

How to meet



Being an entrepreneur

=

Nonstop networking

I get it. I'm a complete introvert.

But, if you're not up for networking?

Stop now.

Do not pass Go.

Do not collect \$200.

In fact, do not collect any money. Ever.

Story Board is designed to mediate
and facilitate collaboration. That
means, we offer up connections with
incredible people with whom we
have built trust.

Remember, you're trading on **our** social capital.
And if you screw it up, you not only burn **your**
bridges, you burn **ours**. Meaning, you burn
opportunities for **every** startup that enters Story
Board from here forward.

I know you're busy.
Busy building your business.

But you know what?

You're never too busy to meet.
You're never too busy to prepare.
You never know
where serendipity will occur.

Okay. I'm being an overbearing asshole.
Let's get started.

I average 20 meetings a week.
(Honestly, probably more.)

Most meetings? 20 minutes

But every meeting is **different**. And different environments can determine meeting timing.

Coffee? +20 min
Lunch? +45 min
Drinks? +60 min
Story Board? ??????

So. How do you meet?

~20 meetings x ~20 min prep

=

~One work day/week prep

Every meeting. Every guest speaker. Every mentor.
Every encounter.
Requires homework.

But don't you dare walk up to
Krystal or Rick and ask
“Who is **this** person?”



Google, motherfucker. Do you use it?

Or LinkedIn.
Or Twitter.
Or Facebook.
Or... or... or...

It is not our job to help you research.
It's not our job to bring you up to speed on mentors
or meetings.

It's yours.

So how do you do this?

Stalk social like it is your job.
Because it is.

Use your peers.
Portland is a small town.

There's an app for that.

Practice your script.

Plan your attack.

And understand your goal.

Now, you're **at** the meeting.

What do you want?

Take notes. Lots of them.

How can you help?

Schedule. Confirm. Meet.
Offer. Thank.

Before they get back to work an email
should be in their inbox.

How do you manage this craziness?

Calendars are your friend.
However you choose to manage them.

Figure out a **schedule** for planning
your weeks.

You're going to struggle with
Maker vs. Manager.
Get used to it.

Use the tools
that **match** your way of working.

And pick the right environment.

Additional reading
Meetings: How not to suck at them

Questions?