

Time and Technology

How to balance business and life - online and in person



Sue Ellson BBus AIMM MAHRI

27 October 2014

Institute of Management Consultants

RACV Club, Level 2, 501 Bourke Street, Melbourne

sueellson@sueellson.com

Today

- how to source business from multiple online and offline networks
- how to maximise your online brand using Google+ and LinkedIn tools
- how to work from home or on the road
- ways to keep yourself sane and successful as a consultant
- how to love what you do every day and leave the rat race behind

Sue Ellson BBus (Admin Mgmt) AIMM MAHRI

- Consulting since 1994
- AIM Member since 2002
- Joined LinkedIn 21 December 2003
- 5,555 Connections
- Top 1% of viewed profiles in 2012
- Averaging 900 profile views per 90 days
- Sourced career, work and business opportunities
- AHRI Member since 2006
- AHRI IHRM Victoria Network Convenor since 2007
- AHRI Victorian State Council Member since 2014
- Currently presenting Independent LinkedIn training to individuals, organisations, associations, conferences
- Consultant to NetExpat and Macfarlane Lane
- Teacher at Centre for Adult Education
- NewcomersNetwork.com, CamberwellNetwork.com



INSTITUTE OF
MANAGEMENT
CONSULTANTS

The Greek Fishermen

A lesson in life. A boat docked in a tiny Greek island. After lunch, a tourist complimented the local fisherman on the quality of their fish and asked how long it took catch it.

“Not very long,” they answered in unison. “Why didn't you stay out longer and catch more?” asked the tourist. The fishermen explained that their catches were sufficient to meet their needs and those of their families.

“But what do you do with the rest of your time?” she asked. “We sleep late, fish a little, play with our children and take siestas with our wives. In the afternoons we have snack at the beach or go into the village to see our friends at the cafe, drink a little Ouzo and play tavli.

“In the evenings we go to the tavern, play a little bouzouki, drink a little more Ouzo, sing a few songs and break a plate or two.” In other words, we have a full life!”



INSTITUTE OF
MANAGEMENT
CONSULTANTS

IMC

The Greek Fishermen (cont)

The tourist interrupted ... “Well, I have an MBA from Harvard and I can help you! You should start by fishing longer every day. You can then sell the extra fish you catch and with the extra revenue, you can buy a bigger boat.”

“And after that?” asked the fishermen.

“With the extra money the larger boat will bring, you can buy a second one, and a third one and so on until you have an entire fleet of trawlers. “Then instead of selling your fish to the middle man, you can negotiate directly with the processing plants and maybe even open your own plant.

“You can then leave this little village and move to Athens, Paris or even to London. From there you can direct your huge new enterprise.”

“How long will that take?” asked the fishermen. “Twenty, perhaps twenty five years,” replied the tourist. “And after that?” asked the fishermen.



INSTITUTE OF
MANAGEMENT
CONSULTANTS

IMC

The Greek Fishermen (cont)

“After That? Well my friend, that’s when it gets really interesting,” answered the tourist, laughing. “When your business gets really big, you can start buying and selling stocks and make millions!”

“Millions?” asked the fisherman. “Really? And after that?” “After that, you’ll be able to retire, live in a tiny village near the coast, sleep late, play with your children, catch a few fish, take a siesta with your wife and spend the evenings drinking Ouzo and enjoying your friends.”

“With all respect,” replied the fishermen. “That’s exactly what we are doing now. So what’s the point ... wasting twenty five years?” asked the Greek fishermen.



The Greek Fisherman (cont)

The moral to this story is ...

“know where you are going in life ...
you may already be there!”



How to source business from multiple online networks

- LinkedIn - people, groups, companies
- Industry specific portals - associations, membership
- Increased online presence - Google+, Free Directory Listings
- Mr or Ms Everywhere - Icon in your Industry
- Articles published elsewhere - content is best SEO technique
- Profiled elsewhere - conference presentations
- Say THANK YOU after every referral - provide feedback



How to source business from multiple offline networks

- Shop around - pick three best networks and attend regularly
- Hyperlocal - close to your home/office
- Word of mouth - contact three times per year to maintain relationship
- Existing customers - marketing 101 - why source new ones?
- Call people rather than send email newsletters
- Christmas gifts and hand written cards are well received
- Say THANK YOU after every referral - provide feedback



How to maximise your online brand using Google+ (Google's version of Facebook)

- Create a person profile - link to all of your online profiles - website, LinkedIn, Membership websites etc
- Create a business page - comes up in Google search on the right hand side
- Post at least once per month - image 400 pixels
- Get some reviews - gold in terms of search
- Add people you know into Google Circles - increases your chance in search

Google+



How to maximise your online brand using LinkedIn

- Start with your PURPOSE
- Complete your personal and company profile - add in projects, certifications
- Participate in relevant Group discussions
- Feed the Beast and be active - connections, endorsements, recommendations, like, comment, share, subscribe via Pulse, click on links, log on regularly
- Manage your contacts - tag, set reminders, do backups of profile and connections
- Add some bling - images, videos, PDF's, SlideShare etc
- Review regularly - new features constantly being added

How to maximise your online brand using LinkedIn



Tools to work from home or on the road

- CRM within LinkedIn
- Cloud for files - Google Drive, DropBox, OneDrive or iCloud
- Email backup to Gmail - synced devices can be lost
- Emergency details on paper - especially important phone numbers
- Set up rules in email - all emails from LinkedIn to LinkedIn folder
- Work out what you need to be able to do and then source some solutions
- Have multiple alternatives for presentations - voice recording, USB stick, hard copy
- Carry your charger or backup power source
- Remember to use technology as a tool - if you work better with pen and paper, do it!
(Evernote is very popular)
- Not a fan of bespoke - more portability with 'regular use' programs



INSTITUTE OF
MANAGEMENT
CONSULTANTS

IMC

Ways to keep yourself sane and successful as a consultant

- Be clear on your purpose
- Decide on ideal client, ideal product, ideal price
- Listen to the client's needs or wants (even though you may know better)
- What is important now and in the future? (perhaps employment is a better option)
- Define some play time and do it - regularly
- Think of the Greek Fishermen - what are you really fishing for?
- Say 'thank you' often
- Surprise your clients with thoughtful gifts/offers
- Remember that it is often 'thankless' and don't take things personally
- Your 'arse' is now on the line - not a company
- It is okay to say 'no'
- Allow everyone to 'walk away' - keeps everyone accountable in the beginning



How to love what you do every day and leave the rat race behind

- Be willing to fail and recover
- Manage risk
- Be brave
- Do what is important first (do what you like later)
- Have an accountability partner until you get into gear
- Decide who you want to work with and let others go (when you get to that point)
- Review often - and allow time to reflect and improve
- Continually learn (you need to stay up to date and understand what you are paying for)
- Don't bother trying to explain how it works to a full time employee 😊
- Plan social or business/social activities to maintain a sense of identity
- Meet with like-minded people and be willing to share - there is enough for all - my ideal client is not your ideal client and vice versa



Time and Technology

- Ideal Client
- Ideal Product or Service will pay for
- Systemise Process
- Systemise Marketing
- Deliver Product or Service
- Review and Reflect
- Use technology for purpose
- Use time for purpose
- Have fun!



Questions please....

Email me for LinkedIn Profile Guide and \$60 off consulting services
- or just say thank you (and tell me what was most helpful)!
sueellson@sueellson.com - happy to connect on LinkedIn



INSTITUTE OF
MANAGEMENT
CONSULTANTS