

# Spring 2023 BDA Business Planning Conference

*Hosted by BDA Workshops (BDA group # 122319)*

Our Fall 2023 BDA Business Planning Conference *will be our last.*

***Please note:*** These conferences are not business transactions. We provide a series of BDA-based recovery workshops, with an emphasis on business planning. We *are not selling \$99 business plans (or anything else)*, and no one is guaranteed a plan by donating and registering.

The opportunity to receive direct support in creating a business or service plan (see <https://www.hopefordebtors.org/business-planning-for-2024> for details) is a gift, not an entitlement.

On the other hand, if you do attend and complete this conference, you will receive all the information and resources you will need to create a service or business plan of your own.

20 of us began the most recent cycle of the BDA Business Planning Conference, 10 of us are finishing the cycle, and six completed surveys. We're considering that a 60% response rate.

During this conference cycle we:

Reviewed and shared on all twelve BDA Tools, with a recurring emphasis on BDA Tool Two.

Reviewed and participated in Q&A with ONE BDA member who presented their actual 2022 results and plan comparison, then reviewed the same member's plan for 2023.

Reviewed and participated in Q&A with TWO BDA members who presented their first-ever annual business plans and FOUR BDA members who presented their first-ever annual service plans, then had an opportunity to provide feedback in the form of support and encouragement.

... and much more!

Based on attendance, solvency, and meeting the other eligibility criteria at <https://www.hopefordebtors.org/business-planning-for-2024> (which are pending an update by the steering committee), we could easily increase the number of plans being presented to TWELVE for the next conference cycle.

We believe that BDA and the BDA tools, including annual business planning and much more, are perfectly suited for any solvent DA member who is responsible for generating an income in the modern world. That's most if not all of us. Please plan to join us for the next (and last) BDA Business Planning Conference cycle. Registration is now open for our September through November 2023 conference to support our fellow members in planning their business actions and activities for calendar year 2024.

**The visual theme for this survey report is: "A Trip to the Circus or Carnival." (All images have been legally licensed by Bob A for use such as this.) Enjoy your summer!**

**WHEN ASKED FOR RATINGS: 1 — Poor; 2 — Okay; 3 — Good; 4 — Great; 5 — Excellent**



**Do you have any advice to offer about improving the conference cycle?**

No.

I don't have any thoughts on improvements. I think it's all very well thought out.

I think it would be a good idea to have more than just Bob doing the business planning conference. Bob is REALLY good at it but he's only one man. Offering the conference more and having more people do the training would, I think, help everyone. → I rate the workshop with BDA Bob as a 5. He knows what he's doing, and he does a good job.

The cycle works well.

None.

No actually not its great! And I love that Service in this sense is so well structured and full of recovery and not like a service you can buy and customer service in the sense. It's about surrender and it's tough for people but that is exactly what it should be! Great!

**About improving the workshops in general?**

Again, more people. More variety. Perhaps it would be a wise idea to record them for later playback.

I think a list of working definitions of financial terms would be helpful. I know this isn't a business class, but I felt overwhelmed with the vocabulary, and then I lost confidence. I consider myself relatively intelligent, but my money freezes my brain, so maybe [have a] little more patience with that aspect.

More explanation about the format would be helpful as we follow along.

Nope (maybe to not question the design of the workshop and how it is crafted at all. Cause I feel that is not the purpose of recovery to create a customer experience its to learn to let go of resistance and surrender. And it is perfectly done and serves as a stronghold in recovery. Congrats! )





**Through registrations for this event, we raised [\\$2,120](#) for outreach to debtors and provision of free conference-approved literature to anyone who asks. How did it feel to contribute to these DA and BDA service efforts?**

**1-5 rating plus comments: 5, 100%, A+**

Two responses: 5 and 5 without comments

5 — It's amazing to participate in carrying this message.

I want to make a contribution to 12 Step recovery. It makes me feel good to do so.

I wish I had been able to pay the full amount, but I'm really grateful I could take it for half, and then with a scholarship in the fall. So helpful.

5 — Perfect. It was really good.



**Were there any sessions that stood out as your “favorites” or most productive for you?**

Two responses: Not really. ... No.

They were all good. I enjoyed delving into the [BDA] tools pamphlet and each of us sharing our experience around each tool. It was fun to hear everyone's service or business plan.

I loved to see people talk about their goal documents. It shows so much expansion. I believe many of us think narrowly about our businesses because we're usually going through it alone. It's lovely to see and hear others talk through plans and goals. Especially when they might not have had much belief in themselves at the start.

I did like going through everyone's spending plans because I could really see their story. It was cool seeing the clarity they were getting.

Yes, most definitely. There was one of the first Sessions where a former participant showed his business plan for his Year and the Numbers and the Development and explanation have been super on top and on the spot. For me it was the first time in my 5 Years of Recovery that I realized what is possible in Business even though I have mental diseases and addictions to fight with. For me it was a Stronghold of Hope and It has really changed the course of my life forever.

**Were there any sessions that stood out as your “least favorites” or least productive for you?**

Two responses: Not really. ... No.

Nothing comes to mind. I found the sessions move at a good pace and very well focused.

I think that just one session could have been used for Marc's business plan. It felt like a lot of numbers, and although it was good to hear about it, the level of detail was a bit hard to take.

I don't know if the question does make sense for me, cause the least might be the best and vice versa. It is recovery so it's not about favorites or if I like it in my personal understanding. So to answer shortly. No.

**WHEN ASKED FOR RATINGS: 1 — Poor; 2 — Okay; 3 — Good; 4 — Great; 5 — Excellent**

**How was the availability and connection with fellow workshop participants?**

**1-5 rating plus comments: 4.7, 94%, A**

5 — I feel that we connected well as a group on Zoom, and we were repeatedly given each other's email addresses to connect.

5 — I didn't do much outreach aside from reaching out to Matti and Gary for a PRG. They've made themselves available for my meeting and I appreciated their support. Though I've only heard them share in meetings, I still feel a strong connection with them and all conference participants.

5 — I only connected with my guide. He was available. 5 stars for Gary.

5 — I didn't take advantage of it, but I know I could have.

4

4 — Good. I actually need to reach out more but people were available. The only possible advice I have is that we maybe could create a WhatsApp Group to keep in touch and Outreach, but I don't know if you Americans actually use this.



**How was the experience, if applicable, of preparing and presenting your business or service plan to the group? (All four BDA members who created service plans during this conference completed surveys, as did both BDA members who created business plans.)**

**1-5 rating plus comments: 4.8, 96%, A**

5 — The process was very smooth. Bob was extremely helpful in preparing the plan and helping me to come up with the numbers by reasoning things out. He knew the questions to ask and was supportive and encouraging during the entire process.

5 — I haven't done it yet, but I anticipate it going very well.

5 — In retrospect I think I was a bit over excited. That's to be expected, I suppose. It was a good experience, though. It made the plan real, I had to show people what I was doing and explain why it would work.

5 — It was clearly expressed what I needed to prepare, and I got a lot of clarity while doing it.

4 — I was very nervous and felt somewhat unprepared to present competently. However, everything went very smoothly.

5 — It was so gentle. Very cute and supportive but strong in recovery. Well balanced.



**How was the experience, if applicable, of receiving real-time direct encouragement and support?**

**1-5 rating plus comments: 5, 100%, A+**

5 — Since presenting my plan I have been bookending with Bob on things that have been coming to fruition (already) on my plan. It is exciting.

5 — It was a marvelous experience to get direct encouragement and support with my service plan. It's an experience that has truly deepened my relationship with my higher power.

5 — Bob did a good and thoughtful job in how he did this part. It was a cheerleading session that highlighted the best parts of each person's plan. It gave each person a positive and uplifting end to their presentation. I believe that most people in 12 Step recovery are their own worst enemy. The encouragement and support took that away.

5 — That was awesome, loved it.

5 — Very motivating, positive, and "right-sizing."

5 — Super cute.

## How was the experience of giving real-time direct encouragement and support to fellow BDAers?

**1-5 rating plus comments: 5, 100%, A+**

5 — I appreciate the parameters that have been put into place so that only positivity and support are encouraged.

5 — It was a beautiful way to be of service to be able to encourage members in these huge steps they're taking in their lives. There's a lot of vulnerability in sharing these plans. It's a big deal for people and they have to overcome a lot to say everything aloud in front of a group. It's been wonderful to support everyone.

5 — It was really good. I want to support anyone in their recovery.

5 — I loved that too.

5 — Very gratifying and satisfying.

5 — It was very Cute. Very gentle and only focused on encouragement.



## How was the experience of reviewing and sharing on all 12 BDA Tools over the course of three months?

**1-5 rating plus comments: 5, 100%, A+**

5

5 — It was helpful. It's just imperative. I haven't been to BDA meetings that spend much time on the tools. I know they read them aloud at the beginning of meetings, but I think it's important to one's recovery to also be engaging in a discussion of the tools and sharing how they're at work in our lives.

5 — I hate to say it, but I really didn't notice that we were doing the tools. Hm, they were well incorporated into the teaching material.

5 — It was really helpful.

5 — Very educational and the other fellows in the workshop had great shares.

5 — Very Helpful.



**WHEN ASKED FOR RATINGS: 1 — Poor; 2 — Okay; 3 — Good; 4 — Great; 5 — Excellent**

**Did you make progress on your business or service plan during this conference cycle?**

**1-5 rating plus comments: 4.8, 96%, A**

5 — Yes.

5 — Yes, I have a full plan that I have faith in.

5 — Yes, more progress than I've made in years. I'm sad, happy, and frightened. Sad because when I look at the past, I can see that I've made so little progress. Happy because I see that I can make better and faster progress now. Frightened because I'm not sure what success means or how it will feel.

5 — Yes, didn't have a clear one previously.

4 — Much more clarity and agency.

5 — Yes big time.



**Did you complete your business or service plan during this conference cycle?**

**1-5 rating plus comments: 5, 100%, A+**

5 — Yes.

5 — Yes.

5 — Yes, for the first time ever.

Yes, I completed my service plan.

5 — Yep.



## Did this conference cycle help prepare you to be a business owner or a more confident business owner?

**1-5 rating plus comments: 4.7, 94%, A**

5 — Yes.

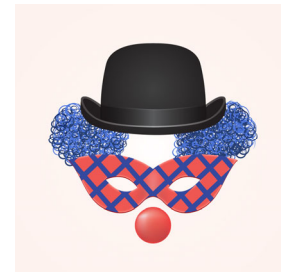
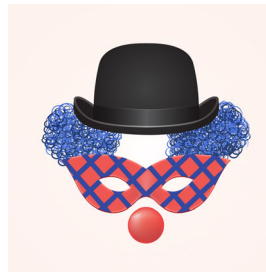
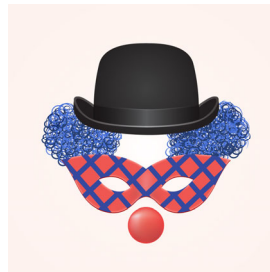
5 — Yes, I am much more prepared. I had only done one other business plan years ago on my own. I definitely didn't look at my numbers at that time — business or personal. I wasn't looking at how much money I needed to make, and I didn't take practical matters into account. Lately I've been thinking more about how I'm spending my time, what kind of time I'm giving to income generating actions. I just wasn't thinking this way before and I needed to be.

5 — This helped me to formulate an actual plan to move forward into prosperity.

4.5 (counted as 4) — It helped prepare me, it's nice knowing the numbers, it is helping with all sorts of things. I still have more to do with confidence. I think a little more care with people's learning styles and neurodiversity would be helpful. For instance, it would be helpful to have the list of questions that will be asked during the one to one in writing, in a simpler form, so the member has a chance to prepare. Feeling "on the spot" and not knowing the answer, or even what the question means, is discouraging and causes me to go into a stress response where I quit thinking altogether.

4

5 — Absolutely.



## Did this workshop cycle help prepare you to be able to help fellow BDA members create their own plans?

**1-5 rating plus comments: 3.6, 72%, C-**

4 — I believe so.

4 — I don't really know about that. I'm not sure if it felt like I was preparing to do that. I suppose my own plan could be used as a template for someone else's. I don't feel prepared to help someone with their own plan yet. I'm not sure it's enough for me to just take the cycle and create the plan. I think I'd be of more use once I've spent more time implementing my plan.

5 — Yes, I believe so. Indeed, I think it is important that I help someone create their own plan. That way someone else gets lifted up in the same way that I was lifted up. And I get to really learn how to do a business plan as I teach someone else.

4 — It's hard to tell, I don't know that I helped them much on their own plans except for encouragement at the end.

1 — My [plan guide] and I didn't follow the template, so I'd want to do that first.

I think, I hope so. But I would need to do another cycle to make sure I really follow through and make my business grow.

## If you could wave a magic wand and make three changes to the conference cycle, what would they be?

I don't see any changes I would make. I think the way that it is currently set up is quite effective for true and lasting BDA recovery. It's all a new way of operating for me, I've seen a transformation in myself, and others, and I'd have to probably cycle through again/spend more time processing before I decided what needed to change if anything at all.

Have the same thing taught on the East Coast. → Combine this with a follow-on of a Marketing Plan Workshop. → Combine this with a follow-on of a BDA PRG workshop where BDA members are taught how to do a BDA PRG. (This is a five-alarm fire. No one wants to give a BDA PRG because no one knows how, and no one wants to learn by doing.)

Bob be a little more patient (sorry Bob). → Have a simplified form that can help someone prepare, but not prepare too much, because I agree, the less I know the better most of the time.

Have the conference three times a year, have different conference facilitators for variety, increase conference two weeks.

Move it to Europe and in person on Sunday hahaha / Protect the Facilitator more with people who help him hold up the service.



## Can you name three things about the conference cycle that you would not want to see changed?

The structure and time management. The content. The length of the workshop.

I mention structure a lot, but I think it's what many meetings are missing, why we don't see tons of recovery, and why I wouldn't want to see it changed here. I like that we spend time going over the BDA tools. I not only like seeing the goals/plans of other participants, but I like hearing feedback from others on the presentations.

Bob needs to stay. His personality, *or lack thereof*, keeps everything moving along. → Keep the part where each person explains their plan. This makes it all very real. → Keep it to 10 or 12 participants. (But have more workshops.)

Most of it doesn't need changing. Just a little more thought to neurodiversity and accessibility.

Studying BDA tool 2, encouragement / feedback of presentations, the 8-10am pacific time slot.

The business Plan / Focus on surrender / Solvency

## Did we focus enough on spiritual recovery in DA and BDA for your needs and wants?

- Yes.
  - Yes. I see it for other participants as well as for myself. It helps to see goals and plans and it was especially helpful to see Marc come back with his plan and show the growth he's experienced in his business. People share in regular meetings, but they don't come with concrete numbers. It's not set up for that. It personally helps me to see numbers — what they were like before and after a fellow has adopted a new way of life.
  - I forget that this is spiritual. I hate to admit it but it's true. I get so caught up in having to make a living that I forget everything else.
  - Yes, that was great. Alignment with Higher Power came through loud and clear.
- No, I would like more time with prayer. I want to develop that as part of my relationship with God.
- Ja, I would say ja.



**Thank you for your participation and responses!**