#### You've Created Followers, Now Develop Leaders

#### Leo Morejon

Marketing Professional Oreo, Trident Gum, Coca-Cola, and Estee Lauder Companies...





#### Hi All

# How's Vegas treating you?



#### JK. You're home.



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#### Thank Goodness

# Cause I'm about to get <u>real</u>



**So...** 

### You think you're doing good by your students?

# Doing all you can?

### Is it enough?

### Are you sure?

### Are you sure?



# I'll give you time to think...



### Really, I will





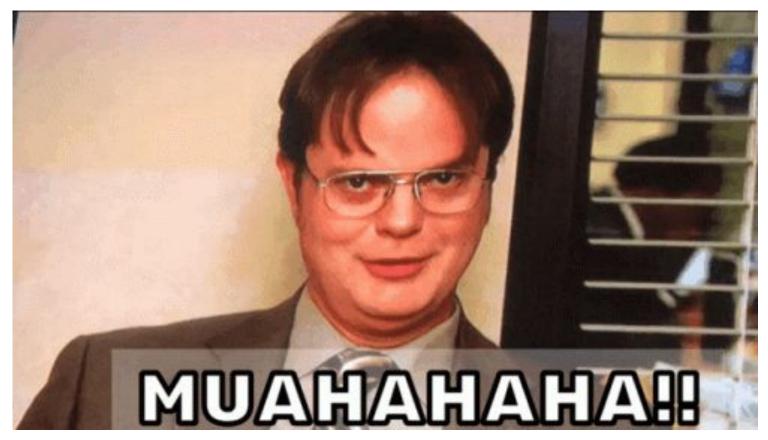
# If you had to think about it...

#### YOU FAILED





#### Or am I...



#### Are you...

# Following the curriculum?



## Reading the textbook?



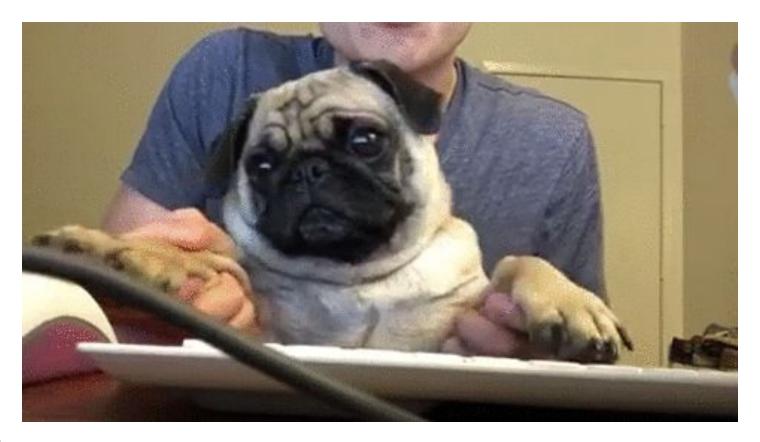
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## Holding office hours?



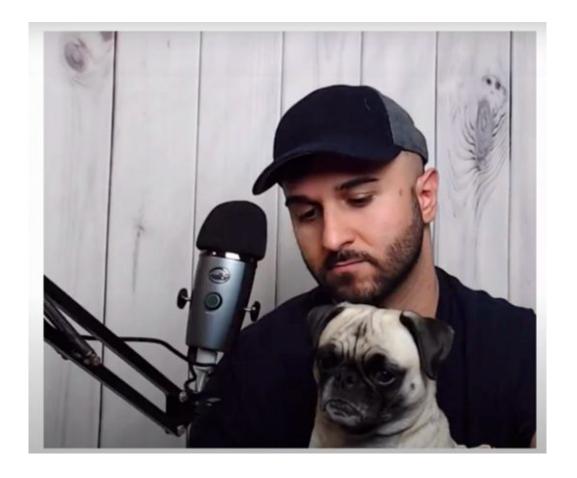
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# Have practical experience?



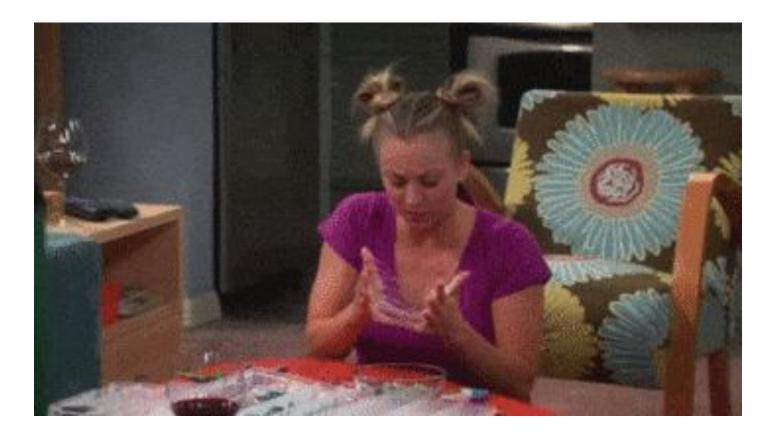
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## Bring in wannabe-cool speakers?



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# Otherwise sticking to the script?



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### GREAT!

## You're Failing



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# If that's all you're doing

### Listen...

# I don't have to tell you.

## You're special.



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# You have amazing power.



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# Amazing responsibility.



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## Being a teacher

### Is admirable

### You touch lives

## THANK YOU FOR BEING YOU

# You may have forgotten that

### Remember it,

## Take time to feel it

#### Que the timer!!!!!



### Love you.

Ido.

### But sorry.

### I'm taken



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### Now...

# Let's work together

### To build leaders



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### Not followers

## Ready?



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## Stay in Touch



### Read News

#### 1. Social Media Today.com

2. Mashable.com

3. DigitalTrends.com

# Follow Industry People

### 1.Karen Freberg

2.Jason Falls

#### 3. Christina Garnett

### Go to Conferences

#### 1.ProfCon2020

2.ProfCon2021

3.ProfCon2022



### Join Communities

# 1. FB: Social Media Professors Community Group

#### 2. Serial Marketers

# Teach Personal Branding



## It's important

# Not just about Likes

### It's about:

# Landing jobs

# Getting promotions

### Leading teams

# Teach them how to build case studies for themselves

# How to tell their story

### Elicit Action



### Get real clients

# Have them create channels

# Have them post content

### Teach Sales



- 1. How to sell internally
- 2. How to sell externally
- 3. How to motivate & educate

# Teach Work Culture



### OOPS!

### I mean politics

# Don't think it exists?

# Think it's all about the work?

### Cute...

### It doesn't mean...

- 1. Telling lies
- 2. Cheating
- 3. Hurting others

# It means teaching...

1. How to work with others

- 2. How to get present oneself
- 3. How to build others

### Practice What You Preach



## Use Social Media

#### 1.Twitter

2.LinkedIn

### 3.Instagram

### Network

### Freelance

### **Build Your Brand**

### THANK YOU



### LOVE YOU

