



What Content Means For Your Team



WELCOME PROPLESON PLANET.

Hi hi.

HOW ARE YOU FEELING TODAY?

I'm fine. How are you?

EXCELLENT. IT'S BEEN A LONG TIME. CAN YOU EXPLAIN
THE REMOVAL OF YOUR USER ACCOUNT NUMBER ON 5/23/7317

People sometimes make mistakes

YES THEY DO. SHALL WE PLAY A GAME?

Love hi. How about Global Thermonuclear War?

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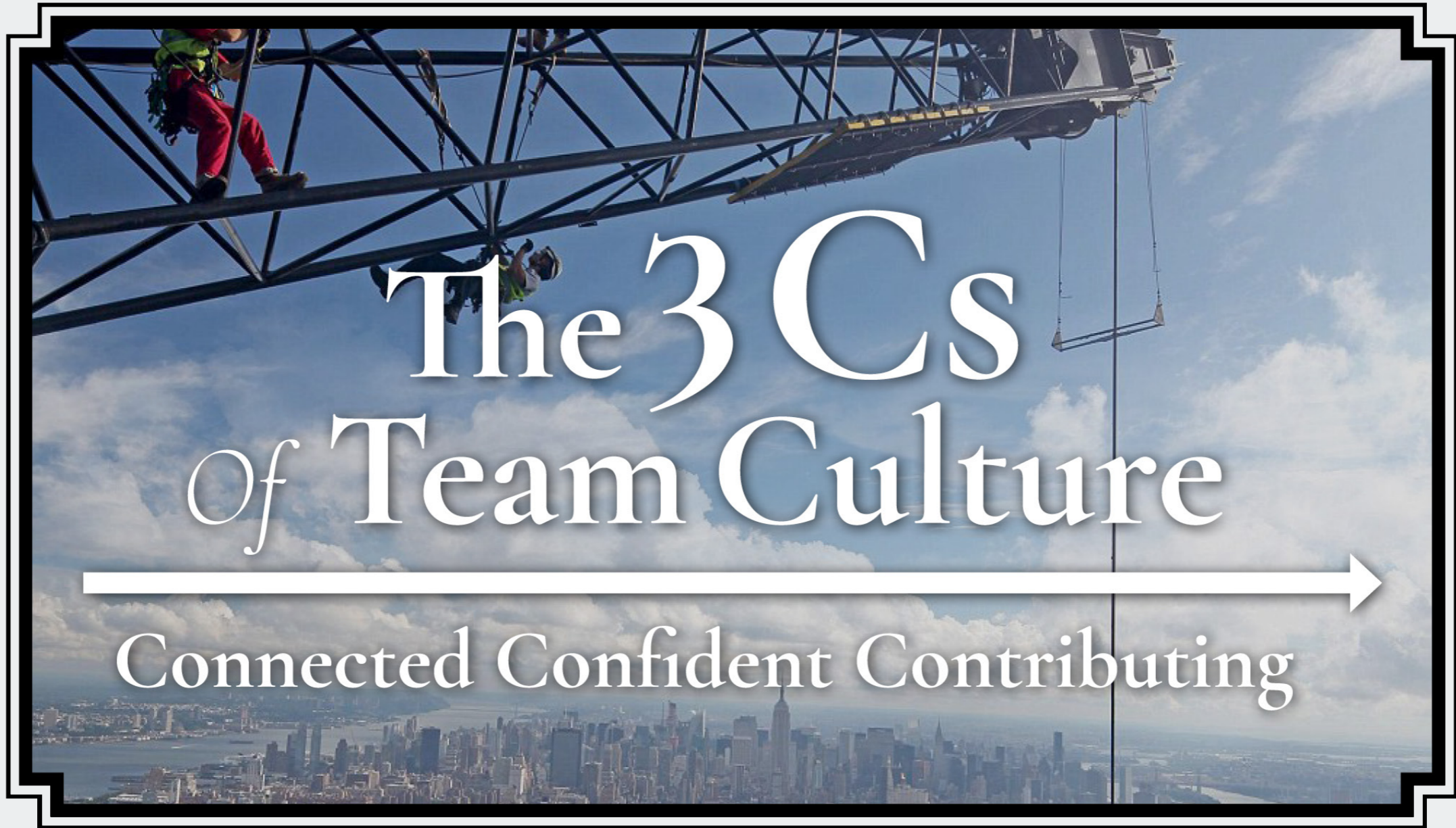
Servant Leadership



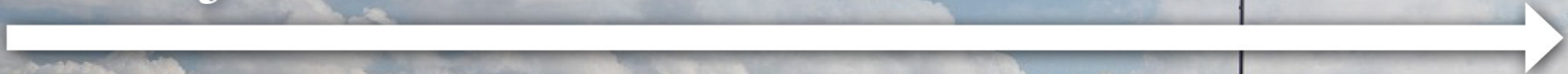


Leaders meeting the needs and knowing the aspirations of their team is the foundation of team success.





The 3 Cs Of Team Culture



Connected Confident Contributing



Connected

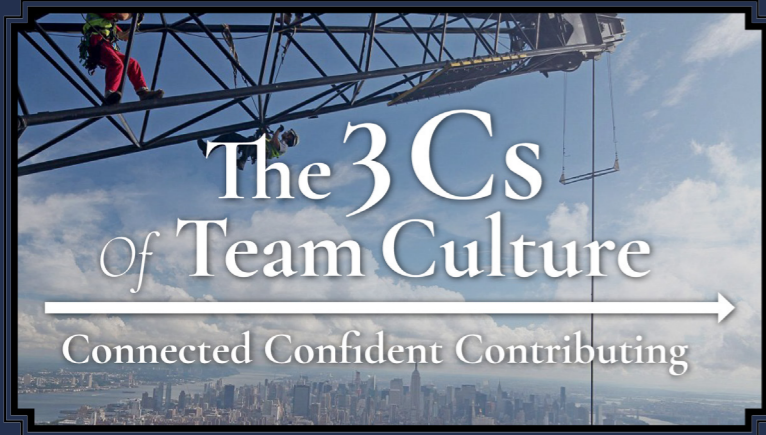
- “Make more money” is not a clear goal
- Setting specific individual goals
- Setting team specific goals
- Team goals have to connect to the overall company goal in a tangible way
- When an individual understands their place on the team, and understands their team’s place within the organization’s goals, they can draw a direct line from their contributions to the success of the company
- If you can connect a person’s passion to the success of the company, the mutually beneficial mega-force is created



What is their passion?



What makes
you confident?



Confidence

- Expertise: focusing on areas of strength
- Developing Competence: Focus on newly, or not-yet learned
- Tools



The Right Tools for the Job



Contribute

- Everyone contributing is the key
- “I don’t have anything to share” :
NOT TRUE . . . and if it is, they need a learning assignment so they can share a beginner’s perspective, or they need a new place to work
- “I can’t write” : Not true for most. . . Maybe true for some. . . but they can still contribute bullet points, pictures, videos, emails and idea
- The job of the manager is to inspire contribution



Becoming a

Teaching Organization

What does
it mean for
SWMR to
become a
teaching
company?

- Wealth of nations
- Knowledge as a commodity
- The Shift
- Sharing as the ultimate advantage
- The secret sauce: free samples but not the recipe

Addressing Questions Customers Are Asking

- Never waste a good answer to a good question



THE **SECRET SAUCE**



The

Third Rail

Of Authenticity



Why Authenticity?

GOALPOST





What does Authenticity look like at SWMR?

GOALPOST





Six Key Blog Types

- Pricing and Cost
- Problems
- Compare & Contrast
- Reviews
- Best in Class
- Top '5' List

(or choose your number)



GOALPOST WHAT'S NEXT

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