



# GKA

Golden Key Academy

#LearnWithGKA

# Self Sufficiency Strategies

**Sue Ellson**

GK BBus MPC PCDAAs ASA WV SPN MEdPlus  
Independent LinkedIn Specialist  
Author, Educator, Practitioner, Poet

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[sueellson@sueellson.com](mailto:sueellson@sueellson.com)

<https://www.linkedin.com/in/sueellson>

# Welcome

Do you ever feel a little overwhelmed with all of the options available to you today?  
Unsure how to make sense of what you have studied and how to put it into practice?  
Uncertain about how to live in a world that is full of continuous change? Worried about  
what constitutes success for you?

Join this practical webinar that focuses on simple concepts and strategies to develop  
your own self sufficiency in your own way.

Learn how to create authentic systems that will stand the test of time and change. These  
strategies are a combination of both lived experience and evidence-based research  
designed for wherever you live, work and play and apply across all cultures, beliefs and  
backgrounds.

Join us to cherry pick what will work for you and be ready to implement these strategies  
and develop your own level of self-sufficiency.

# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of

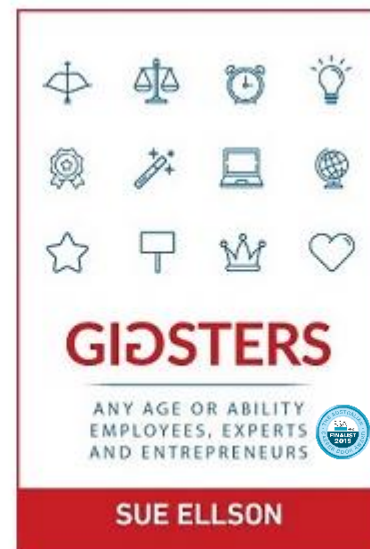
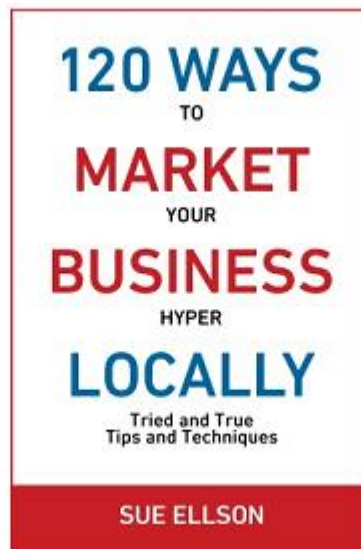
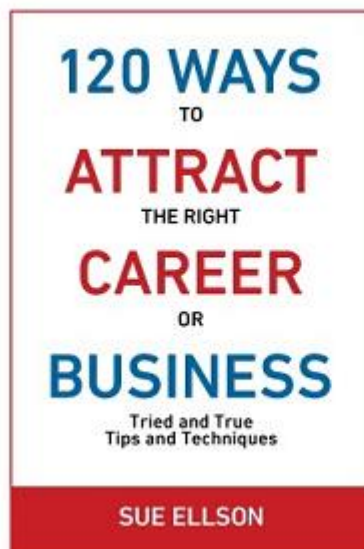
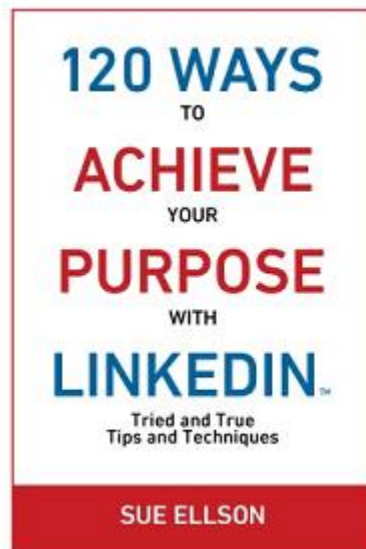


Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

# Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ – update your LinkedIn Profile

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,867 Connections, 28,491 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (527 Subscribers, 142 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (867 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (216 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (438 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (396 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (47 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,889 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (301 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (55 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (172 Subscribers)** <https://sueellson.com/newsletters>



# Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides can be requested
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read
- ✓ Information correct at time of publication
- ✓ please add any questions you have in the Chat – and make notes – this is like a dream, forget when you wake up!
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)



# Self Sufficiency Strategies

1. iNetwork

2. iConnect

3. iEngage

4. iAsk

5. iManage

6. iFollow Up

7. iReflect

Questions and answers

# 1. iNetwork

## From now on, connect with everyone on LinkedIn

1. Friends and Family, School, College and University Students, Tutors
2. Work Colleagues, Peers, Managers, Leaders
3. Industry or Professional Association Colleagues
4. Stakeholders, Network Members, Event Presenters and Attendees
5. People you find through Research, both Locally and Internationally
6. People who contact you via text, email, socials, phone
7. Recruiters, Decision-Makers and Centres of Influence
8. Service Providers, Funding Providers, Strategic Partners
9. Customers, Clients, Selected Competitors and Collaborators
10. Journalists and Thought Leaders in your Profession or Industry

<https://www.linkedin.com/pulse/who-can-i-connect-linkedin-sue-ellson>

**Activity:** <https://www.linkedin.com/mypreferences/d/download-my-data> Compare Connections to Your Contacts



**Your Network = Your Net Worth**



## 2. iConnect

**From now on, make sure you connect with people regularly**

1. Network 1 - Social – Friends and Family
2. Network 2 - Work – In your role and in profession and industry
3. Network 3 - Personal – With your sports, hobbies and interests
4. Social Media – Engage with people you know, Likes and Comments
5. In Person – Make times to catch up with people in person at least weekly
6. Online – Communicate via Message daily
7. Birthday Calendar – For your nearest and dearest
8. Find an Accountability Partner and/or Mentor to stay on track (multiple over time)
9. Invite People To Join You – Don't wait for an invitation
10. If you Can't Attend – Make another time to catch up on the spot

<https://www.linkedin.com/pulse/how-feel-connected-online-avoid-loneliness-sue-ellson>

<https://www.linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson>

**Activity:** A Smile is a Universal Language – practice smiling all the time



**Connect = Belong**

## 3. iEngage

**From now on, make sure you engage with people regularly**

1. Online – Likes and Comments
2. Online – click Notification Bell (Individuals and Companies)
3. Arrive early – less intimidating
4. Leave last – extroverts will still be chatting
5. Go towards people on their own – they will be grateful
6. Aim for three people per event – can refer to 250+ others
7. Allocate time to respond – a few quick words can mean a lot
8. Very Important People VIPs – aim for three exchanges per year
9. Diary or Calendar next catch up – scheduling helps
10. Only promise what you can deliver – be true to your word at all times

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

**Activity:** Engage 12 times, Post 1 time (Listen more than Speak)

**Get New Friends  
But Keep The Old  
The New are Silver  
The Old are Gold**  
- Joseph Parry



## 4. iAsk

### From now on, make sure you ask questions

1. Research and Ask – many things not on Google or AI
2. Intelligent Questions – earn respect
3. Informed Questions – show depth
4. Repeated Questions – require more learning
5. Continuous Learning – change is exponential
6. Cultural Questions – to clarify meaning
7. Personal Questions – be respectful
8. Relationship Questions – avoid assumptions
9. Clarification Questions – maximise performance and reward
10. Feedback Questions – gain new insights

<https://www.linkedin.com/pulse/happy-helpful-hurtful-sheets-only-three-questions-you-sue-ellson>

**Activity:** If you have a big choice to make, speak to at least three people (including one or more professionals)

Conversation is power  
It has its own reward  
It helps us find  
A new way forward  
- Sue Ellson



# 5. iManage

**From now on, make sure you manage your life**

1. Sleep consistently
2. Eat nutritionally – food you prepare
3. Exercise regularly
4. Save money first
5. Spend the rest
6. Create assets that generate wealth
7. Avoid expenses that increase
8. Only buy something when you really need it
9. Budget air fares, cars, clothing (avoid brands), utilities
10. Use cash not card (and save up to 50%)

<https://www.linkedin.com/pulse/how-recession-proof-your-career-business-sue-ellson>

**Activity:** The next time you receive a payment, put some of it into savings

**You don't save money  
By spending money**  
- Bernie Ellson



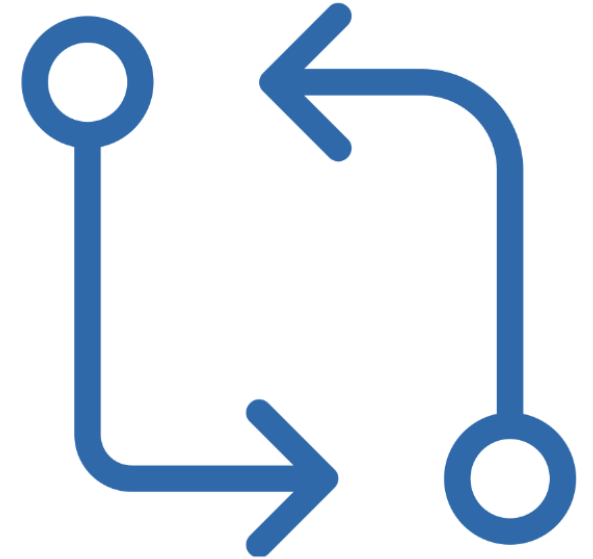
## 6. iFollow Up

### From now on, make sure you Follow Up

1. Always do what you say you will (or apologise if you can't)
2. Provide information you promise it
3. Provide referrals if you can
4. Always say please
5. Always say thank you (especially to referrers)
6. Provide specific descriptive feedback
7. Provide reviews and recommendations
8. Acknowledge achievements
9. Share the credit with others who have assisted
10. If you make a suggestion, be prepared to complete the action

<https://sueellson.com/blog/personal-thank-you-to-channel-9>

**Activity:** Send a written note or card to someone to say thank you



**Leadership is about  
three-fourths show-  
the-way and about  
one-fourth follow-up**  
- James E. Faust

# 7. iReflect

## From now on, reflect more often

1. Look backwards and see how far you've come
2. Review what worked
3. Review what could be improved
4. Review what you've learnt
5. Reflect back to others what you have observed
6. Remember the effort not just the result
7. Reward informed choices
8. Be prepared to apologise without qualification
9. Document your dreams – see them appear
10. Allocate time away from home for a regular review

<https://sueellson.com/blog/australia-poem>

**Activity:** Make a gratitude statement every day



**Looking back so that  
the view looking  
forward is even clearer**  
- Unknown

Where to from here?

Please choose three things from this session to do in three hours from now (or 3 days if you must)

3 in 3

# Golden Key Academy

## **LinkedIn for High Achievers**

<https://academy.goldenkey.org/video/linkedin-for-high-achievers>

## **Online Presence for High Achievers**

<https://academy.goldenkey.org/video/online-presence-for-high-achievers/>

## **Self Improvement Summit**

<https://academy.goldenkey.org/product/access-to-golden-key-self-improvement-summit-2024>





# Questions?

## How to say thank you

✓ Add a comment in the chat now

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (146 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (12 Reviews)

Online <https://sueellson.com/reviews>

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Follow Socials / Contact



Google Review



Facebook Review



Online Review

# How to say thank you to Golden Key

## Google

[https://search.google.com/local/writereview?placeid=ChIJb\\_osr9OxEmsRoEYbAZ3WmC8](https://search.google.com/local/writereview?placeid=ChIJb_osr9OxEmsRoEYbAZ3WmC8)

(1 Review)



## Facebook

<https://www.facebook.com/goldenkey/reviews>

(437 Reviews)

