

IT'S ALL ABOUT PEOPLE

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Online, October 2020

News in Map – staff training on entrepreneurship and leadership

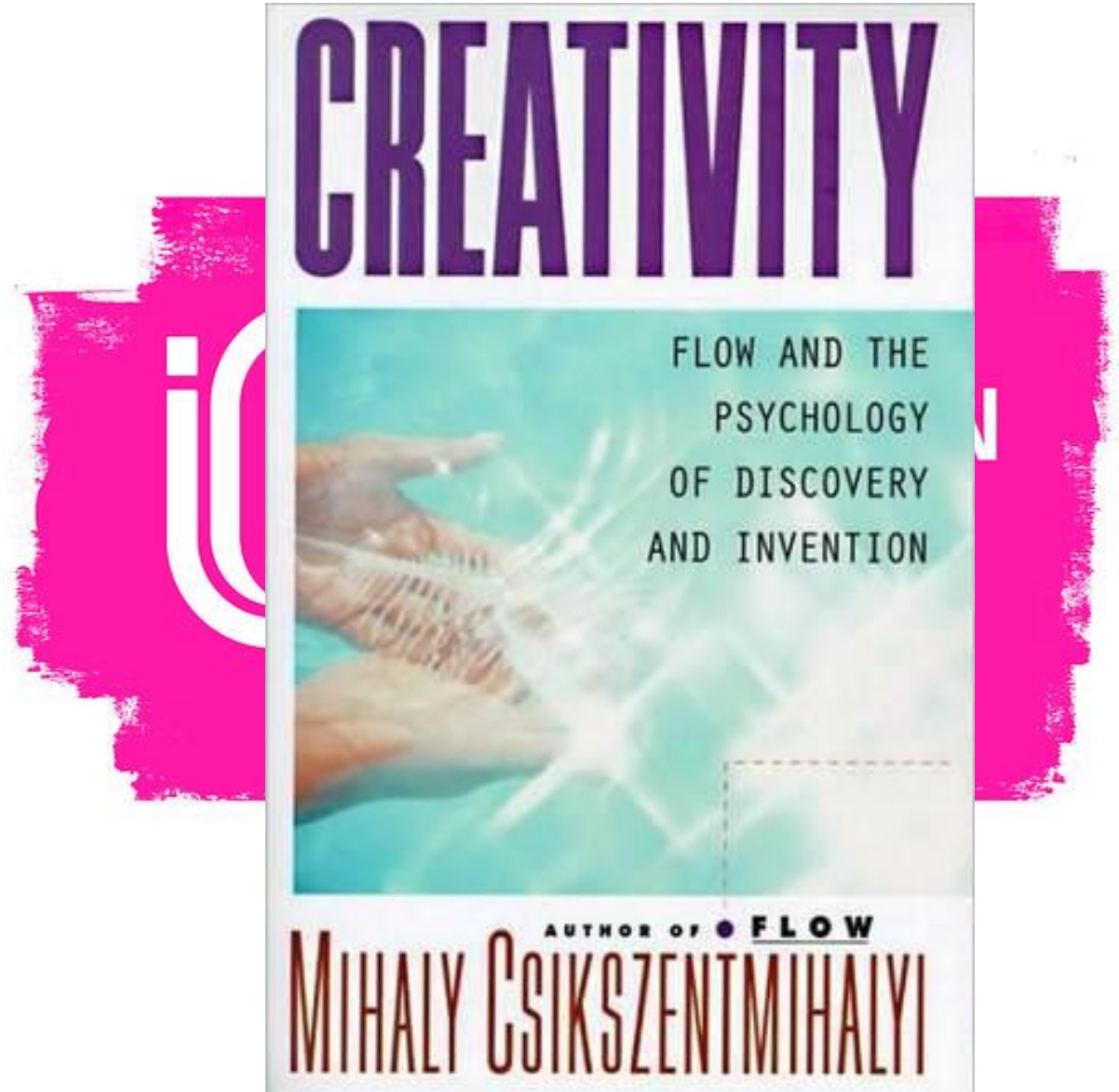
This is me



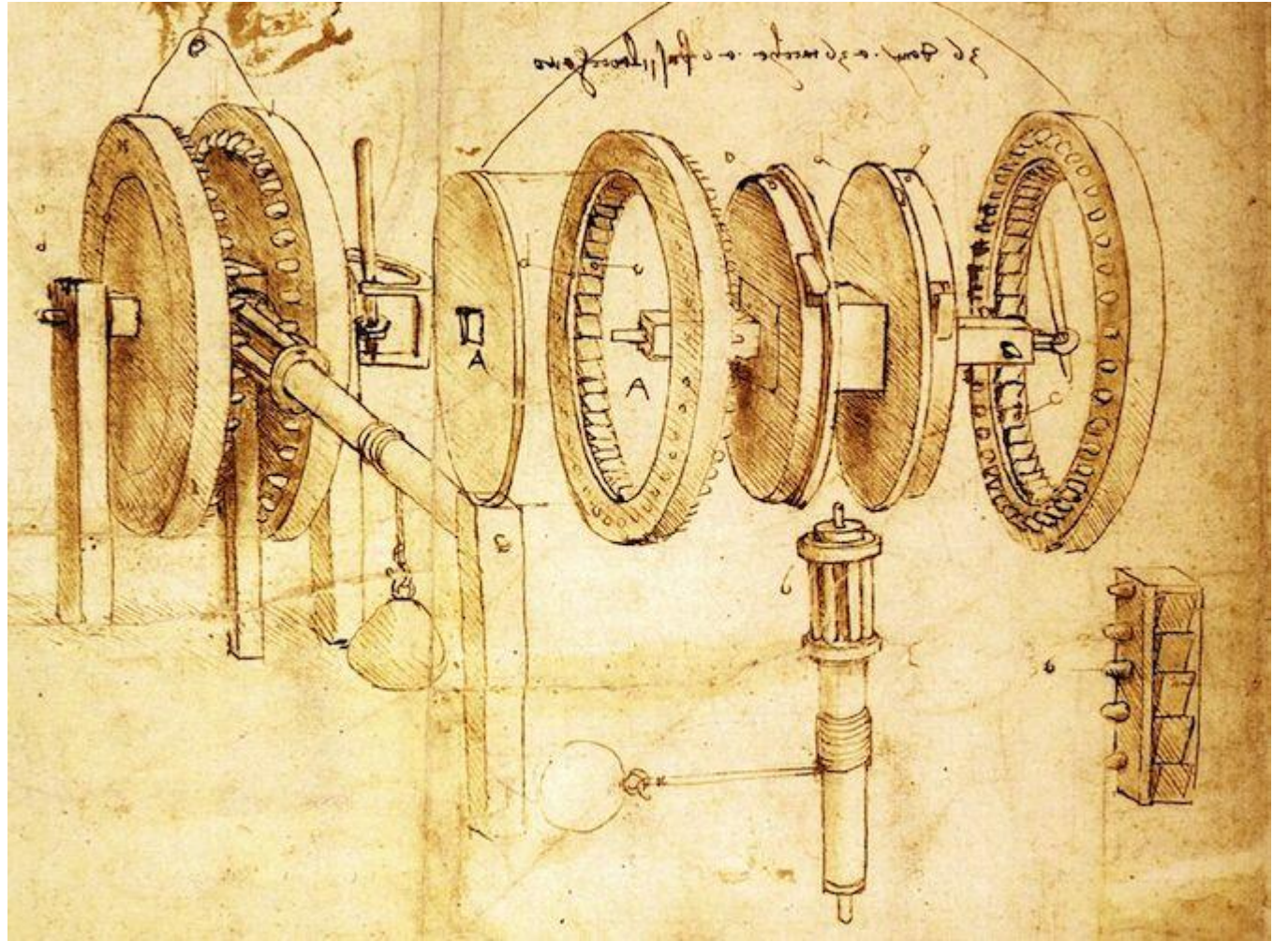
Music



Academic Life



Who am I?



We make ideas work.

We are a product design + R&D partner. For the last 29 years we have helped businesses transform their innovation pipeline by creating award winning and IP rich products.



Moocall

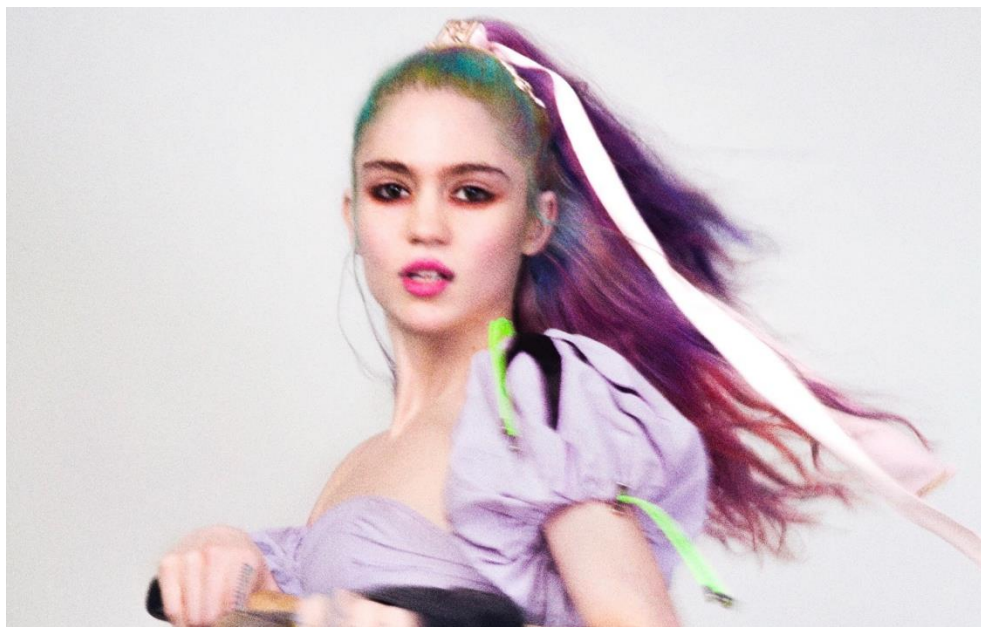
GUINNESS

PHILIPS

Informational Message
V_y 540 V_y 12.2 PIP 10
V_y TDT 35

Today's session: PEOPLE

- What kind of person am I? – don't try to be someone you are not. Authenticity.
- Who do I know? – make a list. You might be surprised. Categorise.
- Who do I like? – who do you admire on the scene? What do they do that makes you think they are great?
- Networking – not a dirty word! Start small, be yourself, you are looking for an opportunity to talk more, offer more than ask
- Presenting yourself to the big bad world – fundamentals of good presentation, including online chats.
- Who is your audience? Research research research! Define! Personas!



Mission, Vision and Values

- Mission – essentially what is it that you want to be doing, your audiences, your differential (what makes you different, why you?)
- Vision – this is more aspirational and one might argue that it should be done before the Mission – where do you aspire to be in 5, 10, 15 years? Think BIG!
- Values – this is to the core of who you are. Start with words that describe you : creative, challenging, loud, ethical... what makes sense for you and then try to put all the words in a sentence.
- All of these things should make sense together and start the framework of how you build your career strategy. If you have a question as to whether you should do something, refer back to these statements!

Focus and Communication

- The aim of the Mission, Vision and Values exercise is to create focus.
- You HAVE to stop doing everything, and focus on what is 'right' for you.
- Be open to failure – but be strong with your 'rebirth'!
- <http://www.barbaraminto.com/>
- Think messaging hierarchies: Dolmen
- <https://www.duarte.com/>

Who do I know?

- Who do you know who might be able to help you? Give you advice?
- Do you feel that you are lacking skills? Do you know someone who is good at 'that'? Perhaps they can give you some pointers?
- You might be surprised at how generous people can be with their time when asked for a little bit of advice – and no harm in a bit of plámásing 😊 (Flattery will get you everywhere)
- Be prepared before you ask for help. Know what you want to know. Be clear and concise. Align it to your mission. The more specific you can be the easier it is for people to help you out.
- Networks and events:



Who do I like? Its all about communication.



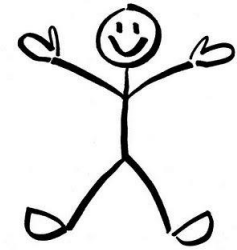
SOCIAL MEDIA!!!

- Who are your audience?
 - Demographic? Location?
 - WHERE are they online?
 - YOU 100% need an online presence
 - You need to keep it ALIVE!
-
- Patreon – [Rhiannon Giddens](#)



People and Networking

- Networking is an evil word
- Use who you know
- Have the chats
- Be interested
- There is a person at either end of every transaction
- My experience – gut, go for it, don't be fake, be GENUINE
- Networking in times of COVID19 – leverage 'who you know', contact, ask for a video chat (make it video!), open conversations!
- Very good article here: [Kingsley Aikins](#)





Research & Preparation

- People – google – stalk!!
- Learn as much as you can
- Venues, what do they like?
- Consider potential costs
- Selling a product
- ARTIST SELLS BEST
- STALK!!





Professionalism

- How you look
 - How you communicate – emails, phone etc
 - How you deliver performances
 - How you prepare
-
- All still stands with online chats! TONS of articles online – but BE PROFESSIONAL.

Christine Armstrong



**FAKE IT TILL
YOU MAKE IT.**

JUST DO IT.

