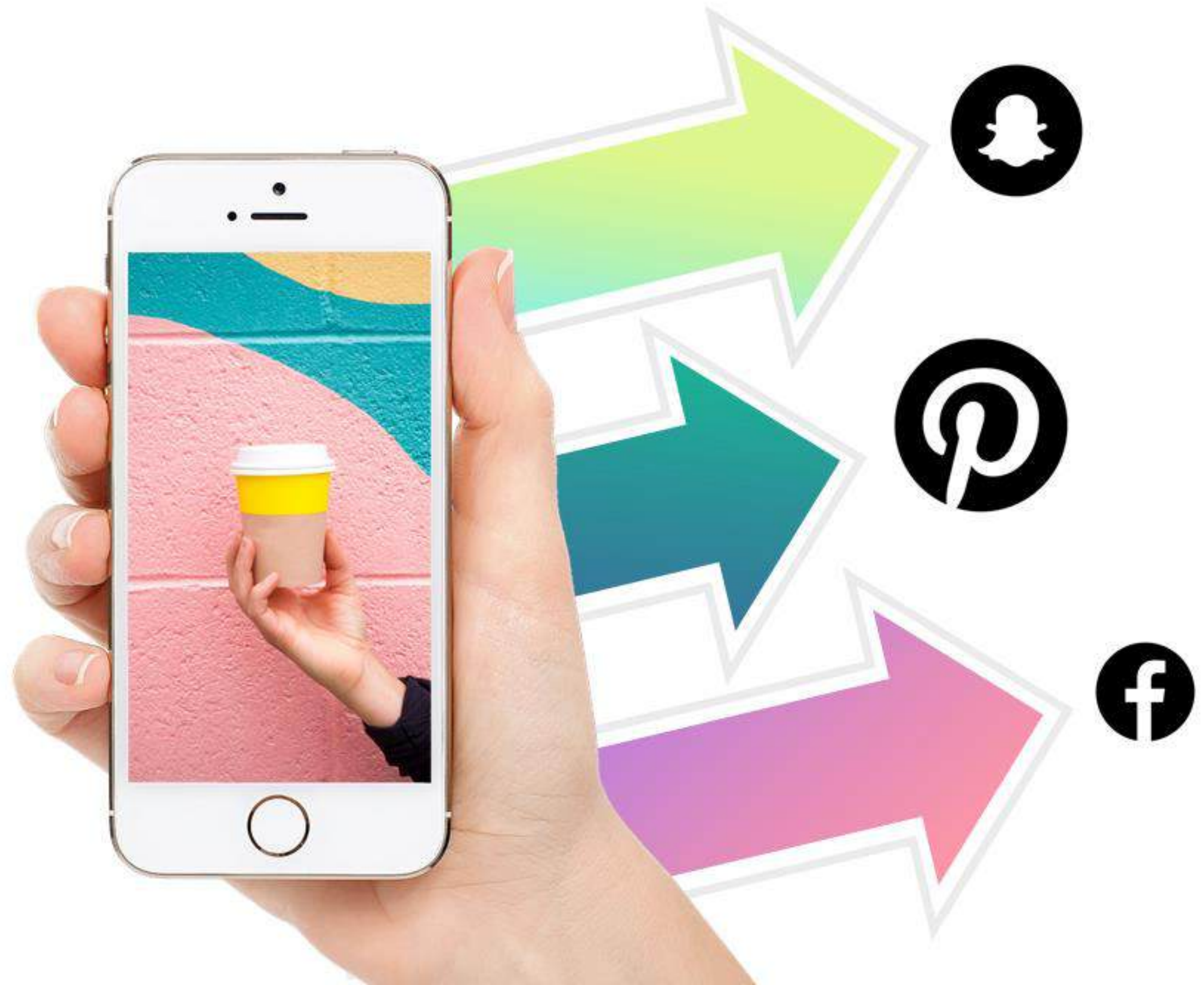



WE ARE  
VISUAL

# Custom Content

CONTENT IS  
CUSTOMIZED BY THE  
INFLUENCERS TO FIT  
EACH PLATFORM

We provide truly agile marketing — our teams are engaged 24/7, offering quick-to-market activation as well as immediate response to shifting priorities for ongoing campaigns.





Two speech bubble icons.

# Advocacy

ACTIVATE CONVERSATIONS  
& GENERATE BUZZ

We use a variety of digital platforms to activate conversations and generate buzz, turning potential customers into buyers and brand advocates



An icon of a computer monitor with a chart and a play button.

# Analytics

WEEKLY & MONTHLY  
RECAPS

We illustrate the impact and value of your program with weekly and monthly recaps




An icon of a person with a speech bubble and a play button.

# Strategy

BOTH BROAD AND  
TARGETED AUDIENCES

We craft a mix of original and curated content designed to share your message with both broad and targeted audiences



An icon of a video player with a play button.

# Content

STRATEGIC, ORIGINAL &  
PERSONALIZED

From videos to blogs to posts to interactive campaigns, all content is strategic, original and personalized to the influencer's lifestyle and audience

Profile card for David (@surfandsunshine) with a green background and coffee-themed images. The card includes a circular profile picture of David, his name, handle, bio, reach, and social media icons.

**David**  
@surfandsunshine  
LA photographer, travel writer, tech guru and social mobile gamer  
Reach: 00,000

COFFEE ROAST, I FEEL LIKE COFFEE, CAUSE ROAST, COFFEE COFFEE COFFEE

Profile card for Ally (@debostic) with a pink background and beauty-themed images. The card includes a circular profile picture of Ally, her name, handle, bio, reach, and social media icons.

**Ally**  
@debostic  
South Carolina gamer, actor and model  
Reach: 00,000

Too Faced, NARS, MAKEUP

Infographic showing a group of people looking at a smartphone. Text overlay states: "74% of consumers trust Social Media to inform purchasing decisions." Source: NIELSEN, 2015. @mmedia logo.

IN A WORLD OVER SATURATED WITH ADS, TRUST IS WHAT DRIVES PURCHASING DECISIONS.

**74% of consumers trust Social Media to inform purchasing decisions.**

NIELSEN, 2015

@mmedia





Infographic with a blue background and a person wearing a "LOVE YOUR NEIGHBOUR" t-shirt. Text overlay states: "Trusted advocates convert at a higher rate than brands." Source: NIELSEN, 2015. @mmedia logo.

INFLUENCE LEADS TO ACTION WHEN INFLUENCERS SPEAK, THEIR COMMUNITIES NOT ONLY LISTEN - THEY ACT.

**“Trusted advocates convert at a higher rate than brands.”**

NIELSEN, 2015

@mmedia

 <p><b>Jeana</b> @surfandsunshine LA photographer, travel writer, tech guru and social mobile gamer</p> <ul style="list-style-type: none"> <li>00k followers</li> <li>00k followers</li> <li>00k followers</li> </ul> <p>surfandsunshine.com</p>	 <p><b>Daniel</b> @debostic South Carolina gamer, actor and model</p> <ul style="list-style-type: none"> <li>00k followers</li> <li>00k followers</li> <li>00k followers</li> </ul> <p>danielbostic.com</p>	 <p><b>Sugar</b> @sugarjones CA resident, blogger and social media expert</p> <ul style="list-style-type: none"> <li>00k followers</li> <li>00k followers</li> <li>00k followers</li> </ul> <p>livethesweetlife.com</p>	 <p><b>Zach</b> @djbander LA resident, music producer, DJ and gamer</p> <ul style="list-style-type: none"> <li>00k followers</li> <li>00k followers</li> <li>00k followers</li> </ul>
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**mmedia**  
INFLUENCERS & SOCIAL MARKETING

# We Know Influencers

Helping You Build Powerful Networks Of Influencers Who Believe In Your Brand And Want To Tell Your Story.

**Our Clients**

**Top Lifestyles Represented**



We Represent a  
Network of over

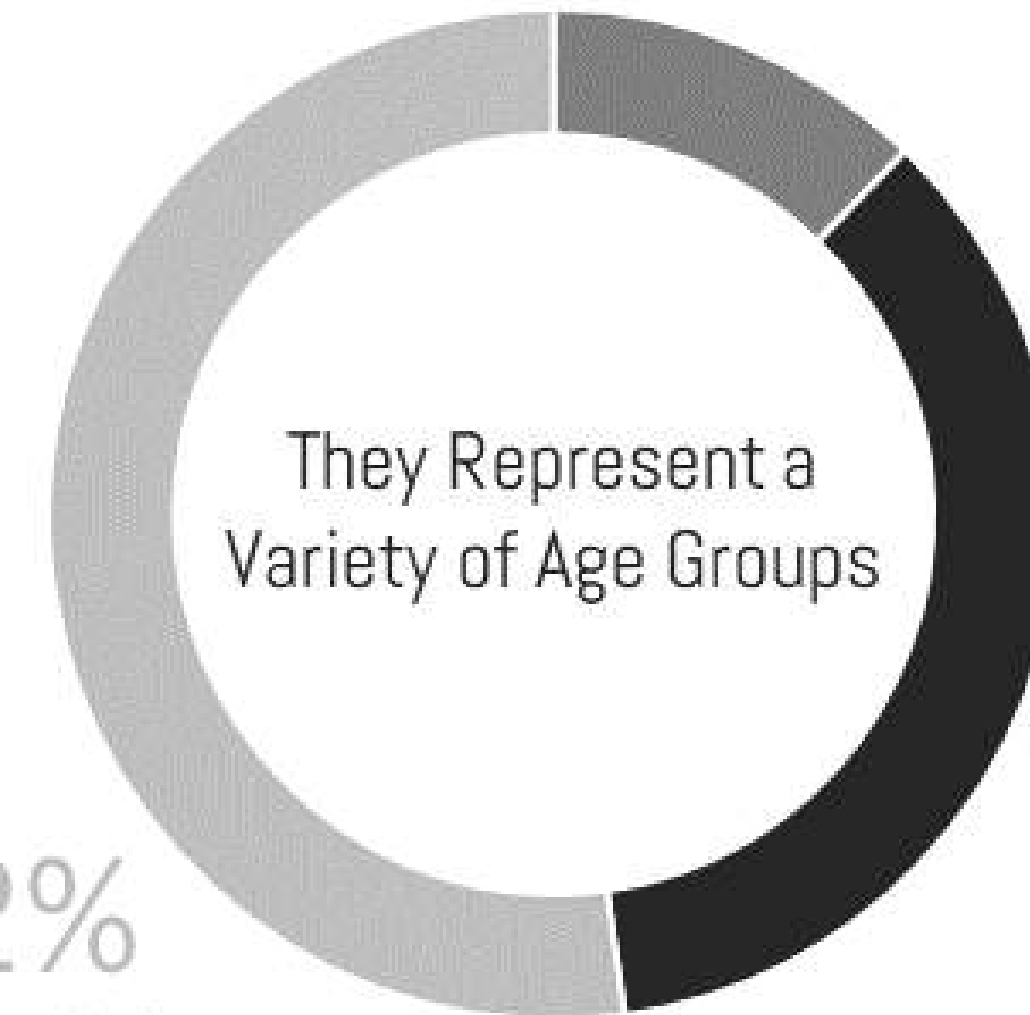
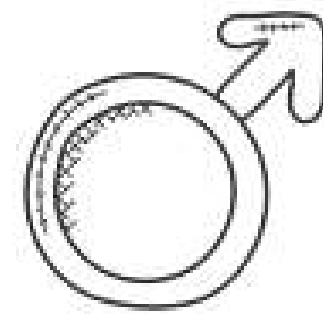
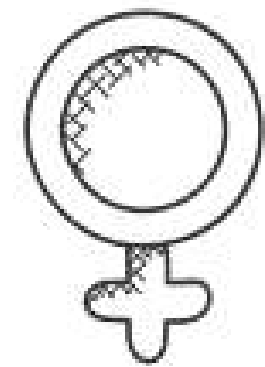
**5000**  
Influencers

Our Influencers Are



**64%**  
Female

**36%**  
Male



**12%**  
Boomers

**36%**  
Gen X

**52%**  
Millennials

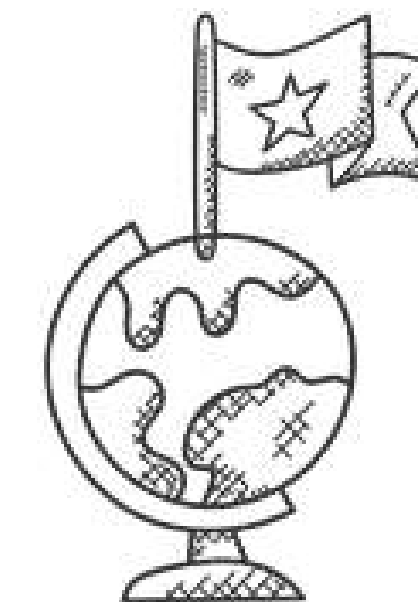
**Global  
Reach**

Collective  
Impressions:

**200M**

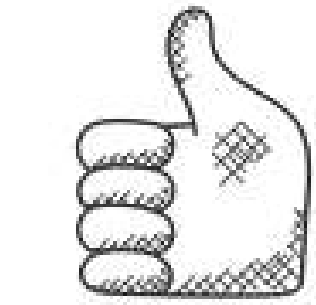
Social  
Shares:

**25K**

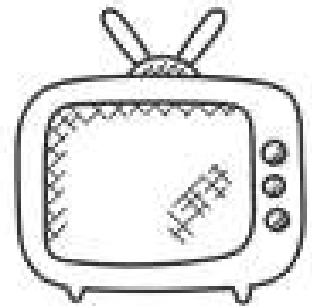


Our Influencers  
Represent

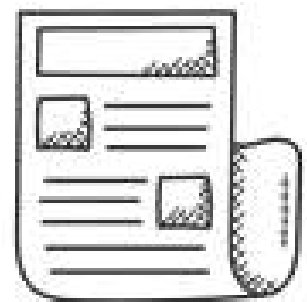
**40+**  
Cultures



92% Peer  
Recommendations



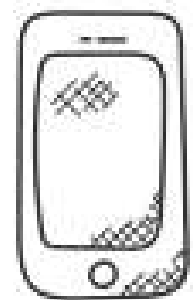
47% TV Ads



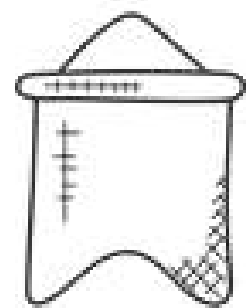
45% Newspaper  
Ads



40% Search  
Engine Ads



36% Social  
Media Ads



33% Online  
Banner Ads

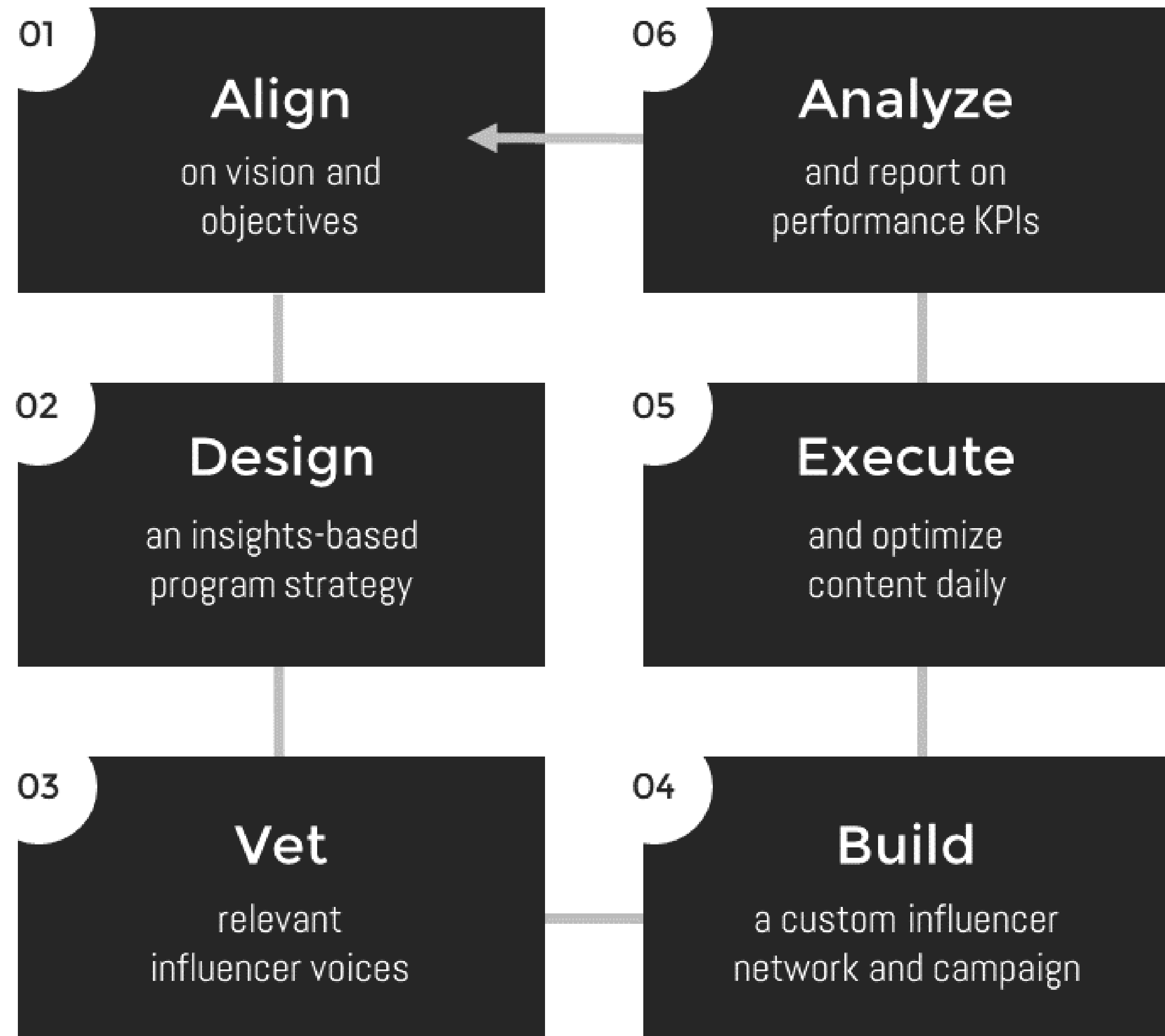
92% of consumers trust peer  
recommendations to inform  
purchasing decisions.

# People Trust People

# Our Process

WE OPERATE AS AN  
EXTENSION OF OUR  
PARTNER BRANDS.

We create seamless integrations with various teams inside an organization, including product marketing, social marketing, PR, multicultural and others, to insure campaigns are meaningful and impactful.





**JIM AT WORK**

**JIM IN LIFE**

**COMPLETELY DIFFERENT**



“ Given the choice of anyone in the world, whom would you want as a dinner guest? ”

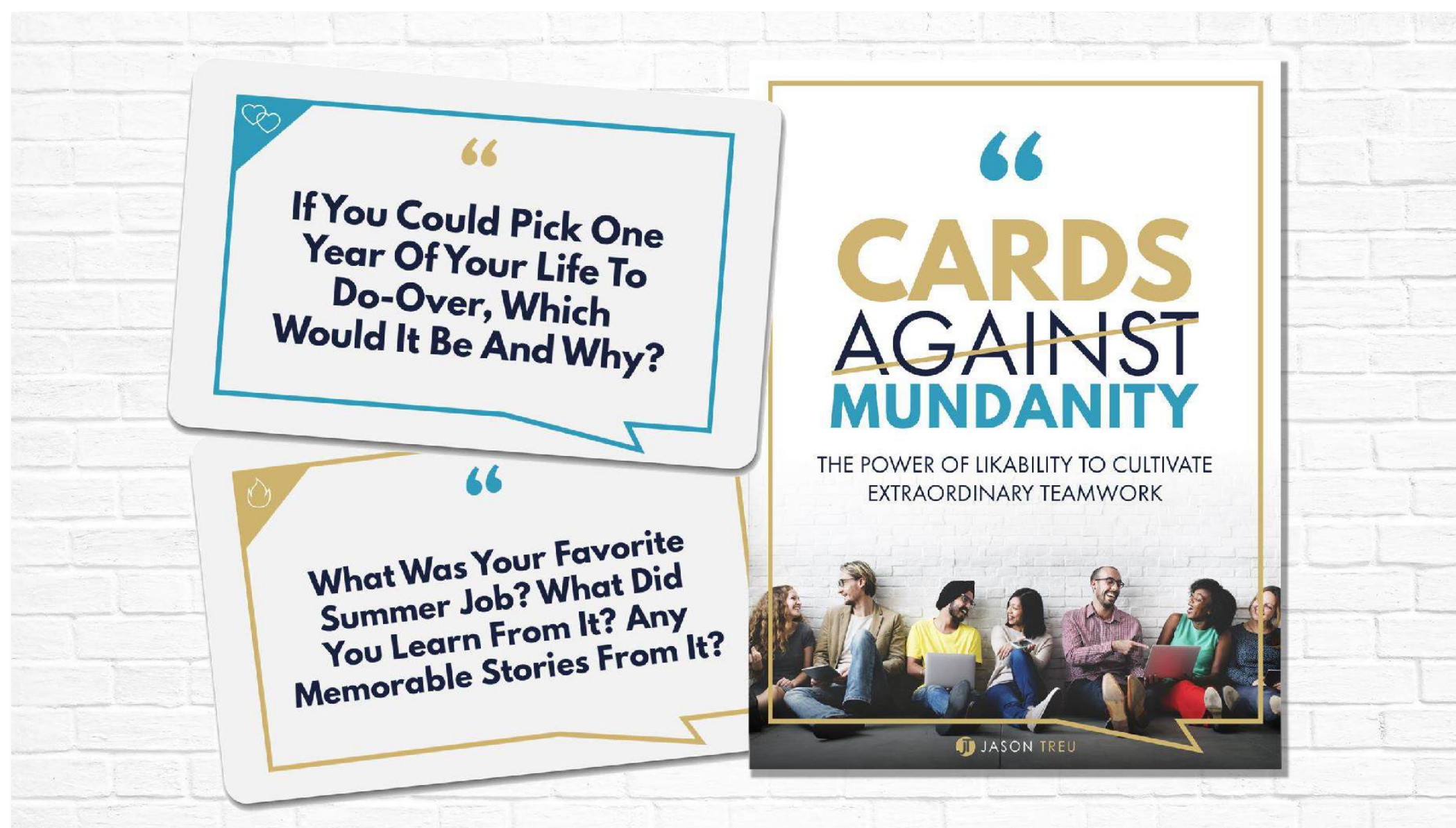
“ If you were to die this evening with no opportunity to communicate with anyone, what would you most regret not having told someone? Why haven't you told them yet? ”

**30%**

rated the relationships they had just created as “closer than the closest relationships in their lives.”

**57%**

got together after the study (on their own).



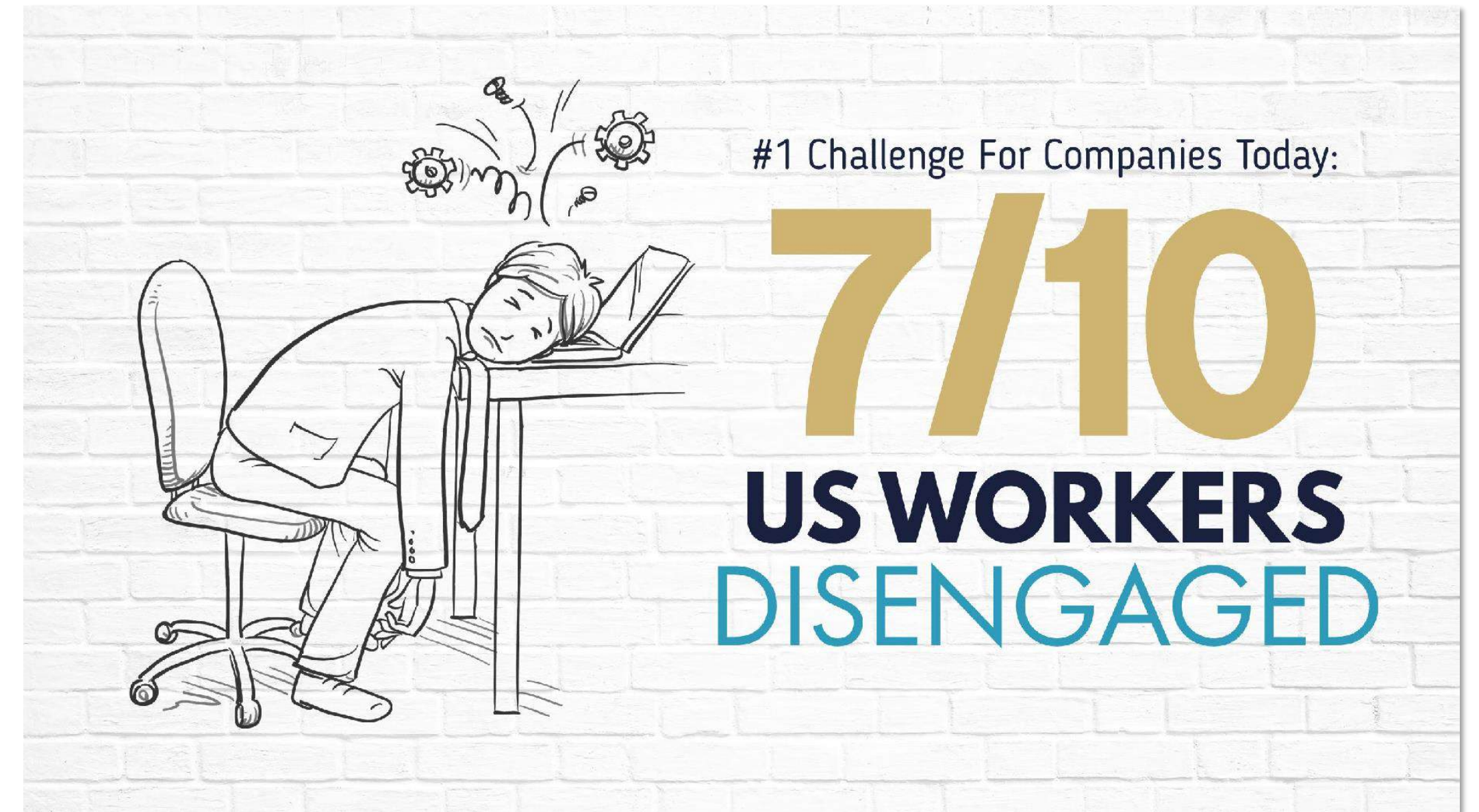


Organizations With Engaged Employees Experienced

# 19%

**INCREASE**  
**IN INCOME**

Over a 12-Month Period



#1 Challenge For Companies Today:

# 7/10

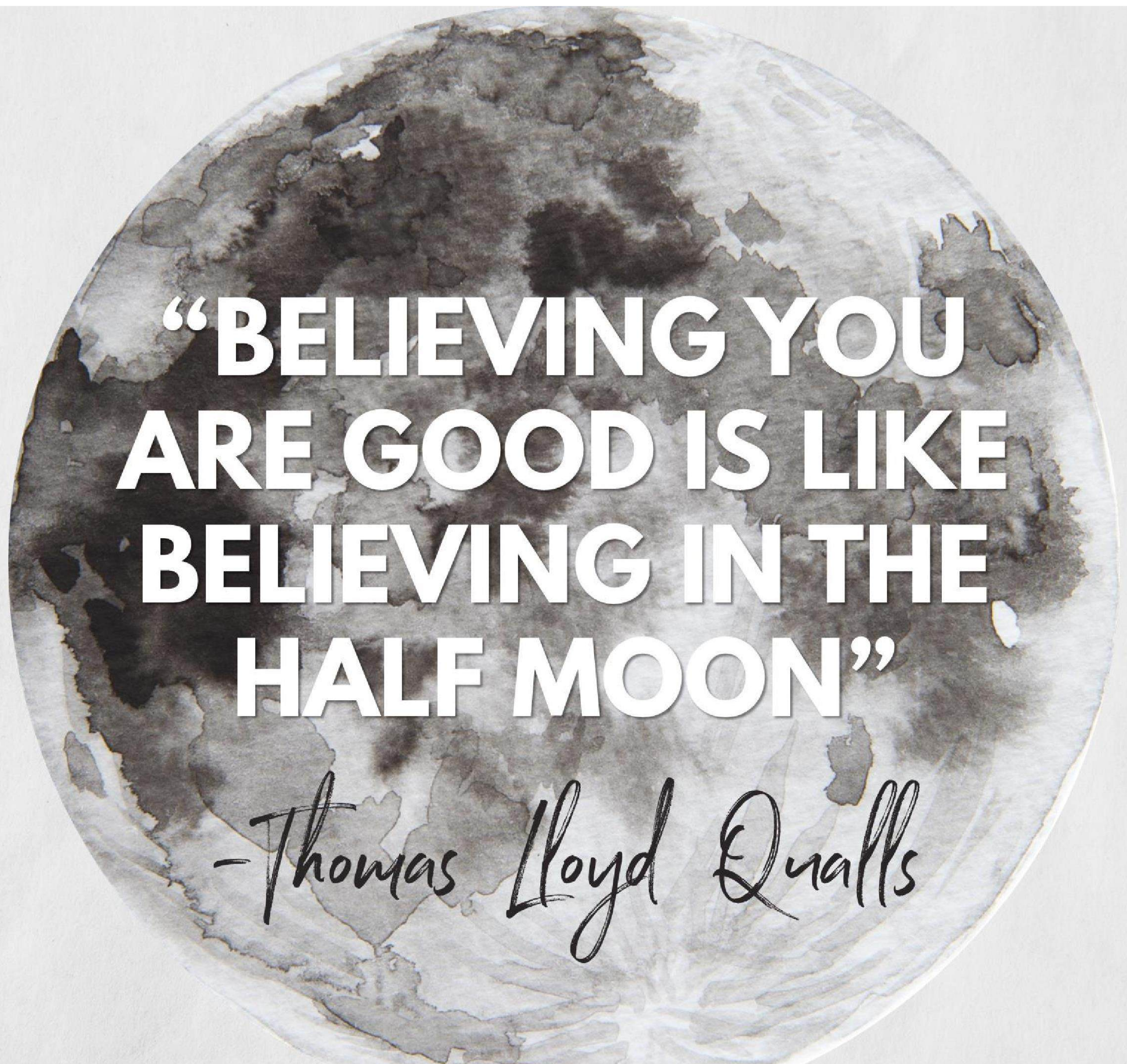
**US WORKERS**  
**DISENGAGED**

And, Every Year, It's Costing Us

# \$550

**BILLION IN LOST**  
**PRODUCTIVITY**





**“BELIEVING YOU  
ARE GOOD IS LIKE  
BELIEVING IN THE  
HALF MOON”**

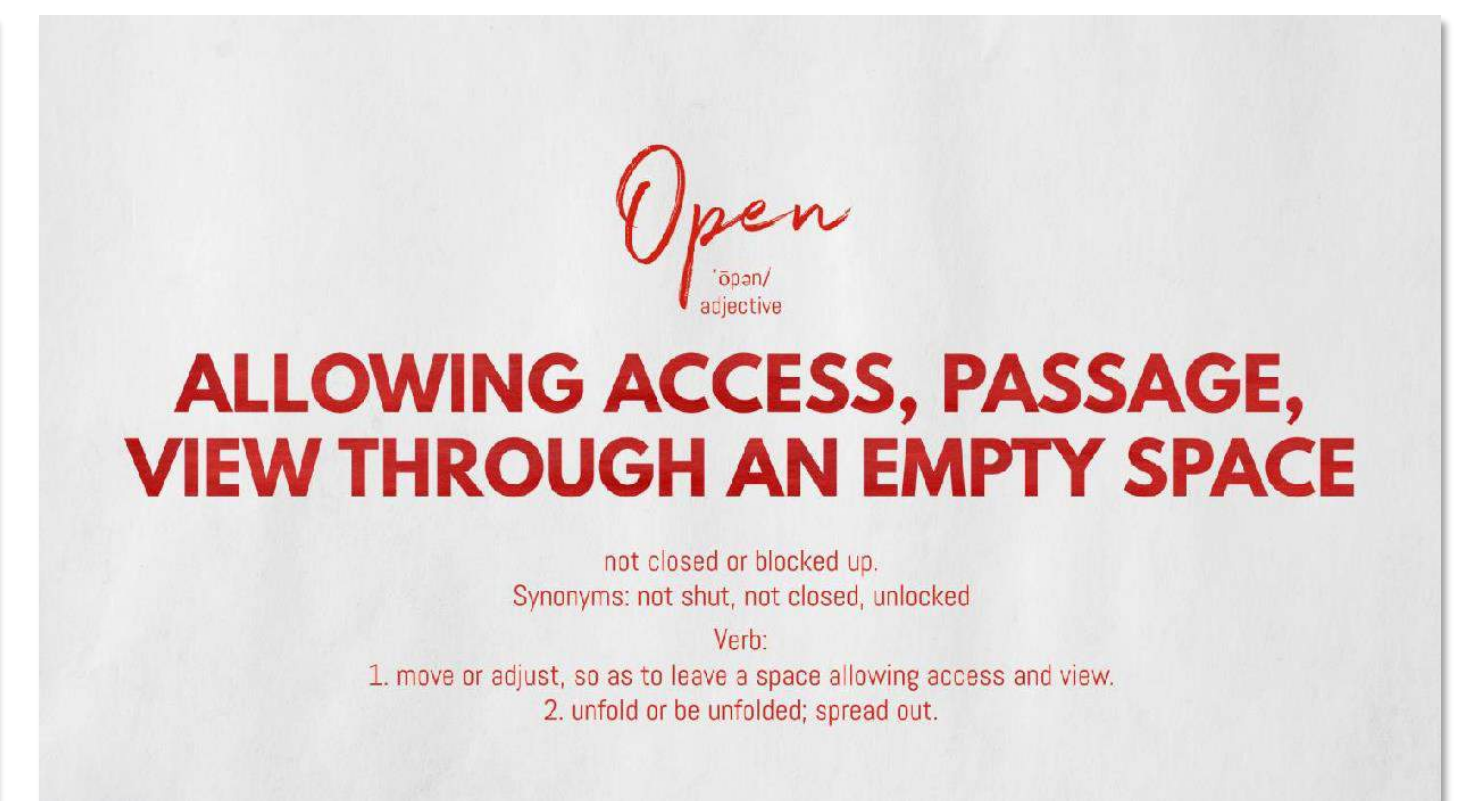
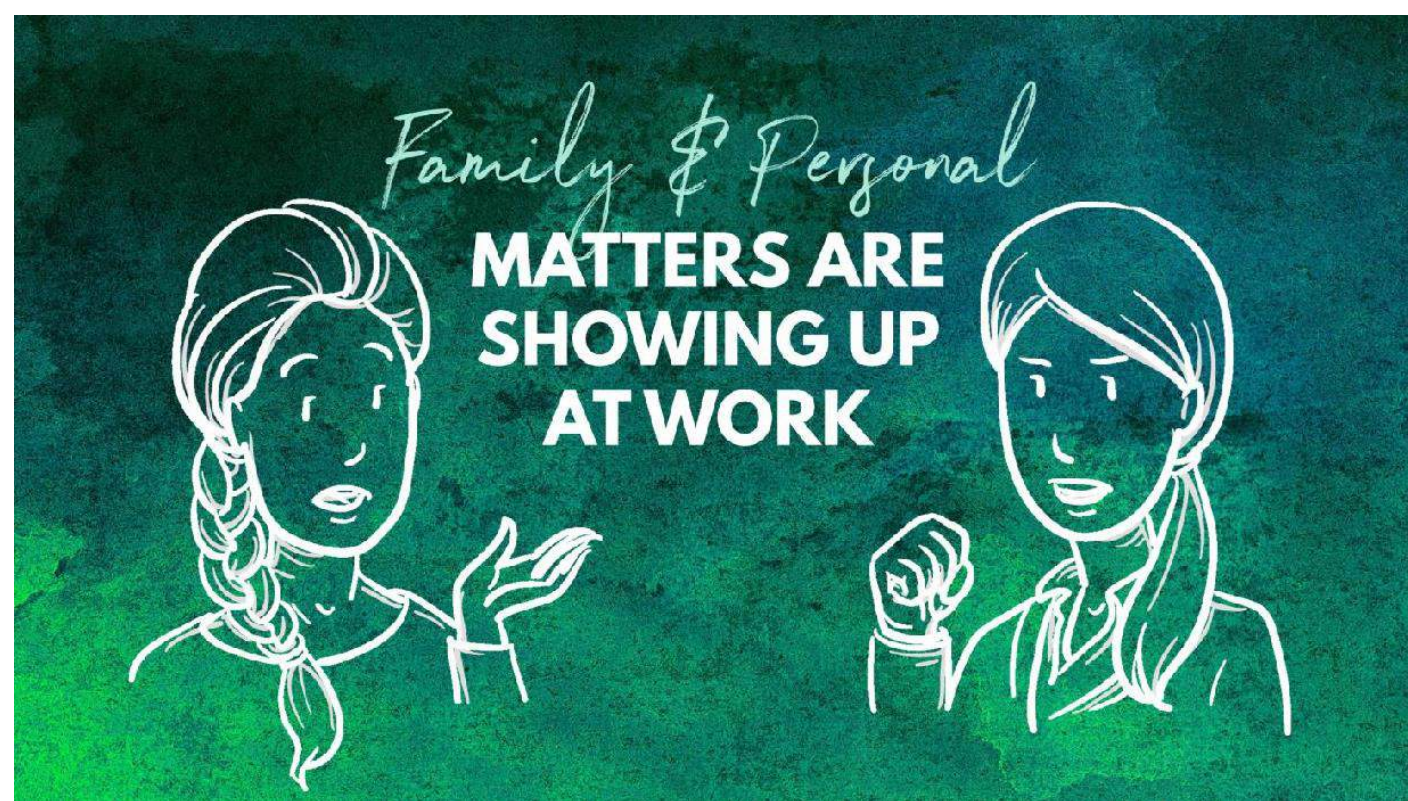
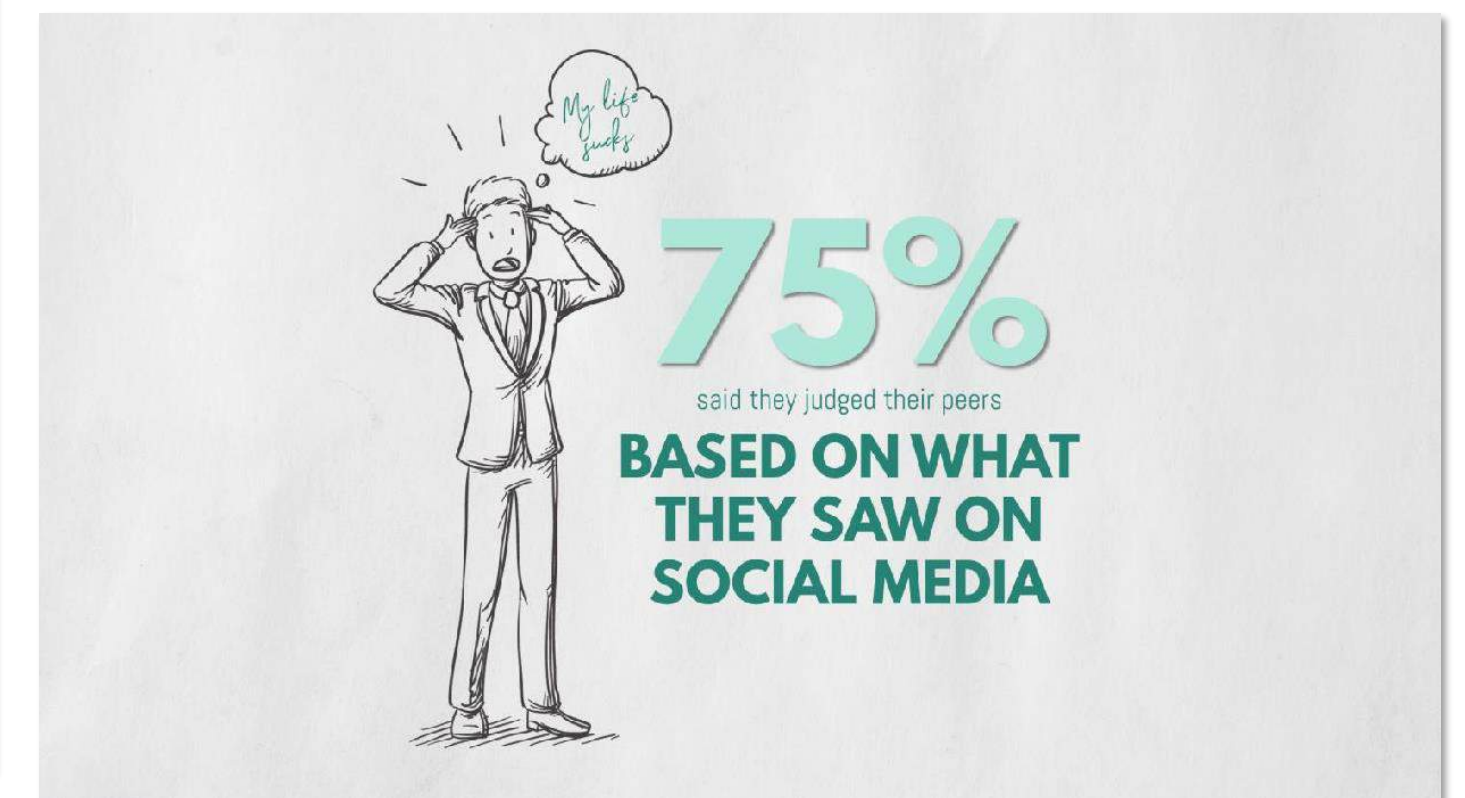
*-Thomas Lloyd Qualls*




**“SELF-AWARENESS  
IS LIKE AN ONION”**

THERE ARE MULTIPLE LAYERS TO IT, AND THE  
MORE YOU PEEL THEM BACK, THE MORE  
LIKELY YOU'RE GOING TO START CRYING.

*-Mark Manson*





**YET ONLY 48%**  
**ARE REGISTERED AS ORGAN DONORS WITH THE DMV**




**95%**  
**OF AMERICANS SUPPORT ORGAN DONATION**



**AND YET 1 SINGLE DONOR CAN SAVE UP TO 8 LIVES**

HAS GENERATED A MAJOR SHORTAGE IN ORGANS AND TRANSPLANTS

**THIS GAP**



**2 INCREASE THE CONVERSATION ABOUT ORGAN DONATION**



**EVERY DAY 28 PEOPLE LOSE THEIR LIVES WAITING FOR AN ORGAN**



## AWARENESS PROGRAMS



## 3 INCREASE FUNDING FOR RESEARCH AND MEDICAL INNOVATION

Social  Media

Medical  Research

Awareness  Programs



EMPOWER EACH MEMBER OF THE SOCIAL COMMUNITY TO BECOME AN INFLUENCER



## MEDICAL RESEARCH



WE ARE  
VISUAL

HERBAL UNIVERSITY  
**U**  
ORGANIC INDIA  
YOUR INVITATION TO HEALTHY CONSCIOUS LIVING  
**Free ONLINE COURSES**  
[www.us-ORGANICINDIA.com/education](http://www.us-ORGANICINDIA.com/education)

ENVIRONMENTAL REGENERATION

HERBAL EDUCATION

LIFESTYLE GUIDANCE

HOLISTIC PHILOSOPHY

Discover  
ORGANIC INDIA™

1 OUR STORY

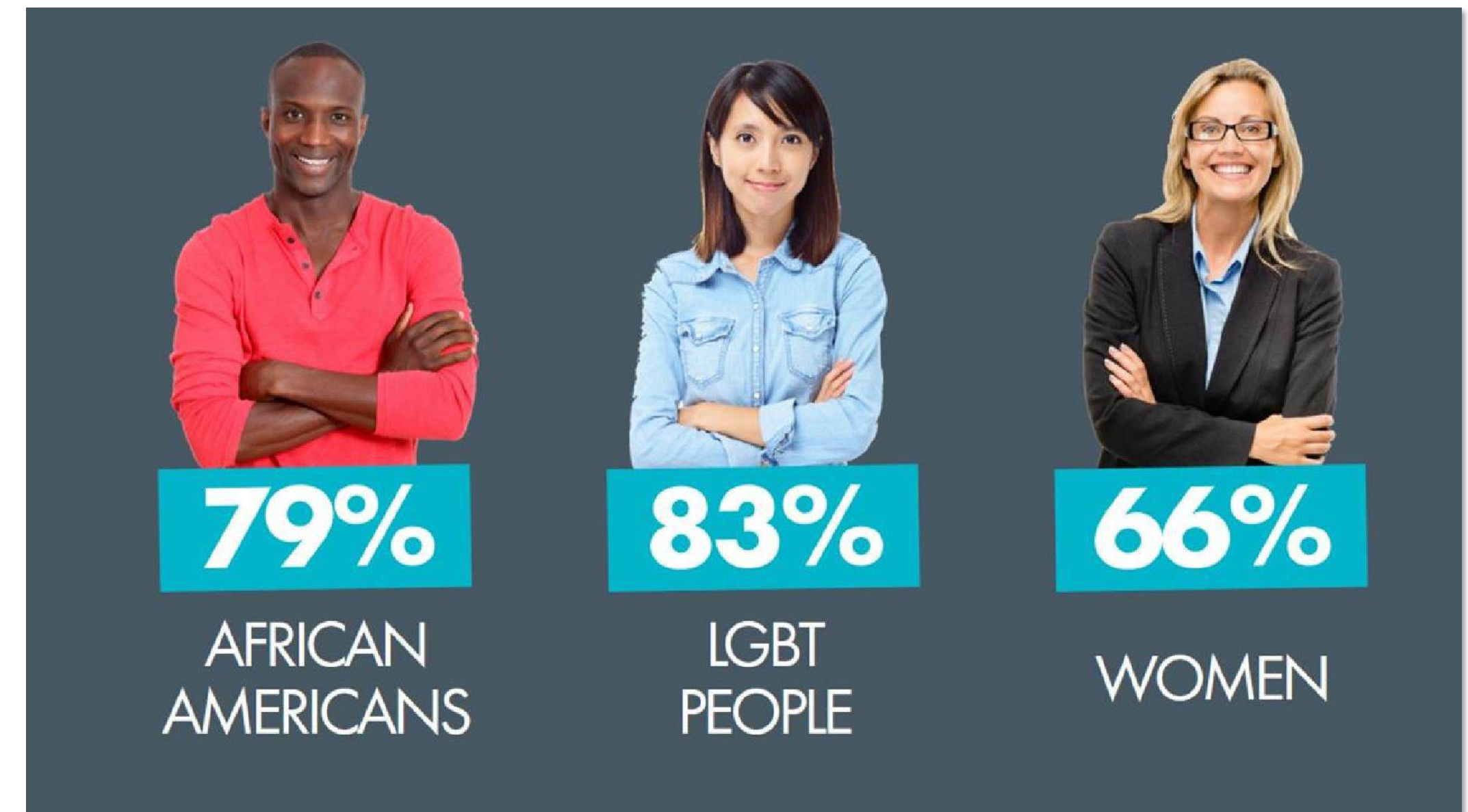
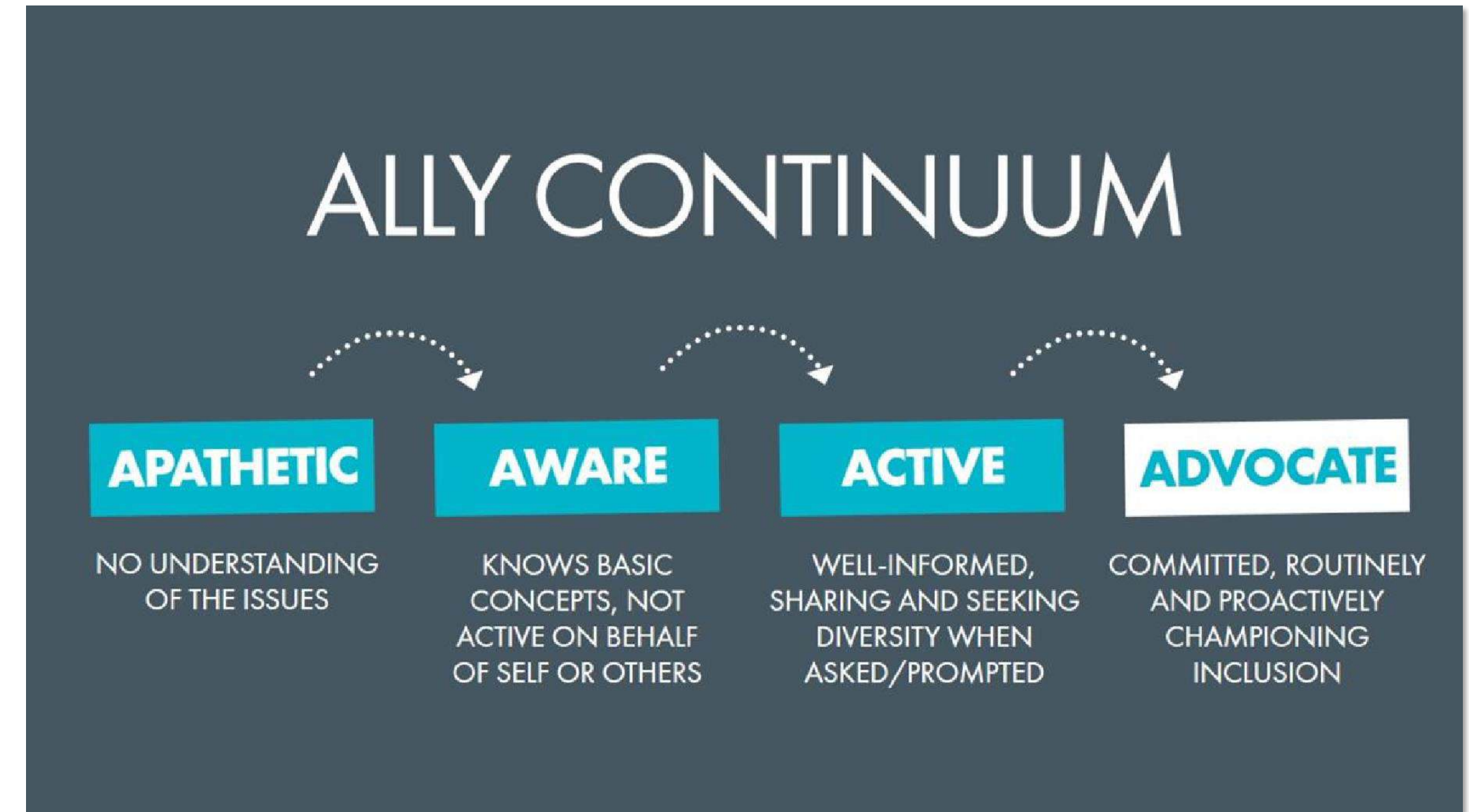
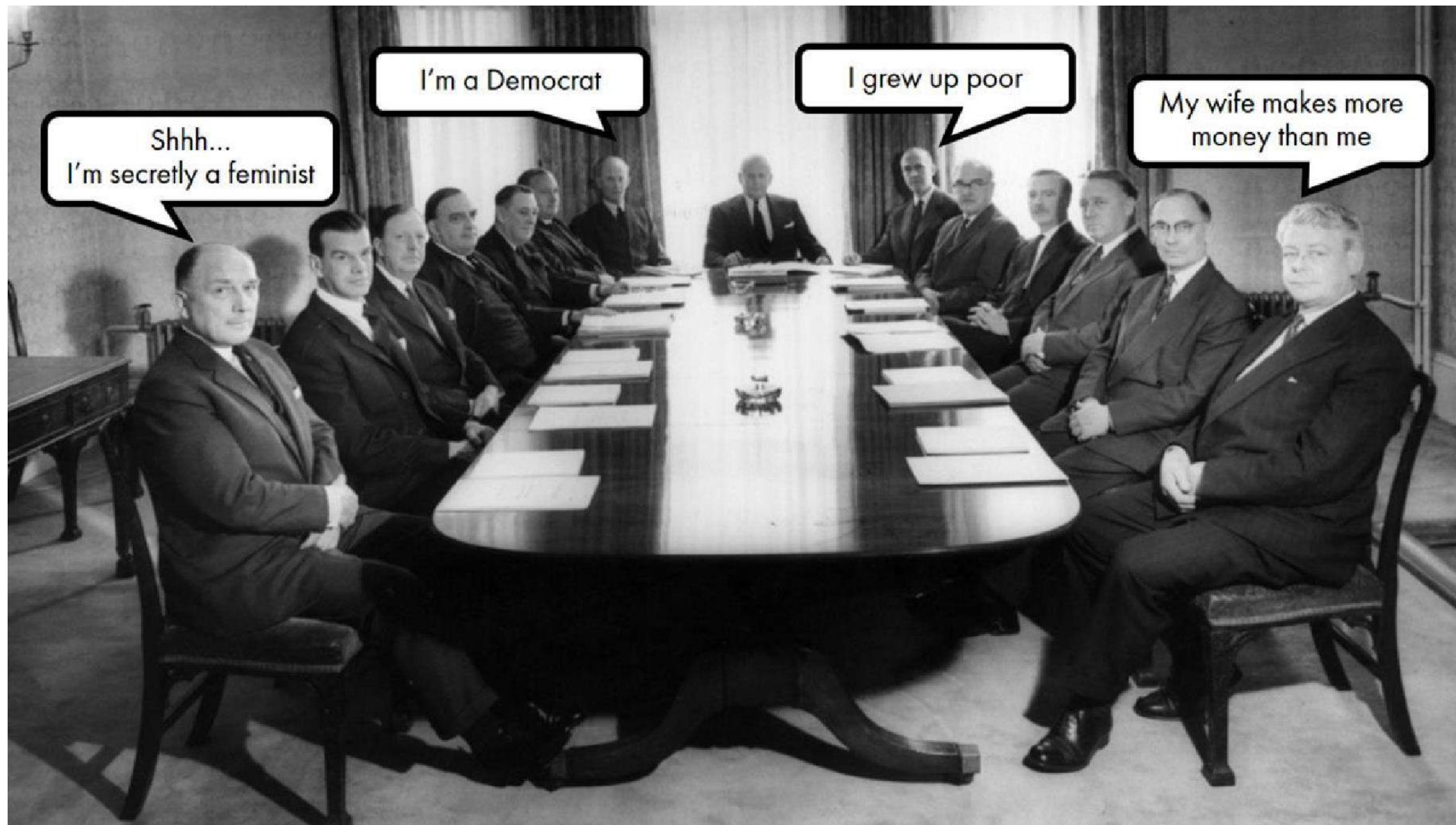
2 MISSION & VISION

3 REGENERATION

4 PRODUCT KNOWLEDGE

5 HERBAL U & ALUMNI PROGRAM

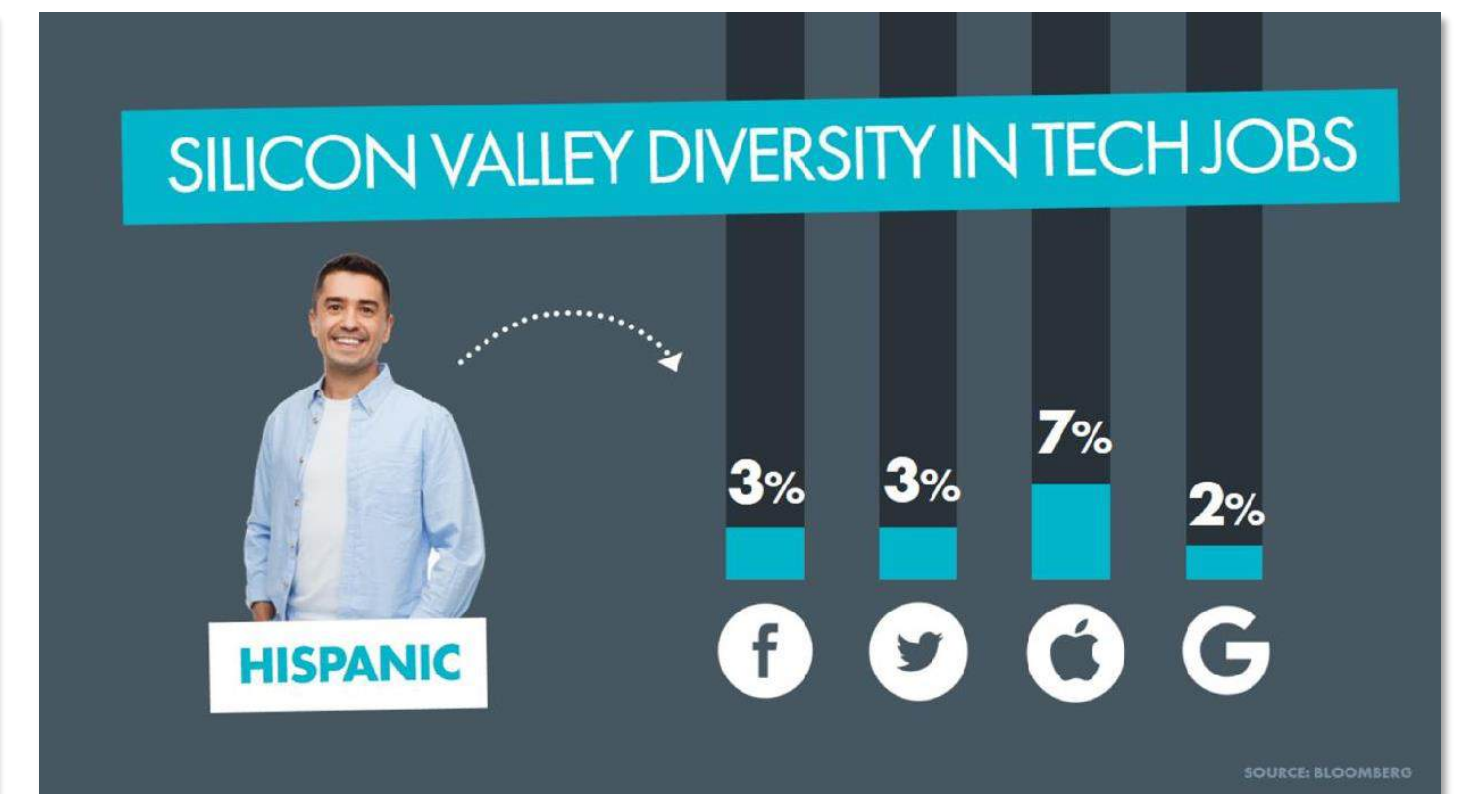
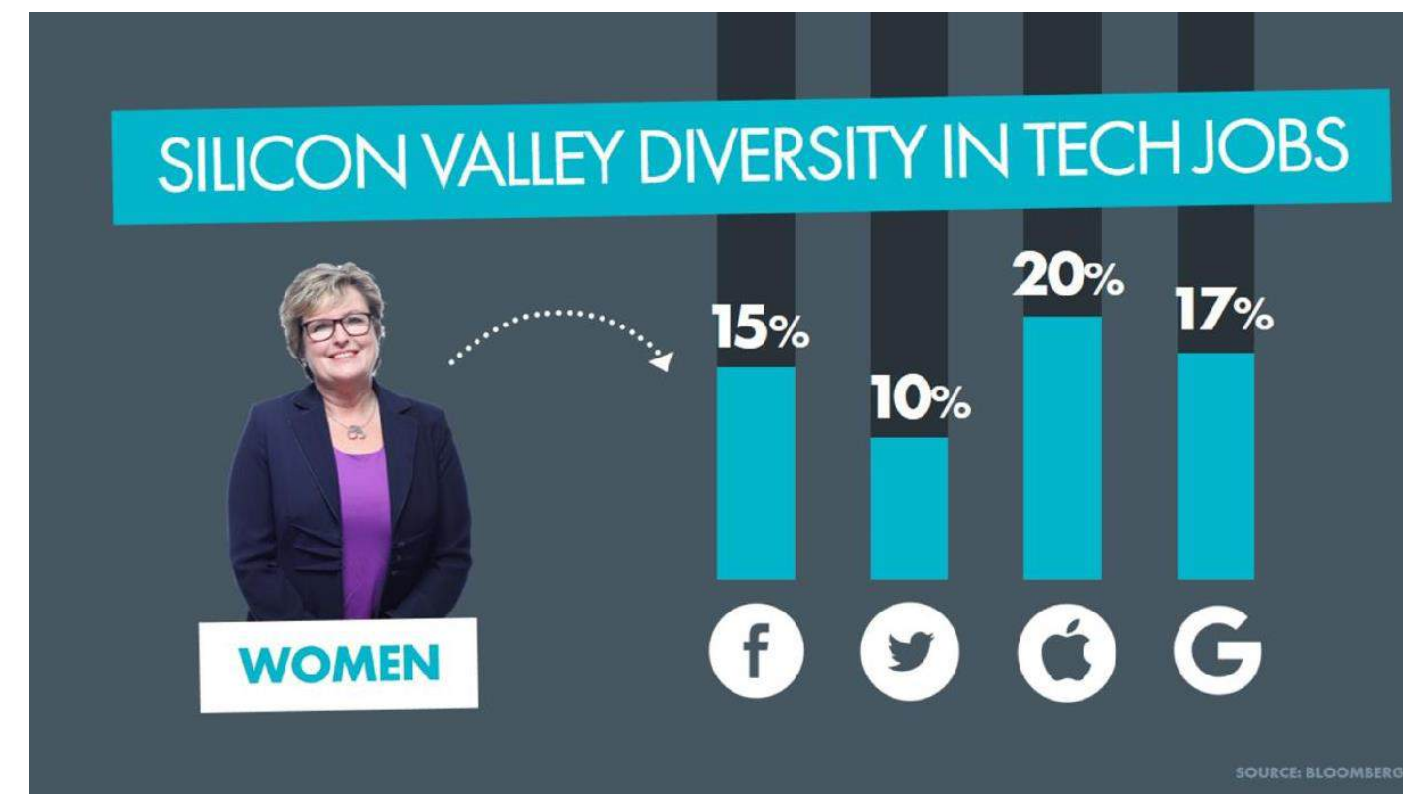
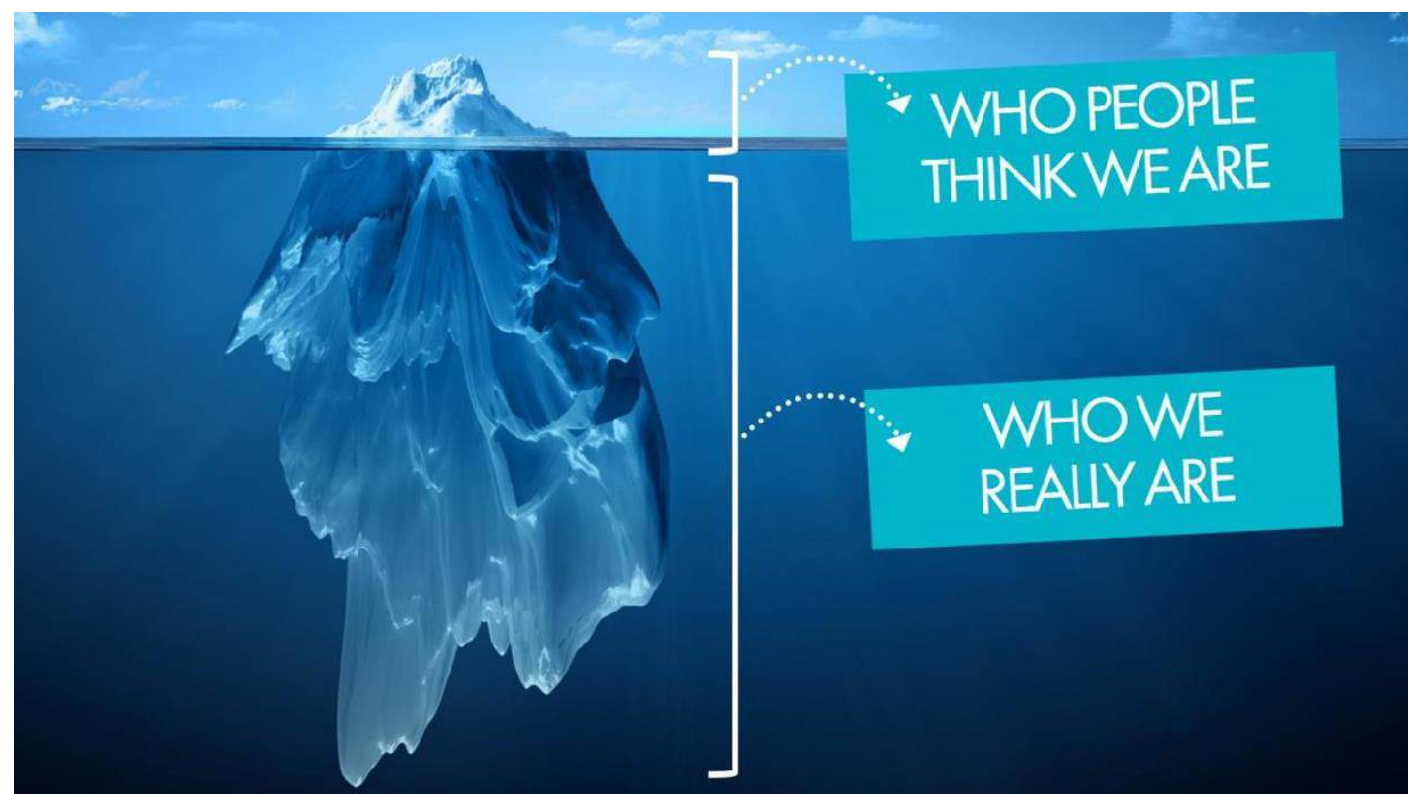
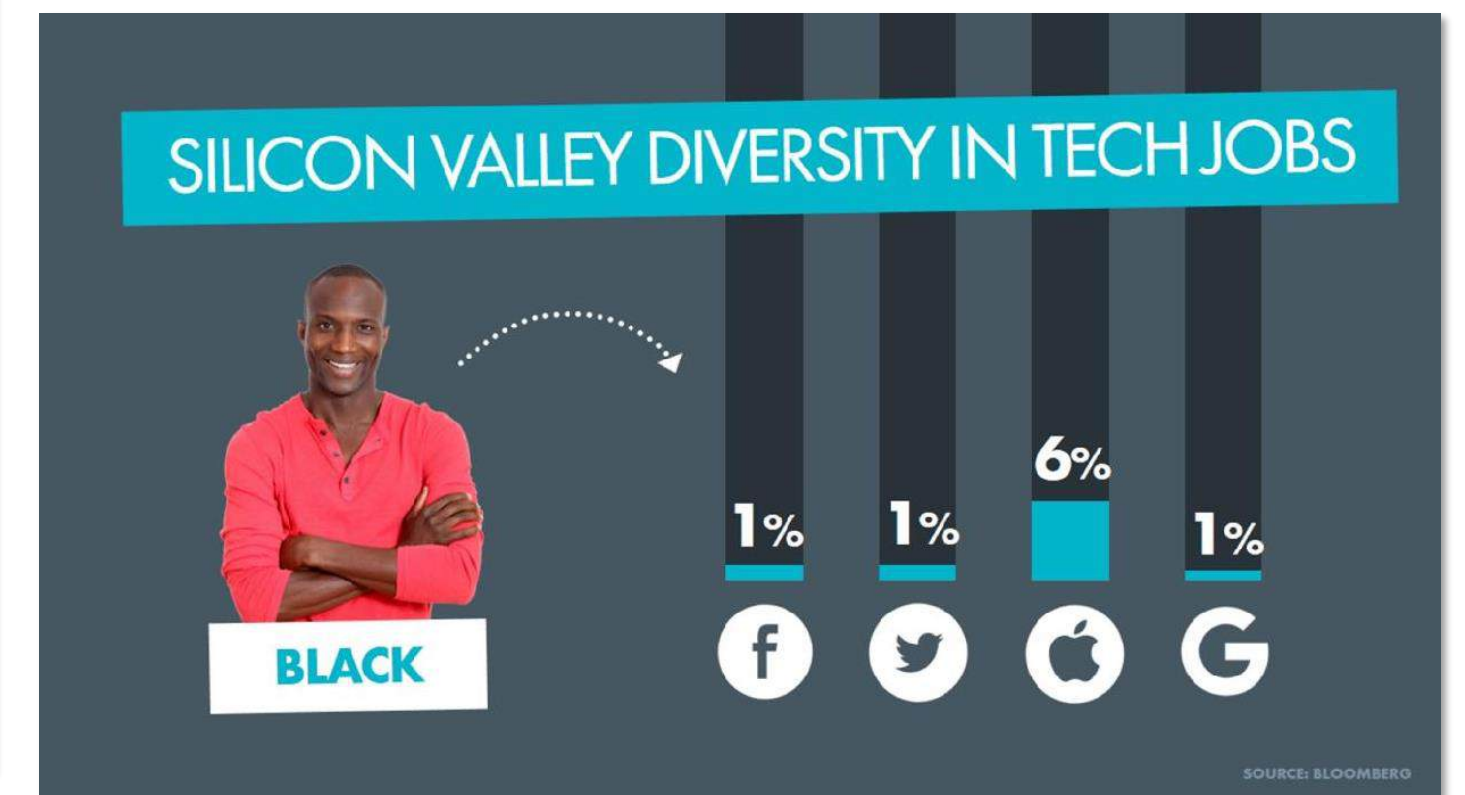
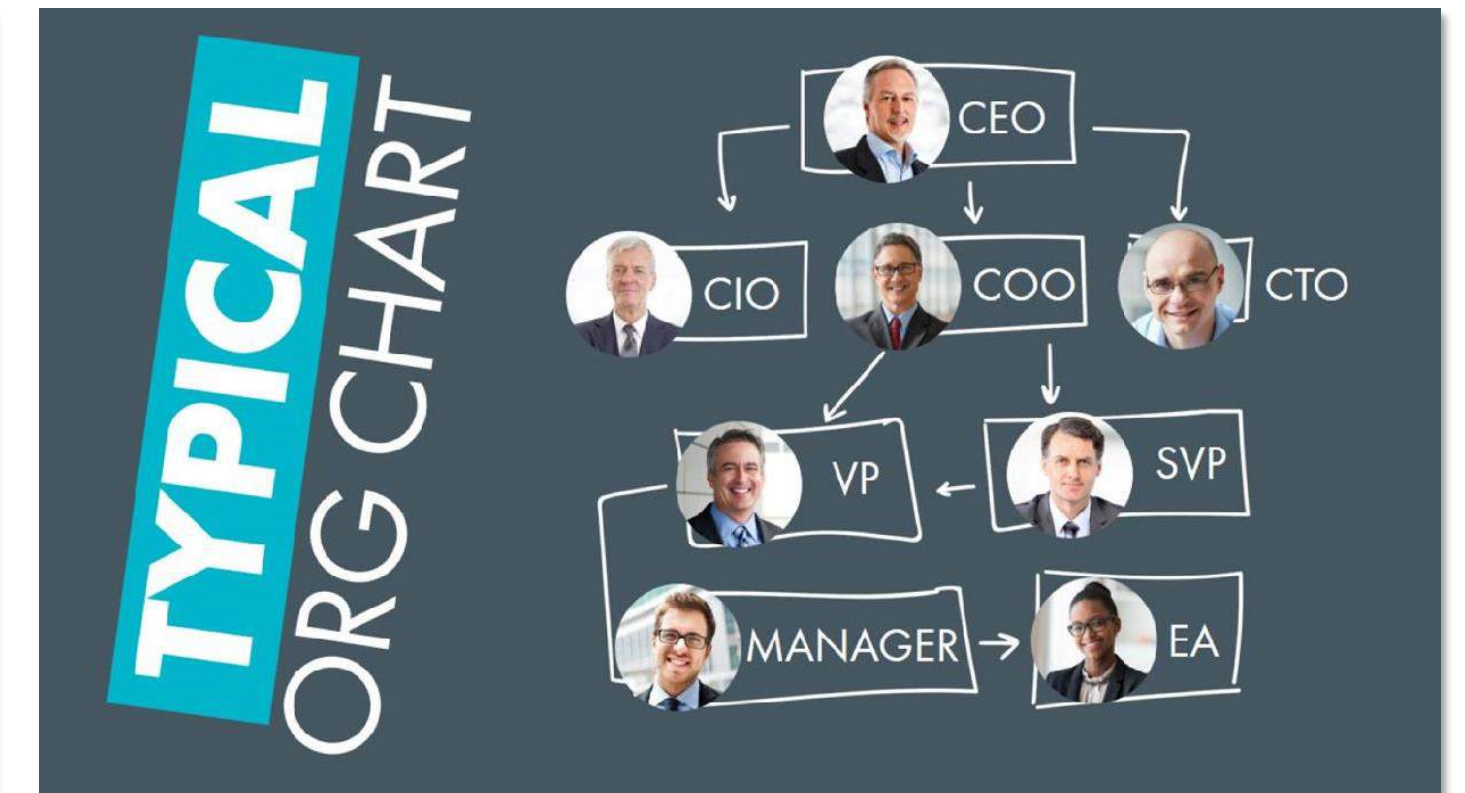
WHOLE HERB  
*Intelligence*





# INTERSECTIONALITY

A COMBINATION OF PRIVILEGED AND NON-PRIVILEGED IDENTITIES





ROBBIE KELLMAN BAXTER  
Rbaxter@peninsulastrategies.com  
Call Me 650-322-5655  
www.peninsulastrategies.com

Find me on LinkedIn! 

ASK ME HOW YOU TOO CAN JOIN

THE **MEMBERSHIP**  
ECONOMY!



WHAT'S IN IT FOR OUR CUSTOMERS

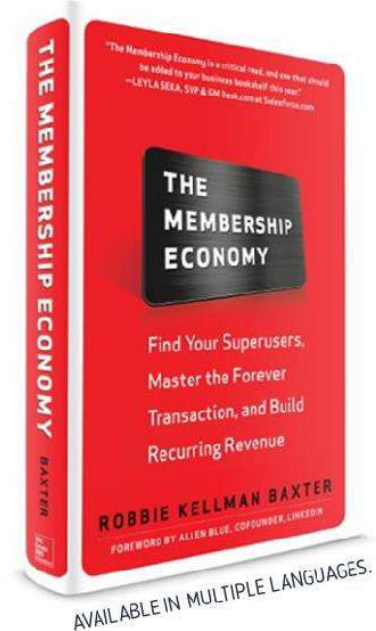
WHAT'S IN IT FOR US

WHERE YOU SHOULD BE



Maslow's HIERARCHY

- SELF-ACTUALIZATION
- ESTEEM
- SOCIAL
- SAFETY
- PHYSIOLOGICAL



**Learn More:**

GET THE BOOK AT AMAZON,  
BARNES & NOBLE OR  
YOUR LOCAL BOOKSTORE

Available at  
    
   
(COMING SOON)



WHAT ARE YOU A  
**MEMBER OF?**



WHAT THE %\$#@& IS THE  
**MEMBERSHIP**  
ECONOMY?





FREE

## Free(mium)

INCORPORATE "FREE" AS TACTIC,  
NOT A STRATEGY

## MEMBERSHIP ECONOMY

### FIVE CHALLENGES

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
IDEA TO STARTUP	OFFLINE TO ONLINE	BIZ AS USUAL TO COMPETITIVE DISRUPTION	STARTUP TO MATURE ORG	OWNERSHIP TO ACCESS
 	 	   	 	  

## MEMBERSHIP ECONOMY



ONE-TIME  
PAYMENT

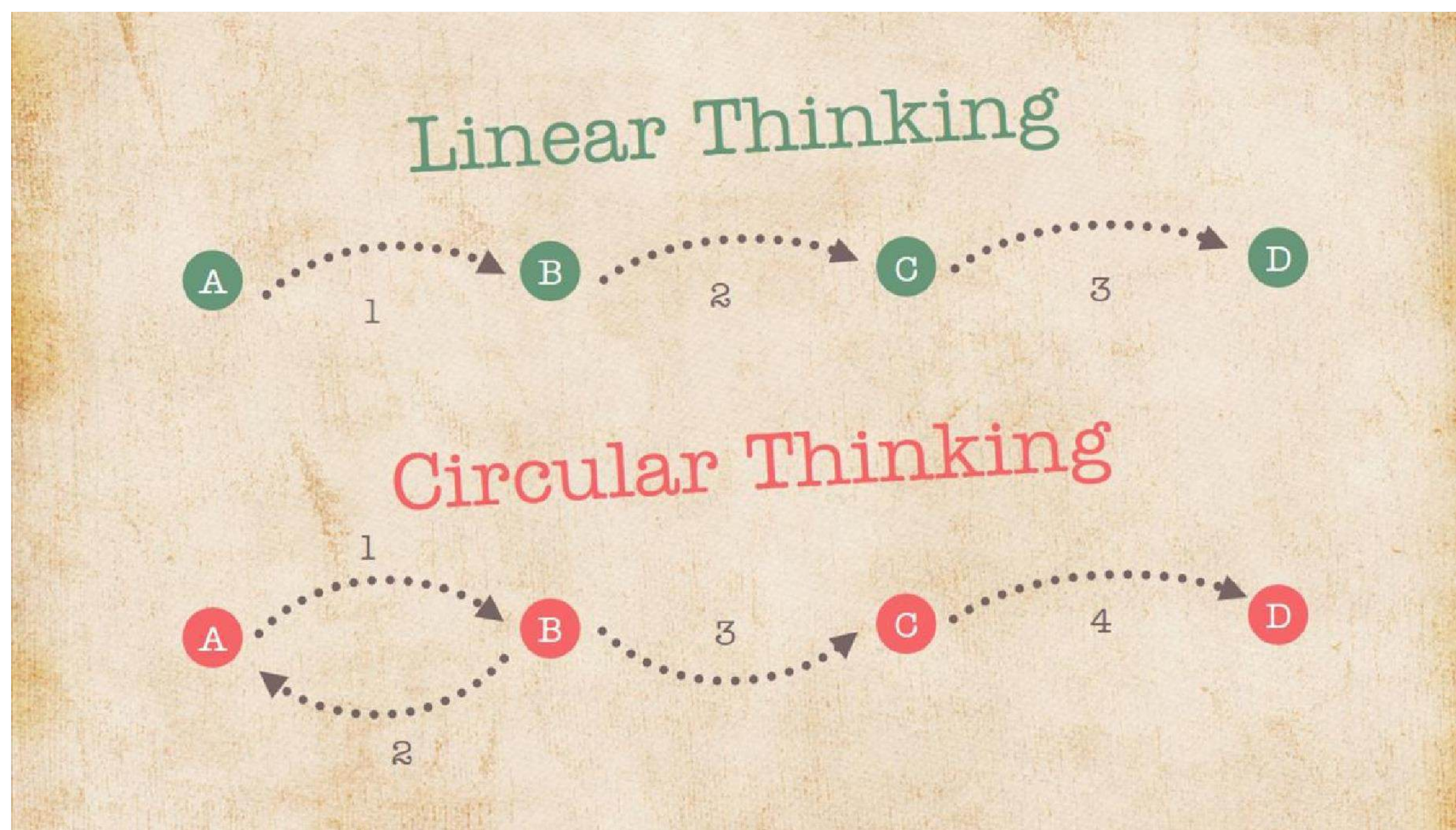
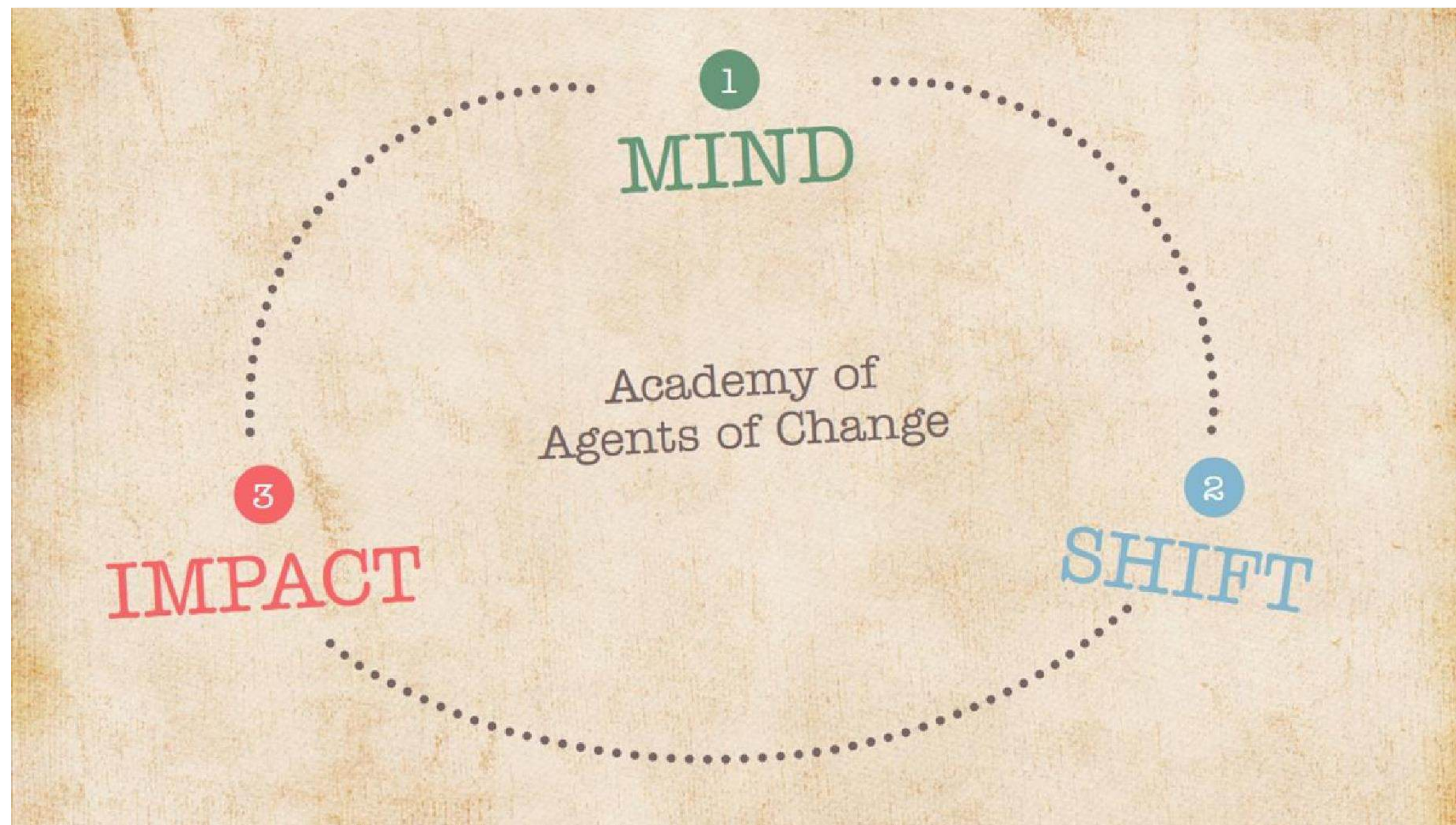
→

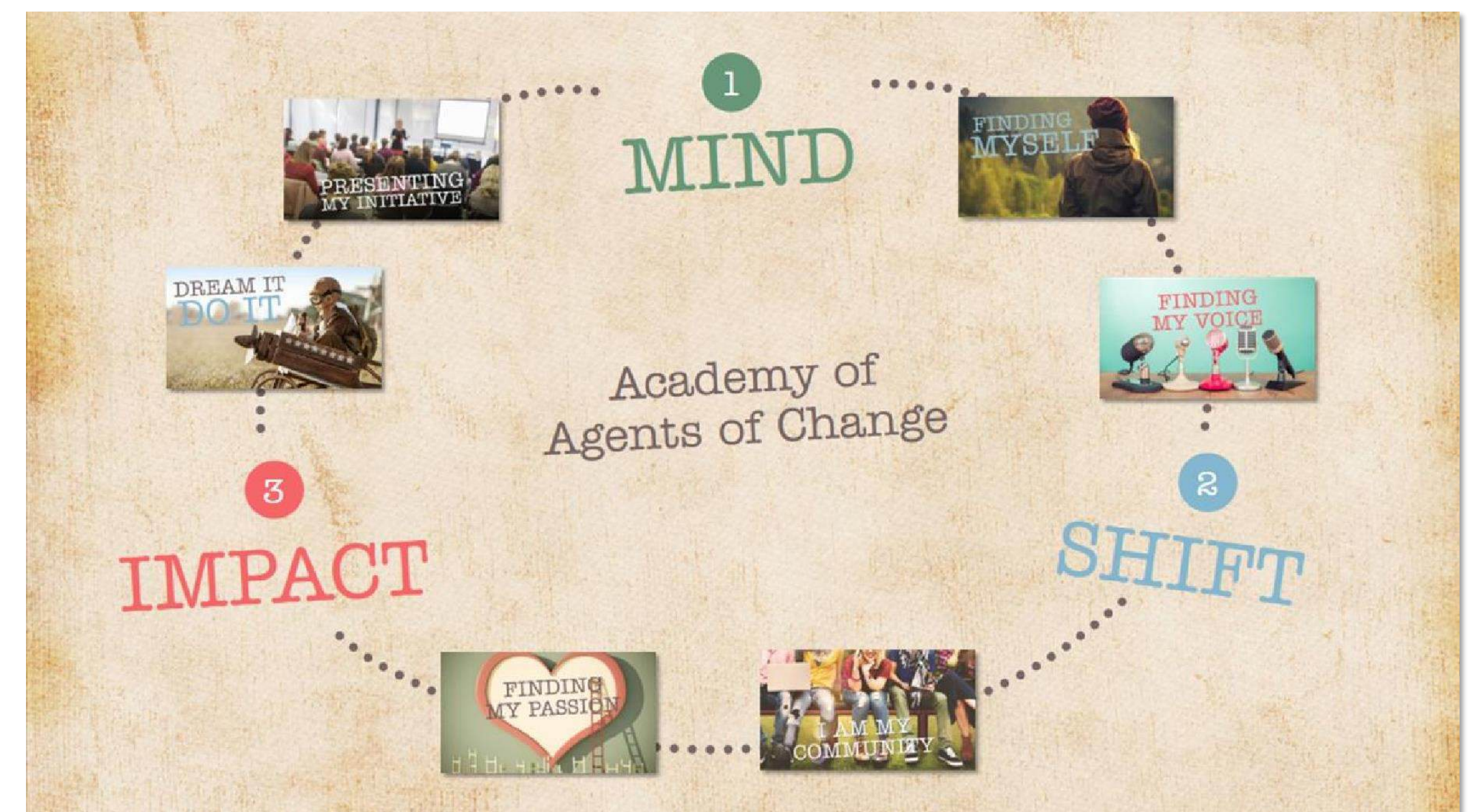
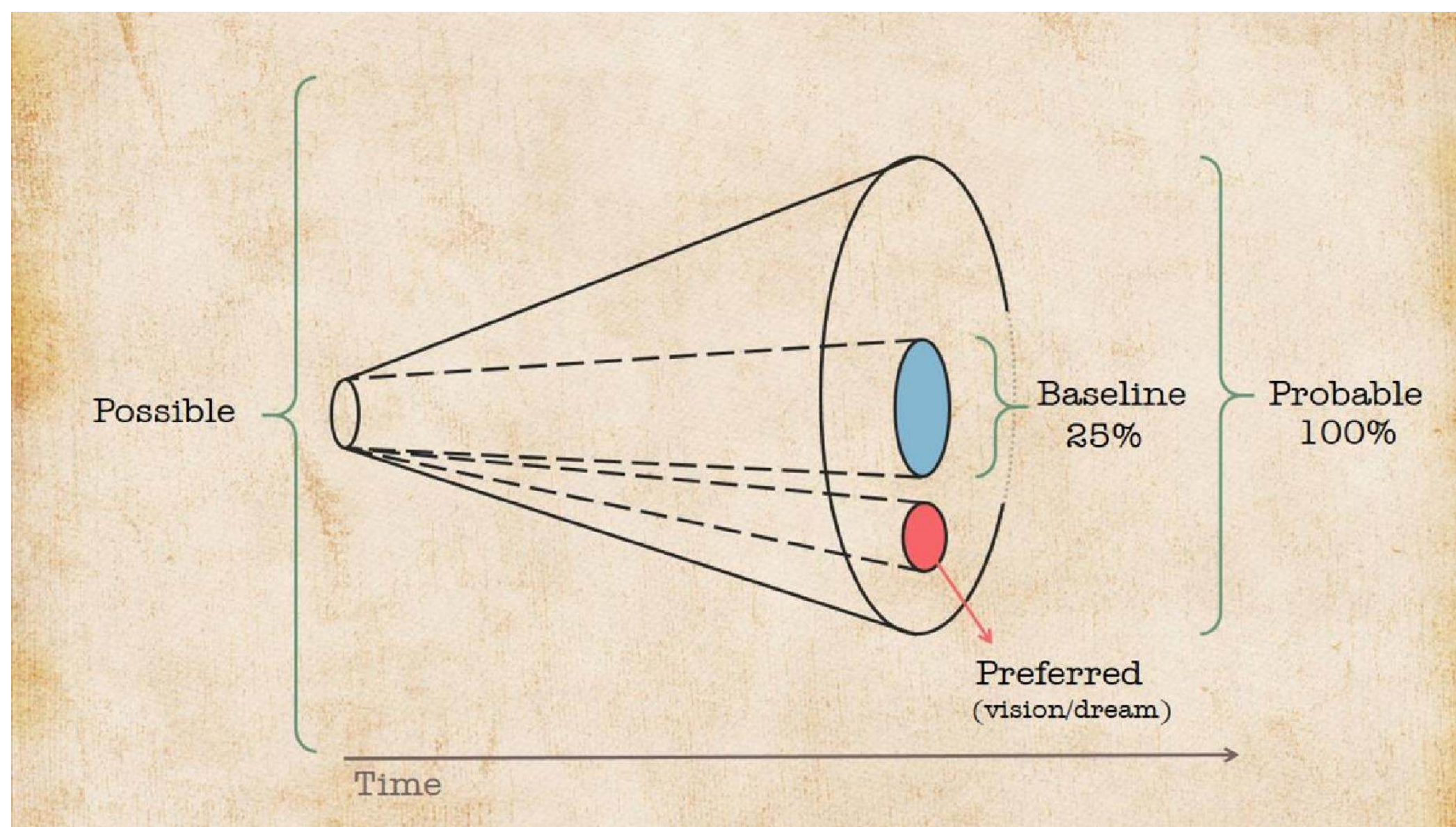
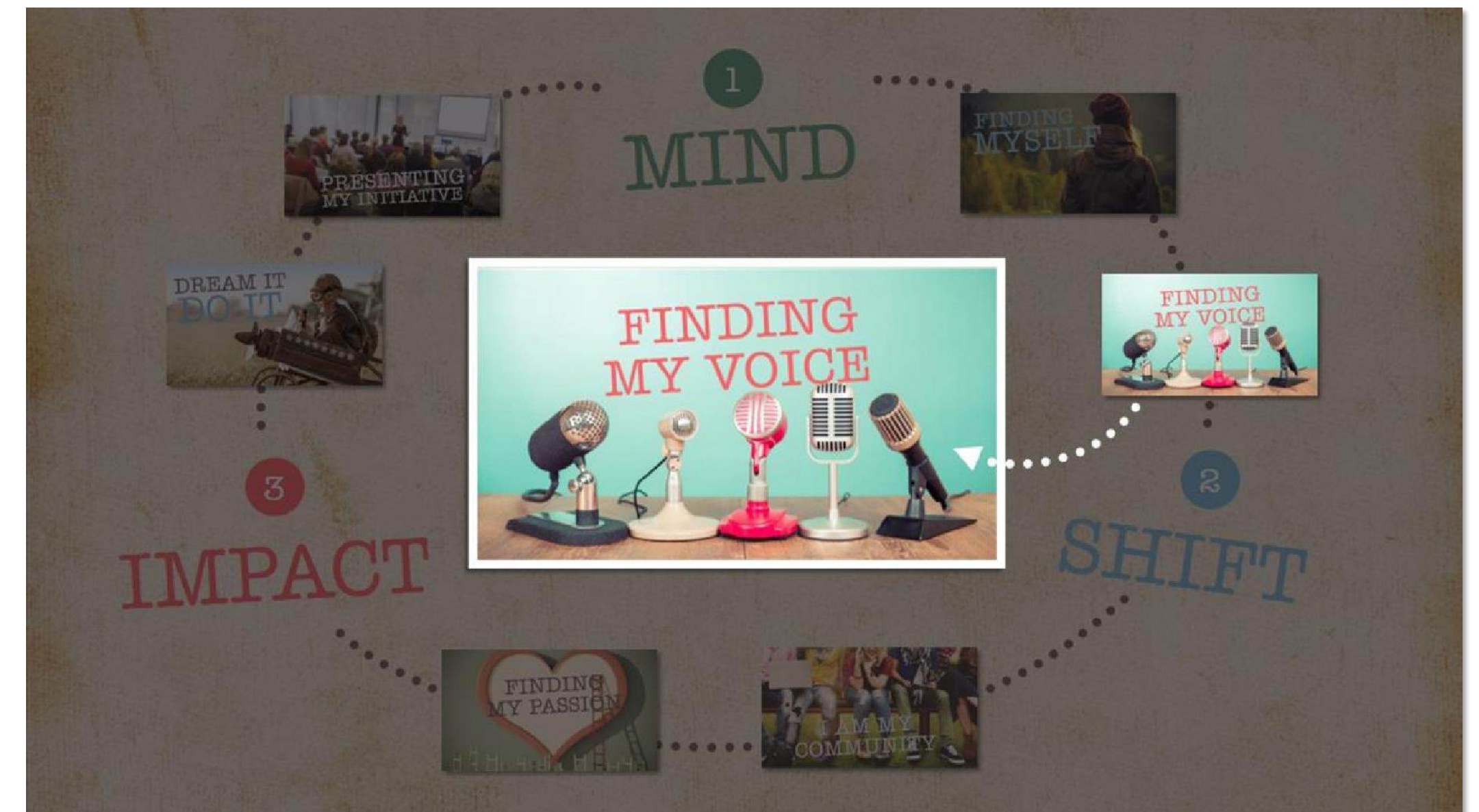


RECURRING  
PAYMENTS

## MEMBERSHIP ECONOMY

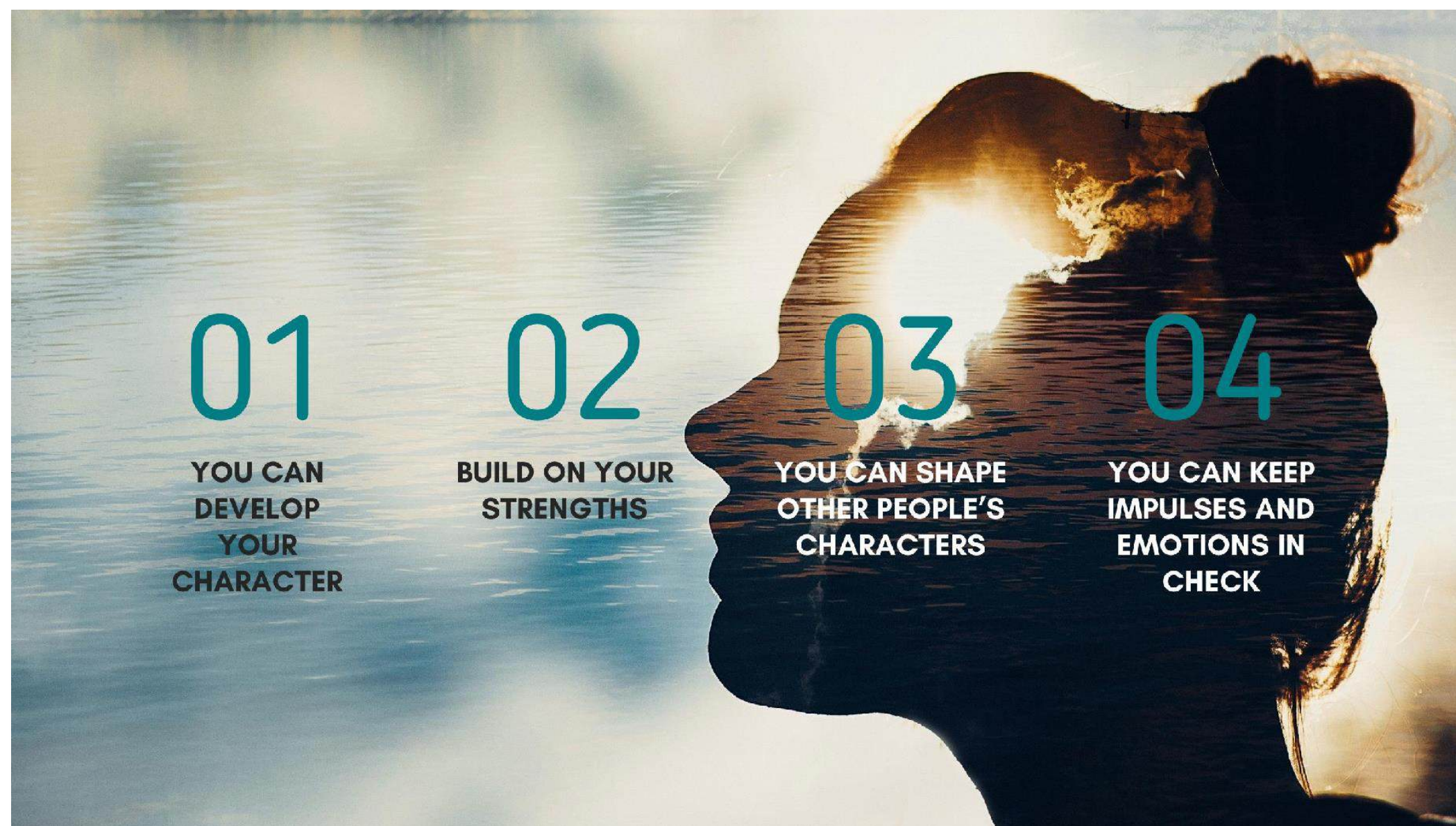
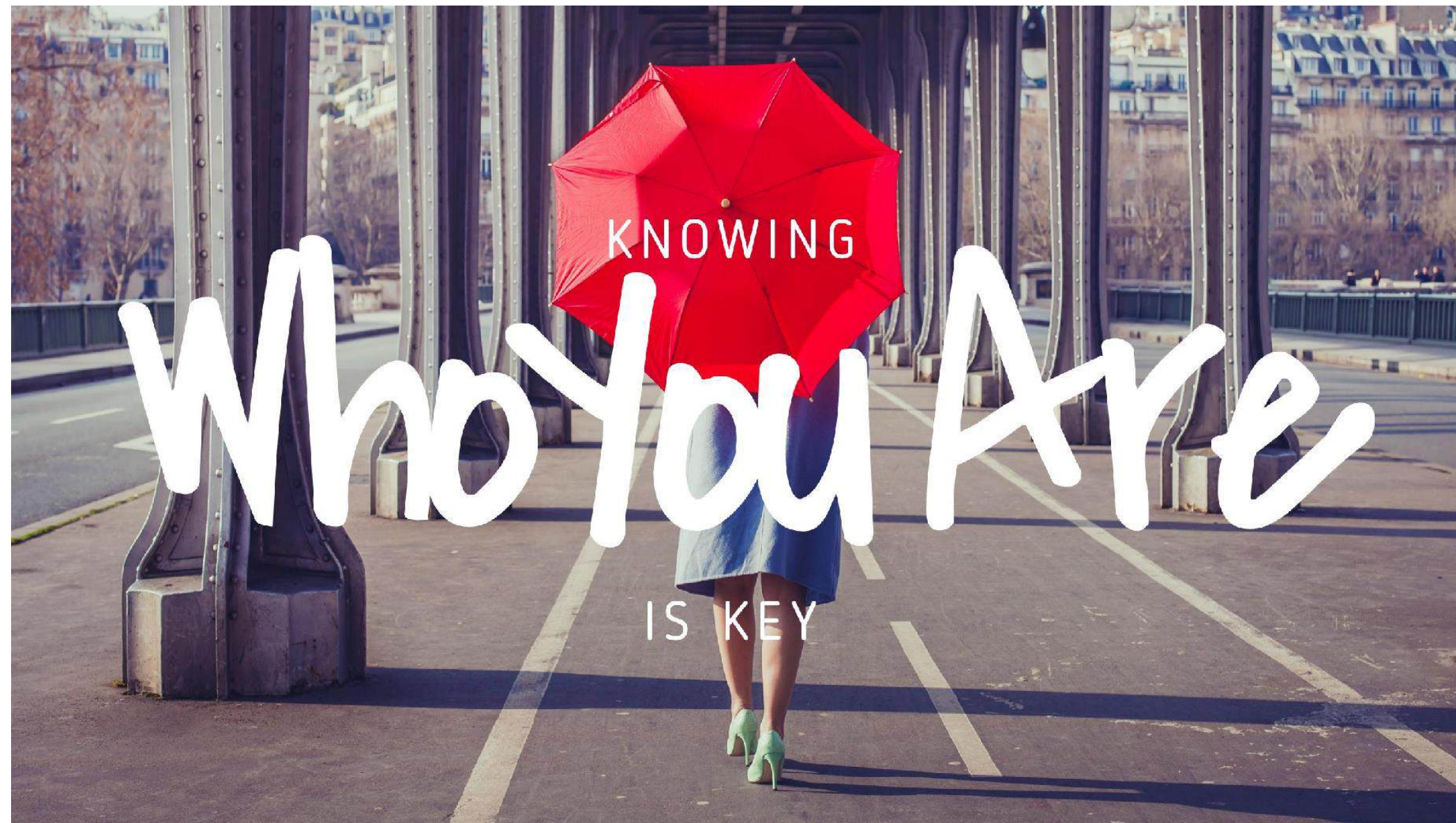
 <p>OWNERSHIP</p>	 <p>ONE-TIME PAYMENT</p>	 <p>TRANSACTIONAL</p>	 <p>ONE WAY COMMUNICATION</p>
			
 <p>ACCESS</p>	 <p>RECURRING PAYMENTS</p>	 <p>RELATIONSHIP</p>	 <p>FEEDBACK &amp; COMMUNITY</p>

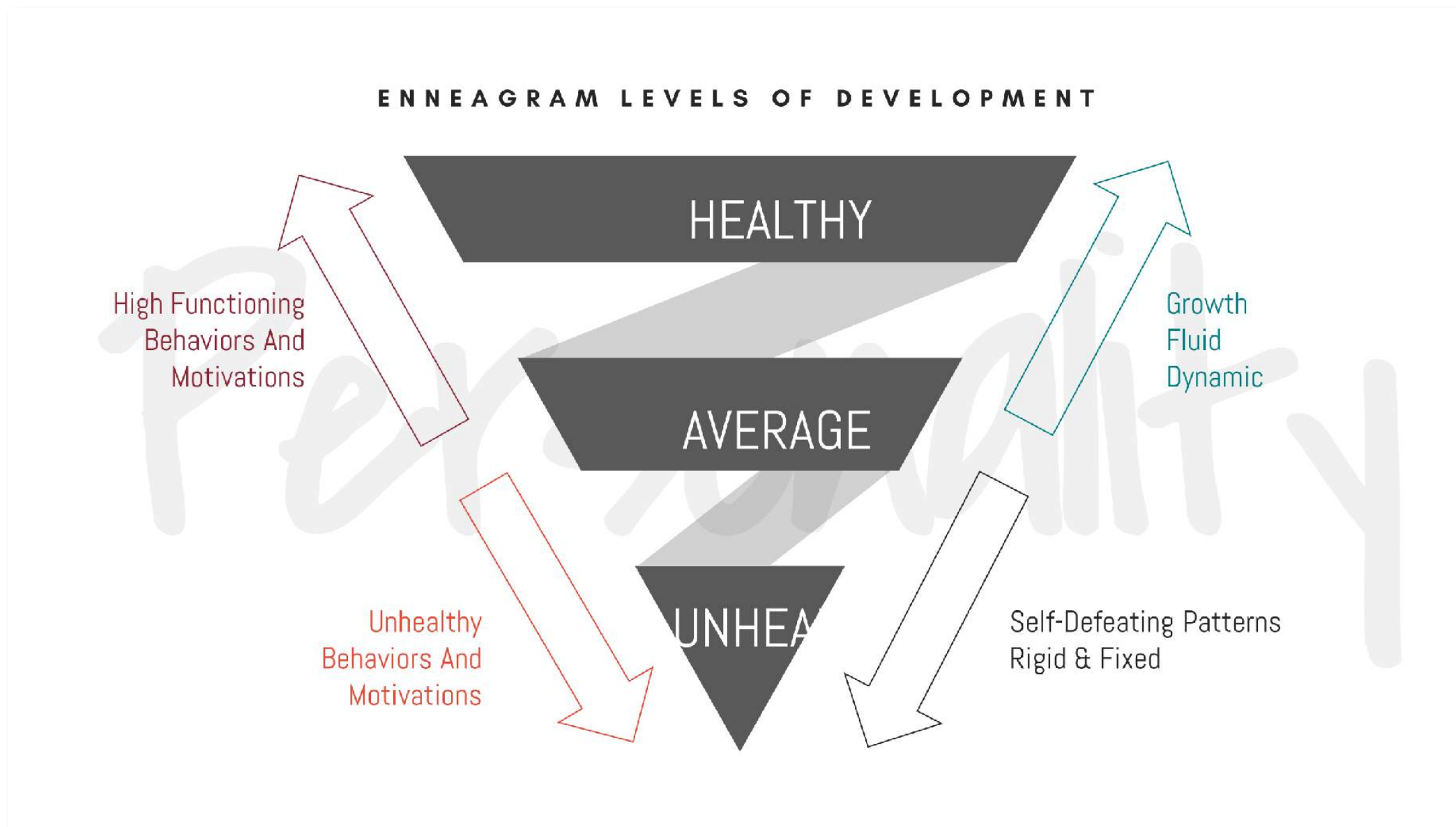


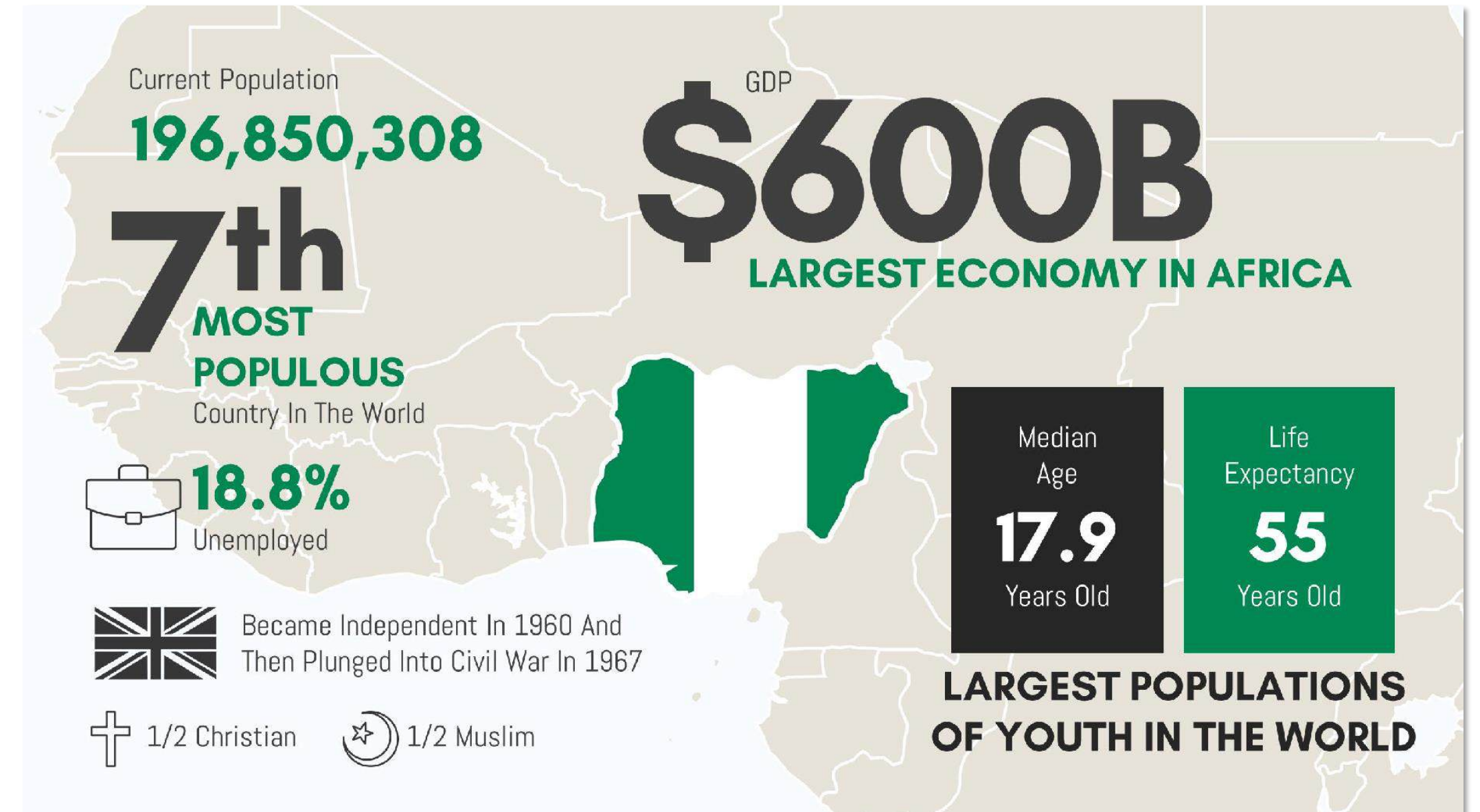






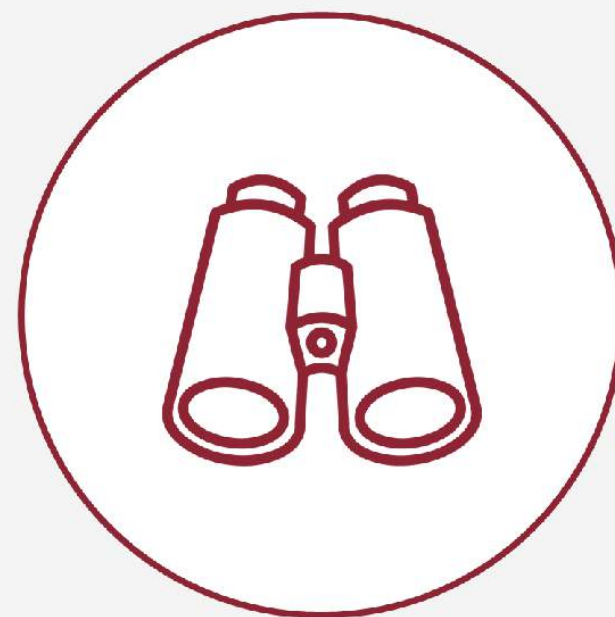






TYPE 5 LEADER

THE INVESTIGATOR /  
DETACHED OBSERVER



My Motto:  
I will figure it out

Motivational Aims:  
To minimize my needs.  
To be an expert. To avoid the  
demands of others needs. To  
avoid feeling inadequate and  
scarcity.

TYPE 5 LEADER

THE INVESTIGATOR /  
DETACHED OBSERVER



Superpowers: Objectivity. Insight.  
Truth-seeking.

Leadership Superpowers:  
Expertise. Research. Originality..

Under the hood: Inadequate.  
Hoards. Oblivious. Fearful. Want to  
be understood. Want to feel  
secure.

LORI HARDER

*Resistance*  
**TRAINING**  
*For Your Life*







**40M**  
New Workers Incoming

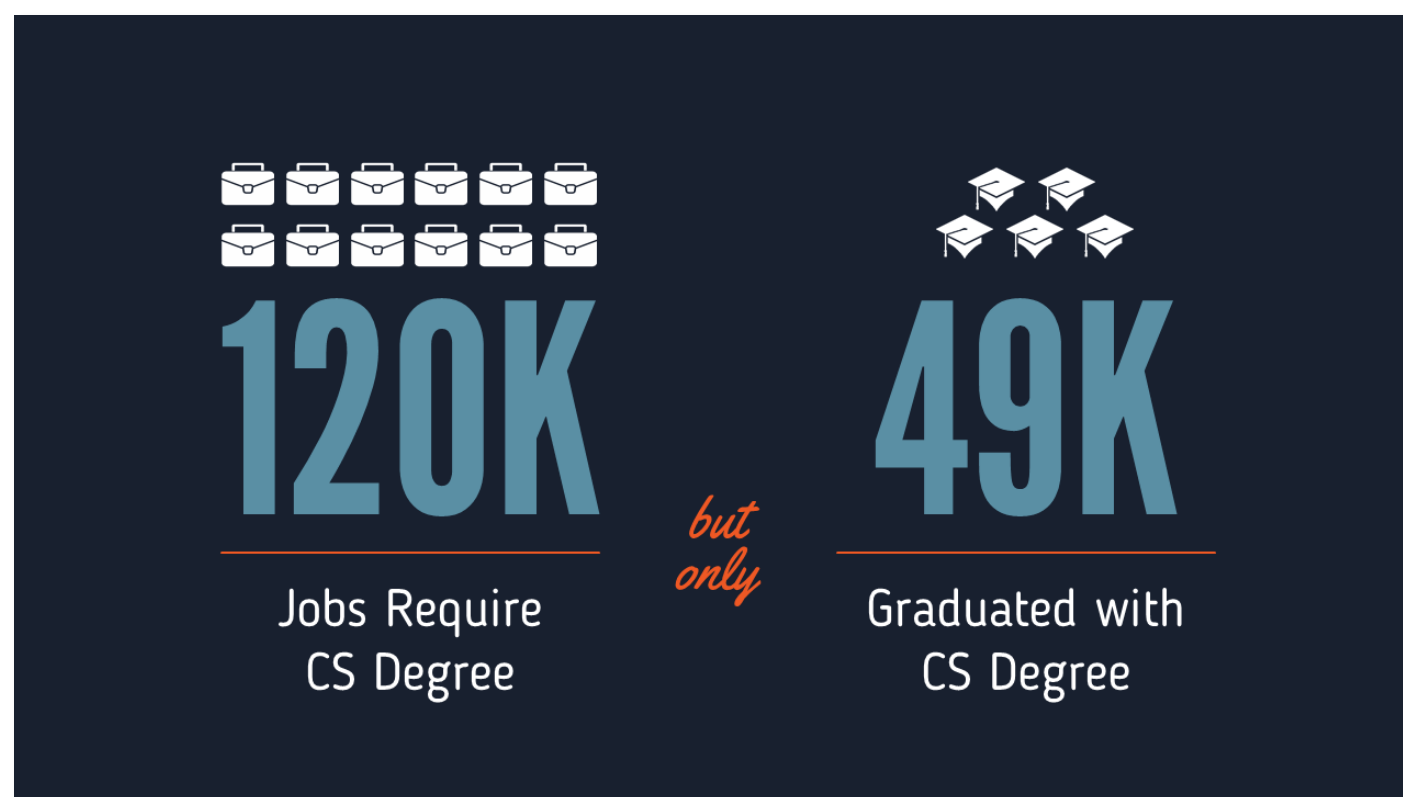
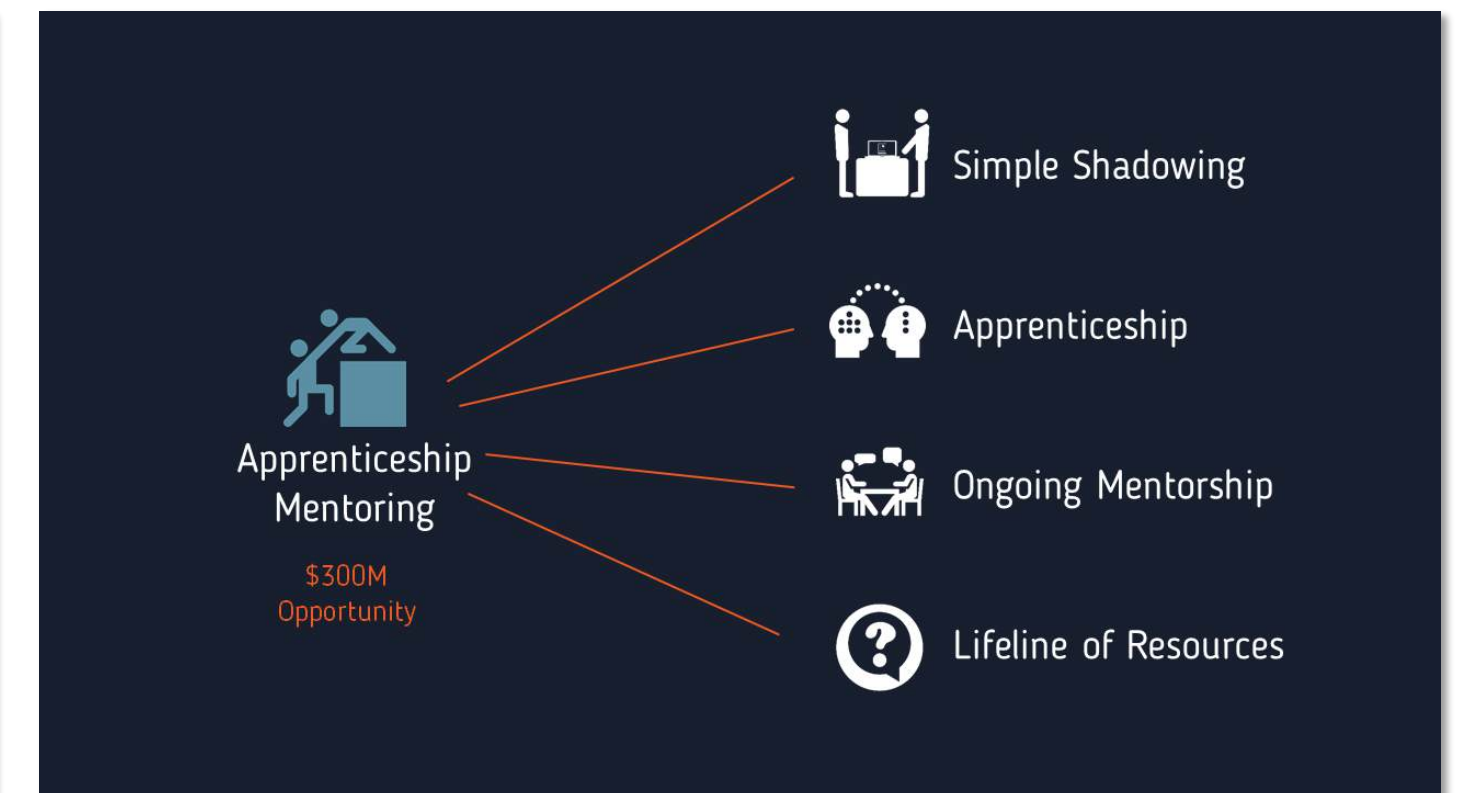
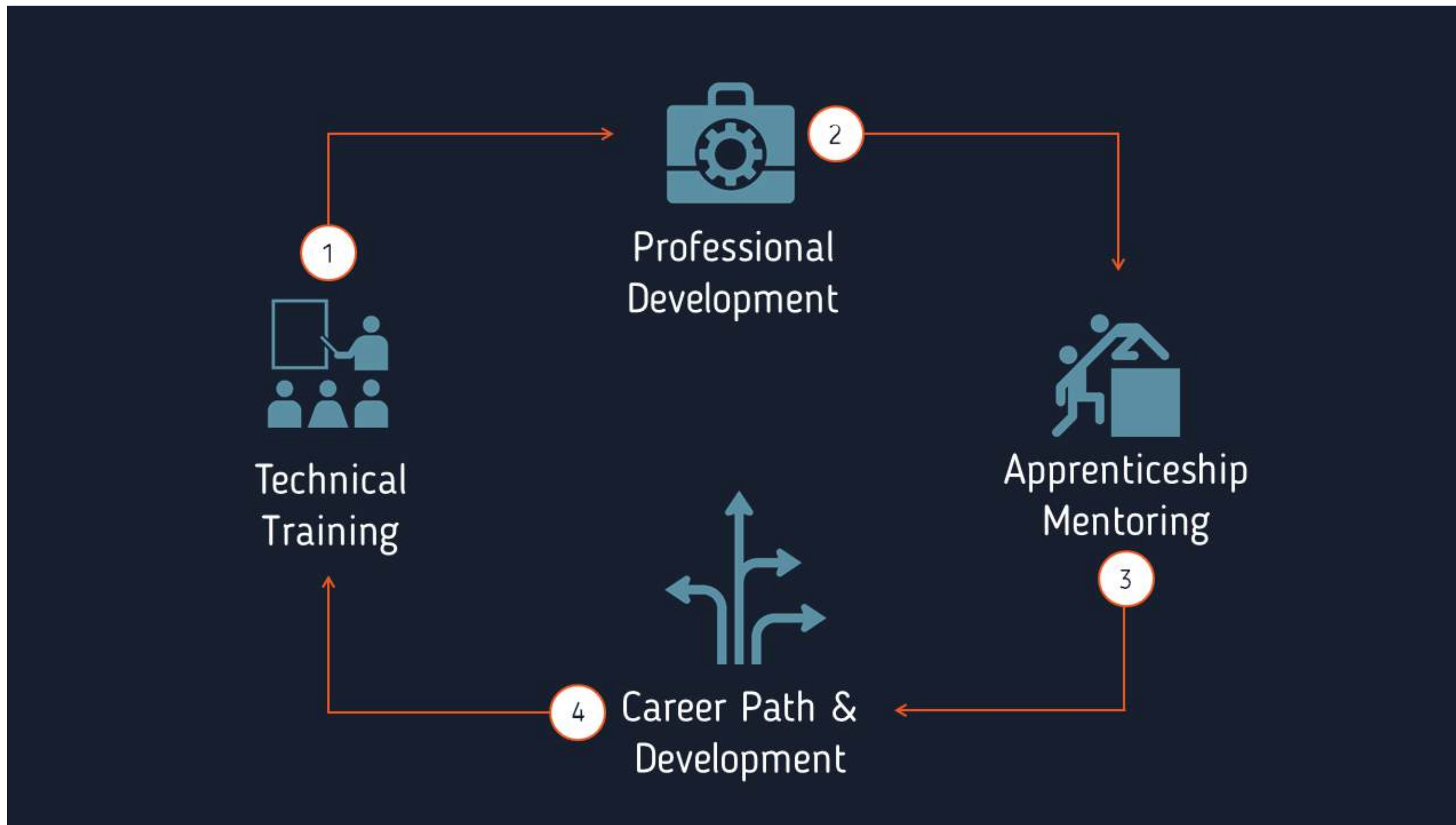


THE  
**PARADOX**

**5M** *yet...* **15M**  
Open & Unfilled Jobs      Unemployed/Underemployed



**60M**  
Baby Boomers Retiring

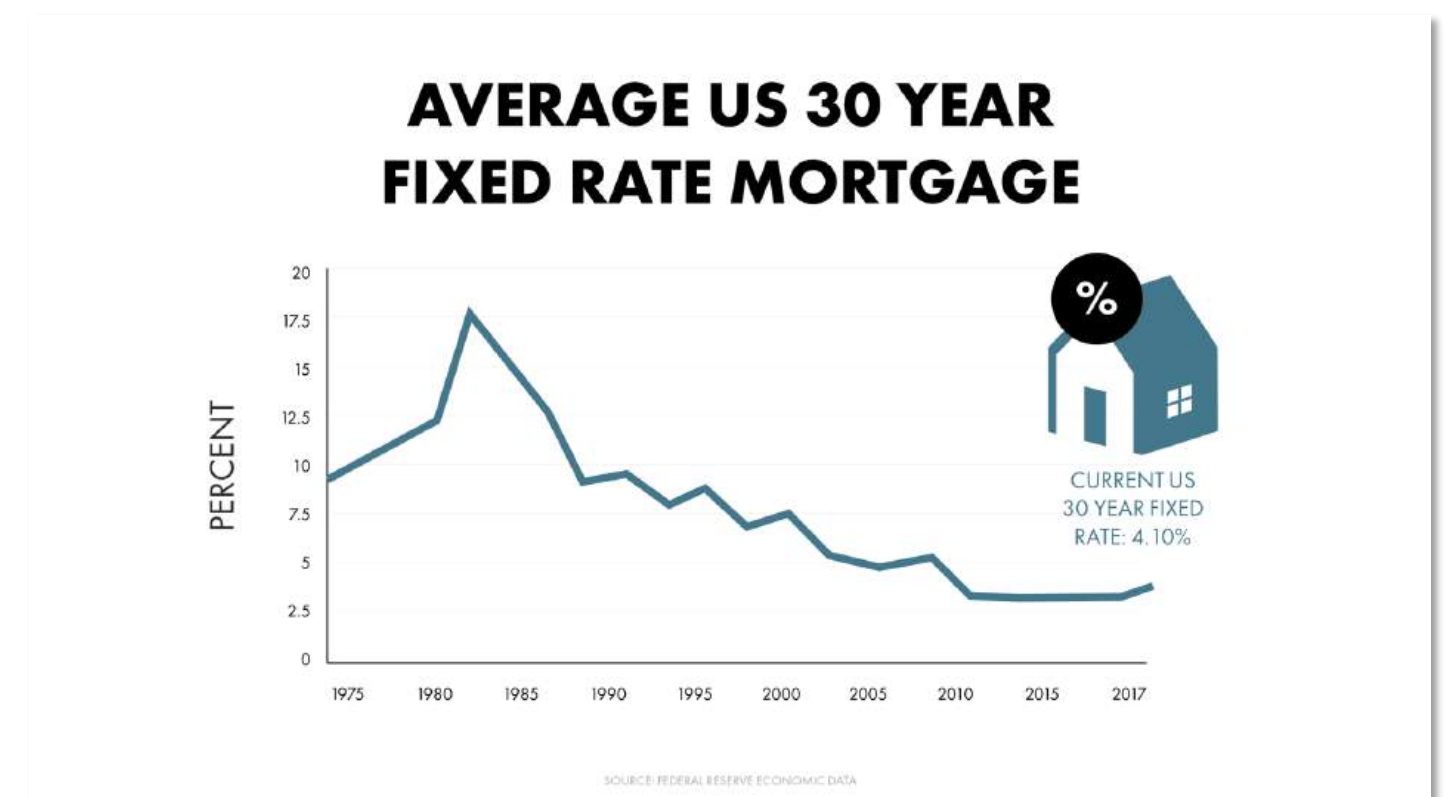
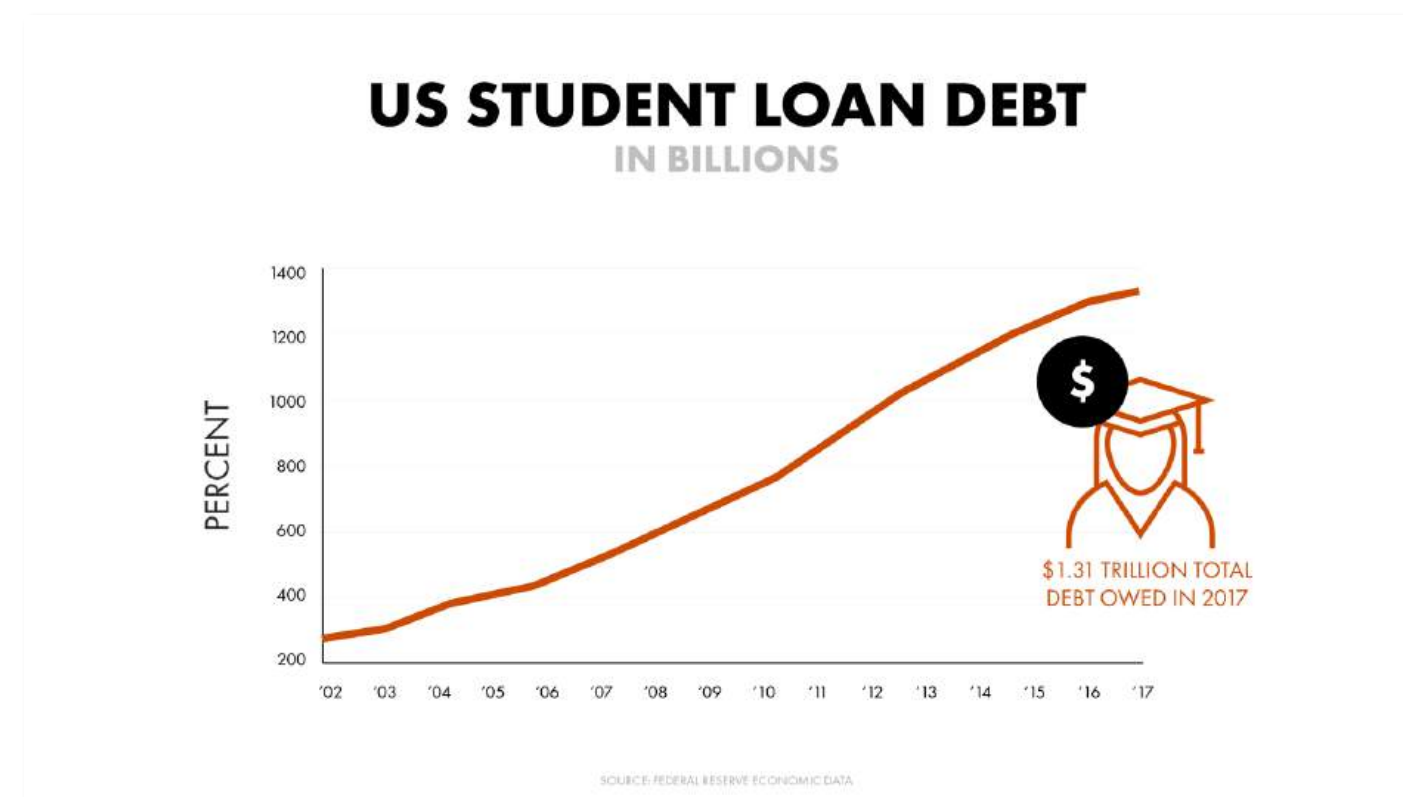
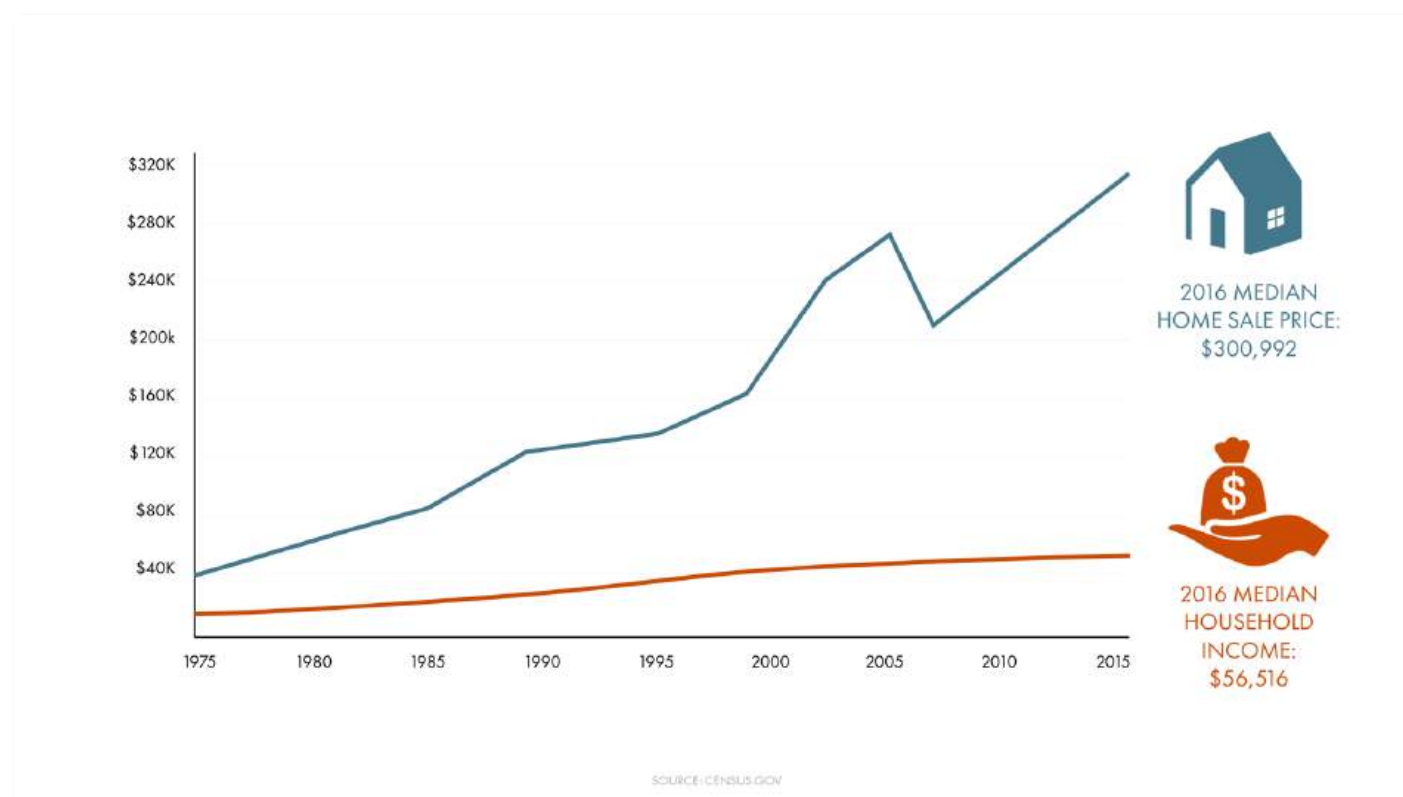
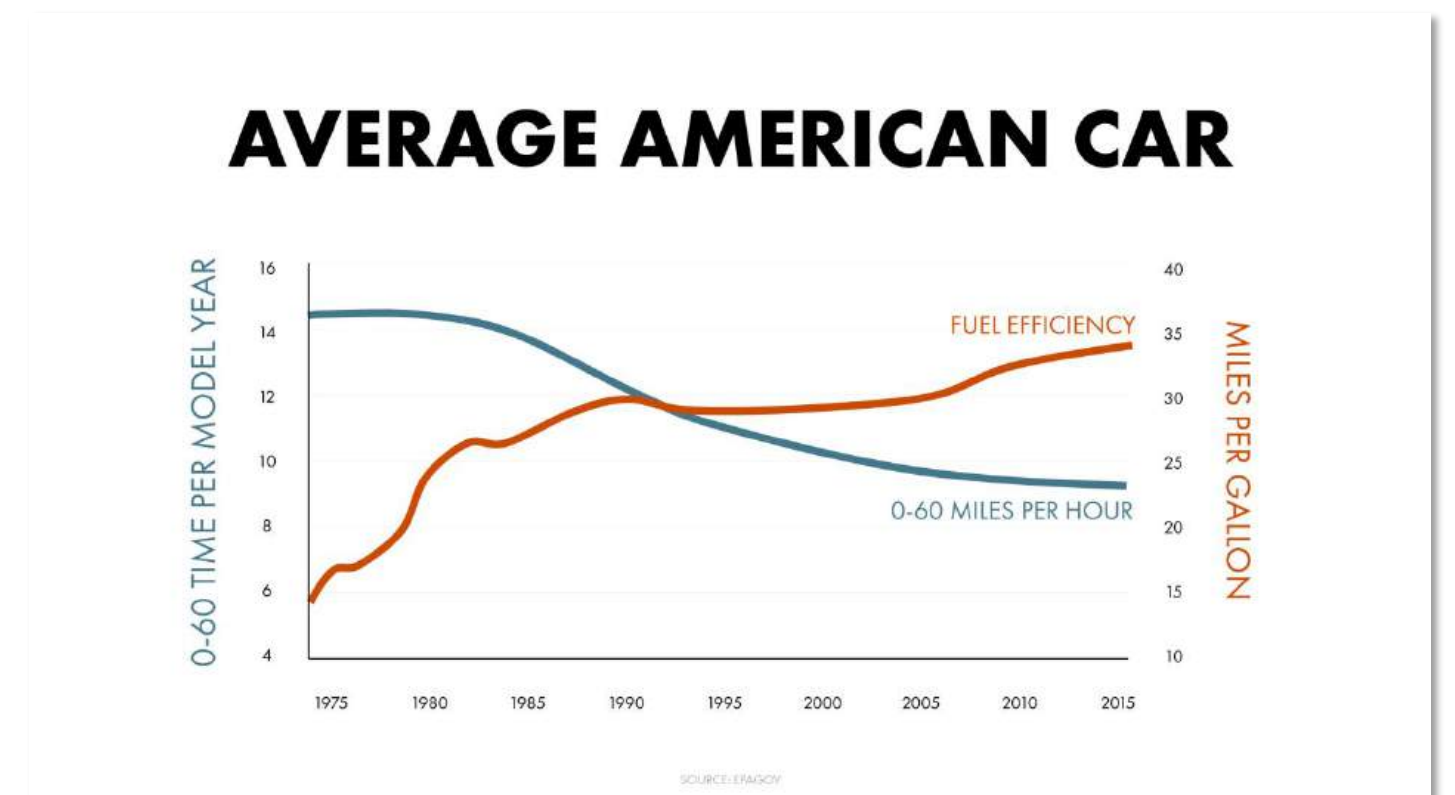
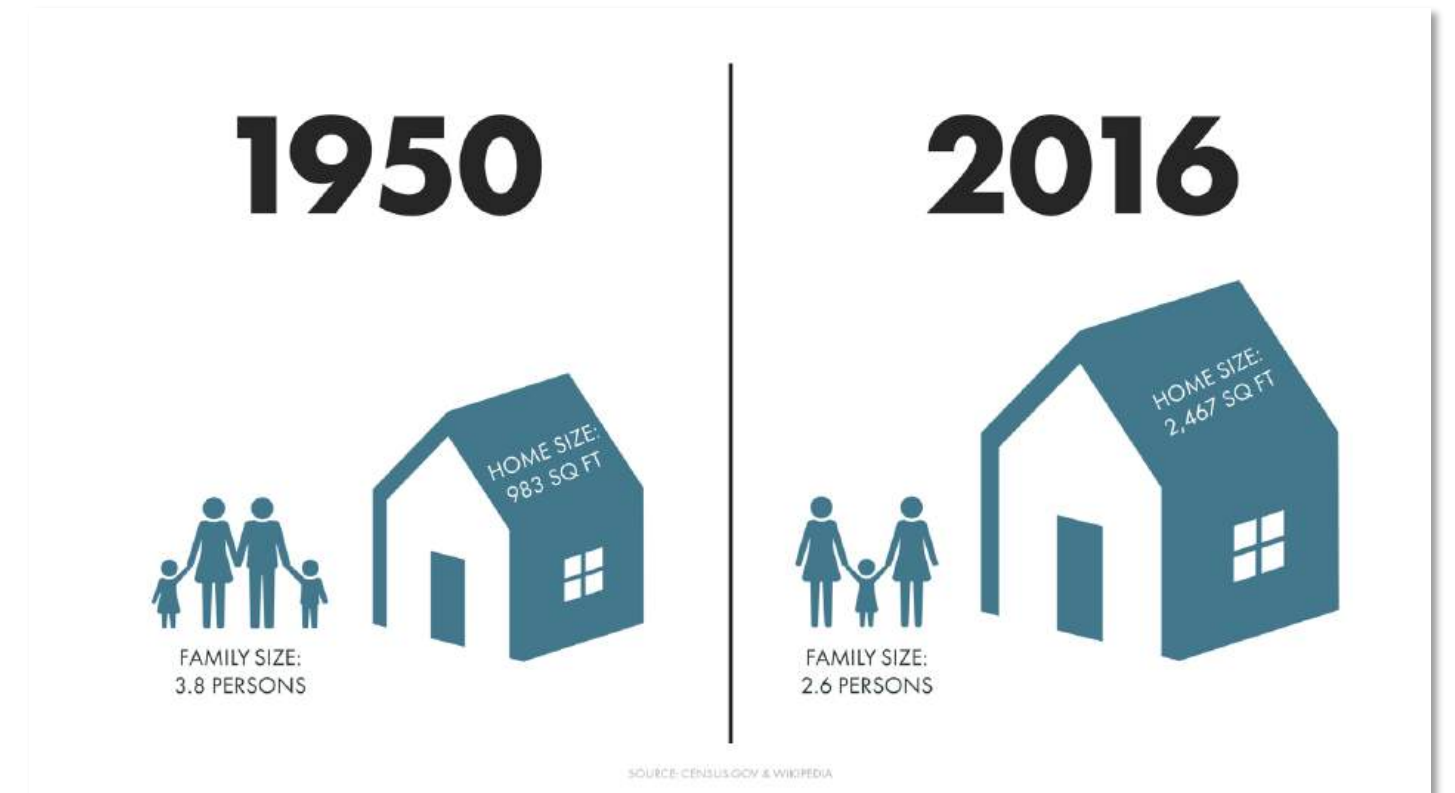


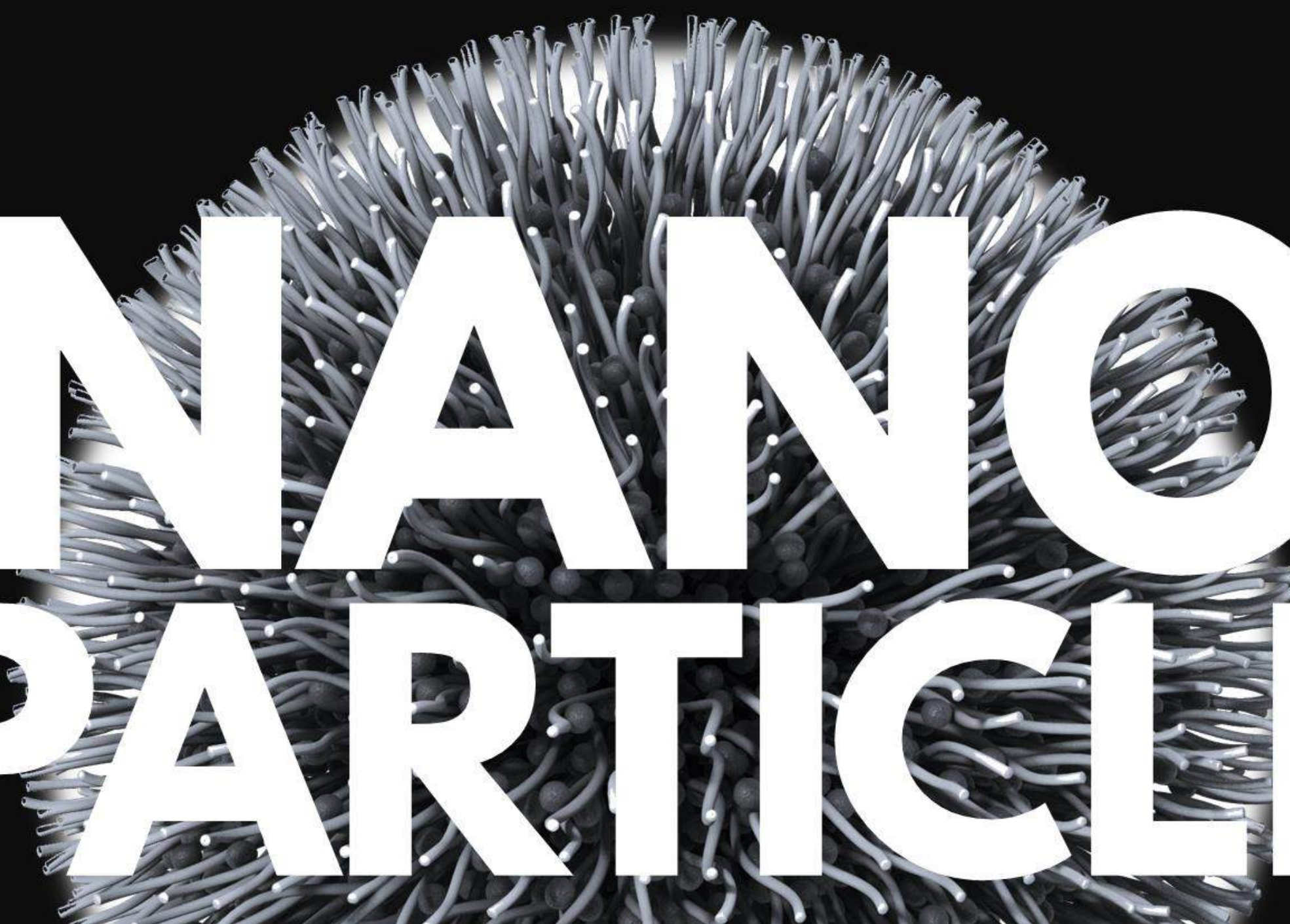




# FREEDOM

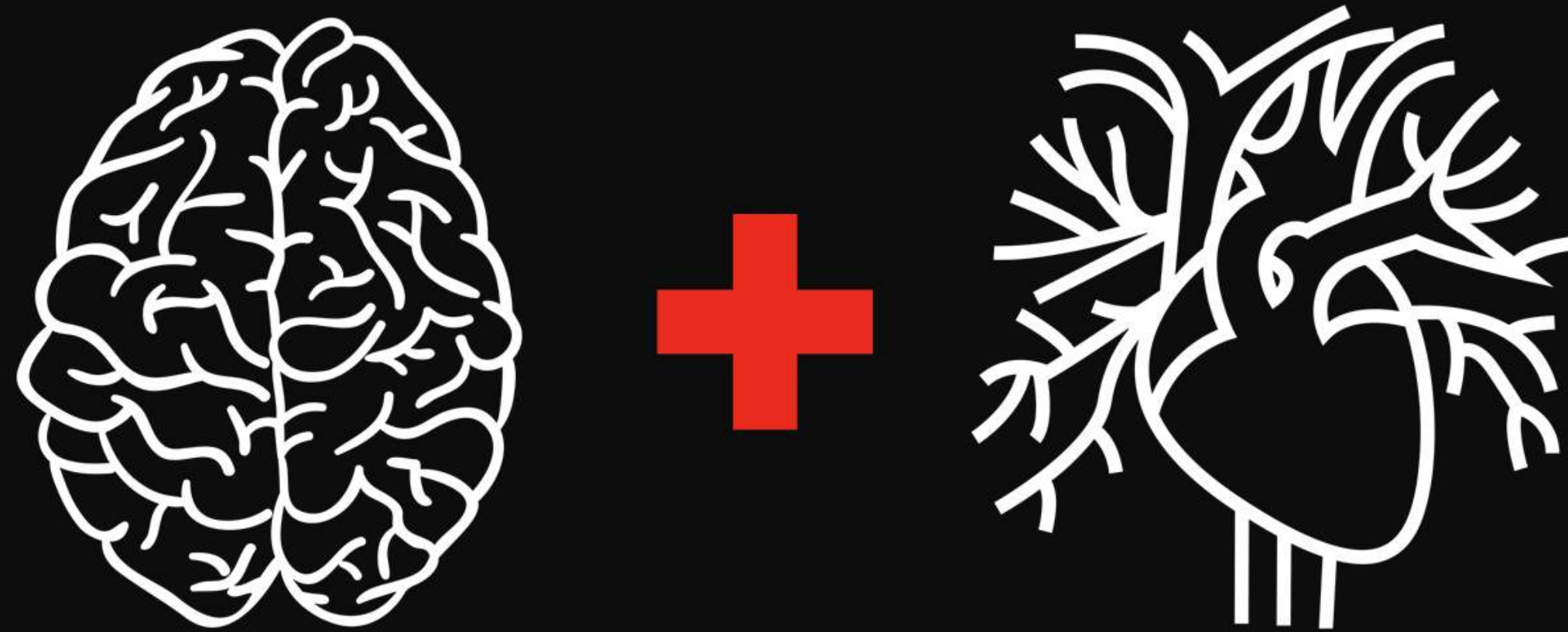
## FROM THE HOUSING TRAP





# NANO PARTICLE

MEET TECHNOBIOLOGY'S  
**WIRELESS MESSENGER**



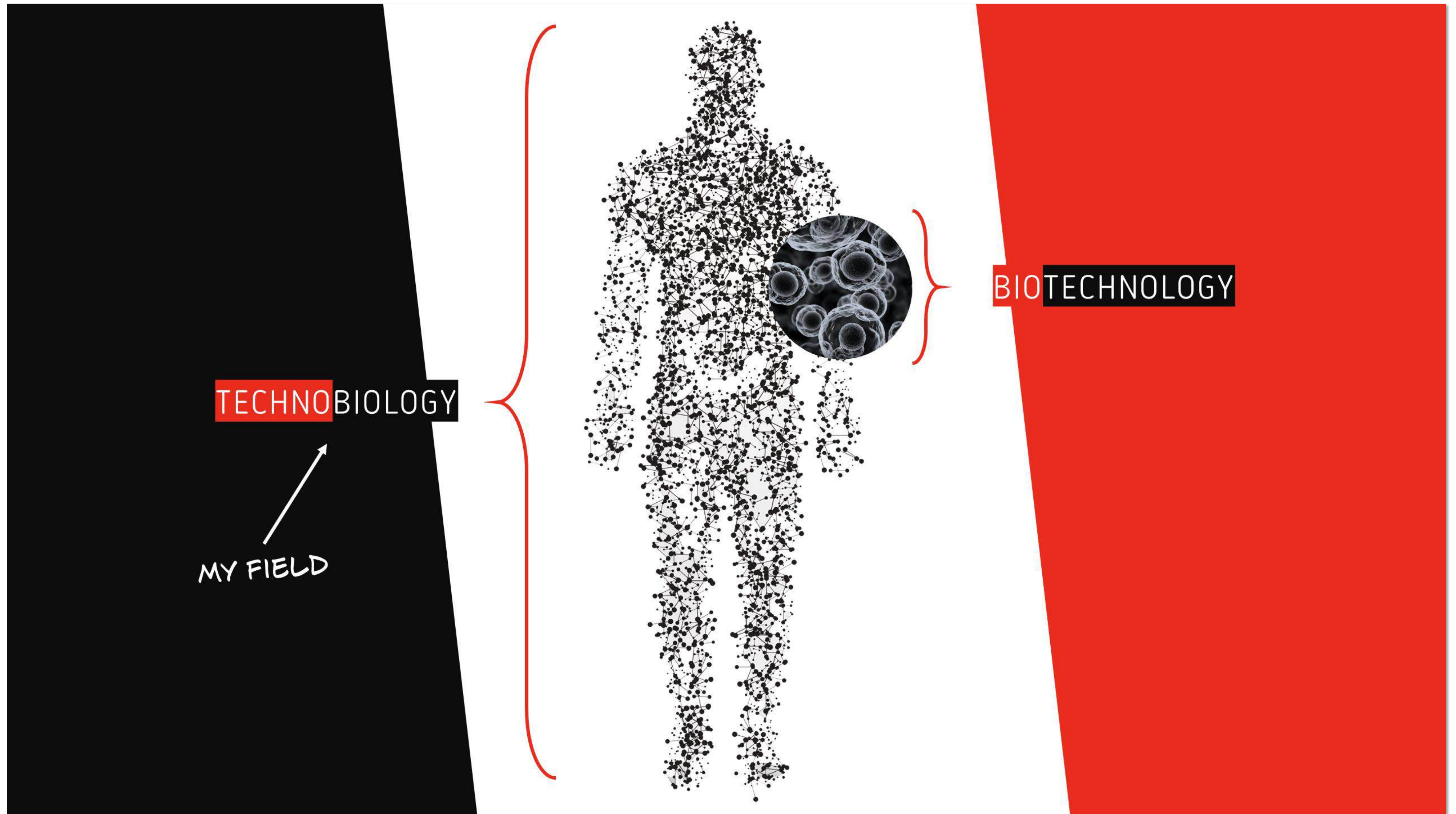
**= GOOD  
HEALTH**

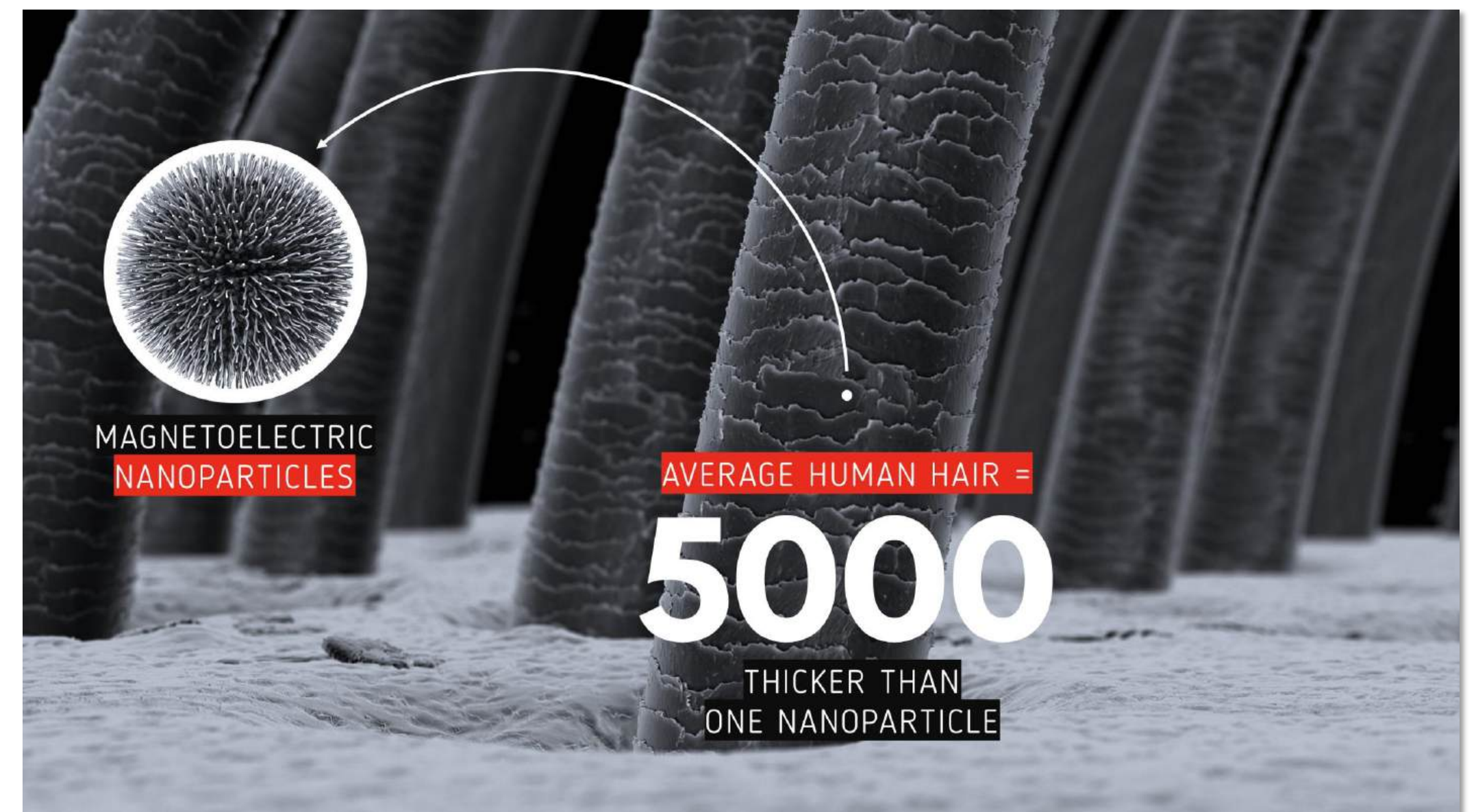
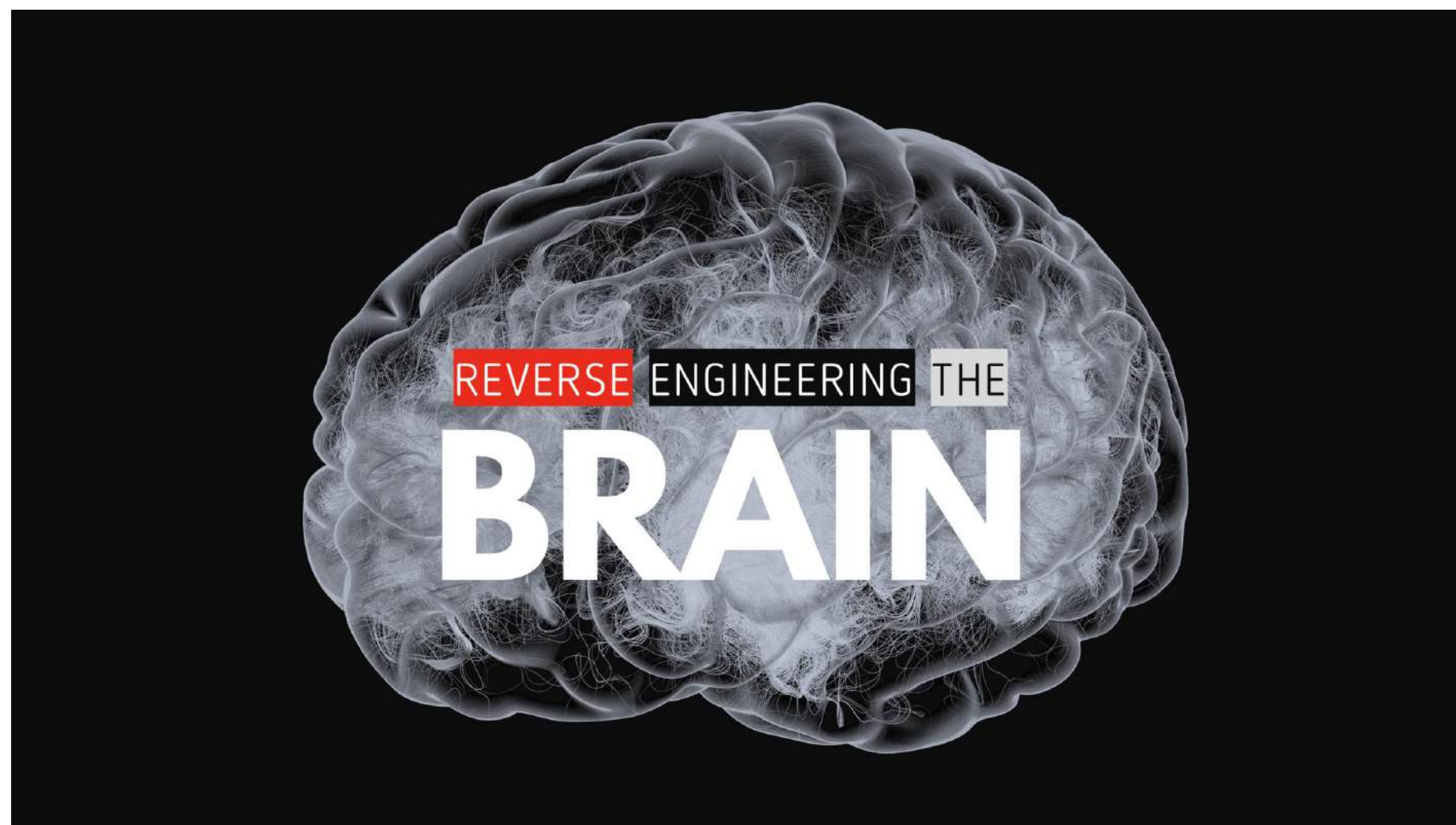
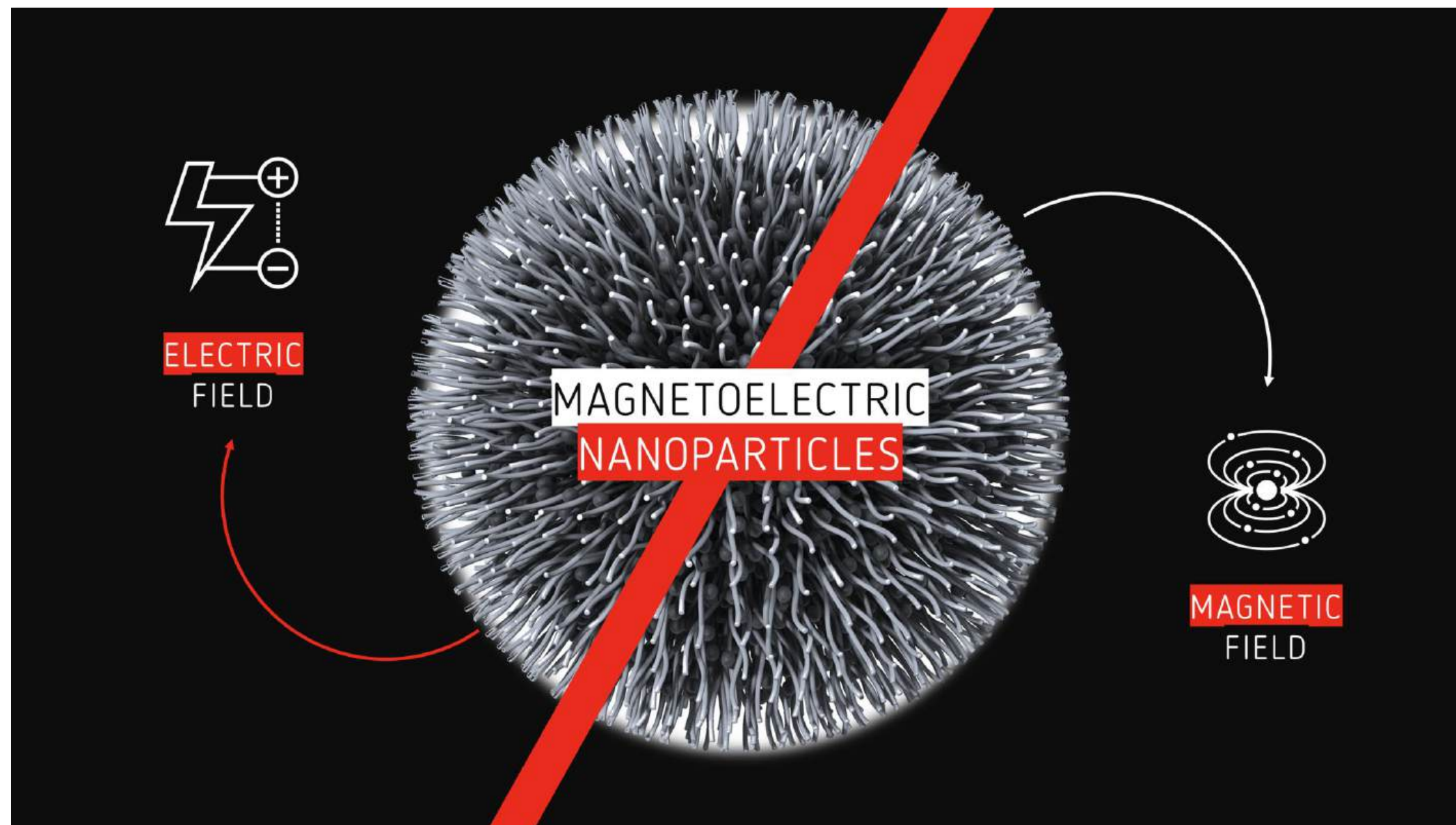


INTERNET OF THE  
HUMAN BODY  
37 TRILLION  
"USERS" (CELLS)



INTERNET  
3 BILLION  
"USERS"  
(PEOPLE)





TIME TO

# Lead

Why Women are in a Unique Position to  
Step Up Into Leadership in Engineering

TESSA MYERS

**Rockwell  
Automation**

## NOT ENOUGH PEOPLE TO FILL MANUFACTURING JOB OPPORTUNITIES

2 MILLION MANUFACTURING JOBS GOING UNFILLED BY 2020

(Source: Deloitte)



## What I'll Cover Today:

PART ONE



What's Happening in the World of Business & Technology Today

PART TWO

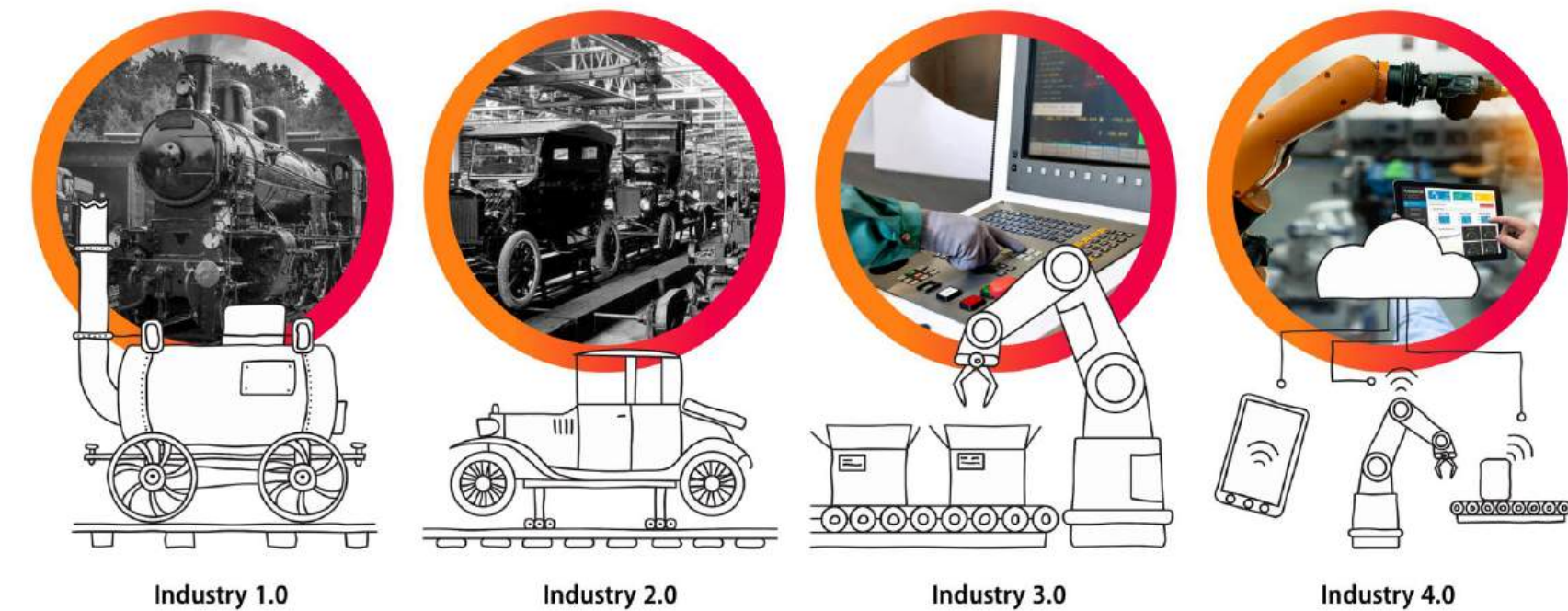
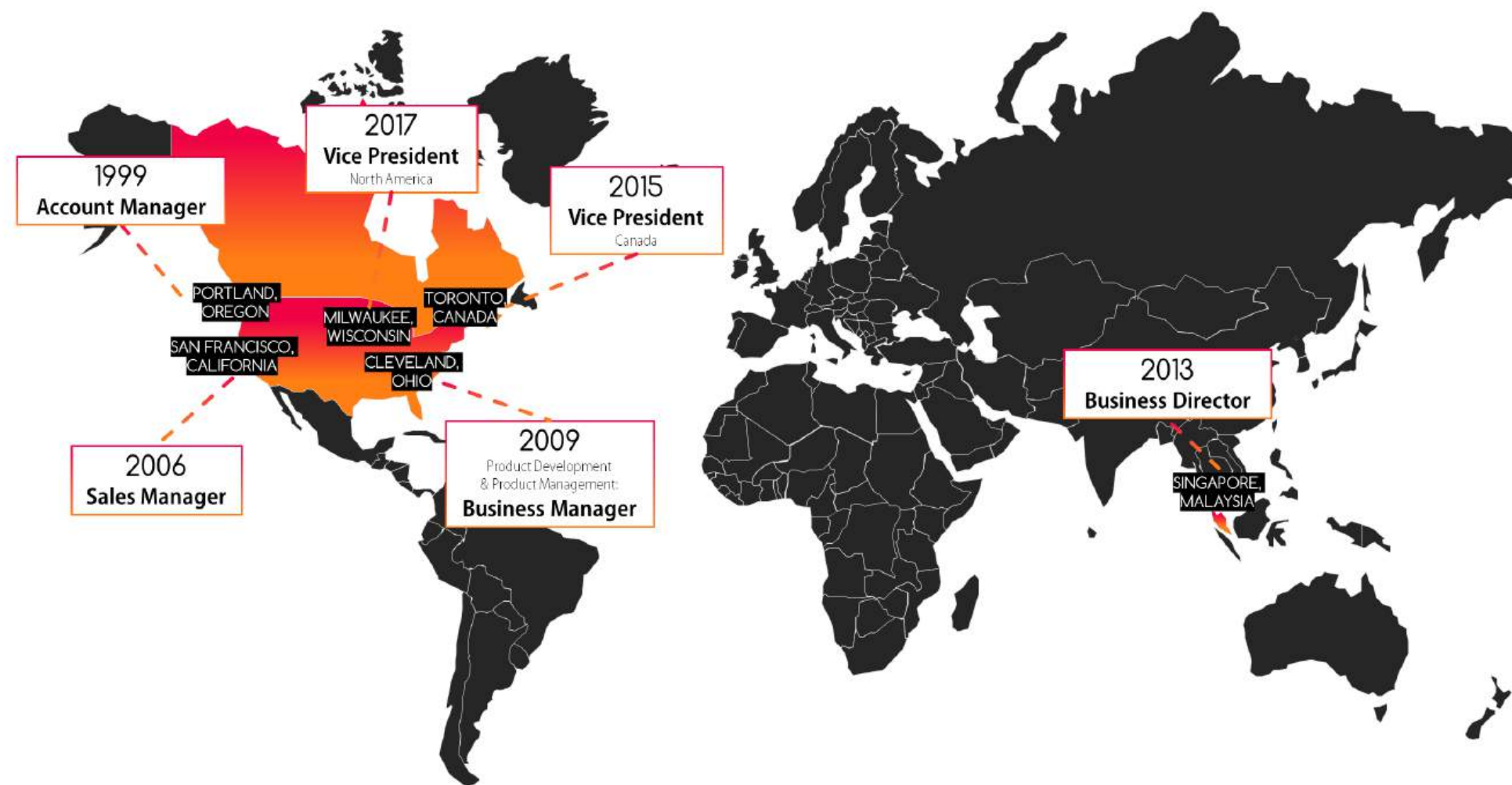


The X Factors: Why Women are in a Unique Position to Lead

PART THREE

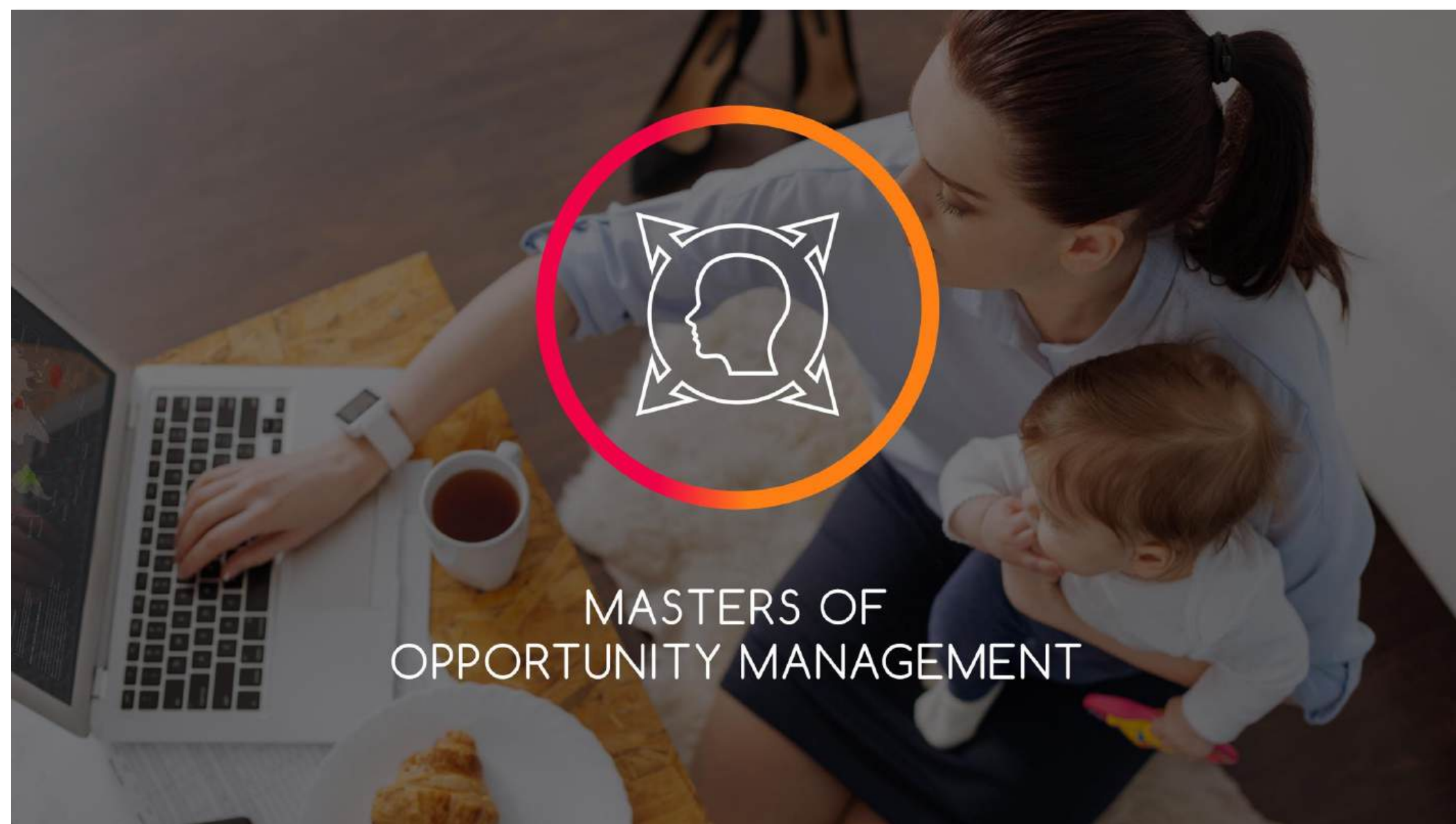


Guiding You in Your Leadership Journey: Stories & Lessons Learned



WE ARE GOING THROUGH AN INDUSTRIAL EVOLUTION







COURAGE  
EMPATHY  
COMMUNICATION  
COLLABORATION  
CREATIVITY

## Lesson 01

THINK BIG FROM THE START:  
WHY YOU SHOULDN'T LIMIT  
YOUR POSSIBILITIES OR MAKE  
TRADE-OFFS.

Part One

# Let's Talk About White Fragility

PART ONE: WHITE FRAGILITY | PART TWO: ANTIDOTE TO FRAGILITY | PART THREE: GRAPPLING WITH RACE | PART FOUR: WE ARE NOT FRAGILE

# WHITE FRAGILITY

## The New Racism

& More Effective Steps to Undoing Racism

By Andy Horning

MSW '97 Michigan School of Social Work | Psychotherapist Private Practice | Hoffman Process Teacher  
Podcast Creator/Host Elephant Talk | Board Member - Non Profit In DC Using Racial Equity Lens

Word of the Day

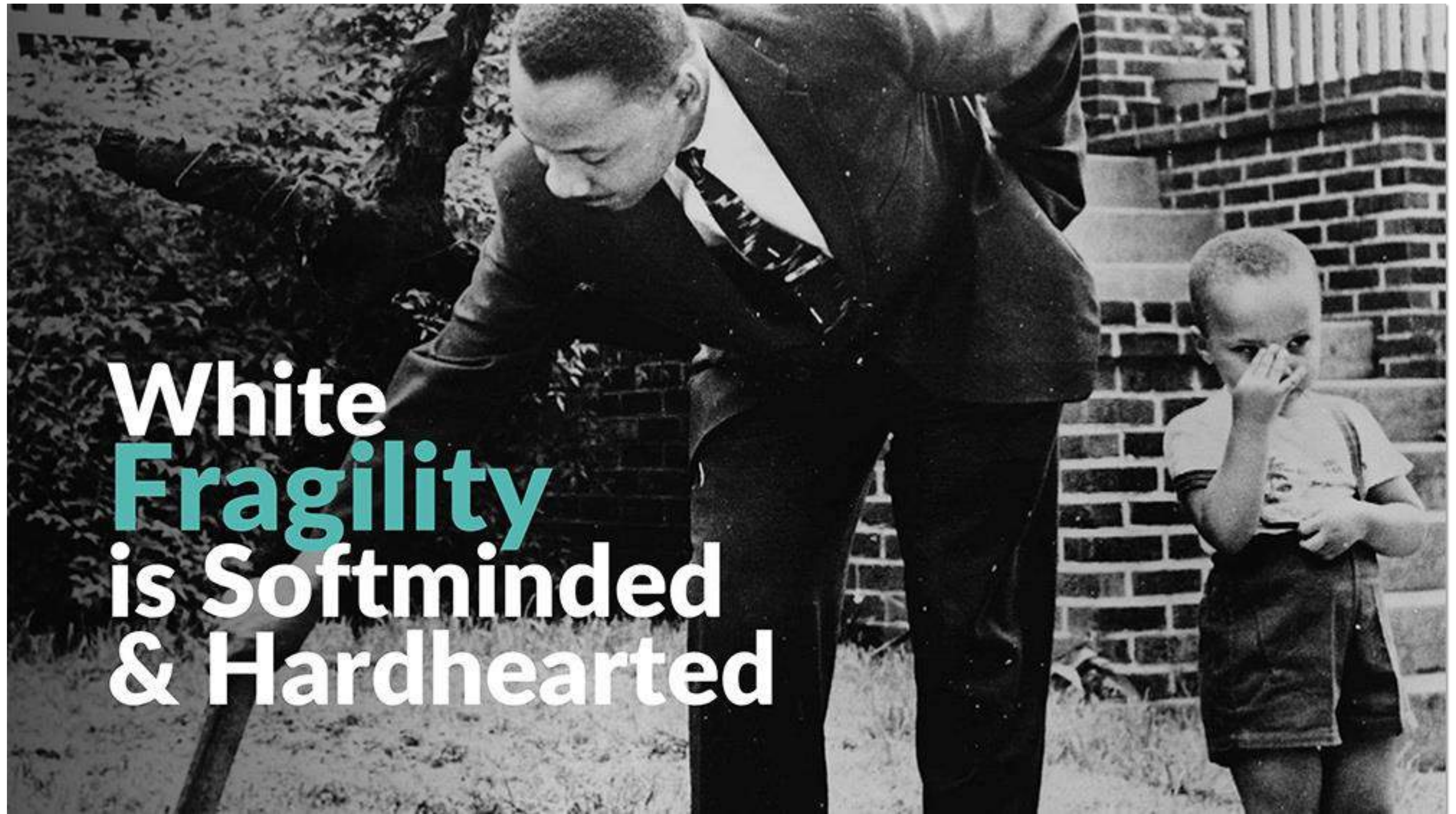
# Learn

A Journey With Head & Heart

“

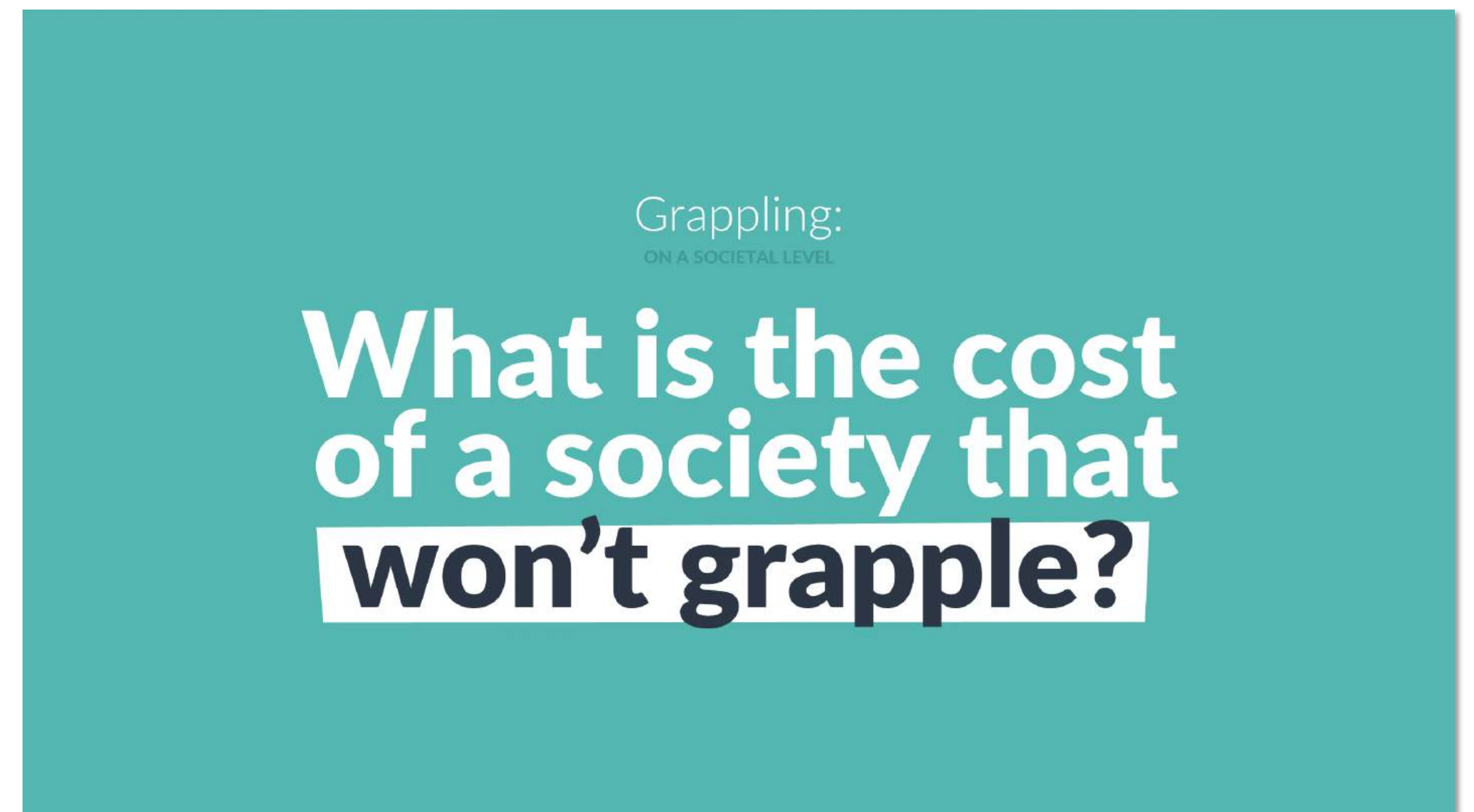
**When you're accustomed  
to privilege equality feels  
like oppression.**

-Brian Sims



**White  
Fragility  
is Softminded  
& Hardhearted**

Avoiding Inappropriate Humor  
Crying Minimizing Hostility  
Blaming Rewriting History  
**Guilt** **“I’m not a racist”**  
Crying **Defensiveness** Guilt  
**Changing The Subject** Rationalizing  
Hoarding Emotional Attention Either/Or Thinking





Be a  
**learner**

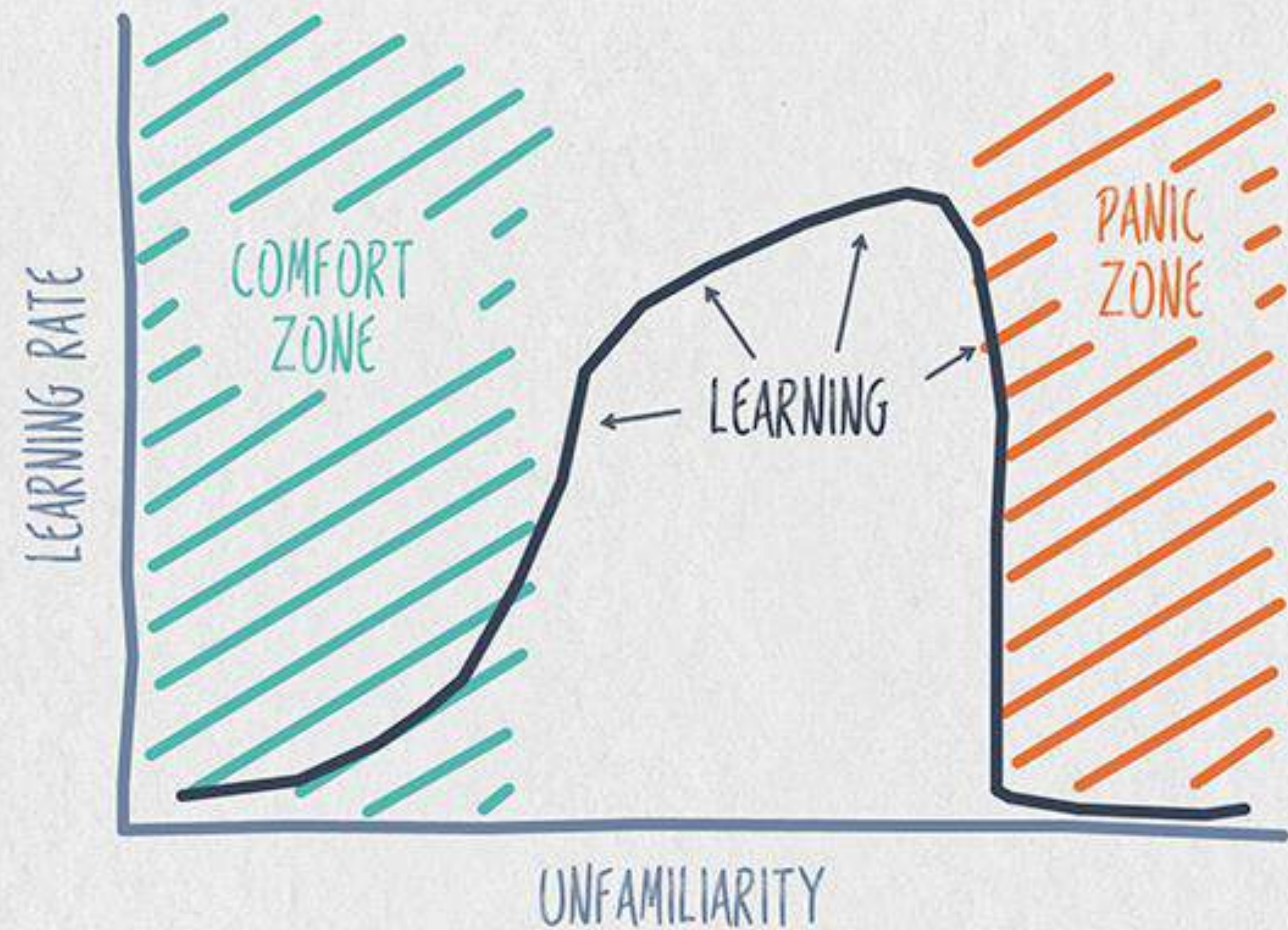
“

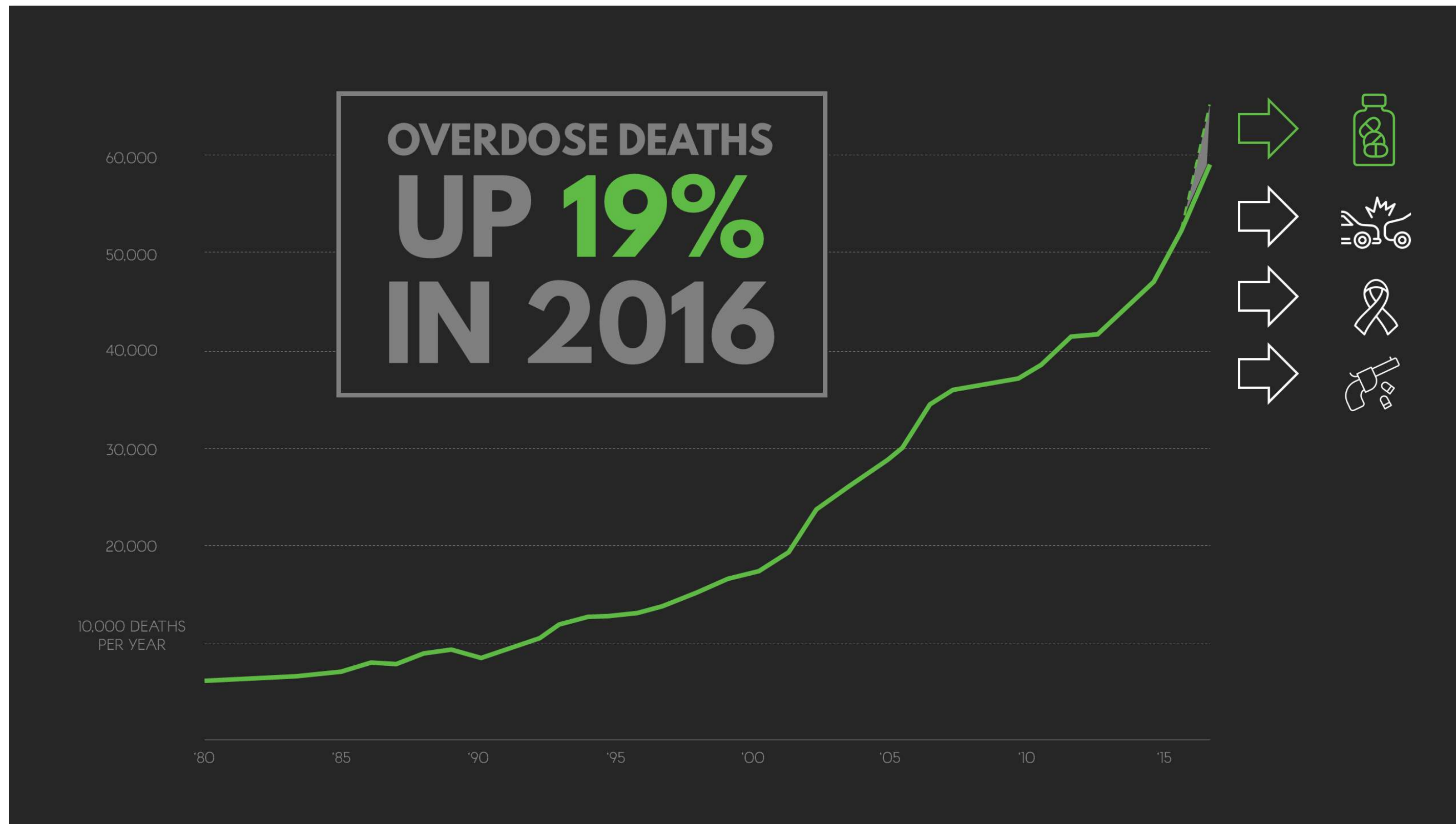
**In times of change,  
learners inherit the earth,  
while the learned find  
themselves beautifully  
equipped to deal with a  
world that no longer exists.**

-Eric Hoffer



Leave your  
**comfort  
zone**





**POST-TRAUMATIC  
GROWTH**

The **positive** psychological **change** occurring in an individual after they've experienced a traumatic life event.

**3/10 DOCTORS  
ARE PAID BONUSES**  
based on patient satisfaction surveys

A grid of 10 doctor icons. The first three icons in the top row are highlighted in green, representing the 3 out of 10 doctors mentioned in the text.





# EMOTIONAL PAIN

is what's driving the  
**addiction epidemic**

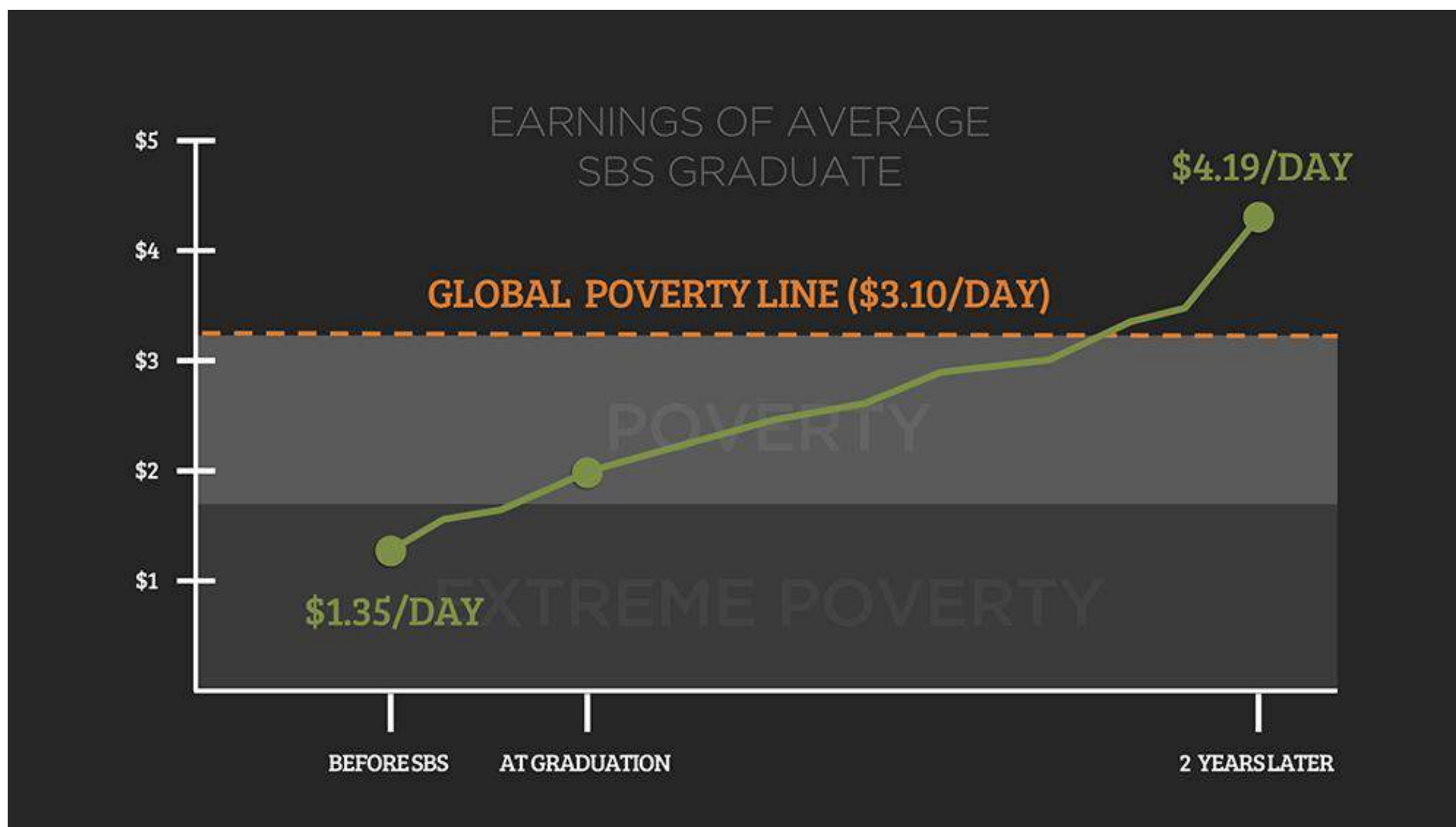
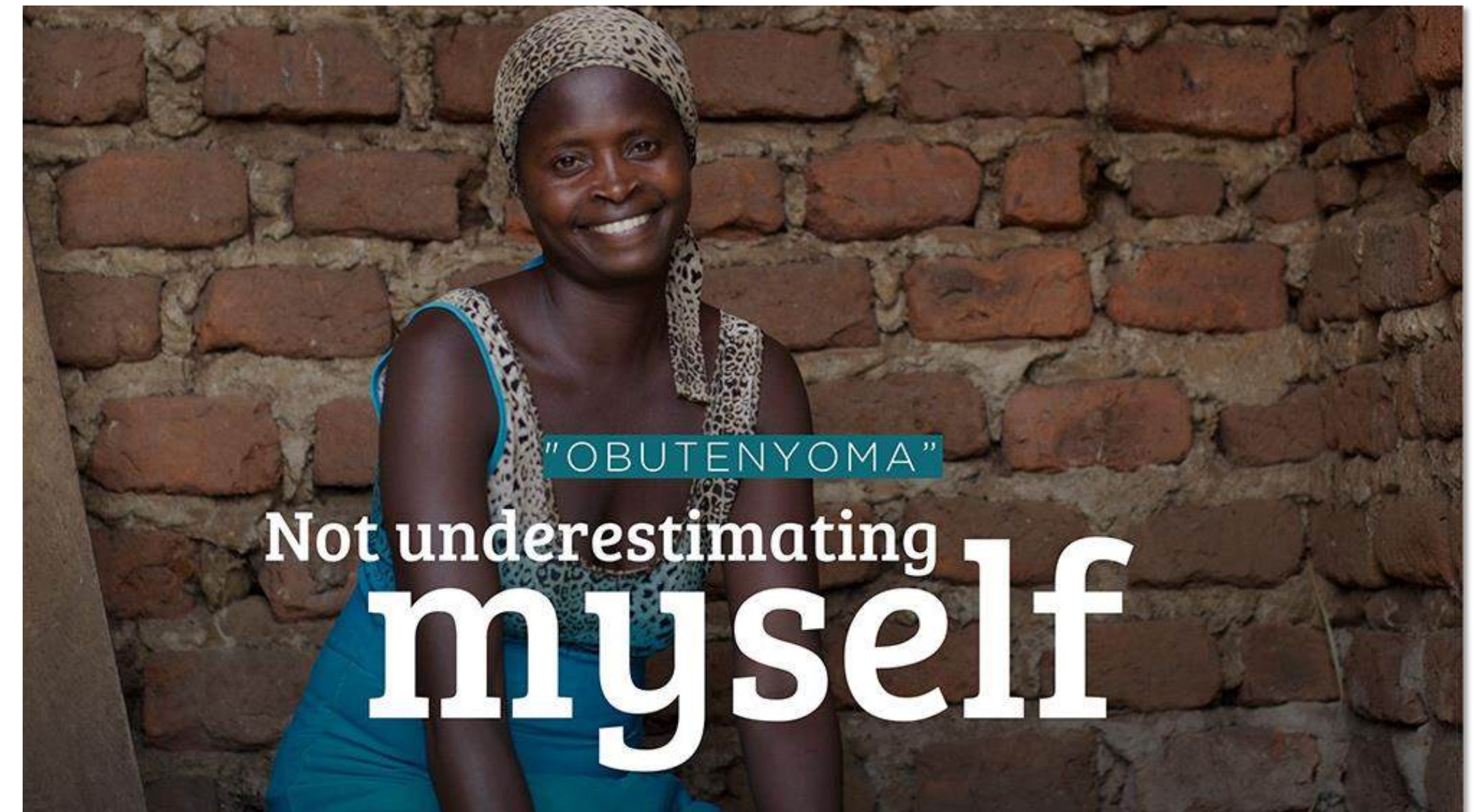
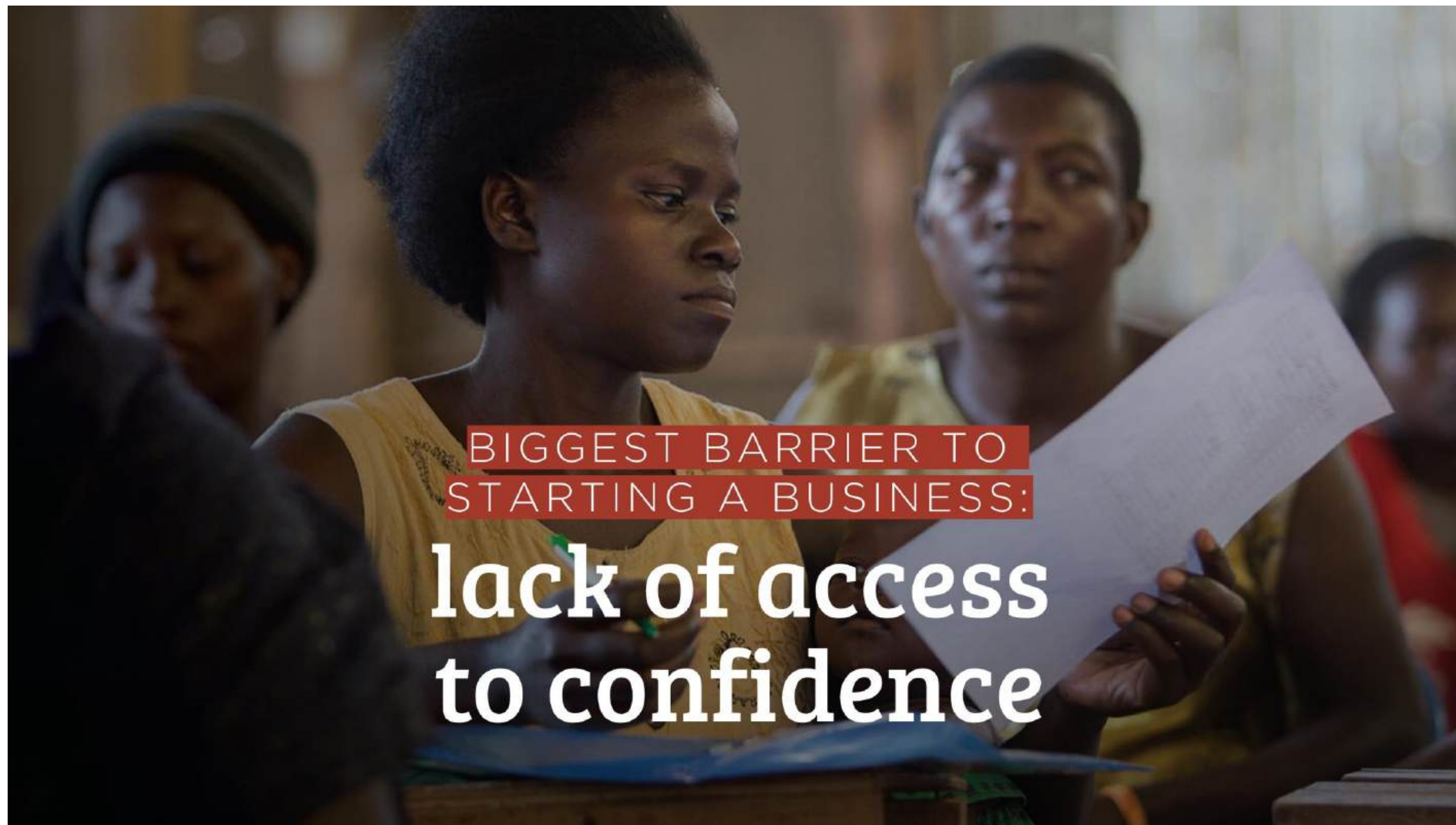
# Belief

CAN CHANGE

THE WORLD



street  
BUSINESS SCHOOL  
BY BEADFORLIFE

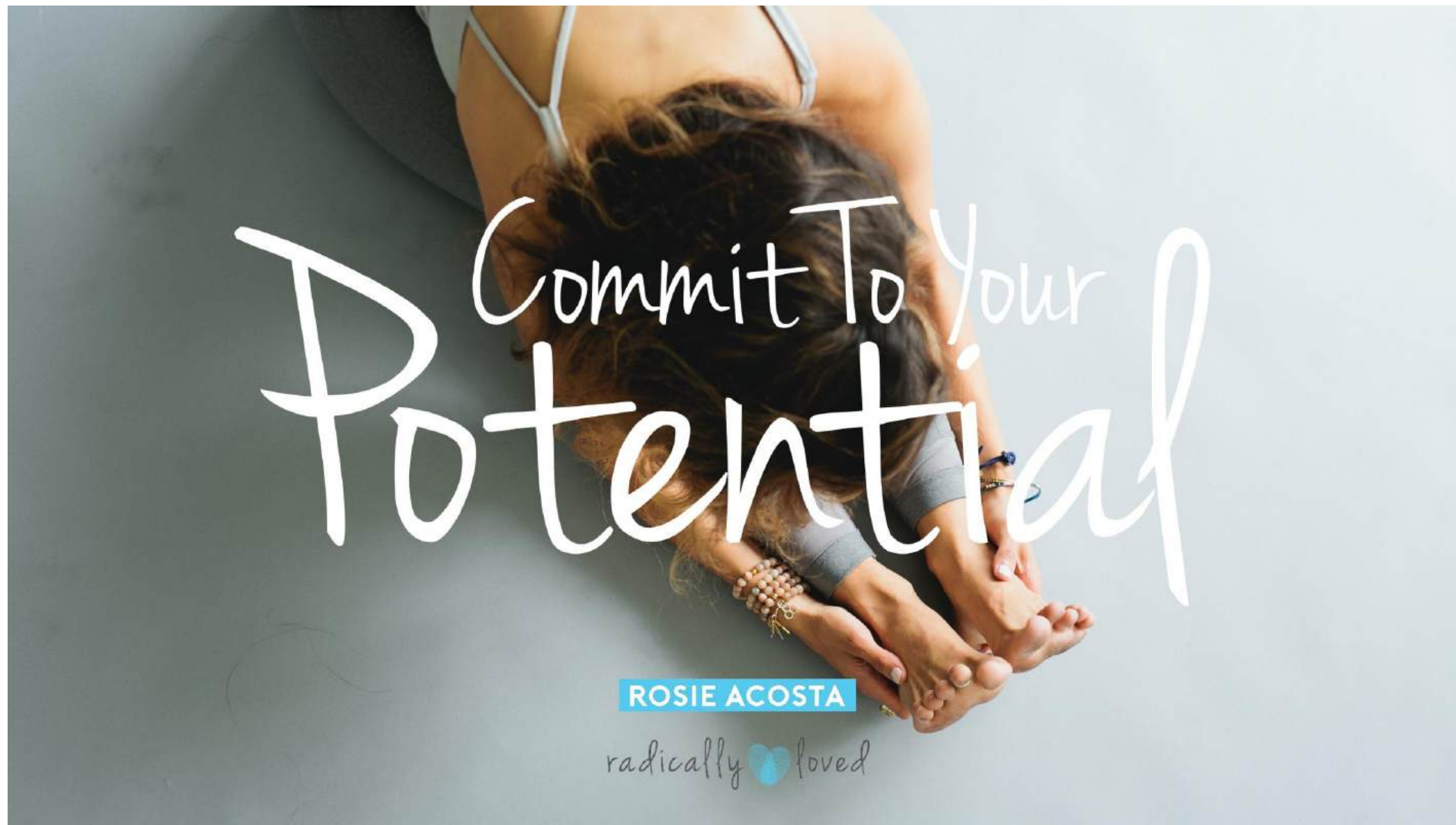


I HAVE SEEN THE

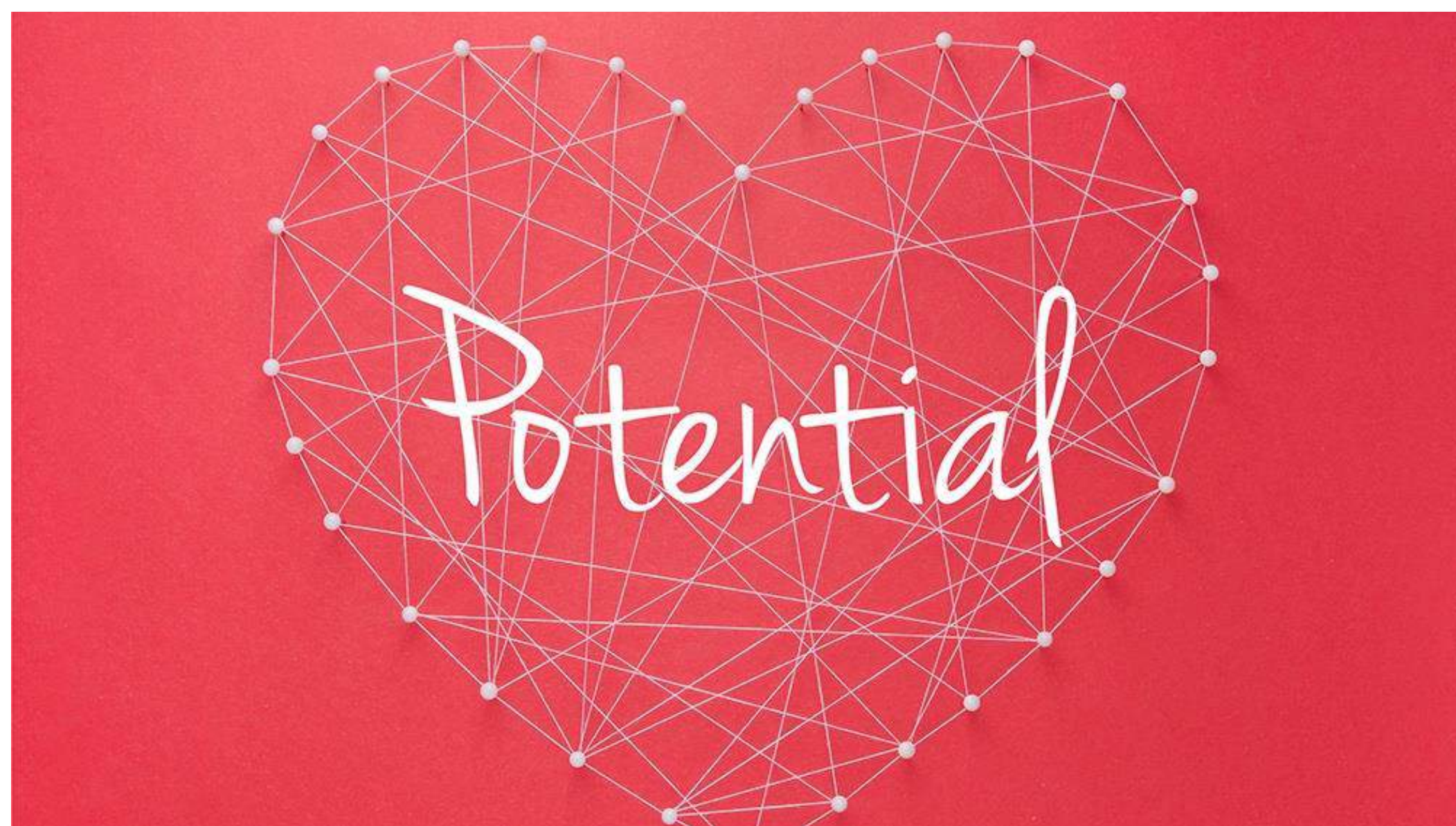
**transformational  
power of belief**



ON OUR WAY TO REACHING  
**1 Million Women**  
BY 2027









**IMAGINE**

**SPARK**

**ACTIVATE**

**A COLLECTIVE CALL  
FOR ACTION AROUND**

*Gender  
Equity*

BY KATICA ROY



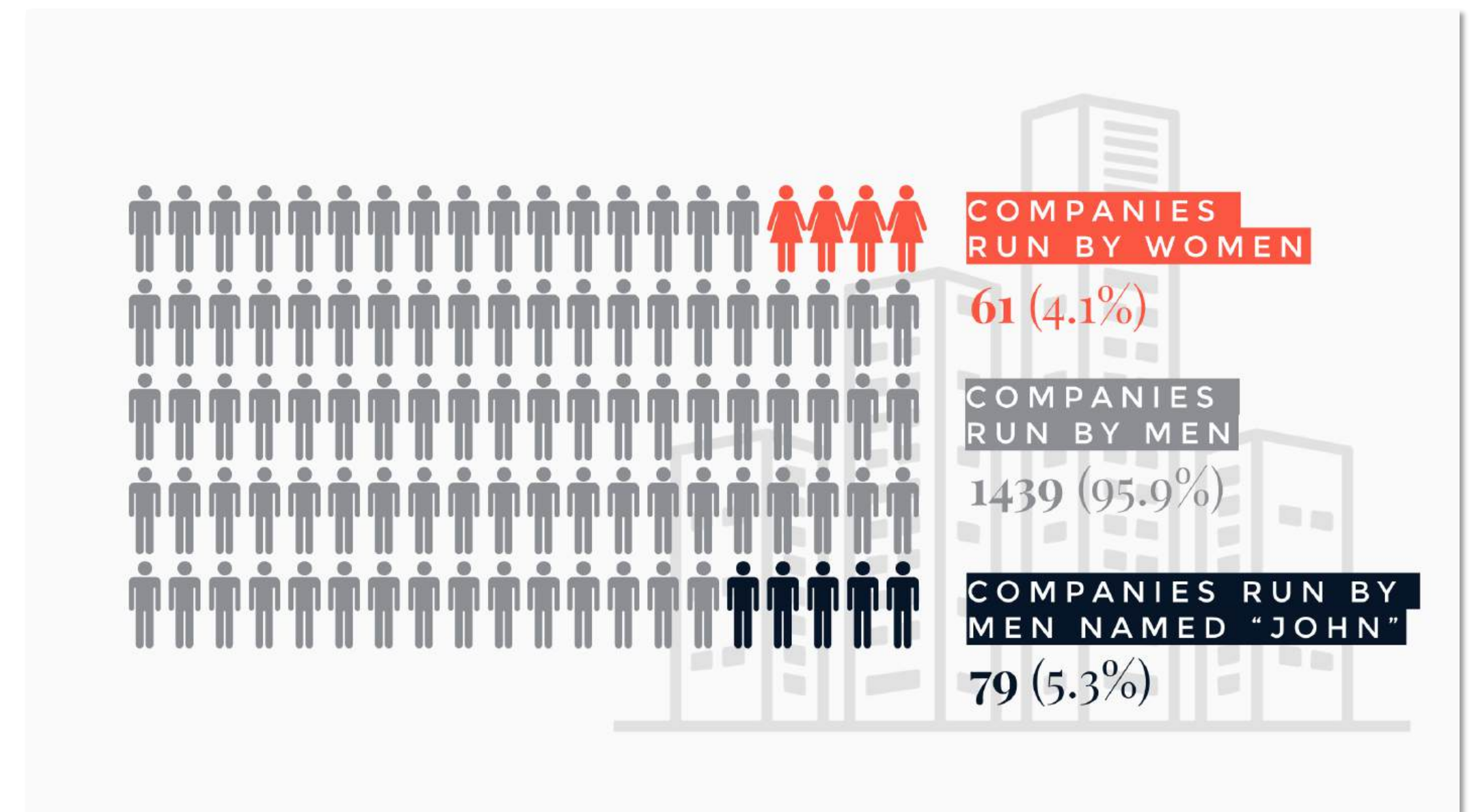






**WOMEN**  
ARE THE MOST  
UNDERUTILIZED  
*Economic Asset*  
**IN THE WORLD'S  
ECONOMY**

ANGEL CURRIA, SECRETARY GENERAL, ORGANISATION FOR  
ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)



*Children*  
**WORTH LESS?**  
BECAUSE MOTHER IS  
SOLE BREADWINNER



**05**  
**GENDER EQUITY**  
*In the Tech World*  
MINDING THE GAP: THE WOMEN-IN-TECH DISPARITY LINGERS ON



**HDI**  
HUMAN  
DEVELOPMENT  
INDEX  
LIFE EXPECTANCY,  
EDUCATION, AND GROSS  
NATIONAL INCOME

**GDI**  
GENDER  
DEVELOPMENT  
INDEX  
HDI BY GENDER TO  
FIND DISPARITIES

**GII**  
GENDER  
INEQUALITY  
INDEX  
REPRODUCTIVE HEALTH,  
EMPOWERMENT,  
ECONOMIC STATUS

UNITED NATIONS (UN)

*Why*  
**SHOULD YOU CARE?**

*Top Emerging Markets:*  
1. China  
2. South Korea  
3. Thailand  
BLOOMBERG

*Top Aging Populations:*  
1. Japan  
2. South Korea  
3. China  
PEW RESEARCH

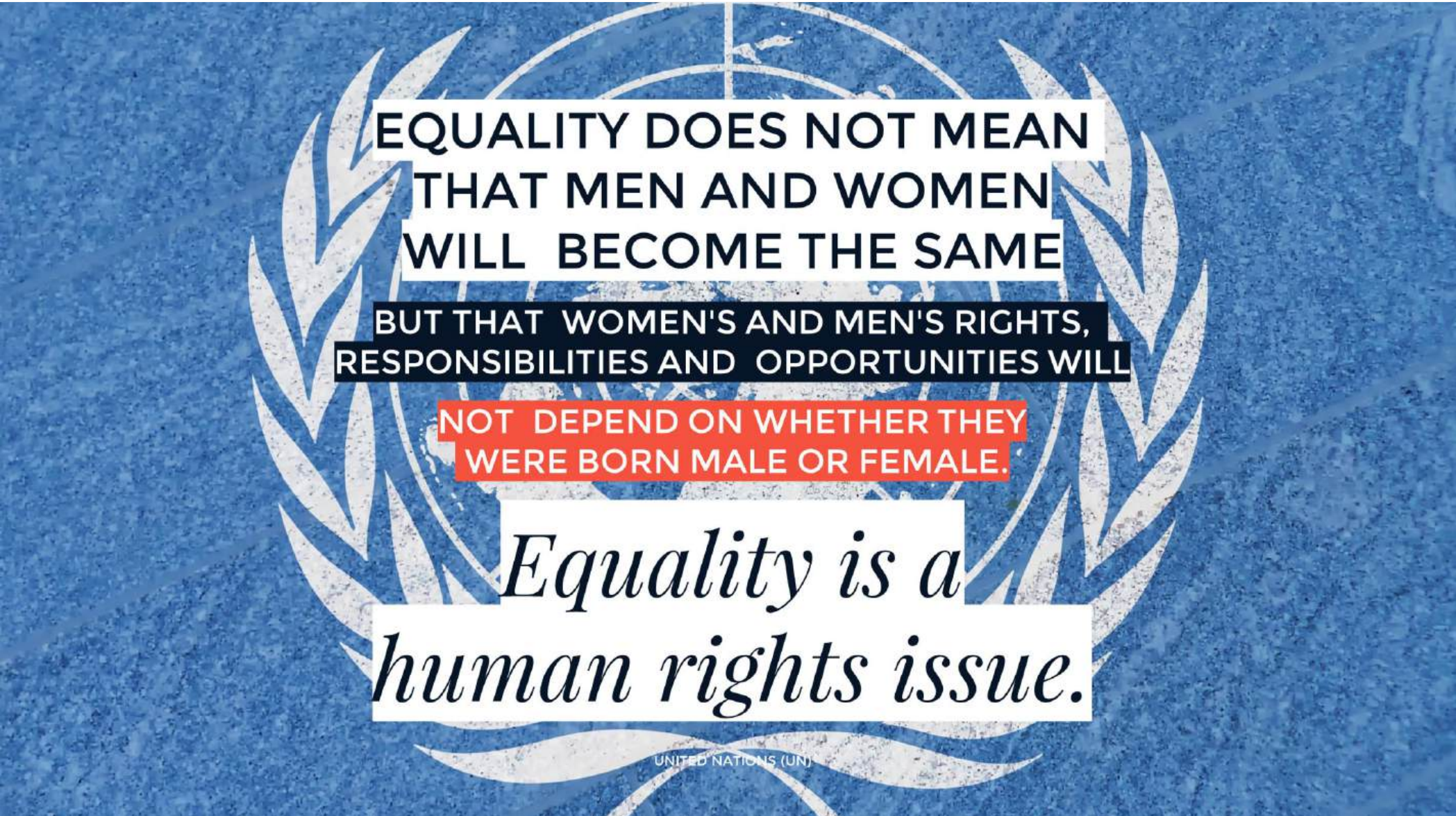
*Skills Gap*  
China: 23M by 2020  
S. Korea 1M by 2020  
Thailand: 14%  
MCKINSEY, SCB EIC, UN, ILO, ECONOMIST, BCG

*Gender Equity*  
China: 37  
S. Korea: 10  
Thailand: 79  
UNITED NATIONS



IF THE GENDER GAP  
WERE CLOSED IN  
*Latin America*  
THE REGION'S GDP  
WOULD BE 16% HIGHER

THE ECONOMIST



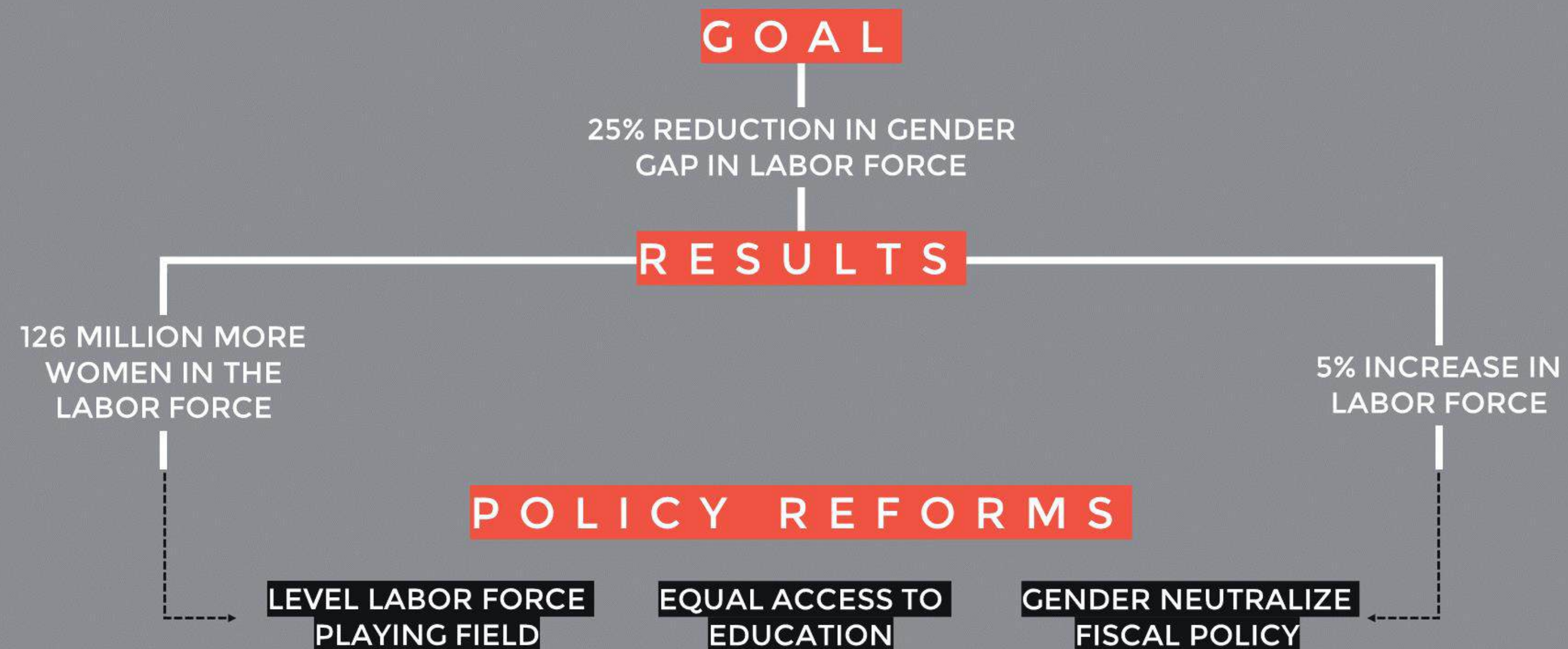
EQUALITY DOES NOT MEAN  
THAT MEN AND WOMEN  
WILL BECOME THE SAME  
BUT THAT WOMEN'S AND MEN'S RIGHTS,  
RESPONSIBILITIES AND OPPORTUNITIES WILL  
NOT DEPEND ON WHETHER THEY  
WERE BORN MALE OR FEMALE.

*Equality is a  
human rights issue.*

UNITED NATIONS (UN)

# Gender Parity

## EFFORTS & ECONOMIC GROWTH



OECD, IMF, World bank, ILO





*5 Million*

**U S W O R K F O R C E**

**S H O R T A G E**

**BY 2020**

GEORGETOWN UNIVERSITY

## CONFIDENCE

91% say "confidence" is important

41% say they are "not at all confident"



Source: 2013 Wells Fargo Affluent Women Retirement Survey

## INFLUENCE

42% "share equally" in the relationship with their advisor

32% "more likely to hold the primary relationship" with the advisor



Source: 2013 Wells Fargo Affluent Women Retirement Survey

## PEACE OF MIND

88% define a successful life as "peace of mind"

39% define a successful retirement as "having enough money to live the lifestyle you want"



Source: 2013 Wells Fargo Affluent Women Retirement Survey

# 39%

of women expect to live past age 90



Source: MetLife, Women, Retirement and the Extra-Long Life, 2011

47%

of retirees either work  
or plan to work  
during retirement

Source: Merrill Lynch, Work in Retirement: Myths and Motivations 2014

72%

of pre-retirees age 50+  
"want to keep working  
after they retire

Source: Merrill Lynch, Work in Retirement: Myths and Motivations 2014

2/3

will receive an inheritance,  
with a median amount of

\$64,000

Source: MetLife, Inheritance and Wealth Transfer to Baby Boomers, 2010

Wealthy boomers will  
inherit an average of

\$1.5  
MILLION

Source: MetLife, Inheritance and Wealth Transfer to Baby Boomers, 2010

The average  
65-year-old woman  
can expect to live to

85



Source: U.S. News and World Report, July 7, 2014

# BEYOND THE CHICKEN DINNER...



WARM-UP  
SHOW



EXPERT  
PANEL



Q&A  
SESSION



LIVE  
TWEETS



MOOD:  
RELAXED  
HELPFUL  
STRESS-FREE

WELL-BEING



39%

fear "living in poor  
health in retirement"

WORK



45%

will "resist living in  
retirement without a  
paycheck"

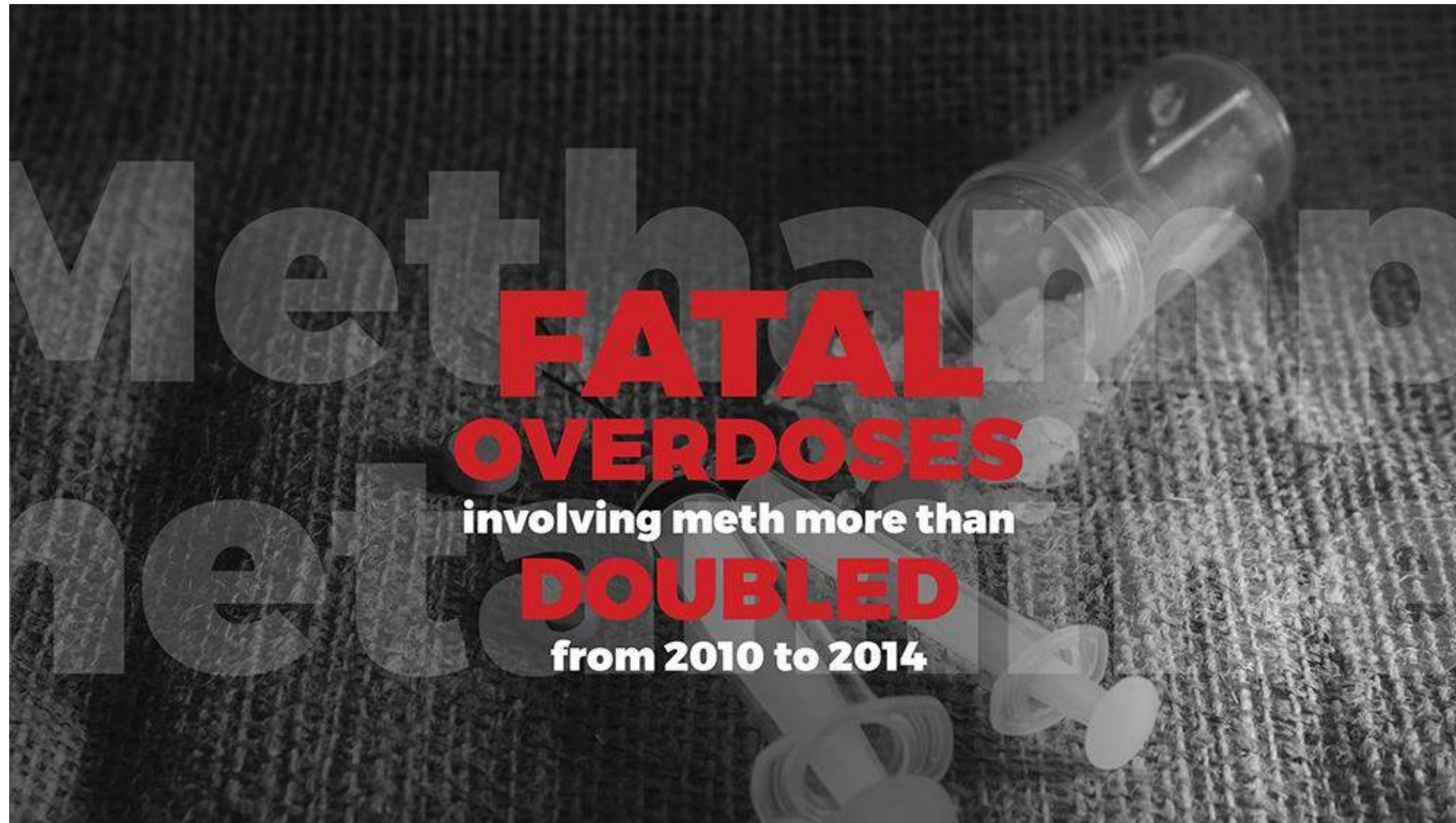
WEALTH



40%

fear "running  
out of money"

Source: 2013 Wells Fargo Affluent Women Retirement Survey







**Methamphetamine**

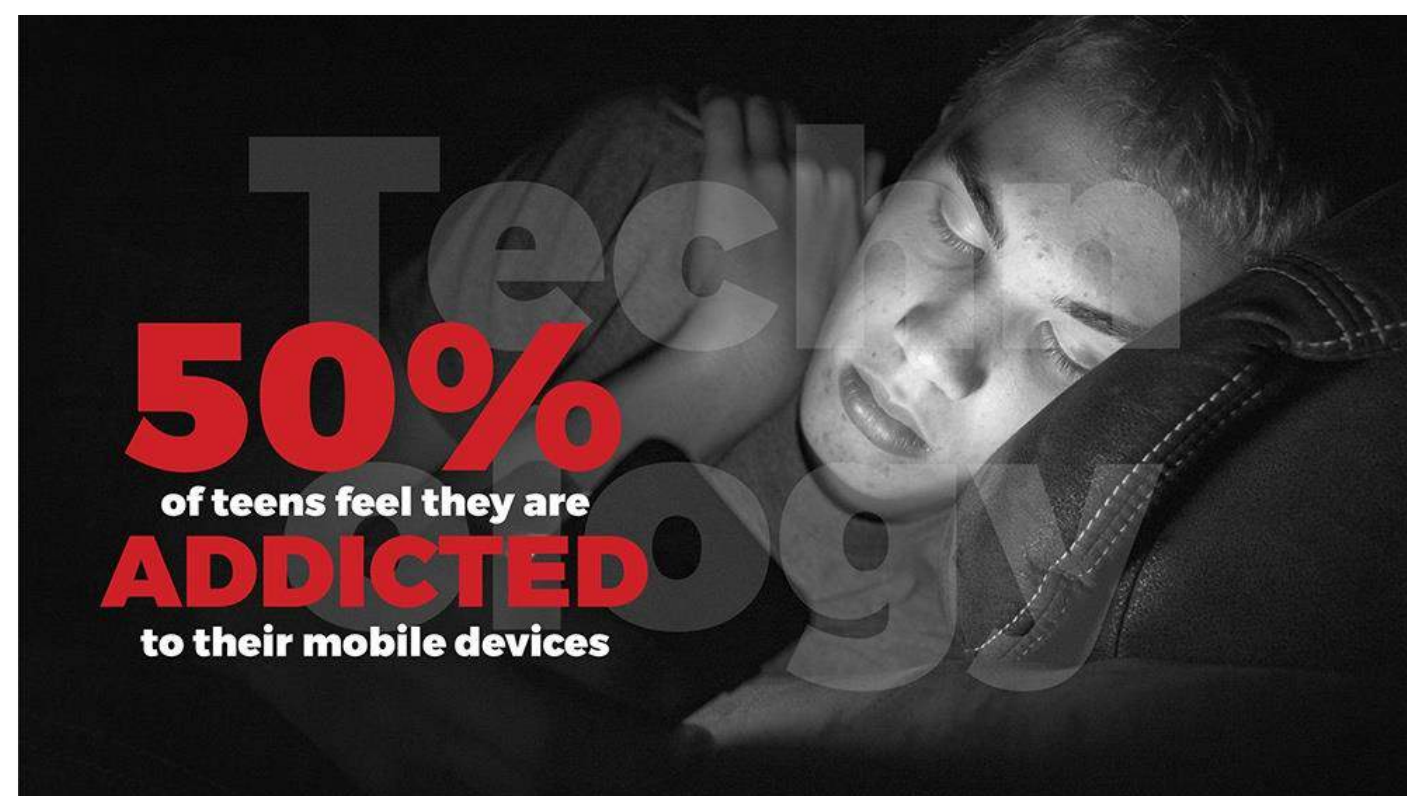
**FATAL OVERDOSES**  
involving meth more than  
**DOUBLED**  
from 2010 to 2014



**Alcohol**

**30M**  
Americans now suffer from  
**ALCOHOL ADDICTION**

Prevention	Rehabilitation
 Physical/Mental Health Collaboration	 Long-Term Treatment Accessibility
 Early Childhood Education	 Criminal Justice Divorce



**Technology**

**50%**  
of teens feel they are  
**ADDICTED**  
to their mobile devices

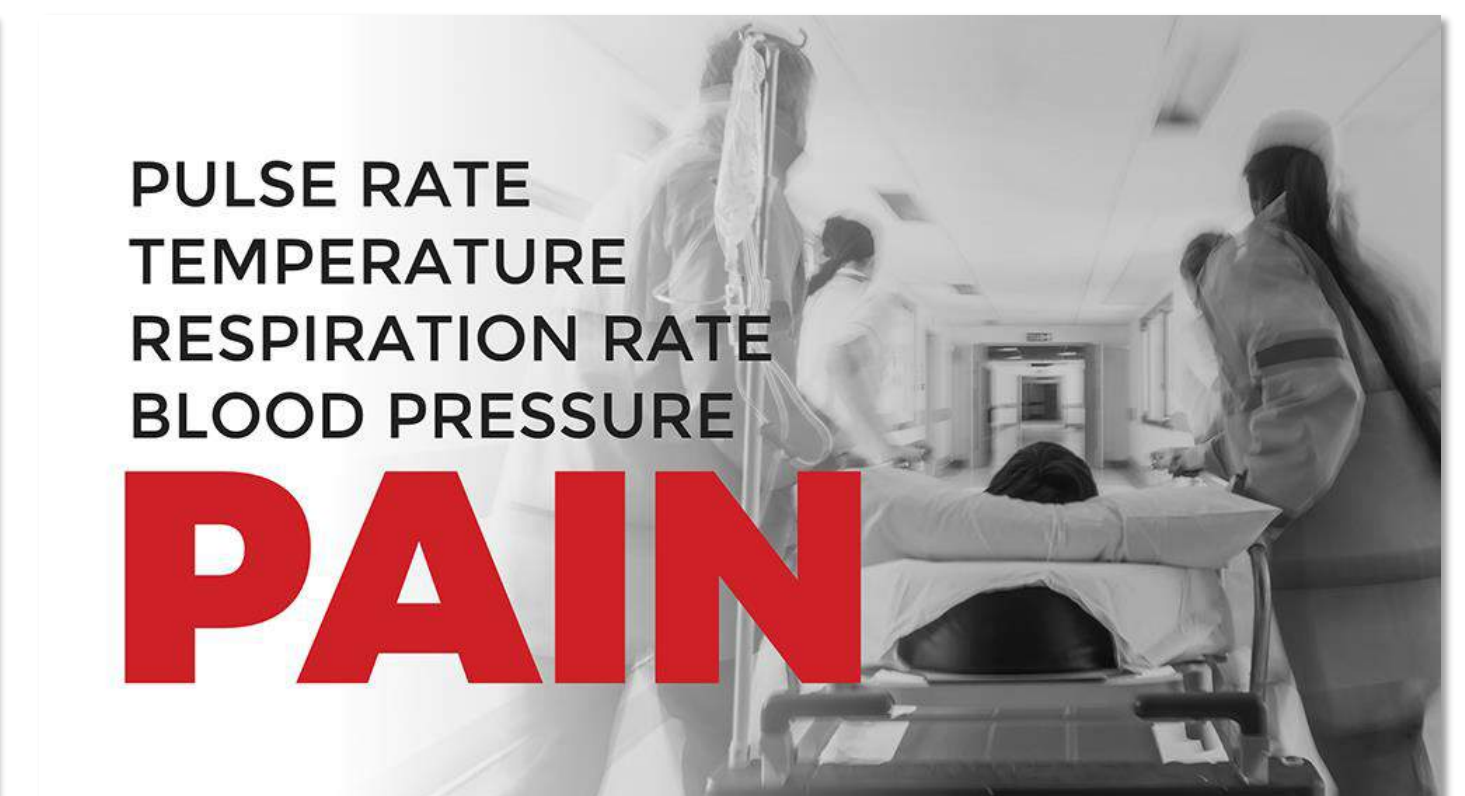


**FOUNDRY TREATMENT CENTER**

A NEW PRESCRIPTION FOR  
**PAIN**

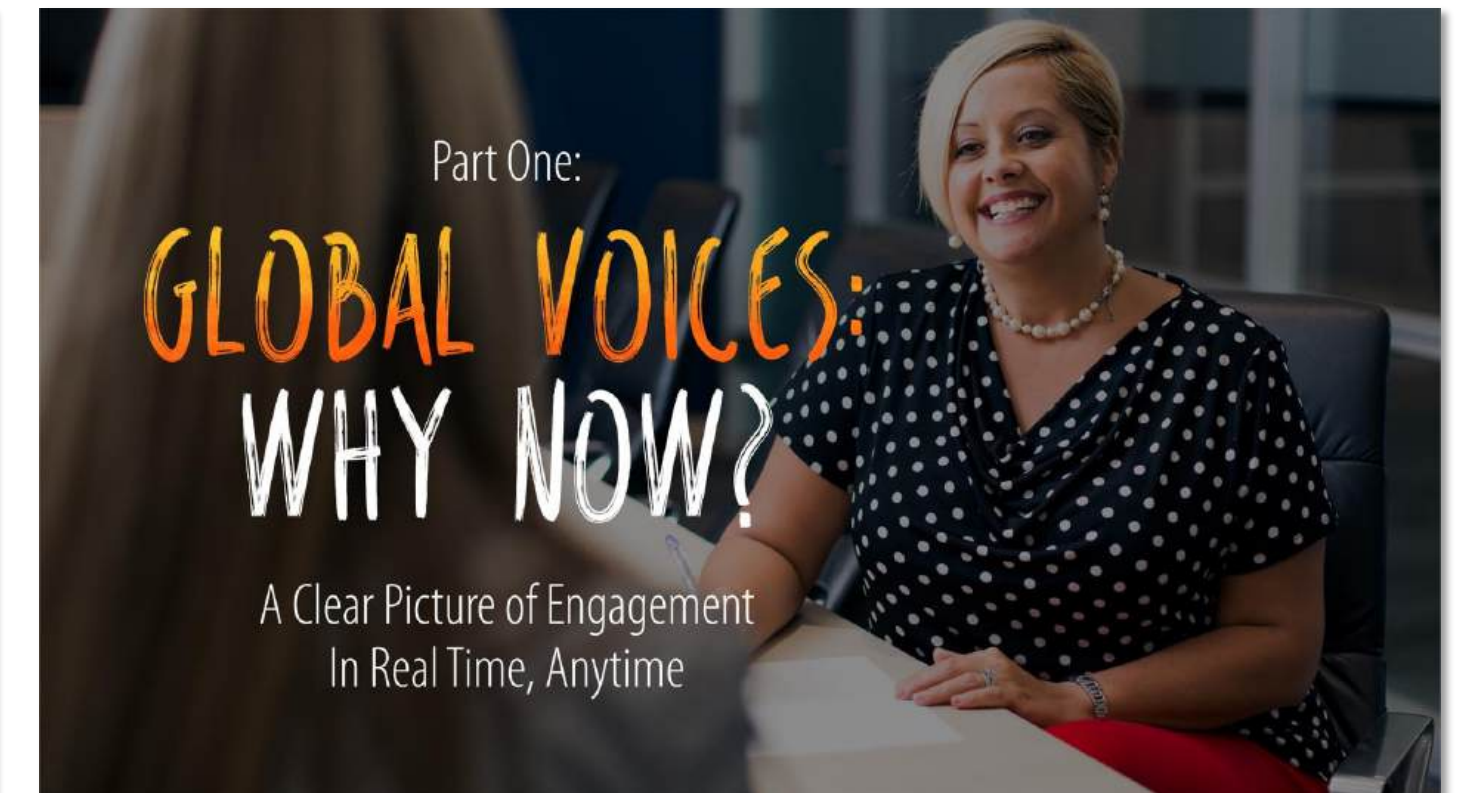
Flipping the Script on the Worst Public Health Crisis the Nation Has Ever Seen.

By Austin Eubanks, COO



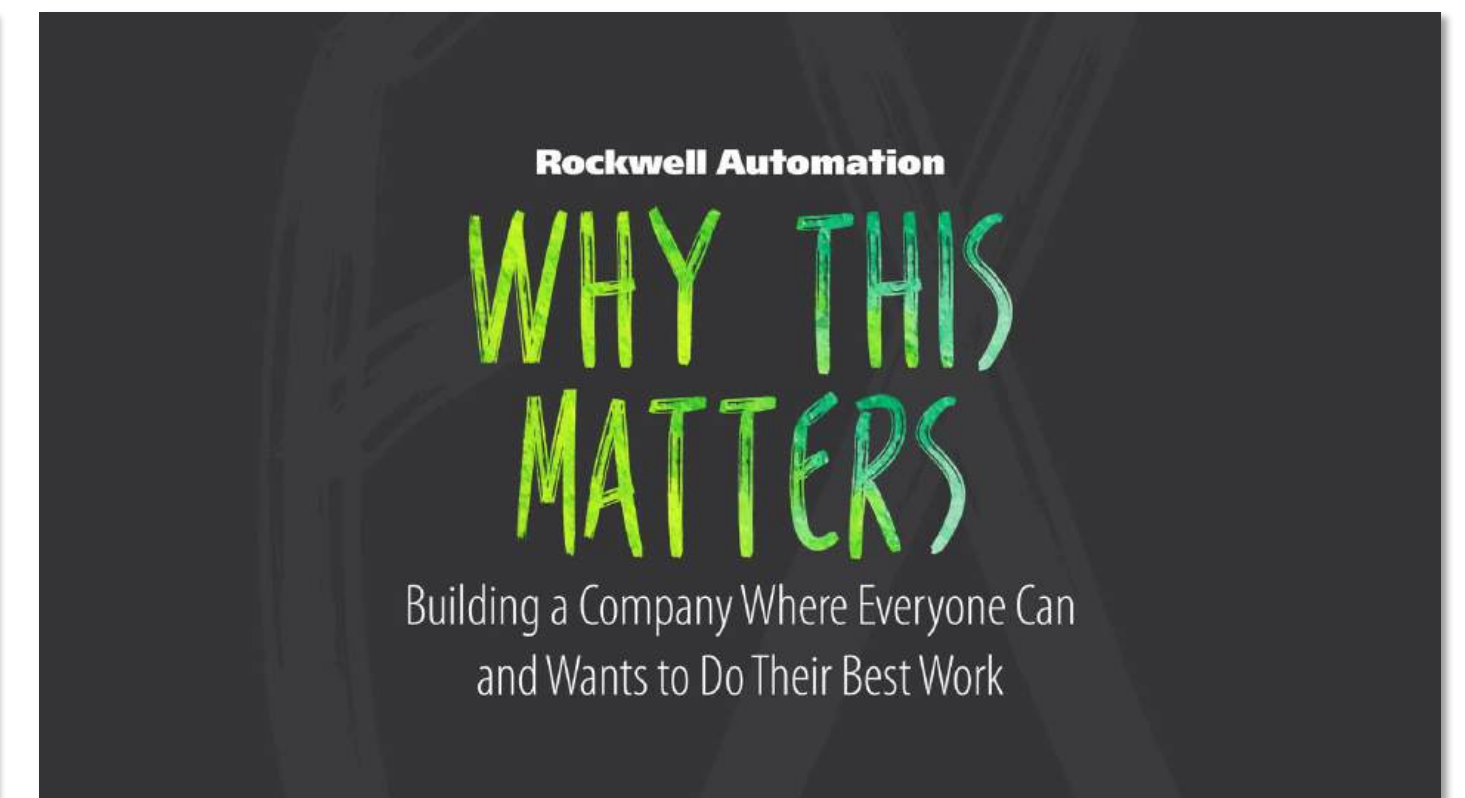
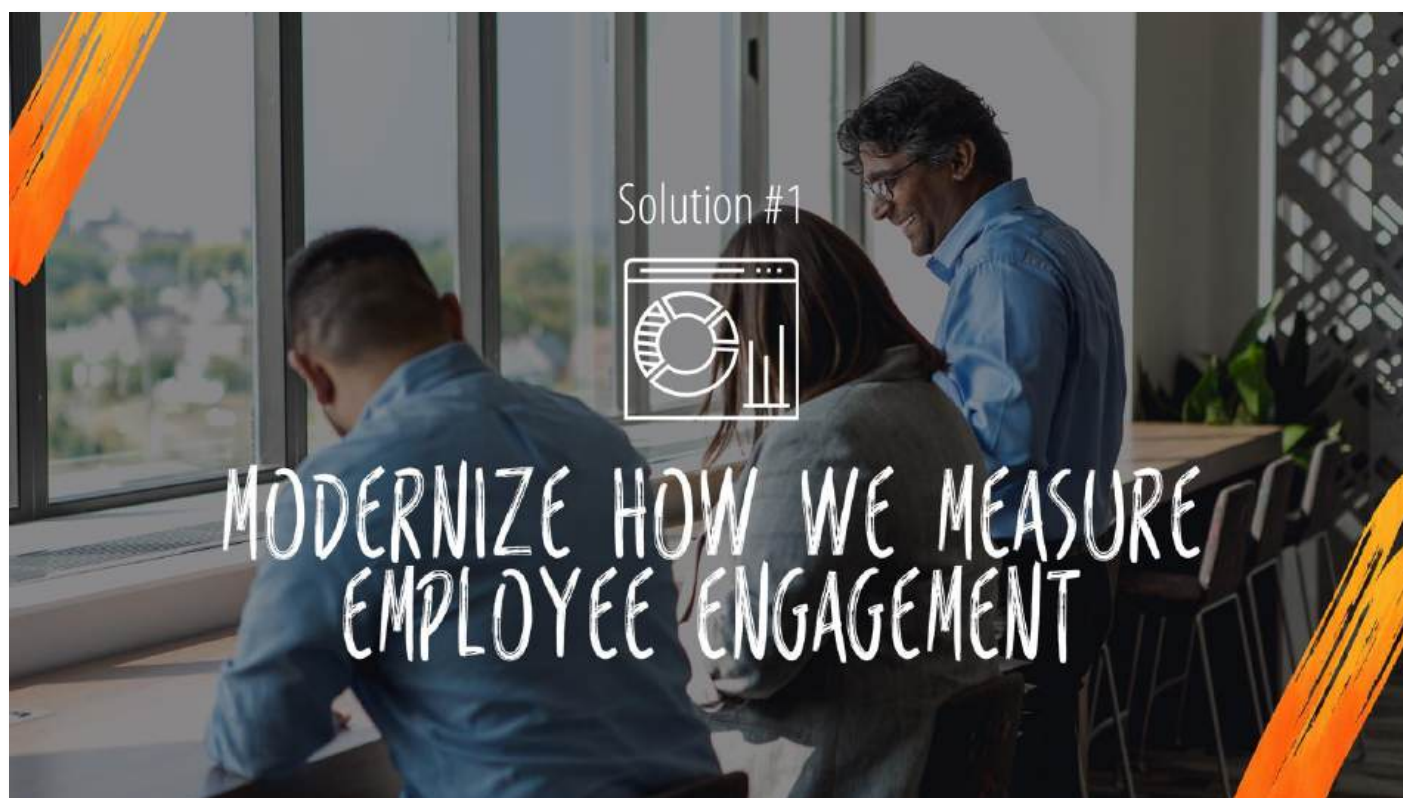
PULSE RATE  
TEMPERATURE  
RESPIRATION RATE  
BLOOD PRESSURE

**PAIN**



**GLINT™**  
Key Features & Benefits

- STRONG BENCHMARKING
- RESPONSIVE REPORT
- ARTIFICIAL INTELLIGENCE
- NARRATIVE INTELLIGENCE
- IMPROVED USER EXPERIENCE
- EXTENSIVE ACTION PLAN
- PROGRESS TRACKING
- FULL LIFECYCLE COVERAGE



COMPANIES WITH  
HIGHLY ENGAGED  
WORKFORCES  
OUTPERFORM THEIR PEERS

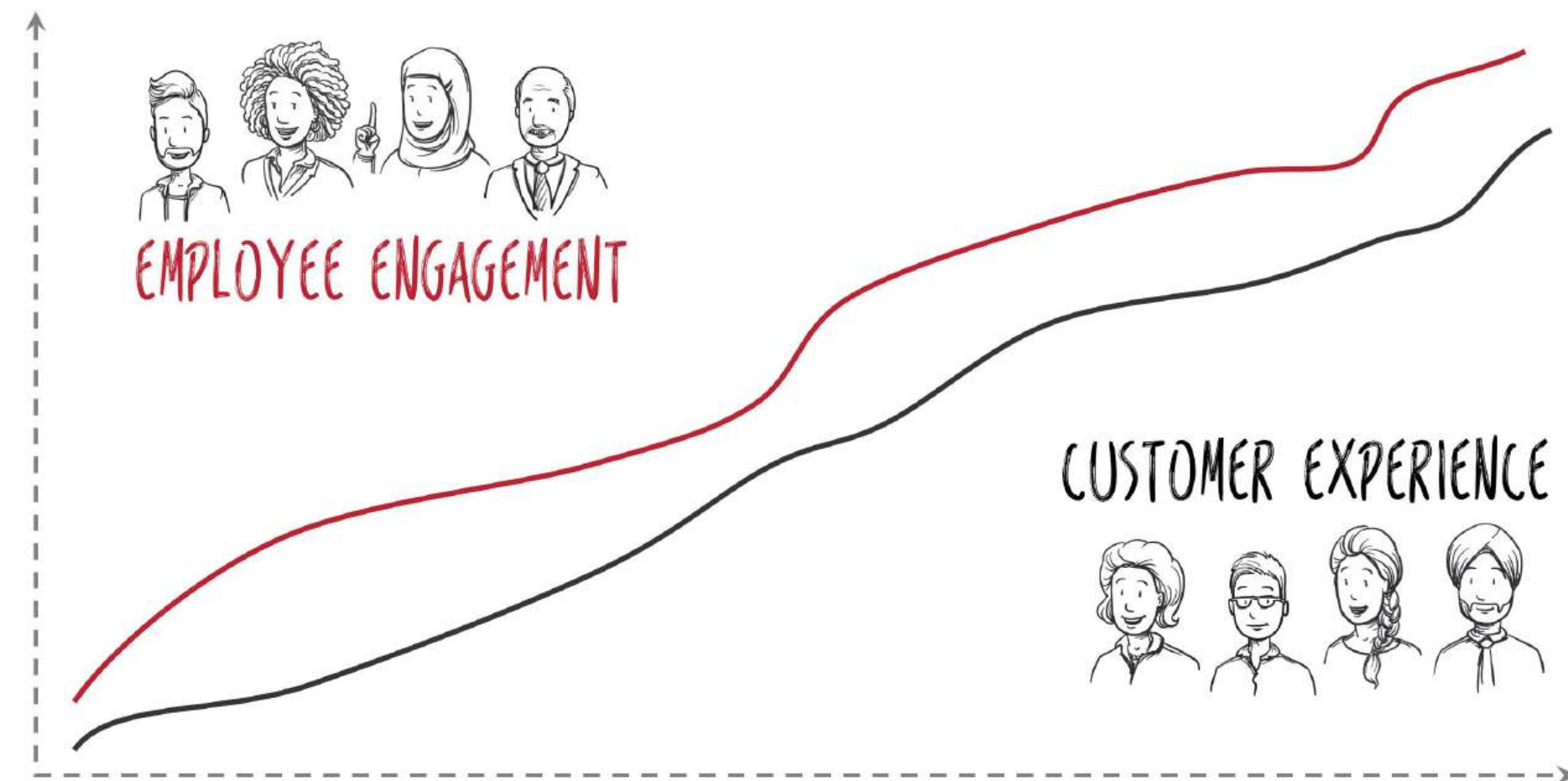
Source: Gallup



**MANAGERS**  
ACCOUNT FOR MOST  
OF THE VARIANCE IN  
ENGAGEMENT SCORES

**70%** to Be Exact

Source: Gallup



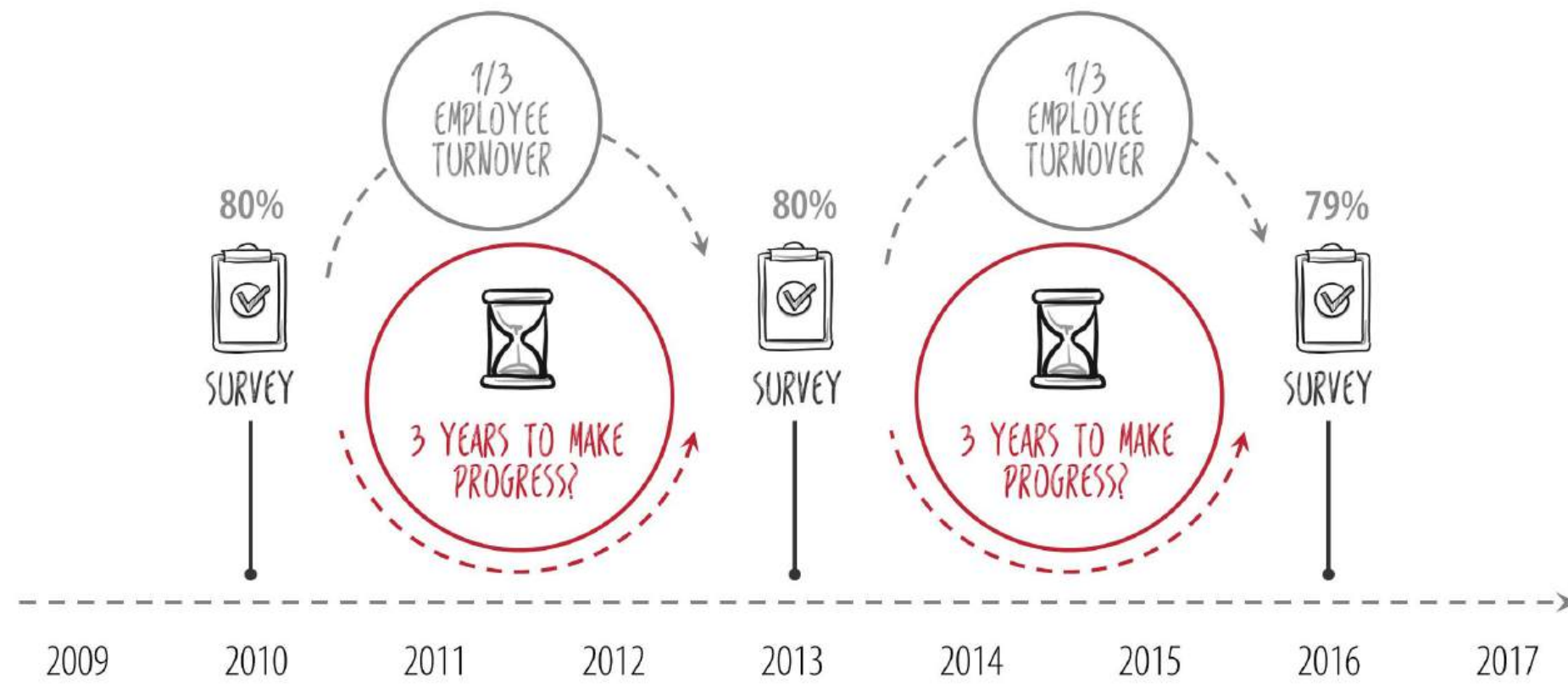
**★**  
COMPANIES THAT EXCEL AT  
CUSTOMER EXPERIENCE



Source: 2016 Employee Engagement  
Benchmark Study by The Tempkin Group

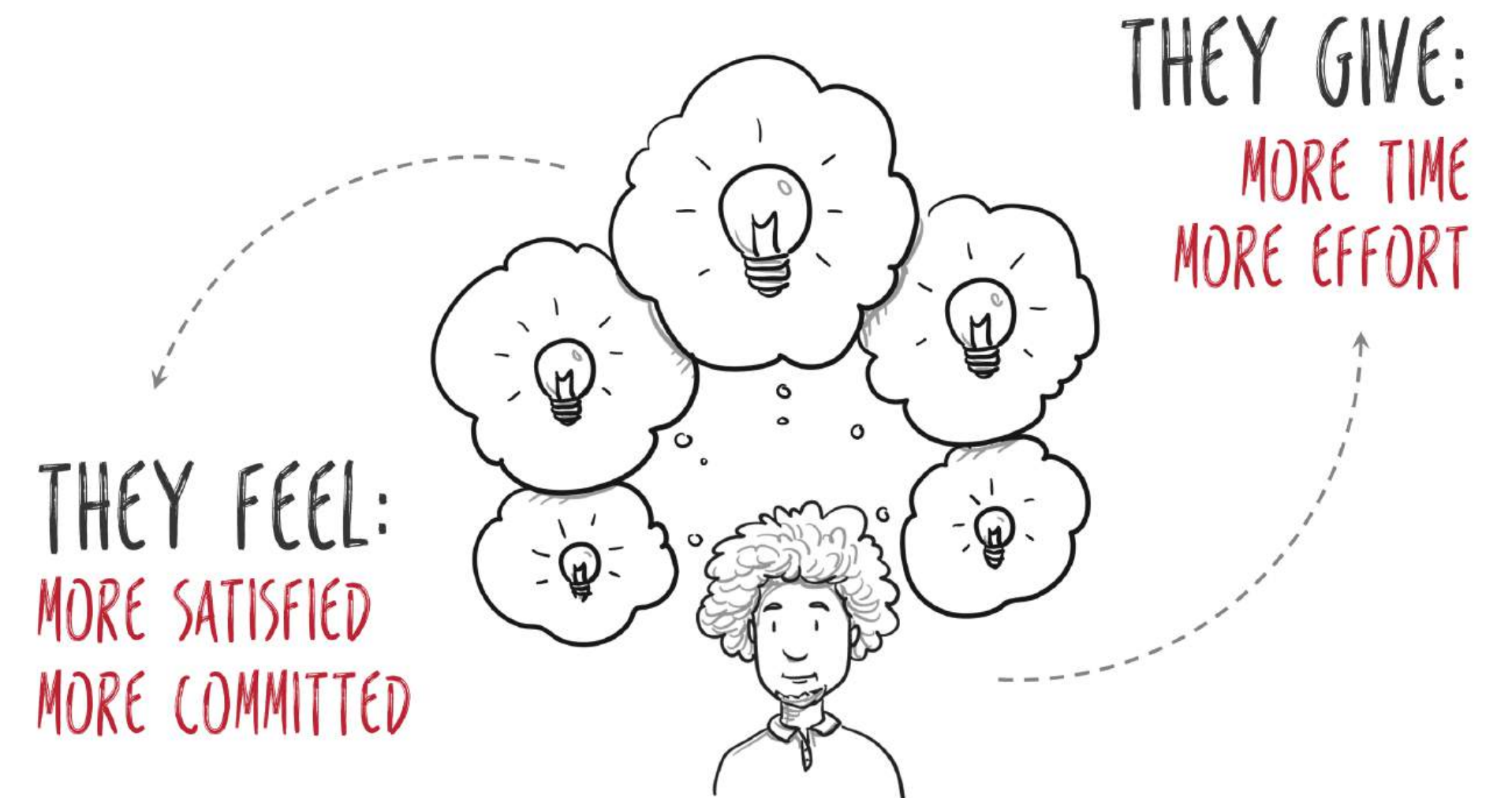


## THE INEFFICIENT 3-YEAR SURVEY



“  
THE SINGLE BIGGEST DECISION  
YOU MAKE IN YOUR JOB IS  
**WHO YOU  
NAME MANAGER**

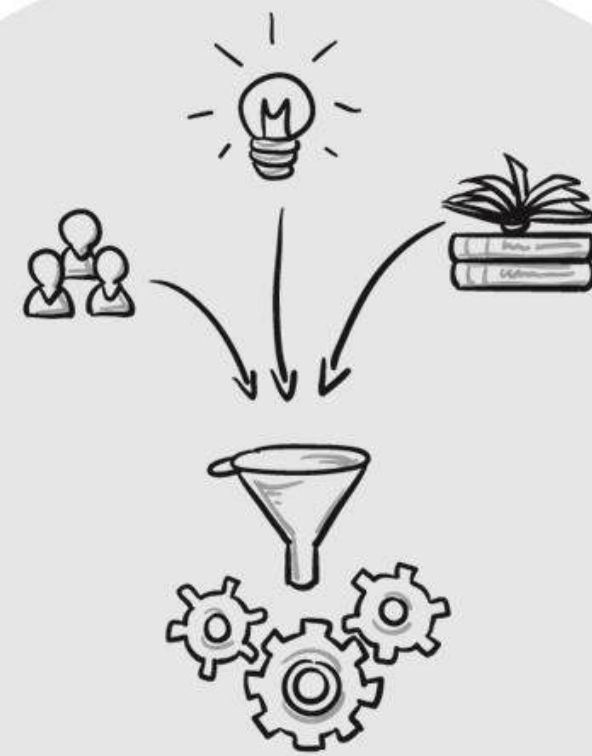
Jim Clifton, CEO, Gallup



# RESPONDING TO CHANGING EXPECTATION FROM OUR EMPLOYEES WITH:



REAL-TIME DATA



ACTION PLANS



PROGRESS UPDATES

#2

I HAVE THE RESOURCES  
NEEDED TO DO MY JOB



72%

2 Points Below Global Norm

#3

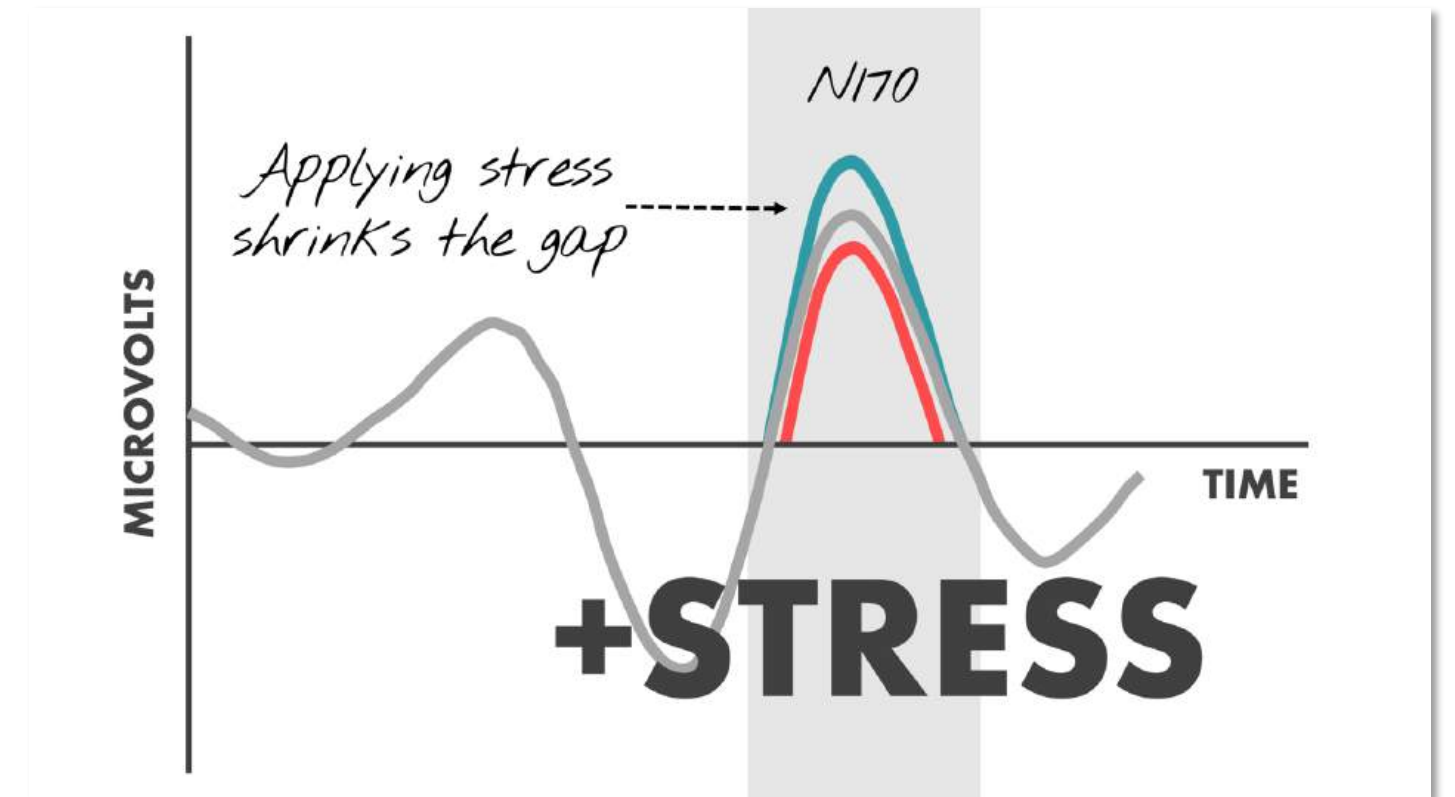
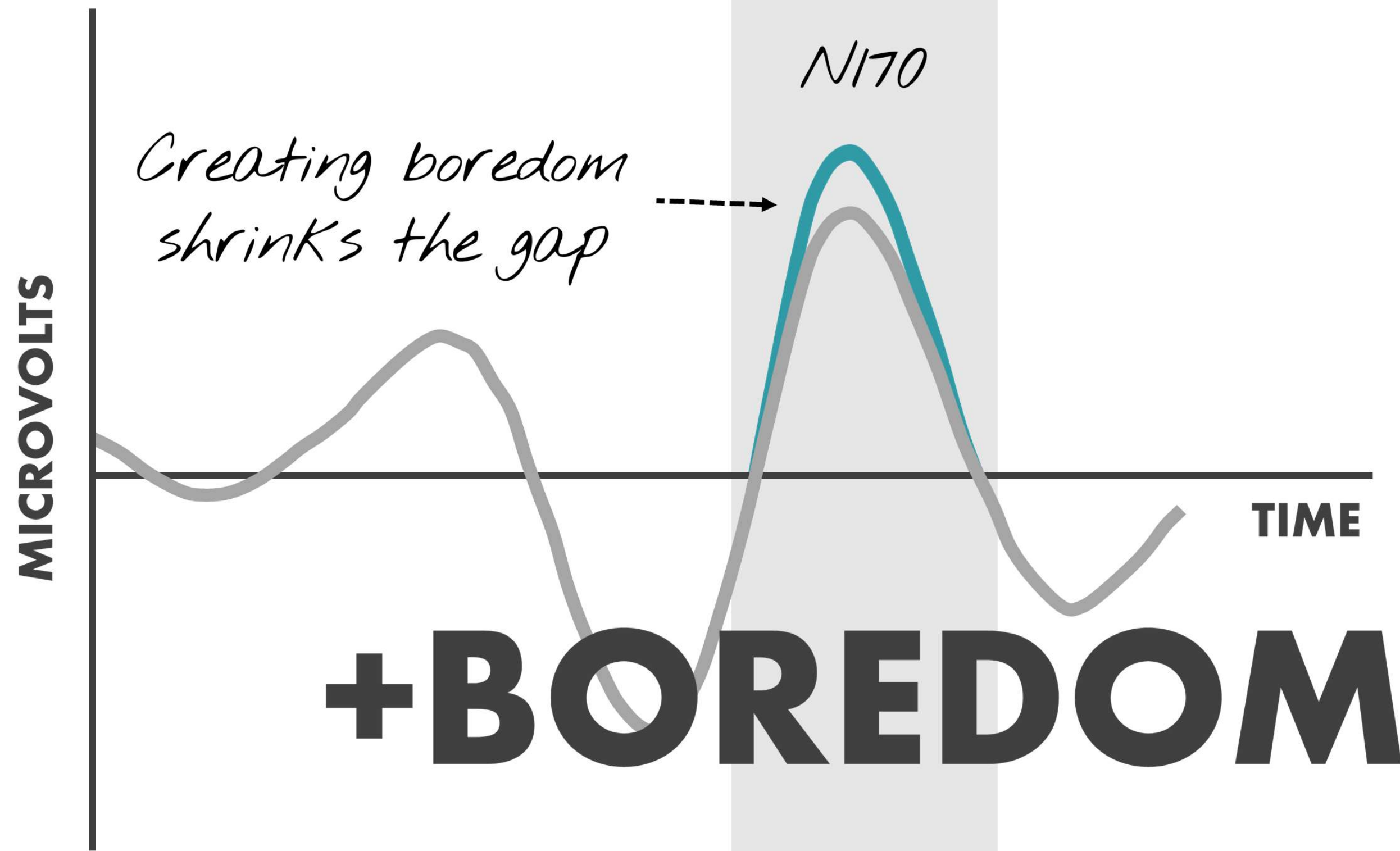
I FEEL THAT THEIR WORK  
GROUP IS ENCOURAGED TO  
IMPROVE WORK PROCESSES



78%

4 Points Above Global Norm





Your Brain's Boss

**ATTENTION**

*Notice + Select + Direct Brain's Resources*

Mind-Wandering Leads to

**ERRORS**

**MISSED INFORMATION**

**DIFFICULTY MAKING DECISIONS**

IMPACT OF MINDFULNESS TRAINING



Human Beings

~~ONLY USE~~

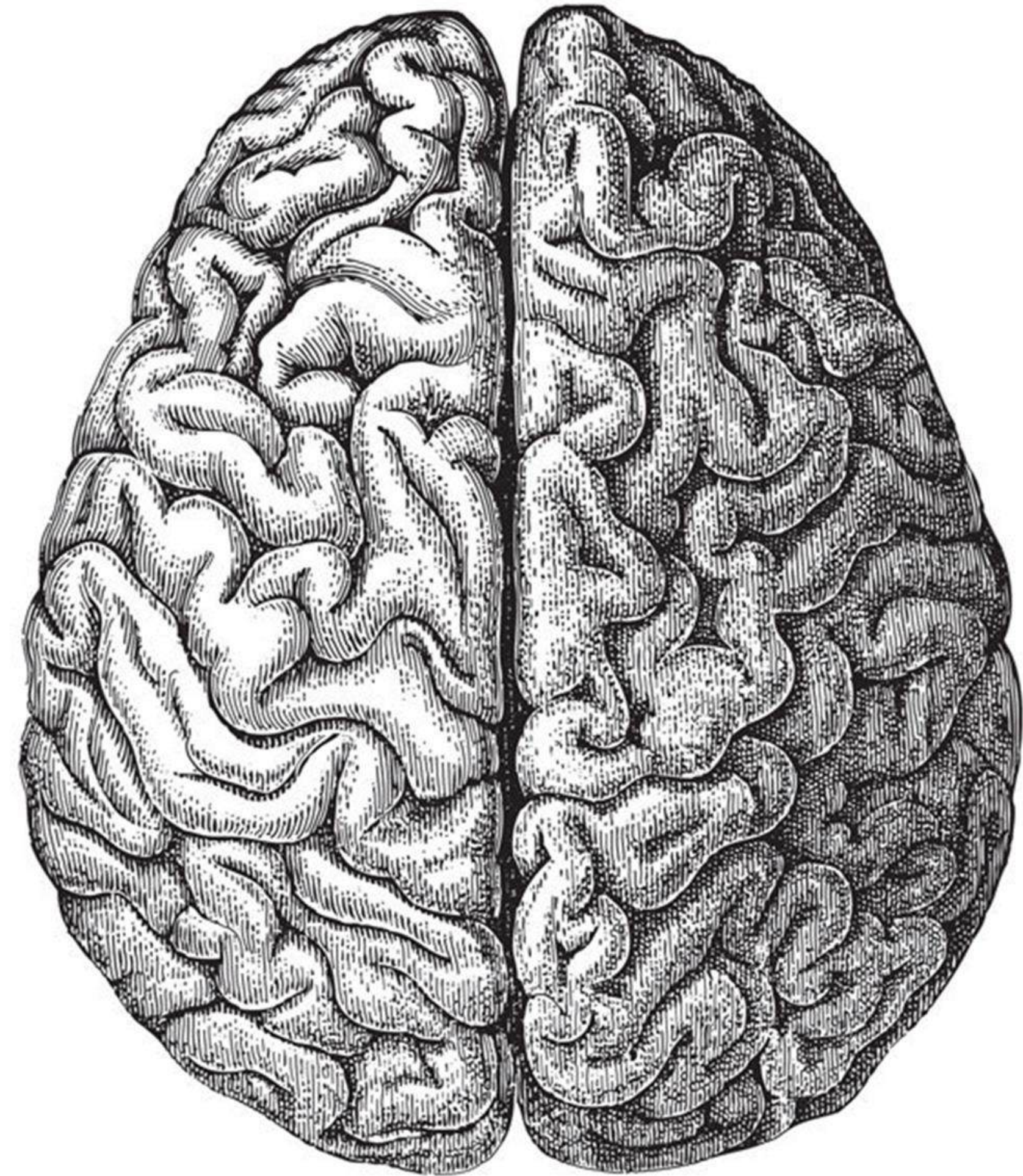
~~10%~~

~~BRAIN'S~~

~~CAPACITY~~

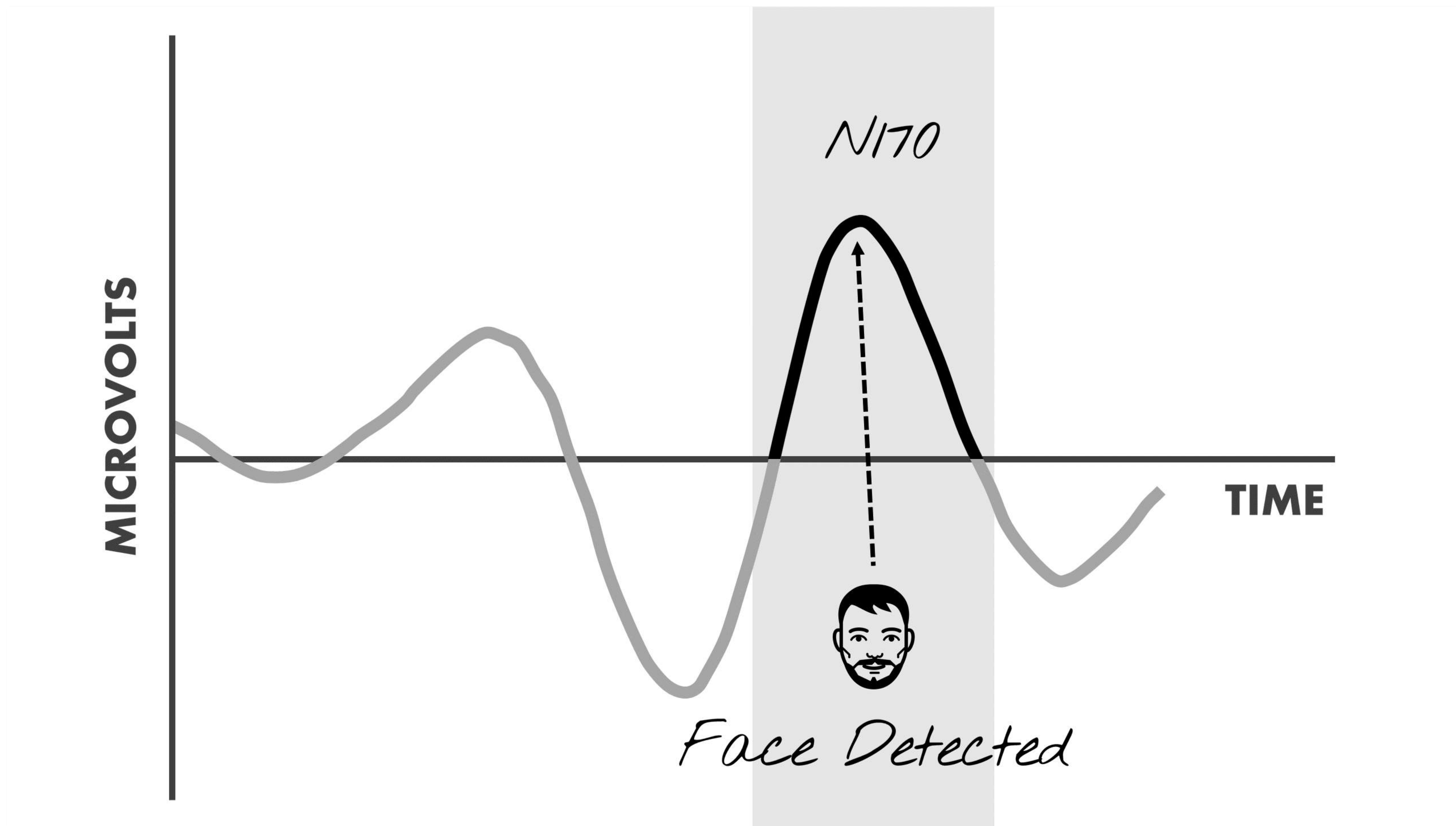
*False*

*Human Beings Use*  
**100%**  
*of their*  
**BRAIN'S  
CAPACITY**



*You will be*  
**UNAWARE**  
**OF WHAT I'M SAYING**  
*for* **4 OUT OF** *the next* **8 MINUTES**







By D'Anne Rudden, Au.D.

I AM

AWESOME

MY FIRST  
**speaking**  
GIG



SEEKING  
**balance**

BROKEN  
**heart**



PHYSICAL  
**reaction**  
TO AN ENERGETIC RESPONSE

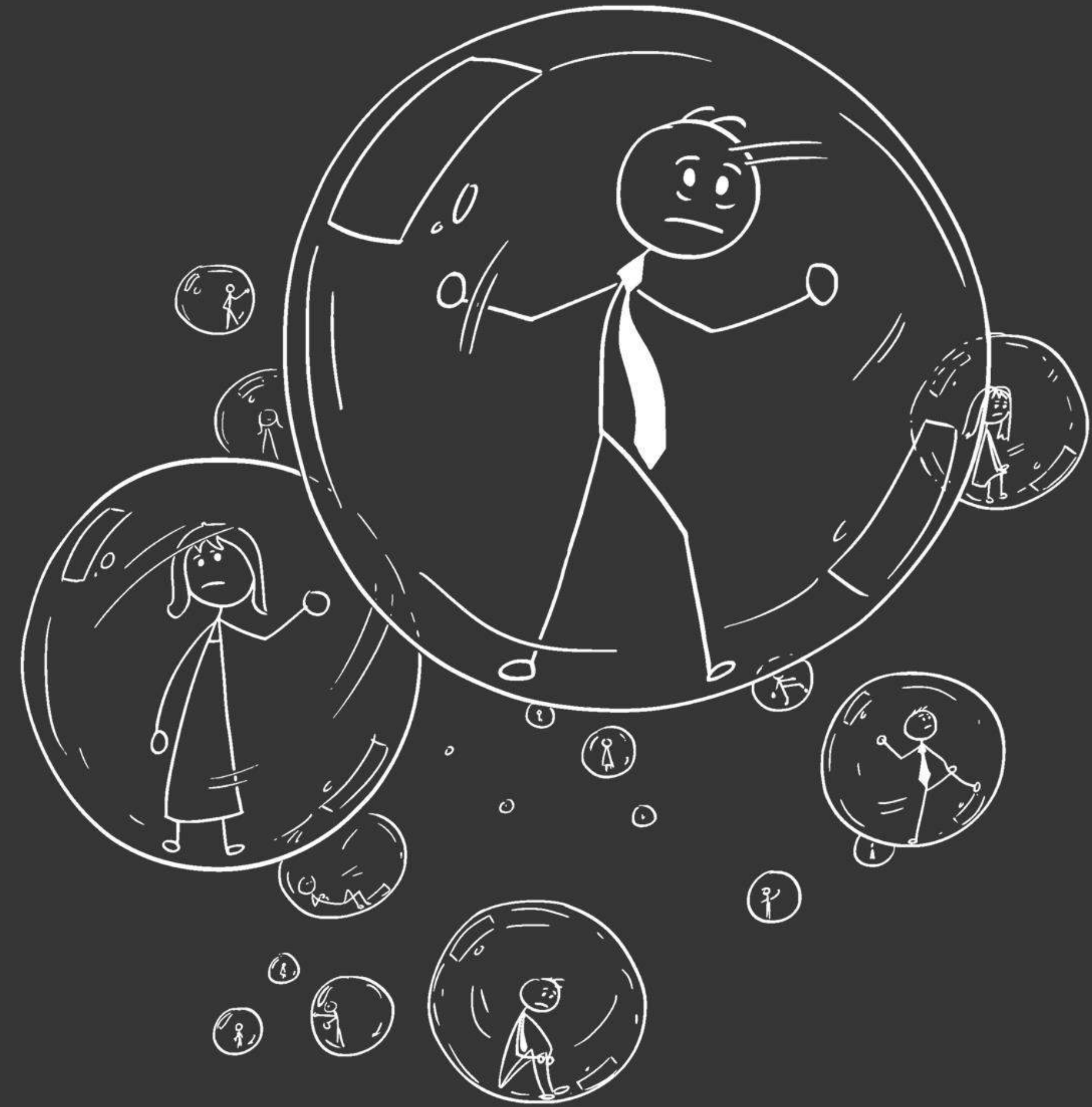


**utter**  
AVOIDANCE



“Most people live  
in a **restricted**  
**circle of potential**”

WILLIAM JAMES





OVERCONFIDENCE

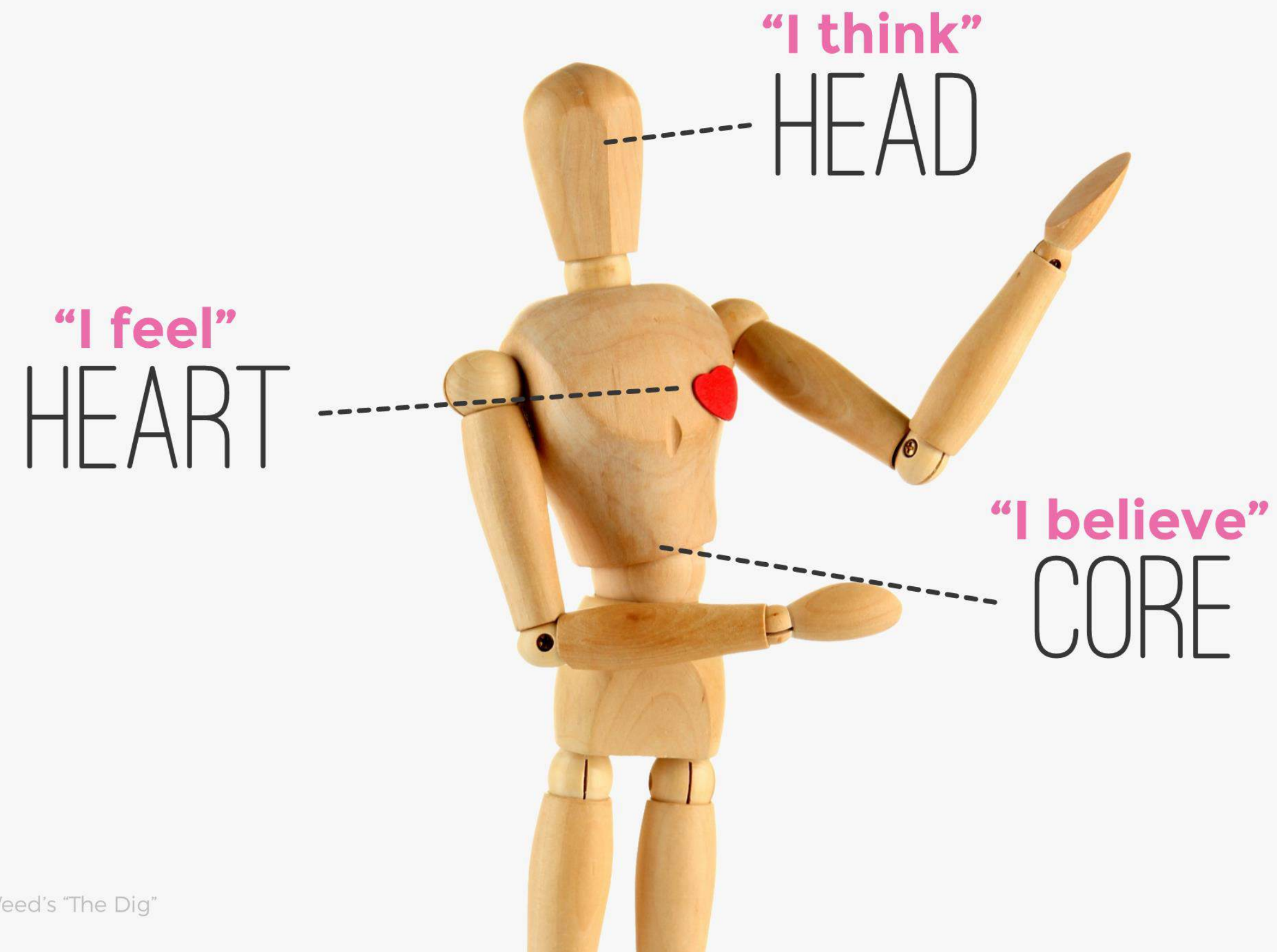
Some people have an  
**inflated view** of what  
they're capable of





**#goldlemons**

WHEN LIFE GIVES YOU LEMONS



3

LEARN IT THROUGH  
**personal  
experience**

2

KNOW IT BY  
**inference**

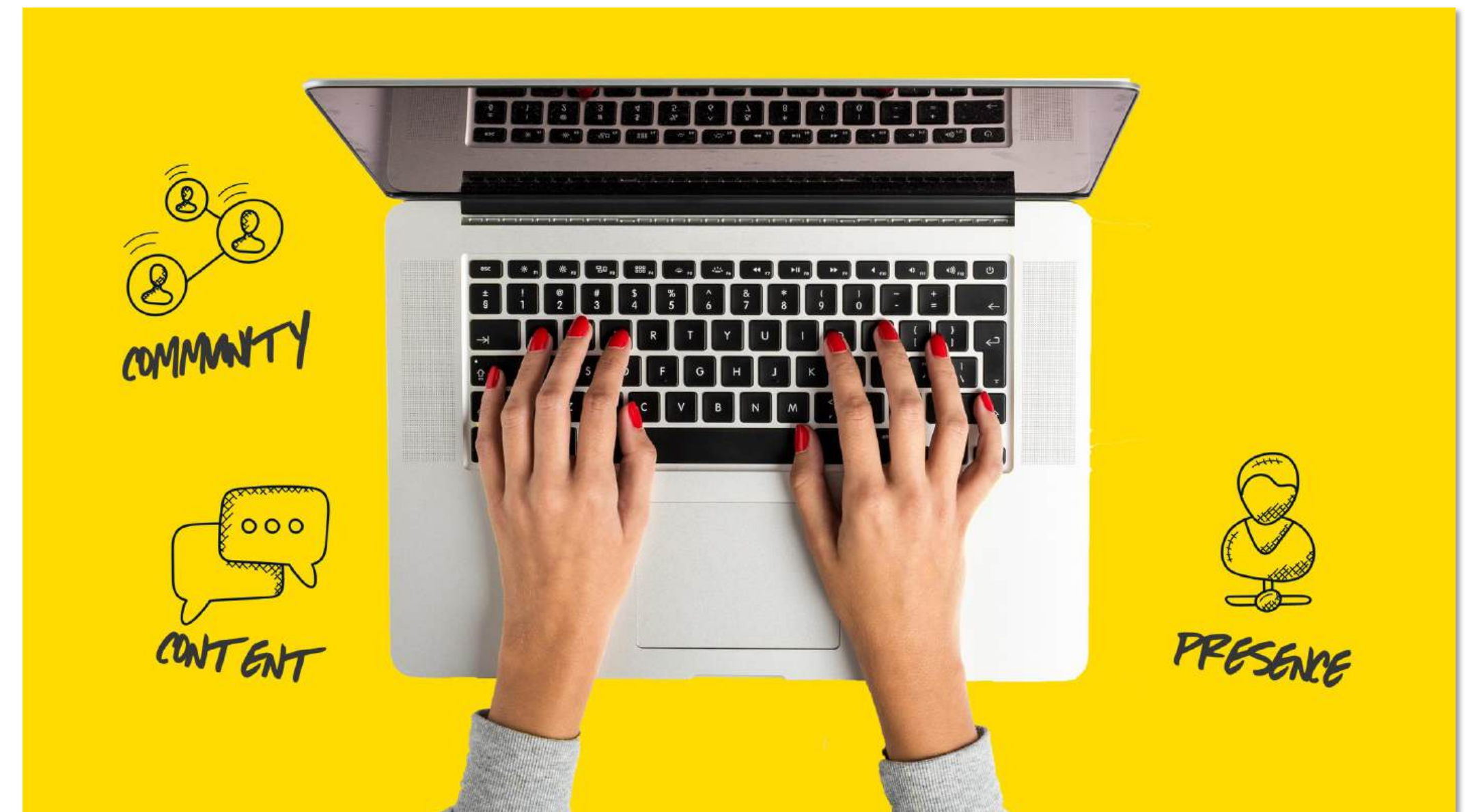
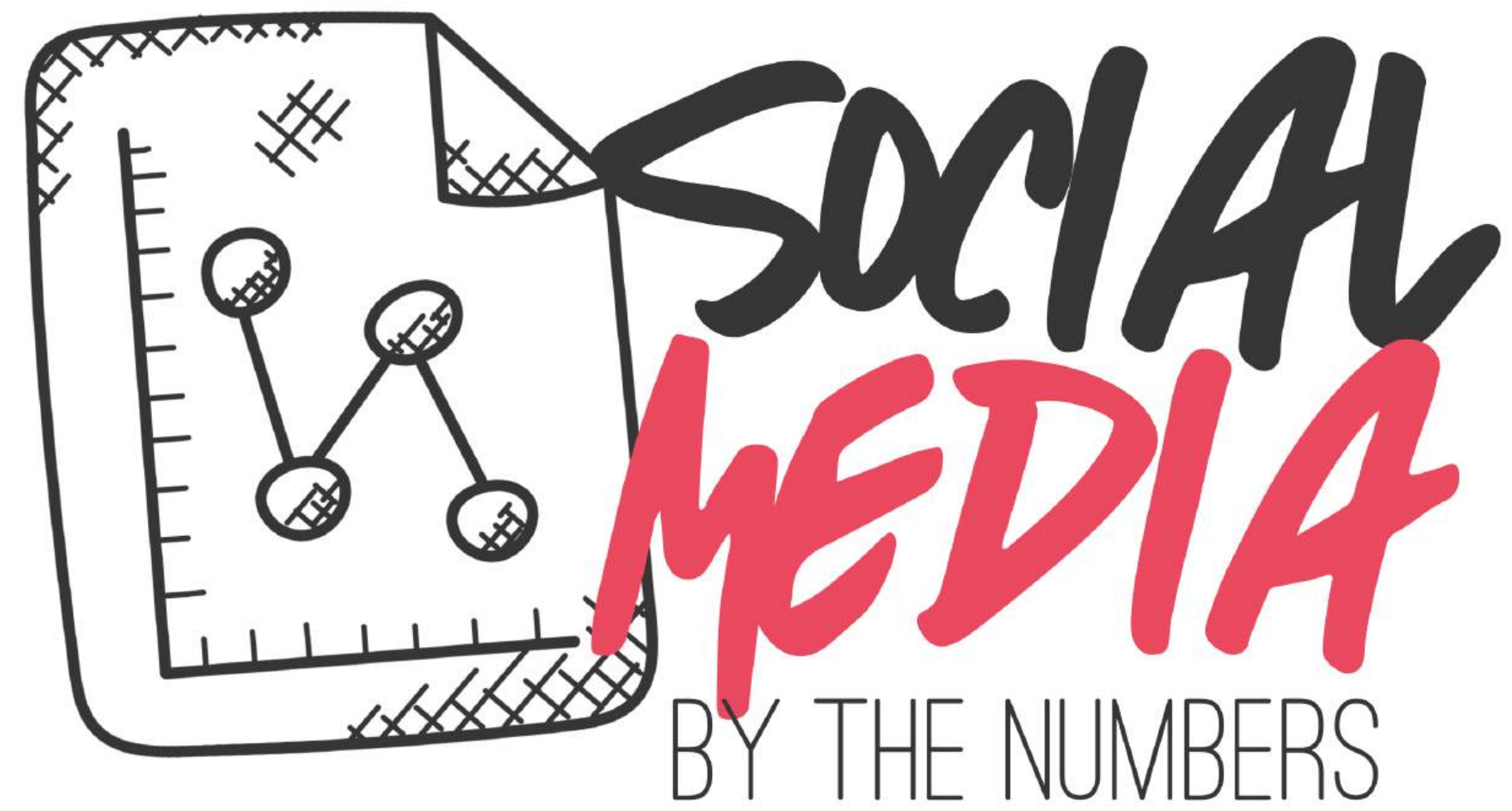
3

WAYS TO  
CONNECT  
**(A Practical Exercise)**



1

SOMEONE CAN  
**tell you**





**A story delivers a  
context so that your  
facts slide into new slots  
in your listener's brain.**

*ANNETTE SIMMONS*





**#1** A brief story of one patient and when, where and how they have heard better

**#2** A brief story of one patient's family member who was impacted by their loved one hearing better


**#3** A brief story of one patient's better hearing journey that made you a better provider

# Before-After-Bridge

**Before**  
Describe the world with Problem A

**After**  
Imagine what it would be like having Problem A solved

**Bridge**  
Here's how to get there





**Tweet**

D'Anne Rudden  
@AudioDocRudden

Living life with constant ringing and buzzing can drive you crazy. Imagine waking up from a good night's sleep and being less aware of your #tinnitus. Talk to us about how the #Levo Tinnitus system by @Otoharmonics can give you relief from unwanted tinnitus noise.

Tweet your reply

**#1** 

**#2** 

**#3** 

**#1** 

# Know Your Intent

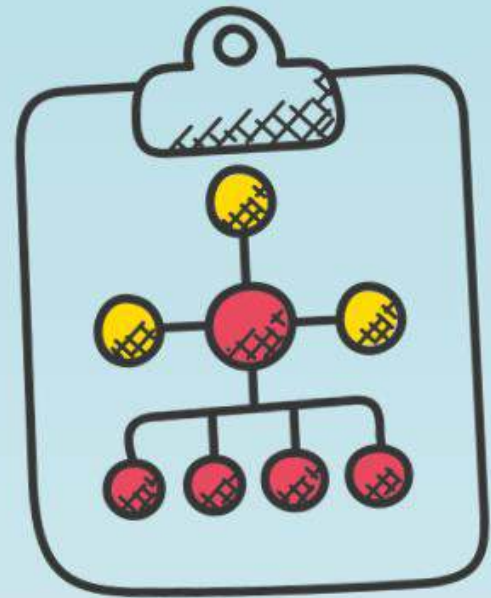


HEAD

HEART

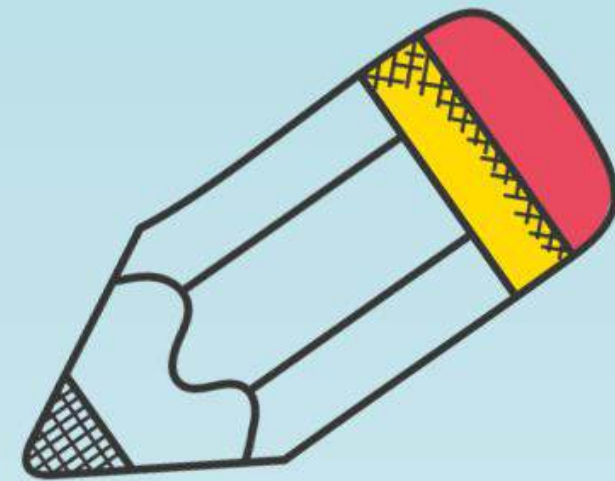
CORE

#3



# Reframe the Format

#1



# Start a Story Collection



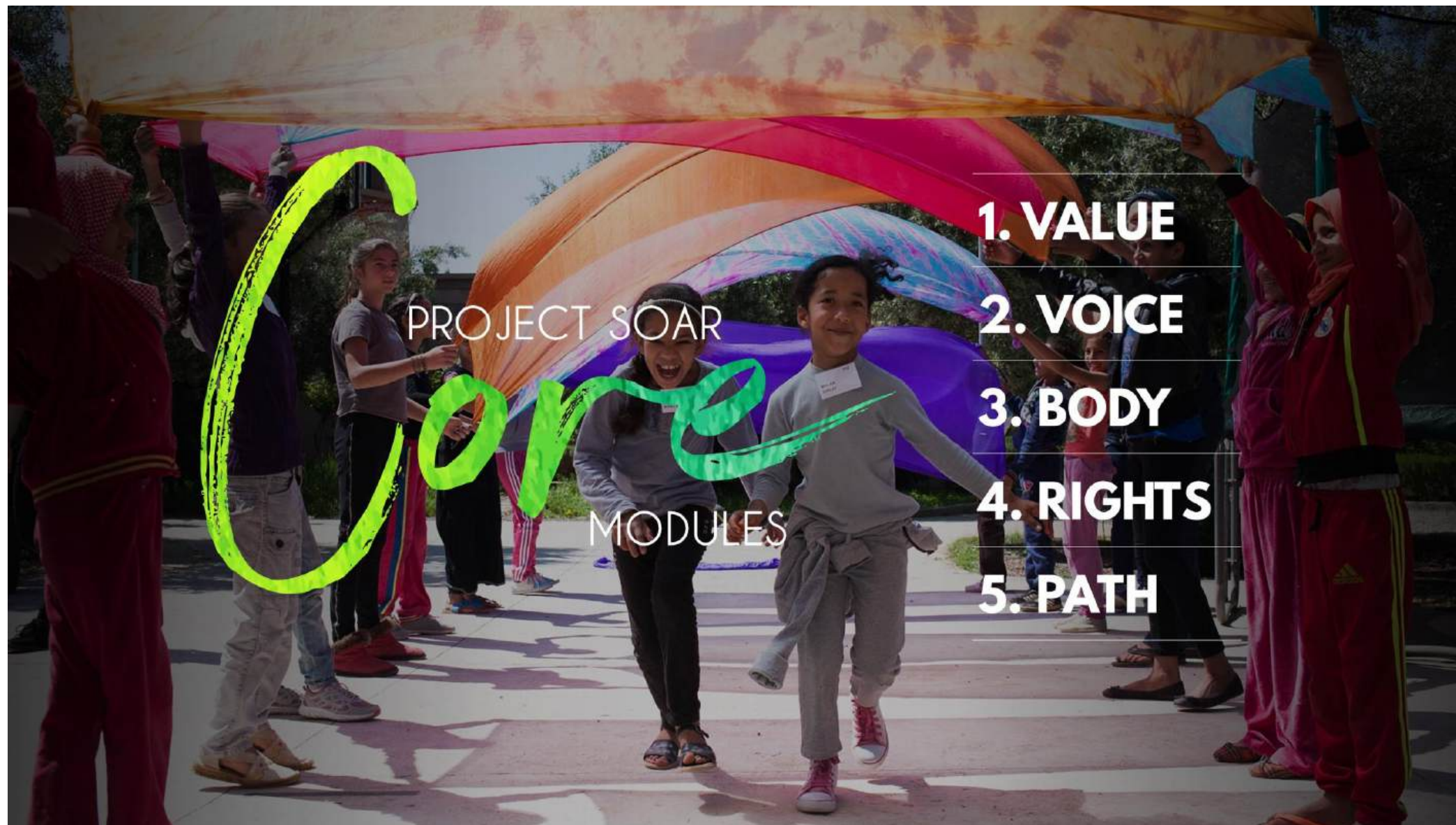
**DOPAMINE** - STORIES  
FROM THE HEAD

**ENDORPHIN** - STORIES  
FROM THE HEART

**OXYTOCIN** - STORIES  
FROM THE CORE







PROJECT SOAR

Core  
MODULES

- 1. VALUE
- 2. VOICE
- 3. BODY
- 4. RIGHTS
- 5. PATH



PROJECT  
SOAR  
GENIUS

PIONEERING  
INNOVATION  
SCALABLE  
LOW-COST



WHAT'S  
NEXT FOR  
PROJECT  
SOAR?

PROJECT SOAR TV  
DEEPER MOROCCO  
PILOTS: WIDER MENA + AFRICA  
PARTNERSHIPS SCHOOLS + NGOS



THE  
Problem



PARENTS ARE STRUGGLING  
ECONOMICALLY + MOST  
CAN'T READ OR WRITE  
**MOTHERS WERE  
MOSTLY CHILD  
BRIDES**

ADOLESCENT GIRLS ARE THE  
**MOST VULNERABLE &  
MARGINALIZED GROUP  
ON THE PLANET TODAY.**

These girls face the double discrimination of being female  
and young; it's no wonder that worldwide they are in crisis.



ACCORDING TO UNICEF,  
IN MOROCCO,  
**BOYS ARE MUCH  
MORE LIKELY TO  
BE LITERATE  
THAN GIRLS.**

(BOYS: 89% / GIRLS: 74%)

And girls lag behind boys in terms of attendance  
in both primary and secondary schools.



Nameless and faceless, these teenage girls lack the  
knowledge and skills to stand up for themselves.  
THEY SUFFER PROBLEMS  
OF LOW SELF-ESTEEM AND  
**THEIR CULTURE  
OFTEN DICTATES  
THEM TO BE SILENT  
AND OBEDIENT.**

*In a Nutshell*  
(TO DATE)

<p><b>397</b> Empowered Moroccan Girl Beneficiaries</p>	<p><b>26</b> Female Facilitators</p>	<p><b>313</b> Volunteers</p>	<p><b>601</b> Hours of Academic Programming &amp; Support</p>	<p><b>221</b> Hours of Empowerment Workshops</p>
---	--	----------------------------------	---	--

**ADVANTAGES OF MEPI**

1. PARTNERSHIP: DONOR IS ON THEIR SIDE
2. CAPACITY BUILDING
3. INVESTMENT IN SYNERGIES
4. INTRODUCTIONS TO DONORS



OUR 12 Locations AROUND MOROCCO

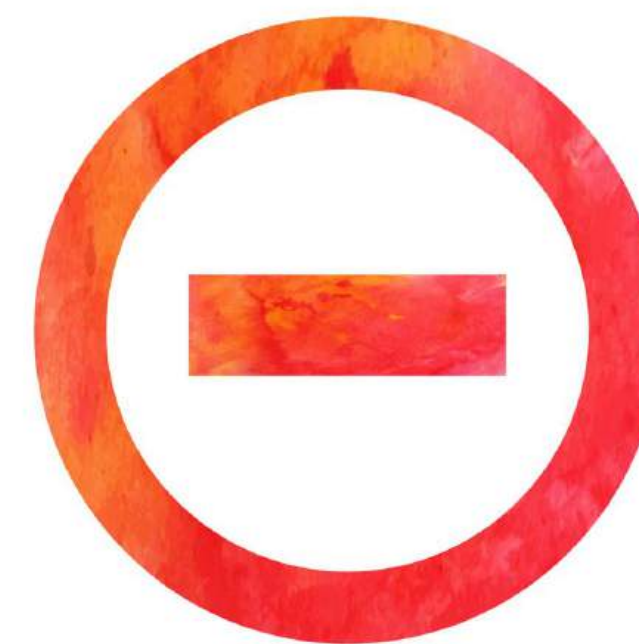
**RECOMMENDATIONS FOR MEPI**

1. OPTIONAL YEARS BASED ON SUCCESS
2. ASSISTANCE ACCESSING MEPI CENTRAL GRANTS
3. SYNERGIES BETWEEN GRANTEES IN MEPI COUNTRIES
4. ASSISTANCE SCALING TO OTHER MEPI COUNTRIES



**DISADVANTAGES OF MEPI**

1. ONE-YEAR GRANT PERIOD
2. NON-CONSECUTIVE FUNDING PERIODS



**A VOLUNTARY ACT**  
THAT DEMONSTRATES A  
 *Genuine*   
DESIRE TO SATISFY, IF NOT DELIGHT,  
**A CUSTOMER**

# A NEW DEFINITION OF *customer* SERVICE

# AGENDA

## Roadmap & Objectives



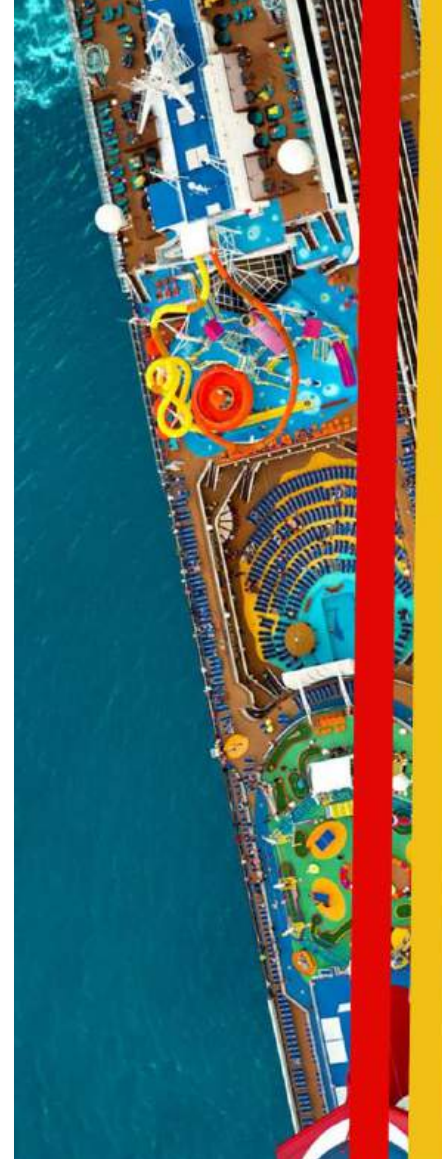
**PART ONE**  
FOUNDATIONAL PRINCIPLES



**PART TWO**  
THE ANATOMY OF A JOB ROLE





**PART THREE**  
FROM ORDINARY TO EXTRAORDINARY



# Activity #6

Please complete the workshop evaluation.  
**THANK YOU IN ADVANCE FOR YOUR CANDID FEEDBACK!**



# SERVICE

## essence

STEVE CURTIN



# ABOUT Steve



Author of *Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary*



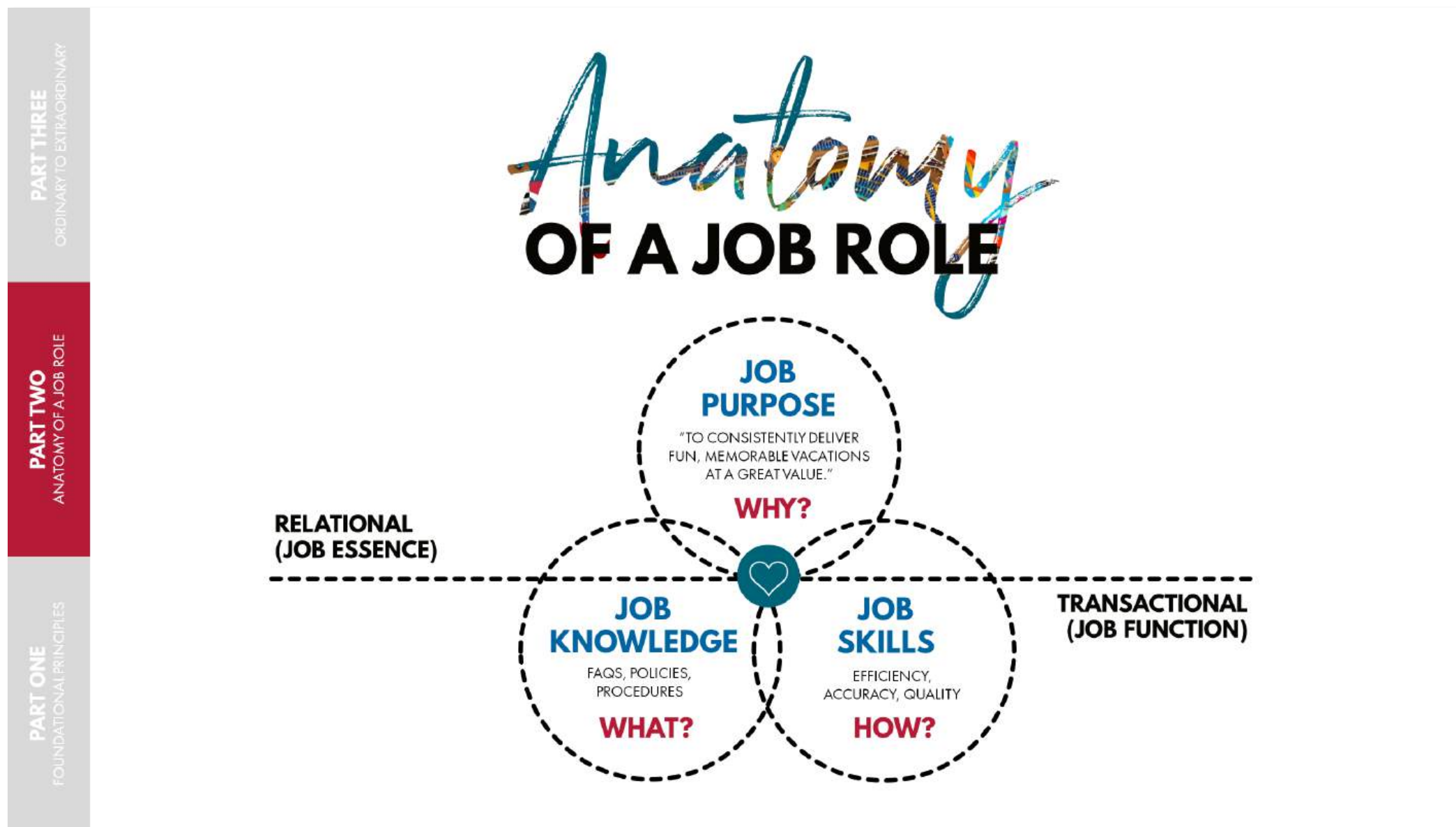
Retired from Marriott International in 2006 after a 20-Year Career in Operations, Sales & Marketing, and Headquarters Training & Development



Works in a Variety of Industries, from Multibillion-Dollar Retailers to Not-For-Profit Libraries



Lives in Denver, CO With His Wife, Four Children, and a Goldendoodle Named Nugget.



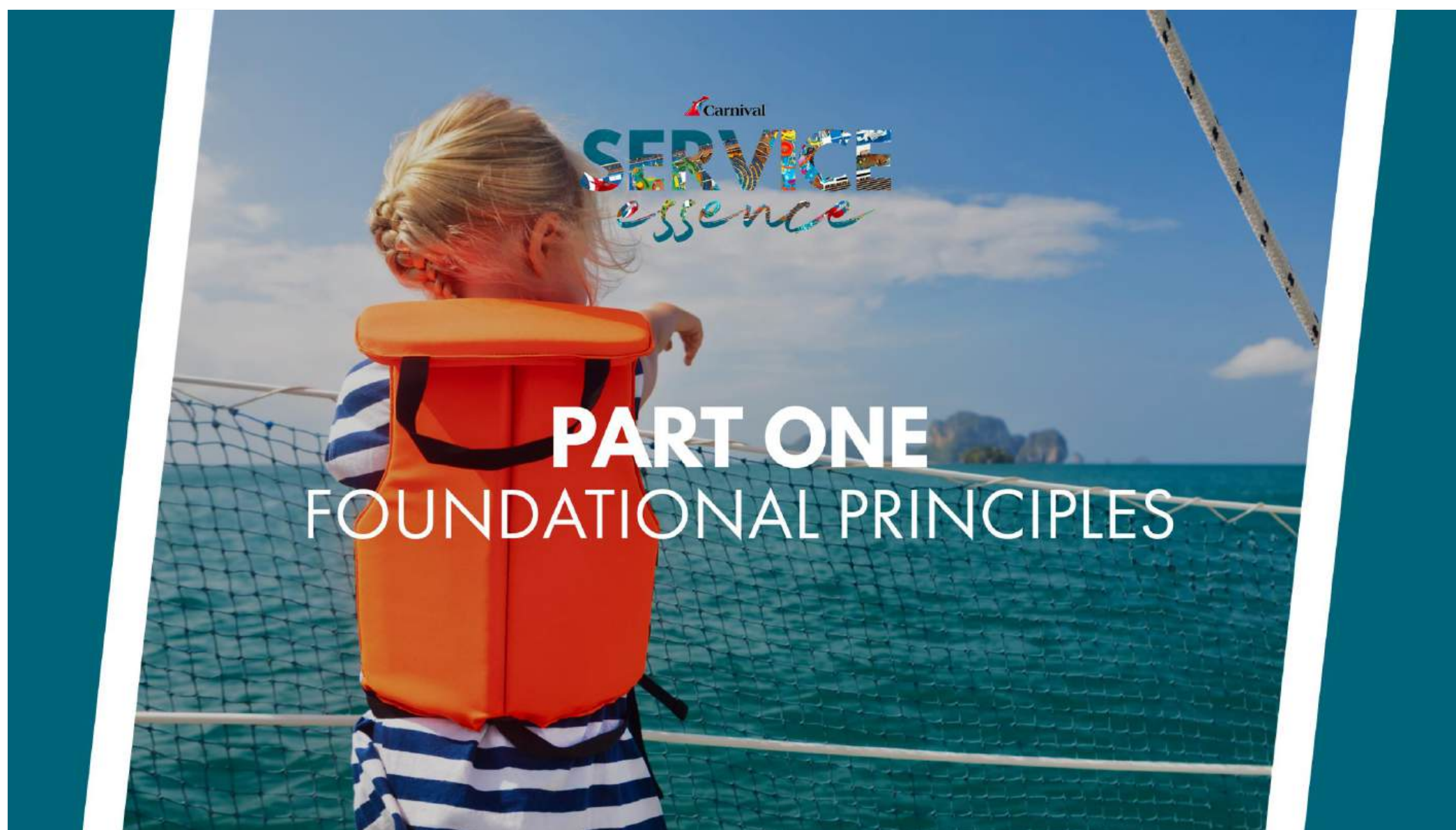
PART THREE  
ORDINARY TO EXTRAORDINARY

PART TWO  
ANATOMY OF A JOB ROLE

PART ONE  
FOUNDATIONAL PRINCIPLES

# Three critical QUESTIONS

- 1  
WHY DO WE MISS OPPORTUNITIES?
- 2  
WHERE DO WE START?
- 3  
HOW CAN I MAKE THIS STICK?



PART THREE  
ORDINARY TO EXTRAORDINARY

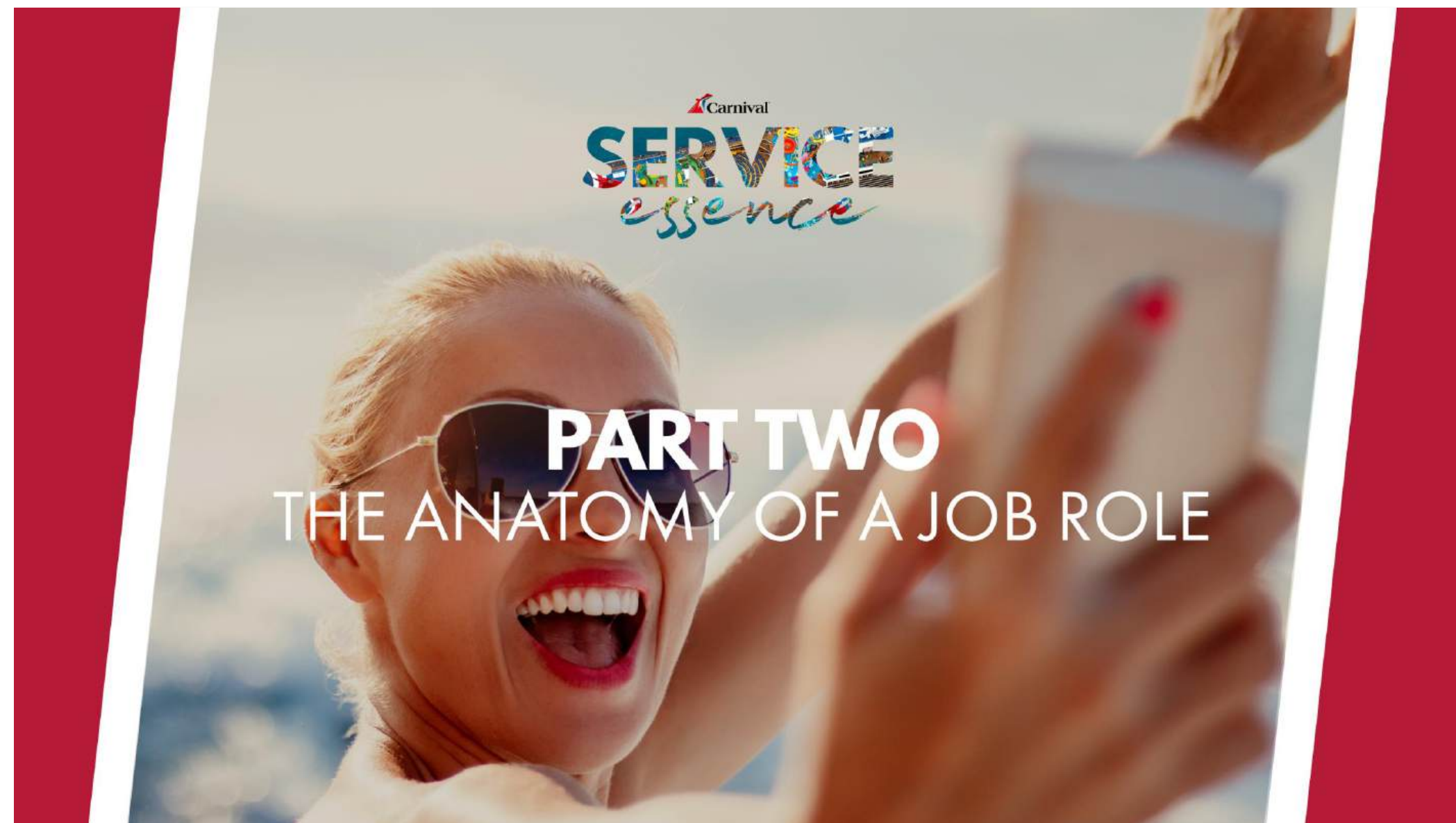
PART TWO  
ANATOMY OF A JOB ROLE

PART ONE  
FOUNDATIONAL PRINCIPLES

**JOB FUNCTION**

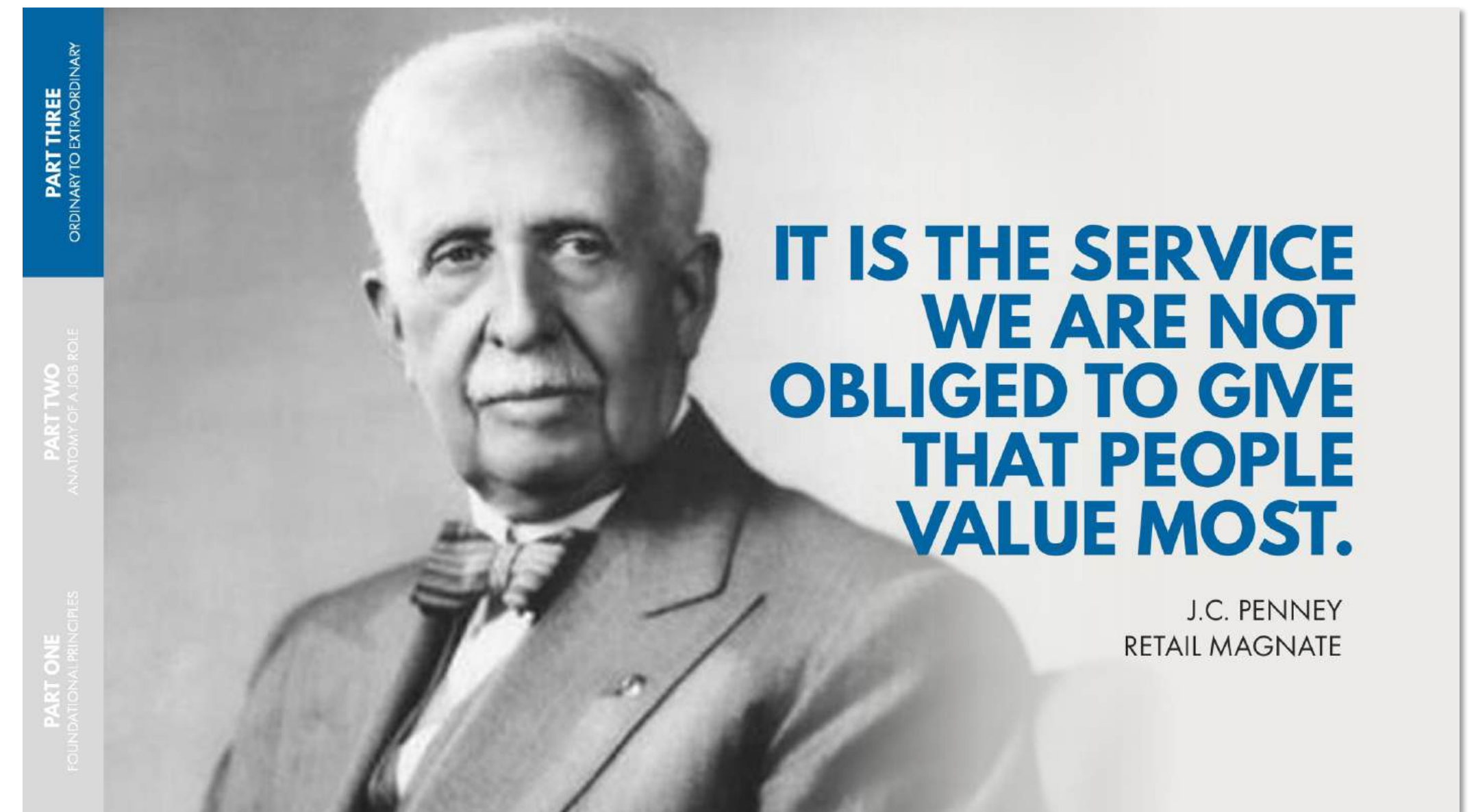
VS

**JOB ESSENCE**



**Carnival**  
**SERVICE**  
*essence*

**PART TWO**  
THE ANATOMY OF A JOB ROLE



**PART THREE**  
ORDINARY TO EXTRAORDINARY

**PART TWO**  
ANATOMY OF A JOB ROLE

**PART ONE**  
FOUNDATIONAL PRINCIPLES

**IT IS THE SERVICE  
WE ARE NOT  
OBLIGED TO GIVE  
THAT PEOPLE  
VALUE MOST.**

J.C. PENNEY  
RETAIL MAGNATE



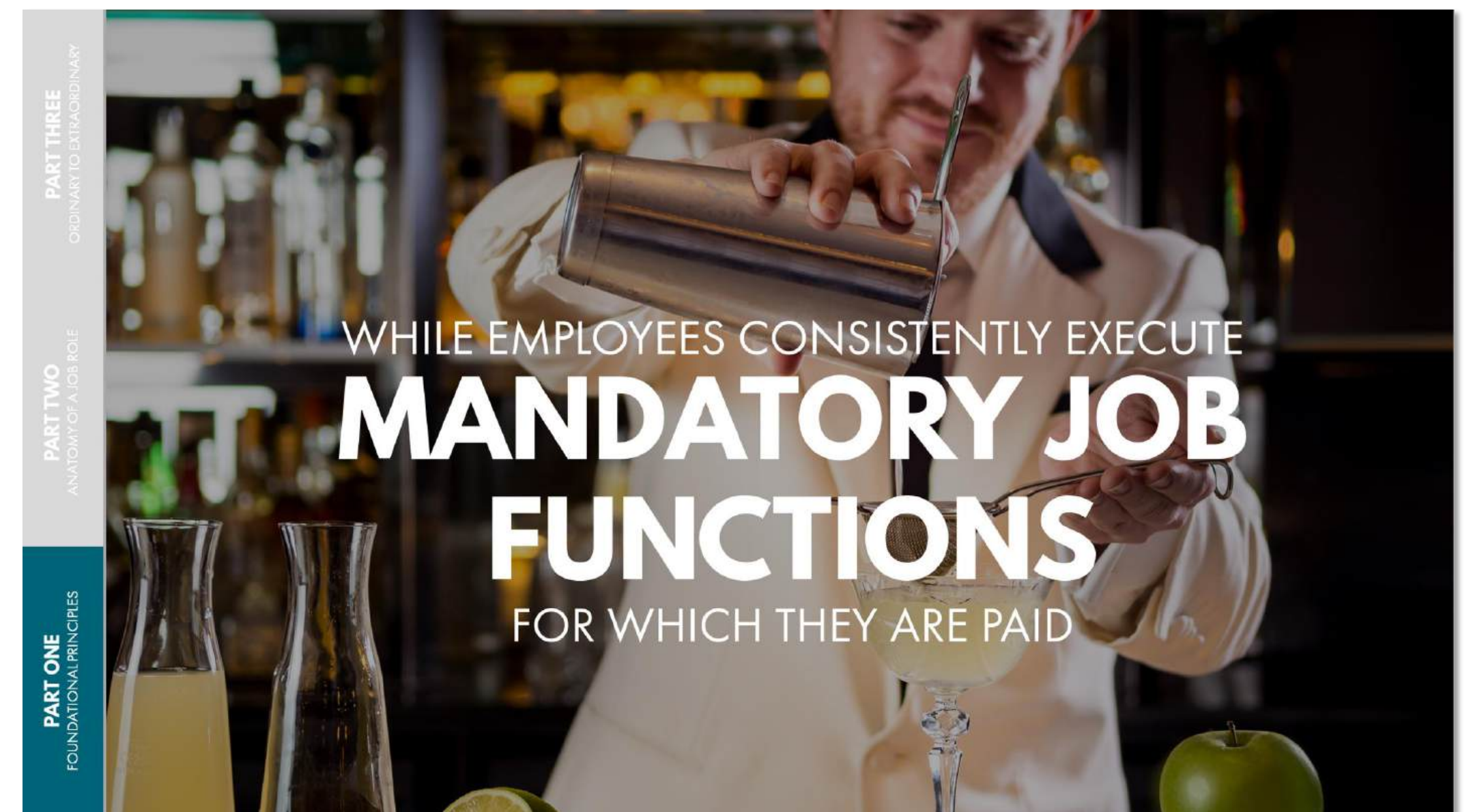
**PART THREE**  
ORDINARY TO EXTRAORDINARY

**PART TWO**  
ANATOMY OF A JOB ROLE

**PART ONE**  
FOUNDATIONAL PRINCIPLES

**WE DO NOT  
REMEMBER DAYS;  
WE REMEMBER  
MOMENTS.**

CESARE PAVESE  
ITALIAN POET



**PART THREE**  
ORDINARY TO EXTRAORDINARY

**PART TWO**  
ANATOMY OF A JOB ROLE

**PART ONE**  
FOUNDATIONAL PRINCIPLES

WHILE EMPLOYEES CONSISTENTLY EXECUTE

**MANDATORY JOB  
FUNCTIONS**

FOR WHICH THEY ARE PAID





**SERVICE IS A VERB**  
AS SUCH, IT REQUIRES  
**DELIBERATE**  
*action*

the life-changing magic of  
NOT GIVING A  
F\*CK

HONESTY +  
POLITENESS

NOT BEING AN A\*\*HOLE



time + energy + money  
= YOUR F\*CK BUDGET

LIFE  
CHANGING

THE NOTSORRY METHOD

step one:

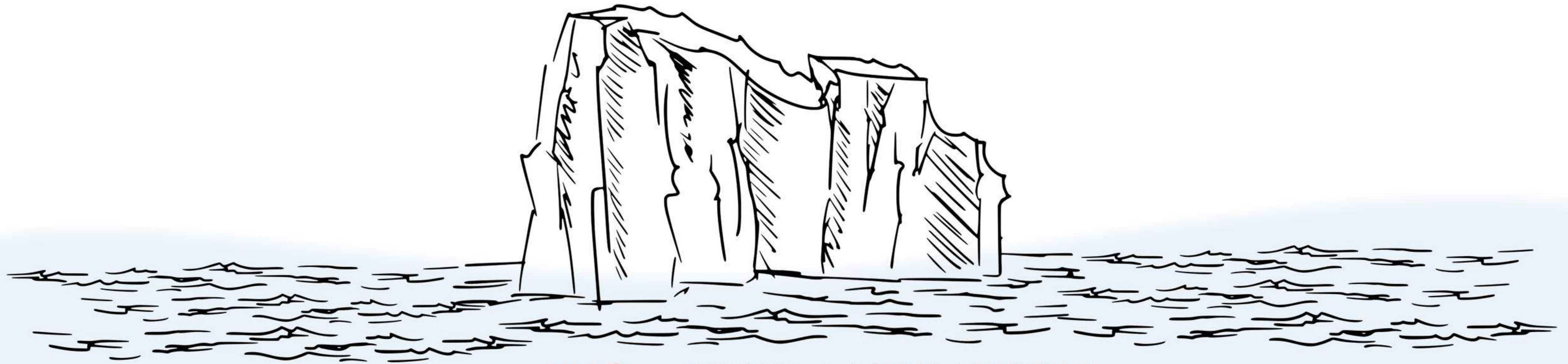
DECIDE WHAT  
YOU DON'T  
GIVE A F\*CK  
ABOUT.



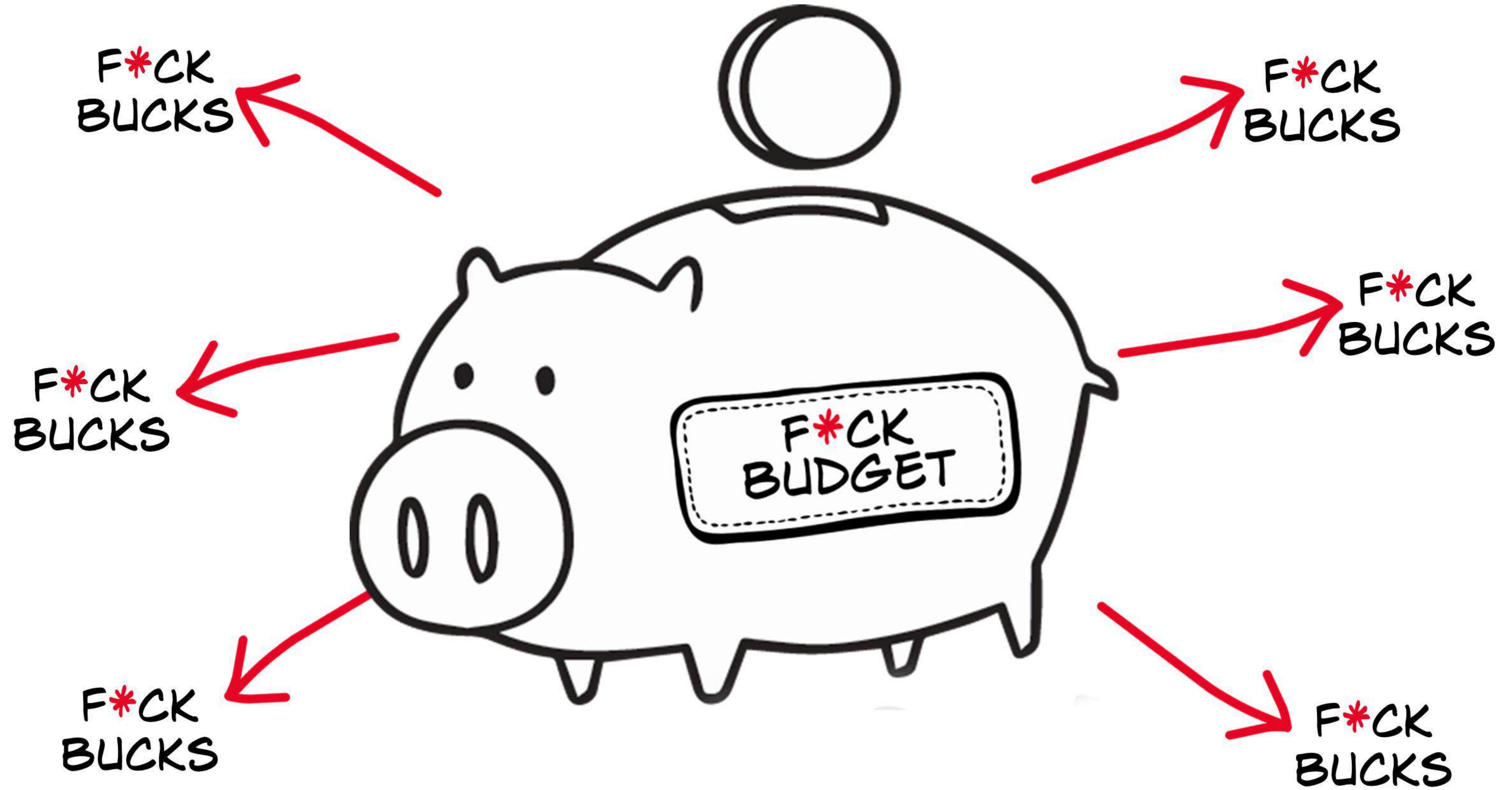
step two:

DON'T GIVE A  
F\*CK ABOUT  
THOSE  
THINGS.

# F\*CKBERG



**TASKS** AFTER-WORK MIXERS  
BIRTHDAYS EVENTS **PEOPLE**  
SHOWS **ACTIVITIES** RECITALS  
**OBLIGATIONS** OFFICE PARTIES  
BABY SHOWERS FRIENDS WITH BABIES  
**MEETINGS** DOUBLE DATES





ATTENDING MANDATORY MEETINGS

JOINING CONFERENCE CALLS

~~DONATING TO YOUR COWORKER'S  
CHARITY HALF-MARATHON~~ F\*CK THIS

~~ATTENDING A GOING-AWAY PARTY FOR  
A COWORKER YOU DON'T EVEN LIKE~~ F\*CK THAT

DOING YOUR ACTUAL JOB

YOUR F\*CKS=  
time + energy + money



THINK  
YELL  
RUN  
FIGHT  
TELL



EMPOWERMENT THROUGH SELF-DEFENSE

# FREEDOM TO CHOOSE

YUDIT SIDIKMAN

ESD  GLOBAL

#super  mom

#nof\*\*\*ingway

#ohno  shesaidn't

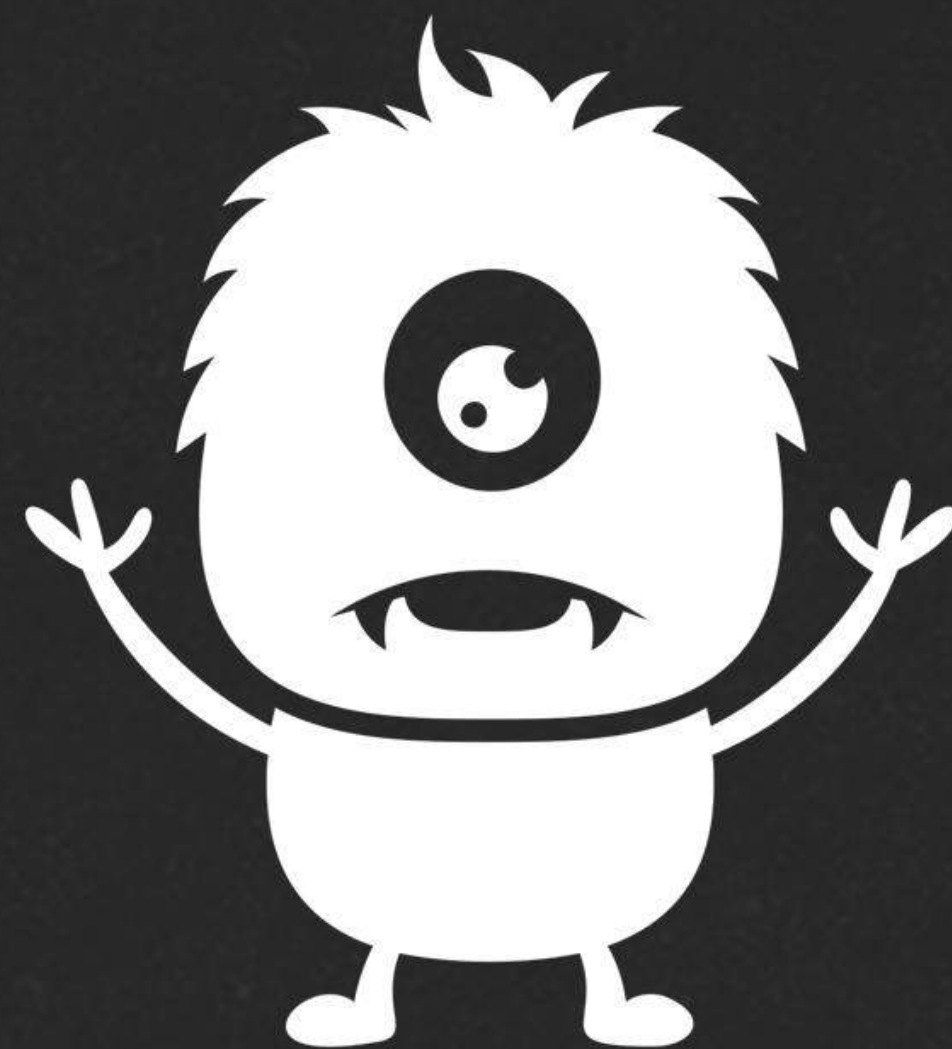
#hesaid    shesaid  
THE PROBLEM WITH SEXUAL ASSAULT



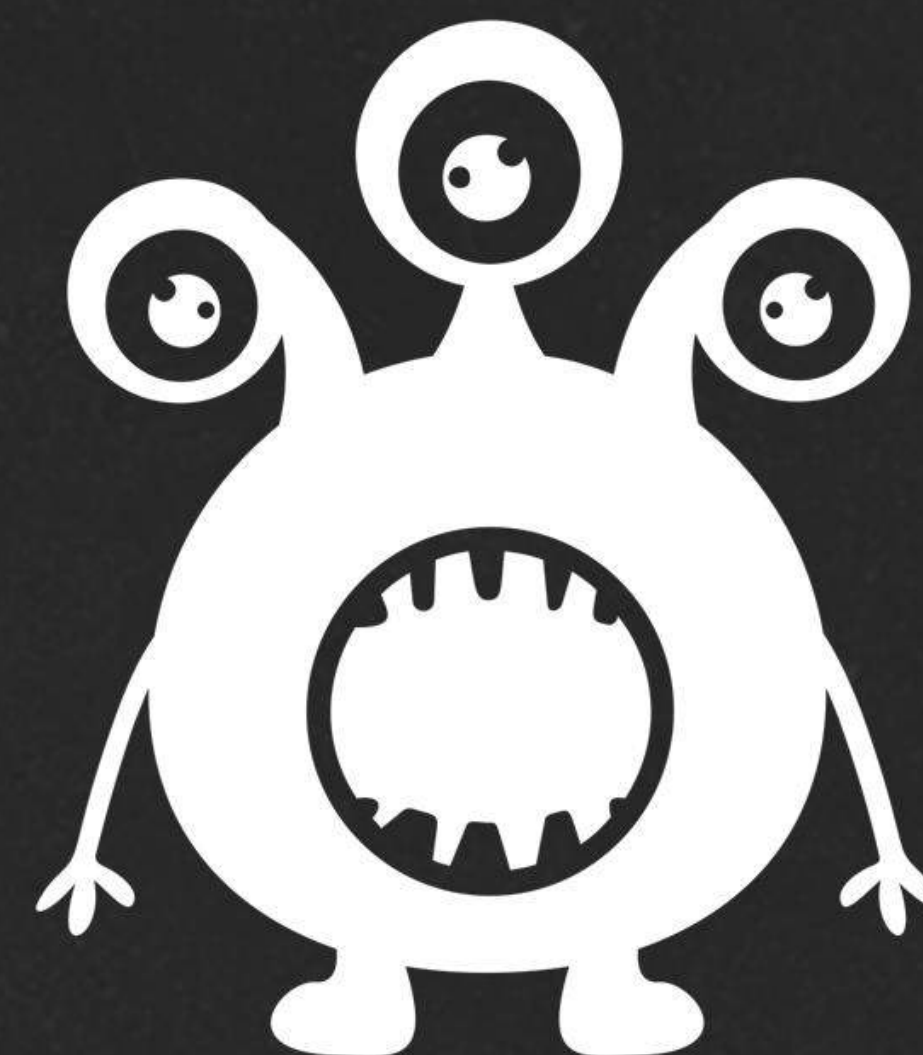
HERE'S THE  
PROBLEM



**Danger**

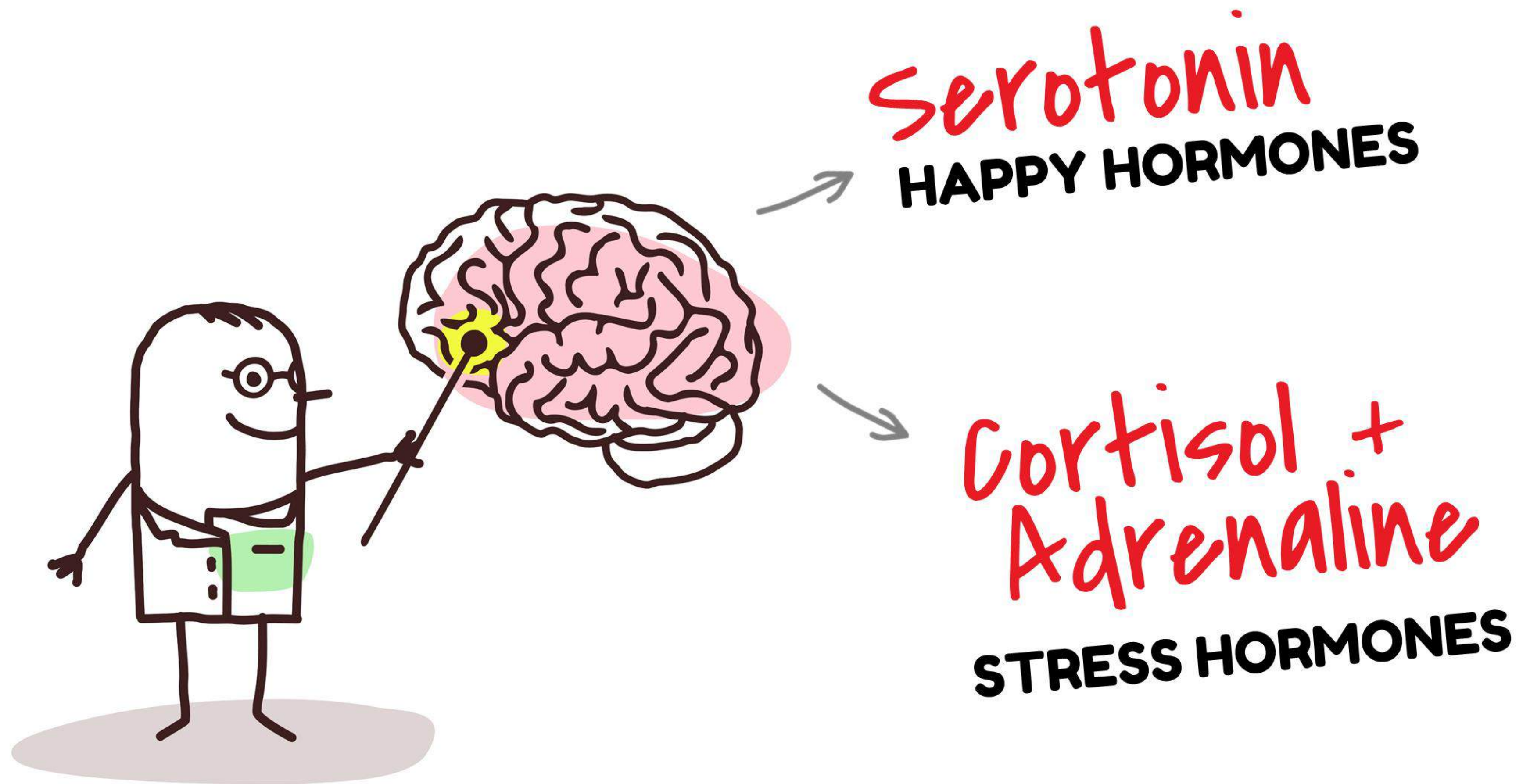


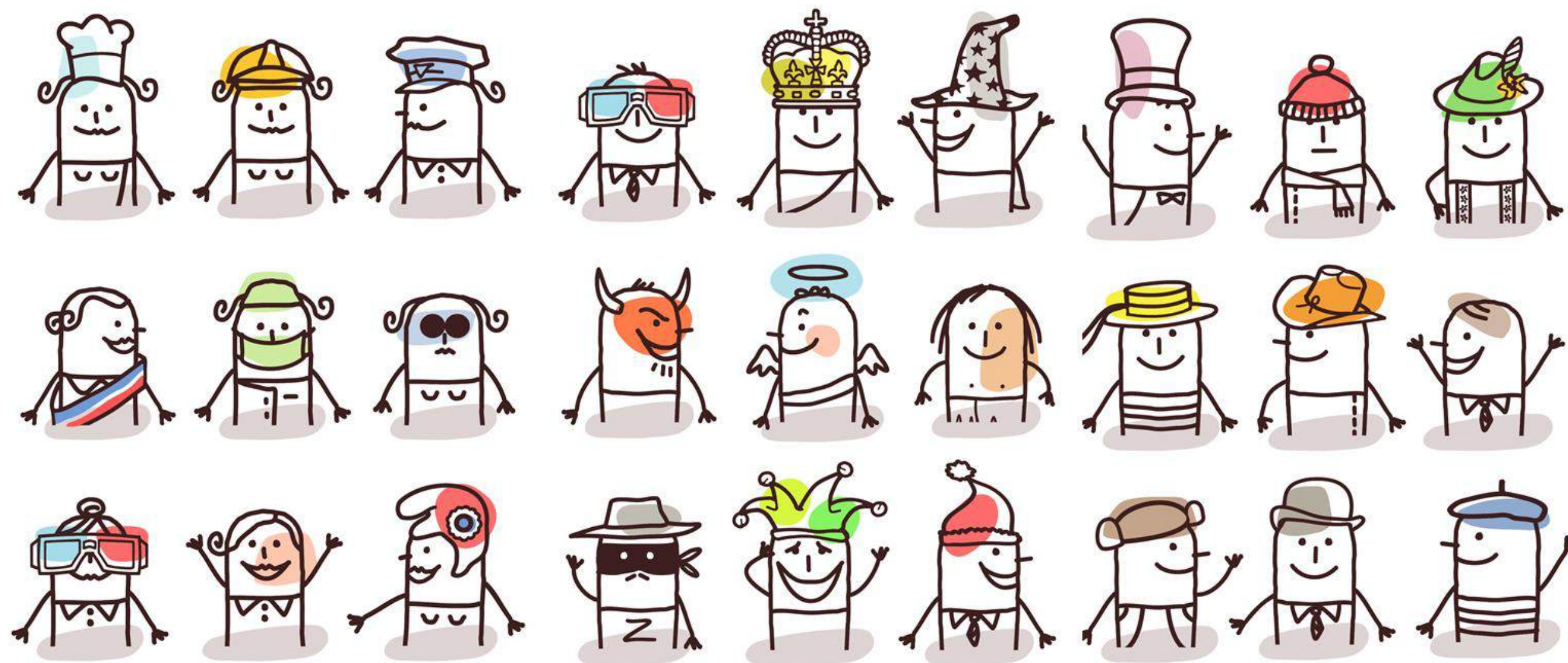
**Dangerer**



**Dangerest**

# 3 Advantages of **STRESS** Hormones





The Beret Wearing,  
Francophile, Brain Surgeon



# Culture Of #INCLUSION

-  **STORY #1**  
*Always the bridesmaid* #1 **COMPASSION**
-  **STORY #2**  
*Accidental Activist Who? Me?* #2 **RESPONSIBILITY**
-  **STORY #3**  
*But I'm a Cheerleader* #3 **INDIVIDUALITY**
-  **STORY #4**  
*You Don't Belong Here* #4 **COURAGE**
-  **STORY #5**  
*How About That Pancake?* #5 **GRACE**
-  **STORY #6**  
*Do You Know Who I Am??* #6 **HUMILITY**

#COMPASSION



**STORY #1**  
*Always the bridesmaid*



**GIVE VOICE TO  
OUR TRUTH**

*Define please?*

**Ethnically  
Diverse**

companies

**35%**

more likely to outperform  
their respective national  
industry medians.

- McKinsey



There is no  
**PASSION**  
to be found in

**Playing  
Small**

in settling for a life that  
is less than the one you  
are capable of living.

- Nelson Mandela



**83%**

of millennials are more actively  
engaged when they believe their  
company fosters an

**Inclusive  
Culture**

- Deloitte

In 10 years,  
**Millennials**  
will comprise nearly

**75%**

of the

**Workforce**

- Deloitte

