

You've Created Followers, Now Develop Leaders

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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 real**



So...

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

Doing all you can?

Is it enough?

Are you sure?

Are you
sure?



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



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Really, I will





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**If you had to think
about it...**

YOU FAILED





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Or am I...



Are you...

Following the curriculum?



Reading the textbook?



Holding office hours?



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Have practical experience?



**Bring in
wannabe-cool
speakers?**



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Otherwise sticking to the script?



GREAT!

You're Failing



If...

**If that's
all you're doing**

Listen...

**I don't
have to tell you.**

You're special.



**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.

I do.

But sorry.

I'm taken



Now...

Let's work together

To build leaders



Not followers

Ready?



Stay in Touch

The background features a stylized illustration of two computer monitors. Each monitor displays a video call interface with three circular icons representing participants. The icons are simple line art: a man in a suit, a woman with glasses, and another man in a suit. The monitors are positioned behind the main text.

Read News

1. SocialMediaToday.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