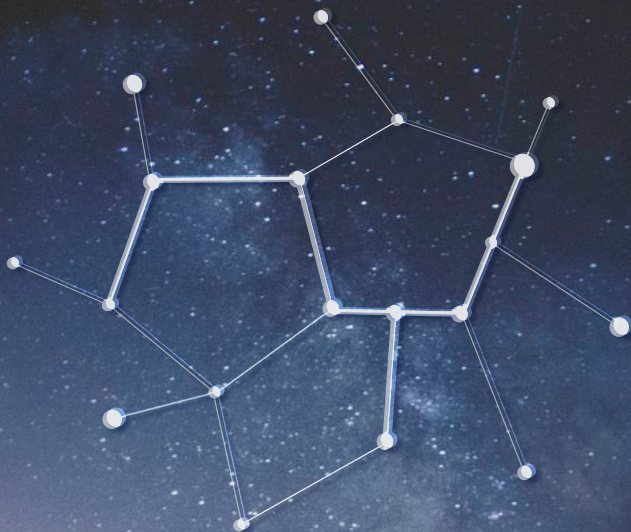


CONNECT THE DOTS

Your Guide to the
Goalpost Galaxy

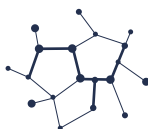
*Building Content Culture to Drive
Engagement and Fuel Growth*



By David McAndrews, M.S.

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First Step: Connect the Dots

Defining the Big Picture of Big Business

If you boil down what Goalpost Group does into the simplest terms, “we connect dots.” We look at businesses and determine what dots are solid, what needed dots are missing and how do we connect all of the stakeholders in a meaningful way. Connecting products and services to clients while connecting management and staff to sales and prospects is what we do best.

“David versus Goliath”

In his bestselling book, “David versus Goliath”, Malcolm Gladwell talks about one of the commonalities between several presidents of the United States. It was not the university they went to or the fraternity they were in (*although that may have contributed*). It was **dyslexia**. Dyslexia is the brain’s inability to recognize characters in sequential order. How that contributes to several people becoming President of the United States is an interesting story and it happens to be a commonality that I also share. I hope to have your vote someday.....I kid, the only skull and bones I’m connected with is a pirate shirt I own.





The Super Power

As a dyslexic kid in the first grade, all I could recognize was the first letter or two at the beginning of a word and then I would jump and guess the rest. I learned to do that really, really well. That ability to guess what comes next has stayed with me. It is my secret super power.

Dyslexia may seem like a hindrance to efficiency, but it can actually be harnessed as a powerful tool that can save time and aid in multitasking to accomplish greater goals. Dyslexia, redefined, is the ability to “fill in the blanks.” My mind has been trained not to require a sequential order to make sense of scattered bits of information. Chaos does not exist. Road maps are not necessary. Without a map or a direction, there is already a destination in my mind.

This ability has exhibited itself in a thousand ways during my career. Whether it was understanding the motivations of a buyer, being able to forecast the next move of a competitor, or determine the missing element of a marketing message. It has always been surprising to me how often people miss what (at least in my mind) should be obvious. The reality is these types of things are only obvious to people who’s minds have the time, space and capability to see the patterns.

Choose *your own* *Adventure*

When you Connect the Dots in the Goalpost Galaxy, it’s not a straight line to the finish. Where would you like to go next?

Implementation Motor

Sales Toolbox

Whirlwind

Engagement Cycle



The Whirlwind

Defending Against the Tyranny of the Urgent

In business, you often have a limited amount of information and time to come to a conclusion and make a decision. I call this “The Whirlwind”. I really enjoy working with clients who are stuck in The Whirlwind of everything that needs to get done. I use my talent to help them to see what is, and what needs to come next in order to define and reach their goals. That ability to not only connect, but also define the dots, is what I really enjoy and excel at. This is the heart of the Goalpost Group.

Leadership

Leading only happens outside of The Whirlwind. It happens when time is taken and care is given to determine the mission, the objectives, and the actions that are needed to fulfill the objectives of that mission. What most leaders cling dearly to as their JOB is purely a laundry list of mismanaged chaos. The Whirlwind can be exciting, but staying in it for long periods of time without calibrating back to your goals and objectives can be debilitating. The majority of leaders cannot exit The Whirlwind on their own without a push or accountability. Most leaders have the ideas and know the direction they want to go. What many lack is the key disciplines needed to step back to assess, and the motor needed to implement.

Perspective

We’ve all heard the old saying “You (he, she, they) can’t see the forest through the trees”. When my friend and I had the privilege to take the long way over the



mountain range between Provo and Salt Lake City, Utah, we were treated to what may be the most beautiful birch forest in the world. For us it was a simple drive over the only road available in the area, but 100 years ago we would have been in trouble. There is something disorienting about those beautiful white trees. Without the slim road in the middle of the mountain range, switching back and forth and up and down all along the way, it would have been easy to get very lost. In business though, you often have to build the road as you go. There may be many directions you could go and none of them explicitly say “State Road 92” to indicate you are going in the correct direction like the road my friend and I traveled. The key to getting into and maintaining the right course within business is keeping perspective on the situation. Often, sales strategy, CRM, or content marketing projects can seem like a difficult hike through a confusing forest. Fortunately, you have the option of working with people who know where the road leads and who can help you reach your destination. It can be reassuring to know you don’t have to go alone and you can reach out for guidance along the way.

Is your job getting in the way of your job?

The tyranny of the urgent is so loud in the lives of most business people that it becomes almost impossible for them to make rational decisions about the future of their business. It’s easy to get stuck and it becomes impossible to draw back and look at the wider picture.

The Whirlwind is dangerous because it leads you to believe “everything has to be done right now” and it is difficult to assess priorities properly. It is a serious epidemic in the business world, and really in all facets of our 21st century lives. It’s something that taps our energy, kills marriages, and tears apart business partners from stress. Are you surprised to know that stress contributes to a great deal of heart-disease related deaths? One of the reasons Goalpost Group began was to help people develop a different perspective, which is the key to separating yourself from The Whirlwind. Leaders, like everyone else, have tasks they must complete; the daily whirlwind of activities that keep us all busy, busy, busy. The ability to manage chaos, while useful and important, is not leading. And it’s definitely not a good form of business management. You need time and care devoted to determining your mission, objectives, and actions. You need the right perspective to rise above the birch trees. The Goalpost Group can provide this to you and keep you on track, no matter the obstacles.

Choose *your own* *adventure*

Find out what it takes to escape the whirlwind.

How can you make a shift that causes big change?

Implementation Motor

Is Your Motor Geared for the Long Haul?

Ideas Will Only Go as Far as Your Ability to Implement Them

Most people can come up with an original idea. A lot of people generate dozens of ideas every day. The difference between people with ideas and people who act on them is implementation.

If you are a machine gun of ideas and never act on them, you may be missing the implementation gene. You will lose out on your chances of success if you never find the key to open the door to processing these ideas and generating growth. Goalpost Group is that key.

One of the things Goalpost Group offers an organization is the method and structure to become that motor of implementation within your organization. We take ideas and keep them running. Good or bad, any idea can fall flat without the motor behind it. Your stroke of genius will just be a blip on the radar if you can't act on it.





Why Do You Need an Implementation Motor?

Organization and structure. Organization needs to be there to shape your idea, bringing it to reality. A huge step in your success will be connecting individuals with tasks and responsibilities. The second step will be developing the endurance to remain on track and achieve results.

Endurance

To explain endurance, I like to use my Jeep's motor as a metaphor. I own a 1997 Jeep Wrangler. It's 20 years old and that motor is still running like new. The Jeep is rusty, and beginning to fall apart. Despite how it looks on the outside, I can still count on the motor to get me to my destination. It was built for endurance, not a beauty pageant or a race. It was not meant to go 95 mph on the highway. What it can do is drop into 4-wheel drive and take you through some incredibly rocky terrain without skipping a beat.

Many entrepreneurs are not implementation motors. You may experience quick success once your idea has become a reality, but it requires a slow and steady drive to get you there. Lower speeds, over longer periods of time, give ideas the endurance needed in order to reach the destination.

Choose your own *adventure*

When does the implementation motor work best?

Reposition your sales tools for a connected buyer.

Why You Need Better Branding

The 10 Second Elevator Pitch

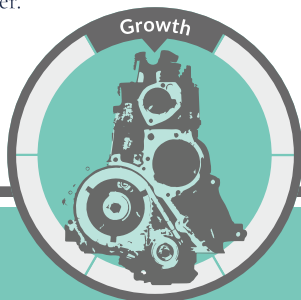
Why Branding is Vital to Success

Branding improves your online reputation, satisfies more clients, and increases the efficiency of your sales and marketing team. When you're well branded, marketing begins to define itself and work for you in half the time.

For many, however, branding can feel like an abstract concept when you're pitching its importance in building your business. It's best to create a context for how branding really works and make it their idea to invest in it. Keep in mind there might be only 10 seconds to do this for a true, down-to-the-point, elevator pitch.

If we picked a known competitor and asked, "Have you seen what fill-in-the-blank has been up to lately?" You might say, "yes," because you're important and you stay up to date on your competition. We'd simply respond: "I wonder if they've seen what you've been up to?"

This simple concept of getting people to talk about your business is what branding does best. Branding will help define you beyond your literal services, and make you relatable and accessible to a wider audience. This definition will include more abstract ideas that you may not have incorporated prior to branding, such as values or a simple promise of customer service. Once you're memorable in this deeper sense, you will hold the most valuable piece of advertising real estate: inside the minds of your consumer.





Questions to Ask

Properly branded businesses help you stand out in a digital era. Online reputations provide an immediate level of trust and might play a large role in where you end up spending your money.

Does your website look like a professional business? Is your logo an accurate representation of who you are, what you do, how you do it, and where? Is your marketing geared towards, and attracting the right type of customer? “How many stars?” is a question you might already relate to.

Is your online reputation working for you?

If you search “Café Near Me” you’ll see an array of options, all essentially offering the same product. If your goal is really to just be caffeinated, you might think they really are the same. What leads you to finally choose? Maybe it’s location: the one that’s closest to you, for the quickest cup of Joe you can grab. It might also be price: do you want the cheapest or something a little more upscale?

Online reputation is going to be a big deciding factor in a potential consumer choosing you when they meet you for the first time online. Are you sending the right message with your branding? Does it scream “pick me, and here’s why”? Ask yourself: are you Starbucks, Biggby, Dunkin, and why? If you can answer that question from a marketing perspective, you can begin to understand why branding is so important.

Choose *your own* adventure

Put your branding to work for you!

How can you use your branding to generate sales?

Servant Leadership

What a Rocking Chair Teaches Me

My Grandfather's Way

One of my favorite items I own is my grandfather's rocking chair. It helps me remember the way he was when he interacted with people. When I bring someone into my office and they have a seat in that rocking chair, it allows me to get in that frame of mind and focus on the person in front of me. Most people who interacted with my grandfather left feeling like a million bucks. People would drive over multiple counties to spend time with him and he would do the same for them. My grandfather's secret to a good conversation was that he always made the other person the star.



GRANDPA (DOW EARL - RIGHT)

*Or maybe it was his
BBQ Chicken???*



GRANDPA (DOW EARL - LEFT)
WITH ME (DAVID McANDREWS WITH
GOOD HAIR AND A BAD SHIRT)





The Drivers Behind Your Actions

my grandfather's way of interacting with others is defined by Servant leadership. If you take the time to understand the needs and aspirations of your team, they will repay you tenfold in their effort, time, and connection to the organization. To achieve extraordinary success, you have to figure out how to:

- Make team members the star
- Know why they do what they do
- Help them achieve their goals
- Equip your team with the tools they need to be successful

The Foundation for Success

Nurturing a servant leader relationship, one that goes beyond the limited interaction you may have at work, will lead to team members who are as bought into your success as you are into theirs. Make this the driver behind your actions and you will have a great foundation for success.

Choose your own *adventure*

Connect to the authentic version of yourself.

Shift the focus and underline the value of your employees.

The Third Rail of Authenticity

What is the Third Rail?

We are taught the third rail, the one which holds the electrical current and power source for trains, is something that should never be touched. Of course, this is sage advice for the curious teen or unsuspecting animal. However, for a train to ever move forward, it needs that connection to the third rail. It is a power source whose connection brings meaning and purpose.

The Third Rail of Authenticity is a company's purpose for being; a common thread that runs throughout the organizational structure, content, and all of its platforms. The Third Rail is what connects people who provide goods or services to the people who need those good or services. It is the connective tissue of humanity that helps us relate to each other. The Third Rail is not always visible; it is not always clear how it is providing the energy; but it is always necessary to provide the current to propel the "train" forward.





Keeping It Moving

At the end of the day, people want to do business with genuine people. If you can create an authentic connection with your consumer, you've won half the battle. If you work to create common ground and humanize the struggles and aspirations of both parties, you can build the power source that will connect you with your consumer. If your company has a fantastic website with all the bells and whistles you could dream of, and is providing the content necessary to begin connecting to customers' needs, there is STILL a missing piece of the puzzle. You must develop the third rail of authentic expression. You must develop and live by your stated philosophy.



Choose *your own* adventure

Need help connecting to your third rail?

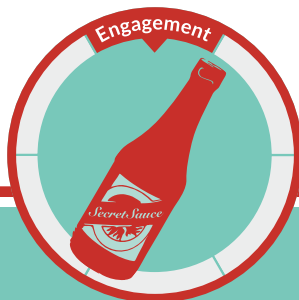
See who's in the spotlight when you've connected to the third rail.

Becoming a Teaching Organization

Above is a picture of the Jupiter Lighthouse in Jupiter, Florida. A couple miles away from this beautiful scene is the high school where I taught for the first 5 years of my professional life. Teaching has helped drive my career long after I left the classroom. It gave me the ability to see potential customers as people interested in learning about a company or product, rather than just someone to be sell to. I have found this to be the key in changing the relationship between company and consumer, and opening avenues of trust and communication that do not exist in typical sales and marketing channels.

Businesses as Institutions of Higher Learning

We operate in the knowledge economy where what we know may be more important than what we sell. People are searching for meaning, understanding, and connection. Companies that can shed light on mission and purpose while fostering a connection with clients on an ongoing basis will win.





Critical Content

The sharing of information has become more critical today than any other time in the history of business. It can separate a successful company from an unsuccessful one. Which way is your business headed? In order to join this new sharing economy, a transition must be made from a world view where information is held very close to the vest, to one in which information is readily and easily shared. Becoming a teaching organization is the critical transition that will ensure your success. Unfortunately, this is easier said than done. The key to accomplishing this is hiding in the heads of your team members. If you could poke a straw in and tap into that information, you would be able to produce a significant amount of important content that people are eager to know about online.

Reluctant to Share

Your team may be very reluctant to share on their own. But why? It is incumbent on the business owner to make sure they understand it is part of their responsibilities to share this information to help drive revenue, regardless of their position on the organizational chart. Only then will you begin to reap the rewards that come from content marketing. People are looking for information online, and asking questions. Becoming a teaching organization and sharing your information will lead them to understand the core of your organization and give you a leg up on your competition.

Choose *your own* adventure

See how to put your content to work.

Arm internal advocates and let them sell for you.

The 3 Cs of Team Culture

When a content culture is created in an organization, it has a significant impact on the team dynamic in 3 important ways:

Connected

You can create a direct line connection from your team's actions to the overall financial goals of the organization. Creating a content culture can access the hidden power of unique skills and talent within your team, and provide important resources for potential clients. Many people use dollar figures to define goals, but people cannot personally connect with a "just get more" philosophy. The general concept of simply making more money for the company is not an actionable directive, and there's a good chance employees working towards that goal will become dissatisfied with either their work or their pay. Instead, encouraging content in specific areas of expertise will empower your team to reach your financial goals organically.





Confident

The good news is, your organization is most likely already filled with subject matter experts. Harnessing this information and adapting it for content is critical to your bottom line. Through this process, your team will be empowered for future successes and gain the confidence to answer questions concerning your industry. It's a winning combination when subject matter experts are provided an outlet for directed learning, can educate new members of your team, and grow your content.

Contributing

If "being a part of the solution" is not everyone's responsibility, that responsibility will eventually fall on a small group of people who start out willing to work hard but quickly become resentful because they are carrying all the weight. It must be in everyone's job description to drive the practice to a cultural phenomenon that fuels your business. Between the experts and those with much to learn, every member of your organization can work together to reach your goals. Imagine the tremendous amount of content that you can generate if you get your whole team on board. The backlog of content is what will truly push you to new heights as company.

Choose *your own* adventure

Shift your greatest expense (payroll) to your greatest investment.

Get your entire team to drive the engagement cycle.

Engagement Cycle

Drive Interest and Build Loyalty

What is the Engagement Cycle and how does it work?

The Engagement Cycle is something that most sales people believe only begins when they pick up the phone. In reality, if you are doing it correctly, 70% of the job of sales happens before that initial conversation ever occurs. The Engagement Cycle includes both the inbound and outbound engagements that you can have with your customer, such as:

- Emails
- Social media posts
- Website
- Content

If you can focus content production on subjects that drive interest in your website, then further that point with an e-blast, and connect with social media, you will soon have your customers and your clients interested in that information. This will pay significant dividends over time. But in order for this to be rich and rewarding for both parties, you need to be producing the type of content that they actually want to see.





Consumer Behavior

Consumers are now doing homework on the front end before they ever contact anybody about selling them anything. **If they can avoid talking to a sales person, they will.** You can avoid lost sales by making it easier for your clients to find the type of information they want online. Produce content that connects to their concerns and answers their questions. This effectively drives the Engagement Cycle and is a significant key to your growth.



Remember...

- Engagement builds awareness
- Awareness builds interest
- Interest over a long period of time builds loyalty
- Content drives it all

Choose *your own* adventure

How to get your team ready for content production.

By driving the engagement cycle, internal advocates will sell for you.

The Secret Sauce

Make the Magic of Content Work for You

When Google Became a Verb

There once was a time where keeping your information to yourself was highly beneficial. This became a thing of the past the day that Google transformed from a proper noun to a verb. This transition has changed everything about marketing and advertising. Trade “secrets” are now of less value to you if kept a secret. That’s not to say proprietary information doesn’t or shouldn’t exist. But there are ways to provide a sample of the secret sauce without giving away your recipe altogether.

What is the Secret?

The trade secrets of yesterday have become the “secret sauce” of today. Developing content leads to higher web search results, and better web traffic. Ultimately, you’ll connect with larger targeted audiences interested in your specific type of business.

So how do you make sure you keep your proprietary information proprietary, while still showing up in search results and reaping the benefits of the Google algorithm? The trick is to address items or questions associated with your proprietary information without sharing specifics or complete answers. This allows you to give people a taste of the secret sauce, while keeping the recipe for yourself. Do this better than your competition and you will be unstoppable.





The 3 Criteria for Content

A lot of people believe that posting on social media in high volume will positively affect their web traffic. In reality, if you're posting on social media and the content that you're posting does not cause the people you are attempting to connect with to do anything, then it's really not doing anything for you. In order to be successful, content must strive to be

- Strategic
- Interesting
- Engaging

Any content program must start with the strategic goal of revenue generation in mind. Every piece of content needs to be produced with a consequential action in mind for readers. Engagement means that they are ready to take another step forward with you. If content isn't interesting and doesn't create a reaction, it will just be noise. It doesn't have to appeal to everyone on the planet. In fact, you should strive to make it very specific for stakeholders. If you are able to interest this target market and they are ready to engage with your content, you will be successful. Don't waste your time with your social media efforts. Follow these simple rules, and let Goalpost Group help you produce big results.

Choose *your own* adventure

Take strategy up a notch.

An important message for content development...

Sales Toolbox

New Sales Tools for a Connected Customer

A surgeon would never show up to a surgery without a scalpel. A carpenter would not begin building a deck without a saw. A mechanic would not start working under the hood without his pneumatic tools (*or at least he shouldn't*). Yet, far too often, sales people conduct appointments with little more than their wit and a smile.

Sales people should be well-equipped with a very specific set of tools:

- Coherent message with well-defined value proposition
- Working knowledge of their competitors' offerings with corresponding key differentiations
- Digital pitch that can be used to disseminate their message to the organization's other stakeholders

This sales toolbox, in the hands of a decent sales person, can be extraordinarily effective in the execution of sales strategy. Especially in overcoming the greatest hurdle in the B2B sales: multiple stakeholders.





Salesmen Are Set Up to Fail

Consumer behavior has changed significantly in the last 10 years. There are no longer frequent situations where an individual sales person can walk in one morning, talk to one person, and turn around with a signed purchase order or a done deal that afternoon. It just doesn't work that way anymore.

What is more likely to happen is the salesperson will do a presentation and his/her audience will, in turn, present that information to their organization much like a copy of a copy: not as clear as the original. They're not going to have the same type of effect, skill, and charisma that the initial salesperson had and therefore probably will not do near as good of a job.

The Solution

When sales people rely on skills more than a decade old, and try to close business face-to-face, they are counting themselves as too pivotal a part of the process. So what is the solution? Start digitizing your sales process and using a methodology that will allow internal advocates to pass your direct message along to stakeholders. Your words, your message, your brand, will all reach the decision makers rather than a muddy interpretation of it delivered secondhand.

Choose *your own* adventure

New sales tools for the connected consumer isn't what you think.

Arm your Champion!

Arm Your Champion

How to Equip Internal Advocates



The Moment You Hand Over the Sales Process

One of the most important moments in the business-to-business sales process is the point where the person who is responsible for collecting sales information turns around to deliver it to their own organization, taking the process out of the hands of the salesperson. A couple of important things to know about that moment: They will not be focusing on things like examples, reasoning, and formulas which demonstrate how the product or service you are providing them with is the best solution for them. The majority of the time, within business-to-business sales, you deal with one person who then turns around within the context of their own organization, and takes what you've told them and sells it internally. In most cases there is a pretty good chance this person is not a sales person. Though this internal representative of a sales pitch has been given the responsibility to gather information for this potential purchase, they may be focusing far more on the responsibility of keeping their job than providing information. The prospect of a sale is fairly difficult, particularly if you have an expensive piece of equipment or software. There is a connection between how they choose what to promote and the way they are viewed in their job. A salesperson can inadvertently put their job in jeopardy if the "solution" provided is not the solution that the organizational leaders feel is best or if it doesn't turn out well in the end. In order to bridge this gap, you must properly equip this individual to be your best advocate.





Are You Making a Mistake?

The Arm Your Champion process puts tools in the hands of sales people that they can then provide to their advocate, or champion. Your champion can easily present these persuasive tools internally. You must provide them with the tools necessary to represent you in an authentic and objective way. Your purposeful message will come through instead of a translated one. Your “champion” no longer has to feel they are putting their name and credibility on the line. Provided with a digital version of your sales pitch, you’ve eliminated any interpretation of content and weak sales tactics and armed your champion to advocate for you without risk.

Are you handing over your sales process to someone you simply hope is your internal advocate? You might be making a huge mistake. Stop banging your head against the wall, and Arm Your Champion. Control the internal sales process by digitizing your message, connecting it to your advocate, and taking responsibility for your sale.

Goalpost Group works with companies to create the Sales Toolbox needed to Arm Your Champion by providing a digital version of your message which includes your knowledge, value proposition, and passion. Your champion can then pass these on to all potential stakeholders while remaining completely objective.

Choose your own *adventure*

What prevents you from having the time to reach your goals?

How can you reach potential clients who are avoiding sales people?

Endurance

An Adoption Story

The number one attribute of a successful entrepreneur, in my opinion, is endurance. The ability to approach process which may take years to complete and to bite off a small chunk at a time is invaluable. I want to tell you a quick story about one of the situations that took an extreme amount of endurance for myself and my family.

Five years ago, we decided to adopt.

That adoption process, we knew, was going to be long and arduous. But we had no idea the level of endurance it would take in order to achieve our goal of bringing the children we adopted home. We started out by deciding to adopt in Ghana. We went through the process with our agency and we spent six months going through the home study and all the other requirements. Very quickly we learned that the process in Ghana was not going the way that the agency had expected. The agency had determined that they were not going to be allowing adoptions from Ghana to take place because of the level of corruption within their system. After a few months of trying to figure out what to do next, I came home from a business trip and my wife was looking at her laptop, sitting on the edge of the bed, and she said there were twin boys in Haiti I needed to see, because this might be it.

About six months after we made the decision to adopt the boys, we learned that their little sister had showed up at the orphanage. The people from the government in Haiti determined that we would not be allowed to adopt her. Six months later,





that all changed. We got a call from our agency saying not only could we adopt the third sibling, but if we didn't adopt the third sibling, we wouldn't be able to adopt our boys. Well, fortunately, my heart got worked on during that period of time and made it a very easy decision. That was only the beginning of the journey of endurance to get these children home to us. We still had three and half years to go.

Had you told me at the beginning that it would be a four-and-a-half year process in total and we would be adopting three children, not two, I never would've begun. I don't think any sane person would've started that type of process knowing everything that would happen. The ability to adapt just becomes part of the deal. Having that level of endurance, despite the curve balls and drastic length of time, is really a great analogy for our lives in business. We have to take things as they come. And as each opportunity and setback comes in our way, we jump, duck, or run over them. When you are looking for partners in your business, it's important that you can find someone who has the right level of endurance to achieve your goals. If they don't have it, you have the wrong partnership.



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Choose *your own* adventure

ARE YOU READY TO KNOW YOUR GOAL?

Final Step: Know Your Goal

Georgia's Story; A Metaphor for Goal Setting

Georgia's Fine.

Let me tell you one of my favorite stories: That time one of my college suitemates got hit by a bicyclist.

"Georgia", as we all called him, was from Georgia and spoke with a deep Georgian drawl. That's why we called him that. To this day, we still don't know his real name and it's too late to ask. One day, he was crossing the bridge with his girlfriend to go to the beach. The two of them were minding their own business, happy, and in love. All of a sudden, out of nowhere, a bicyclist smacked straight into Georgia. Georgia falls down and slams his head on the concrete. A little blood is trickling from his head. Everyone is in shock.

Georgia, however, abruptly lifted his head, looked up at the bicyclist and stated emphatically, "I am FINE, SIR!" (in his deepest southern twang), popped right up off the ground, and started sprinting in the other direction. We have no idea why he ran. But as fast as he could, he escaped that situation, leaving the bicyclist and his girlfriend in the dust. He ran across the bridge and a couple blocks inland, to the dorm where we lived, and took the elevator up. He hopped into bed and pulled the blanket over his head. We discovered him there about 15 minutes later.





The Moral of the Story

Georgia, who clearly was out of his mind, and suffering symptoms of a concussion, was following some type of instinctual reaction. “I am FINE, SIR” he said. He had a goal! His goal, for whatever reason, was to run as fast as he could and get to his bed because that’s where he felt the safest.

The lesson I want people to learn from this story is that this represents about as much thought as most people put into setting their own goals. At Goalpost Group, our desire is to help our clients fight this instinctual reaction. Instead, let us use our structured approach to connect the dots and know your goal for you. These goals will be dually productive as they simultaneously connect people within the organization to help achieve this goal, and build your business exponentially. We believe you can achieve any goal with this method.

If you’re throwing a dart to set your goals, or jumping up and running off in any direction like Georgia, there’s a pretty good chance that you’re lacking the connection that will take your goals further. Fight the temptation to keep doing it like you always have, and before you decide “I am FINE, SIR”, you need to know your goal.

We are not alone in our quest to connect the dots. The acronym ABCD (*Always Be Connecting Dots*) was coined by billionaire Richard Branson; but not many do this well. This is the reason for the Goalpost Group.

Connect the Dots to Know Your Goal.

David McAndrews, M.S.

Founder of the Goalpost Group



David is a business builder who helps leaders establish empowered content cultures to drive their businesses to the next level. His distinctive approach and “coach” mentality allows the Goalpost Group to provide a truly unique partnership with clients beyond that of a typical contractual relationship. With a methodology developed from experience and a deep understanding of the complexities of health care, Goalpost has positively impacted growth within several industries.

The Goalpost Group was founded to provide leaders with the perspective needed to escape the tyranny of the daily grind, in order to effectively address the “big picture” enabling companies to move forward. Using specialized insight regarding content development for inbound marketing, branding, sales strategy, negotiation, and organizational leadership, the Goalpost Group takes a holistic approach to help your business grow.

As a father of 5 children who’s family was built both traditionally and through international adoption, David has discovered a new definition of success, and works every day to better serve clients with his unique perspective, experiences, and skills.



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