

PERSEVERE WITH PASSION

BLOG POST | AUGUST 2024



POGGIONE GROUP
We Tell Your Story

“Don’t waste your time and energy throwing stones at the rude comments made of you on social media. Ignore them. Focus on inspiring others passionately.”

As I write this, the NFL Training Camps are in full swing with at least 1 preseason game in the books. There are some tremendous examples that we can take from NFL Training Camps and apply them to our social media campaigns and in our businesses.

Put The Work In NOW – Your Training Camp

If you are looking to have a breakthrough this fall, you need to put the work in now to achieve it. Make the month of August your Training Camp to put in the extra hours to get your marketing materials ready, review your social media campaigns, train your staff, host a team building event or review your goals.

TIP: Much like an NFL Training Camp, lengthen your workdays and work with additional intensity.

Ignore The Stones That Are Thrown At You

Much like NFL Coaches who have a laser focus on: their messaging to players, gameplans and plays to install, drills to run, film to review and games to prepare for - they have no time for distractions. At the same time, there are countless media outlets,

personalities and pundits making predictions about them and their future. The head coach is not spared immunity with the onslaught of daily commentary on their every action and thought.

These coaches have developed an extraordinary ability to tune out the daily noise and focus on the task at hand. At the same time most great coaches are also not swayed in the vision they have set out by the latest television or social media expert who disagrees with them.

TIP: You must do the same when it comes to your business when people start throwing stones at you on social media. Waste no further energy on them. Instead move forward with the courage of the conviction of your vision. A regular review of your Content Mission Statement will help you in this regard.

Focus Your Energy On Inspiring

Rather than wasting efforts on those stones that are thrown at you, focus instead on inspiring others on social media. The power of your passionate message when it is genuine and tilted to the good of others will always win out.

TIP: Be sure that if you have delegated the social media file to others in your organization you need to be aware of the stones that are thrown your way so that you can ensure that your team does not suffer negatively. Have a regular check in with your teams.

Wishing you great perseverance for the month of August as you endure Training Camp for a successful Fall 2024.