

Business Travel Tips from Taylor Offer

Co-Founder and CMO of FEAT Socks shares how today's business travelers can #GoBoss



In 2014, Taylor Offer founded FEAT Socks with his college classmate, Parker Burr and, since then, has grown the company through innovative strategies, including collaborations with various athletes and celebrity spokespeople, such as Gymnast Aly Raisman during the 2016 Olympics. Last year, Taylor and Parker were listed in [Forbes 30 under 30](#) and they continue to grow the brand, often requiring this LA-based founder to travel the distance to cities, such as New York and Chicago.

- 1. Track What You Pack:** 36% of today's business travelers are stressed about packing the right outfits for their work trips and for this stressor, experience is key. Each time you travel, keep a list of items that you used each trip to ensure you don't forget anything important and, simultaneously, track what you don't use to avoid overpacking. And if you do forget something you need – don't sweat it! In most circumstances, you can ask the hotel's front desk or buy it at a store nearby.
- 2. Rest and Rehydrate:** Traveling can no doubt take a toll on your immune system, so make sure you take the proper steps to stay on your A-game, both before and after your trips. Before your trip, carve out time to rest and properly hydrate, especially if you're headed to a different time zone. Once you arrive, make sure to carry a water bottle with you so you can stay hydrated on-the-go and prepare for your return trip.
- 3. Network While on the Road:** If traveling to a city you don't visit as often or one you've never been to, reach out to local friends, former colleagues or business acquaintances to expand your network beyond your hometown. Carving out time for face-to-face meetings will strengthen professional relationships that may help you achieve key career goals.
- 4. Ask for Extra Travel Time:** Check with your boss to see if you can fly into your destination a day earlier. Use the extra time to explore and get comfortable, particularly if traveling for a big meeting or presentation. Plus, the added benefit of getting a little extra R&R won't hurt either!