



## Lesson #22

The theme for this week is launching, managing and benefiting from having your own R&D Team

### Why set up an R&D Team

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with

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#### Dear Coach...

#### ► Why form an R&D Team?

There are a number of reasons to start an R&D Team. I've included as many as possible in this list below. And below this list is a list of personal and professional benefits to you...

#### ► Reasons to start an R&D Team...

- You have an idea for an ebook and want to get some validation.
- You are going to create some TeleClasses but you need to test out your concepts first.
- You want to create a client program and need some early testers.
- You need some focus, accountability or structure on a project.
- You enjoy brainstorming and want to host a an ecommunity of similar folks.
- You want to learn how to coach so you offer to host a support group where individual are helping each other.
- You want to create an ecourse but need some of your rough ideas tweaked.
- You want to learn how to coach different types of clients and want to create a group of other coaches who, together with you, can create a Best Practices database.
- You have a business idea and aren't sure how much commercial interest there would be in it.
- You own a company and want to host a forum of

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FROM COACHVILLE

1% or 5% of your customers willing to be on an ongoing R&D Team so you can create new products or improve current ones.

▶ Your company is having problems so you create a Turnaround R&D Team of the employees, vendors and customers who want to be the change/solution agents.

▶ You are an expert in branding (or whatever) and want to create a Q&A database so you invite folks to email you branding situations and questions.

▶ You want to solve a problem that a segment of the population has so you invite anyone in that segment who wants to co create solutions with you to join your R&D team.

▶ You enjoy working with people who have particular traits (high creative, supersensitive, lack self confidence, are cancer survivors) and you would use your R&D Team to create a network of such folks, creating solutions, tools, classes for them; some being free, some being pay.

▶ You're a very creative person who just needs some support and encouragement to keep going.

▶ You want to write a published book and need case studies and examples for that book.

▶ You want to create an online learning community or professional group like CoachVille.

▶ **Personal and professional benefits to you.**

- ▶ You'll never feel alone.
- ▶ You increase your creativity by 25% to 500%.
- ▶ You'll improve the quality of your work.
- ▶ You'll receive a lifetime of ideas.
- ▶ You will complete your product/service 2 to 10 times faster.
- ▶ You will expand your professional network.
- ▶ You will become known.
- ▶ Your R&D Team members may well become your best paying customers.
- ▶ You'll waste far less time 'testing for value.'
- ▶ You'll get the bugs out of your product/service at every stage.
- ▶ You will learn key e-collaboration skills.



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- ▶ You will become a much more open person.
- ▶ You'll learn how to handle criticism/negative input better.
- ▶ You'll always find SOMEONE who "gets you."
- ▶ You will expand your thinking in general.
- ▶ You'll become an expert a LOT faster.
- ▶ You will evolve given the stimulating e-environment you've created.

▶ **Final comment**

One of the best things I've ever done is to create an R&D Team. They are my source of energy and wisdom. Can't beat that...

I hope that this was helpful.

Thomas

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