It Happened on the Way to the CEO Forum

After 20 years of being in business, Danette Gossett felt she had a good business foundation. After all, she came from corporate America and had all the experience and knowledge needed to succeed in business. At times, she admits that as the sole owner of Gossett Marketing, it was difficult not having someone to discuss issues and challenges.

Gossett Marketing specializes in custom and traditional promotional products, incentive and direct mail programs. Since 1992, they’ve been a strategic promotional marketing partner for large corporations. They work as an extension of the company’s team in support of their client’s goals.

Six years ago, Gossett joined a TCI Forum, and she’s still a part of one today. The forum has had a very positive impact on her business.

“Our forum group is my advisory board,” said Gossett who feels it’s important to keep them up-to-date on her business and seek guidance on issues that arise. In 2011, Gossett participated in several large RFP’s. Before presenting to the clients, she presented to her forum group and received constructive feedback that dramatically improved her presentation. As a result, she feels that she was awarded one of the RFP’s for a very large contract due to their input.

The benefit of using a forum is not always ROI centered. A few years ago, her forum group was discussing an employee issue that was presented by another member. They had a number of suggestions on how to handle various employee situations in order to avoid possible lawsuits. A few weeks after that Forum meeting, Gossett found herself face-to-face with a similar employee relation issue. “I truly felt that I would not have been prepared had we not discussed it weeks earlier. It saved me time, but also the possibility of a lawsuit by understanding how I needed to document everything properly,” said Gossett.

Another benefit to this group is that they hold you accountable and encourage each other to provide an overview of their business plan for each and every year. “Having this homework each January forces me to stop procrastinating and to write down quantifiable goals for all areas of my business”, says Gossett who admits that these monthly meetings are an important investment in her business.

Gossett’s forum group has covered areas that include employee firing processes, hiring pitfalls, strategic planning, goal setting/monitoring, cost-saving tips, social media tips, tricks and pitfalls, effective networking and workload management. Gossett says, “I can honestly say that I’m constantly learning from my forum. Sometimes it might be weeks or months before I recognize how important a comment is to me and my business, but a lesson is definitely learned each month.”

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