

Ten Issues to Address at Birth

Discussion

What do you think is distinct about this stage?

What's a different after you've launched?

1. Grow the community

2. Plan the launch

There are five factors that will affect the timing of your launch.

1. Viability
2. Sustainability
3. Visibility
4. Credibility
5. Desirability

Multiple types of launch

1. Soft Launch
2. Staged Launch
3. Hard Launch
4. Loud Launch
5. Multiple Launch

3. Cast the vision

4. Open the doors

5. Implement the plan

6. Populate the pathway

7. Unleash the Word

8. Build the team

9. Integrate the newcomers

10. Trust the process

11. Enjoy the ride

Discussion

Which of these issues had you not considered?

Which of these issues do you need to address? How are you going to address it?