and accomplishments, and receive the endorsement of two successful women who have travelled the road that lay before me.

My thanks go out to Annette and Lois of [Peer Action](#), for their obvious dedication to supporting small business success, their enthusiasm for women in business, and their valuable insights and expertise. Shout out to [Women in Technology](#) for putting fresh business owners like me together with generous mentors from Brisbane's technology business community. Lastly, thanks to Judy and the team at [Northside Meetings](#) for creating the perfect venue for our workshop.

### About the Author

*Anne Pike is a Brisbane-based Committee Secretary providing independent meeting support and committee governance, specialising in the healthcare and education industries.*



Report this



**Anne Pike**

Improving Meeting Effectiveness | Committee Admin & Governance Support | Cloud-based Meeting M...

[12 articles](#)

3 comments

Newest ▾



Leave your thoughts here...



**Lisa Cawthorne**

Operations Manager - Women in Technology

... 2w

Such a great story thanks [Anne Pike](#),

[Lois Jewell](#)

& [Annette Henry](#)

Like Reply | 1



**Lois Jewell**

Marketing & Communications for growing business

... 2w

Thanks Anne. I'm so glad you found

our time together productive and look forward to seeing more great work from My

Secret EA in the year ahead.

Like Reply | 1

There is 1 other comment. [Show more.](#)

## Don't miss more articles by Anne Pike



**How I power walked my way to a new career**

Anne Pike on LinkedIn



**Chairs reveal their top 4 challenges**

Anne Pike on LinkedIn

**STOP MEETING OVERRUN,  
DEAD**



**How to stop meeting overrun in its track:**

Anne Pike on LinkedIn

Looking for more of the latest headlines on LinkedIn?

[Discover more stories](#)

[Help Center](#) | [About](#) | [Careers](#) | [Advertising](#) | [Talent Solutions](#) | [Sales Solutions](#) | [Small Business](#) | [Mobile](#) | [Language](#) | [Upgrade Your Account](#)

LinkedIn Corporation © 2017 | [User Agreement](#) | [Privacy Policy](#) | [Ad Choices](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#) | [Send Feedback](#)