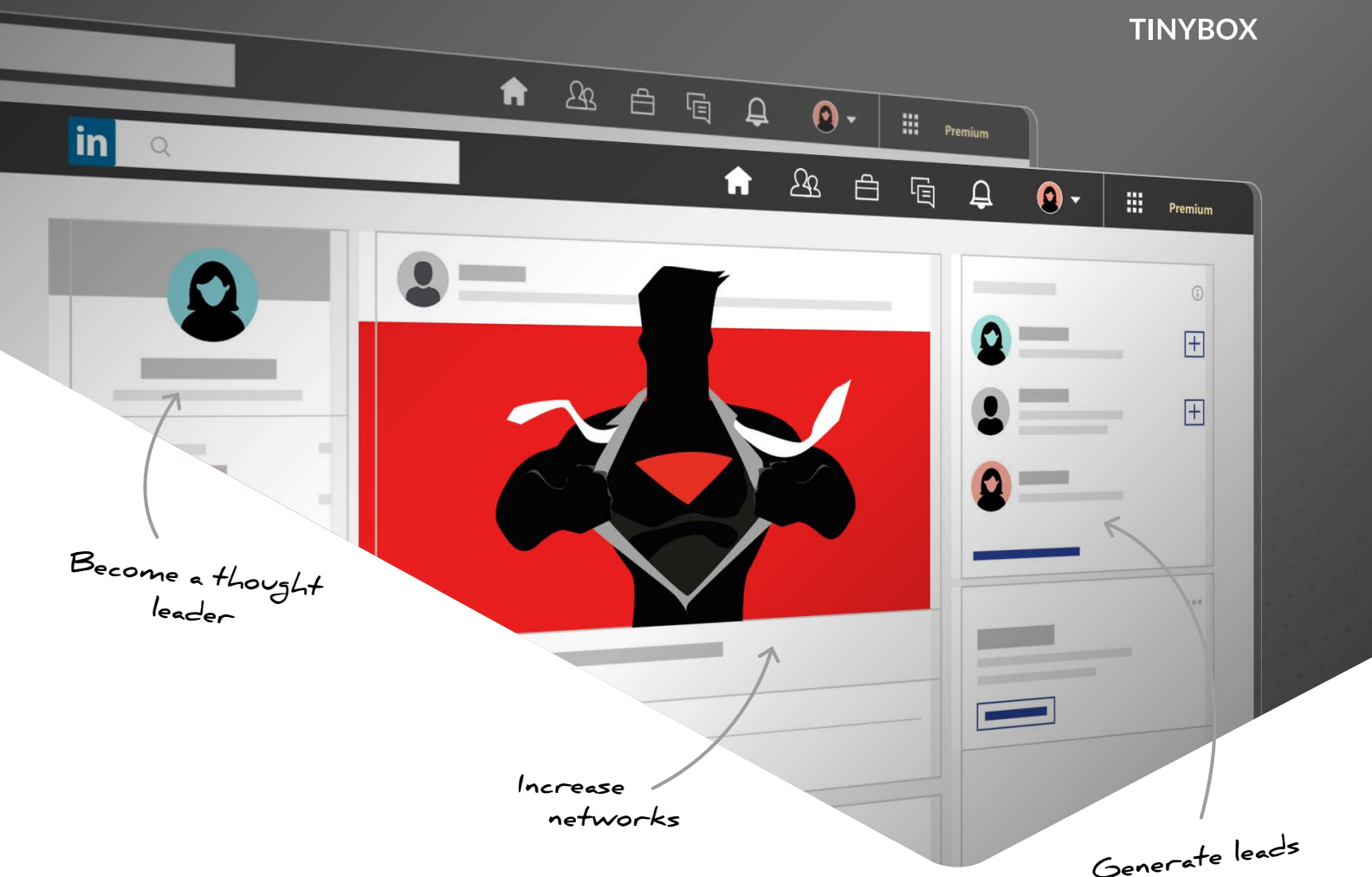




TINYBOX



THOUGHT LEADERSHIP PROGRAM

COMMUNICATE YOUR LEADERSHIP EXPERTISE

If you want to create a strong digital footprint, position your expertise and increase exposure for your personal brand, LinkedIn has become THE place for you and your company, and to connect with and expand your professional network.

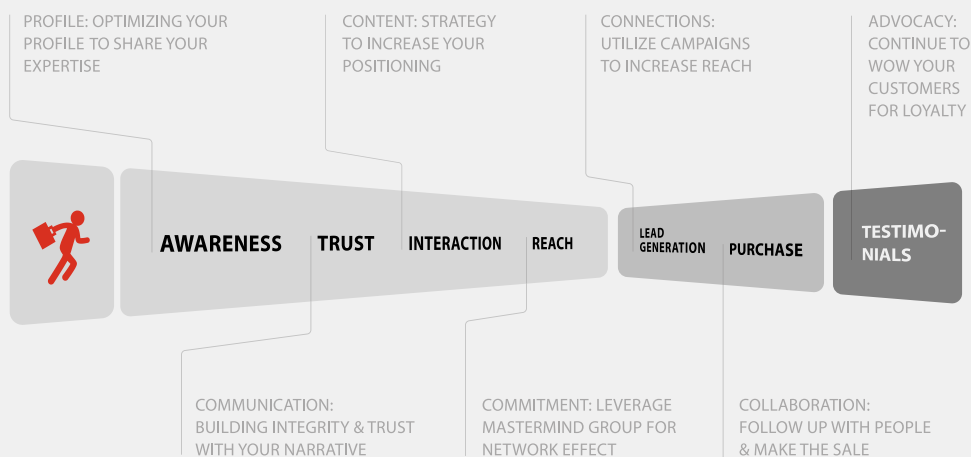
THE PROGRAM

Interacting with and sharing content on LinkedIn can help you attain status as an expert and thought leader. It will amplify your voice on the platform, and attract the right visitors to your profile so you increase warm leads, build relationships and close real sales opportunities.

This program was designed to help innovative leaders, professionals and consultants update and leverage LinkedIn to gain more visibility, trust and success.

THE BUSINESS JOURNEY

A visualization and overview of the journey you will take on LinkedIn.



The Thought Leadership Program is divided in 3 phases with 7 steps overall:

► PHASE I: START (3 weeks)

Step 1: Profile - optimizing your profile to share your expertise

► PHASE II: GROW (13 weeks)

Step 2: Communication - building integrity and trust with your narrative

Step 3: Content - strategy to increase your positioning

► PHASE III: SUSTAIN (Embedded in your organization plan with the option to extend)

Step 4: Commitment - leverage mastermind group for network effect

Step 5: Connections - utilize campaigns to increase reach

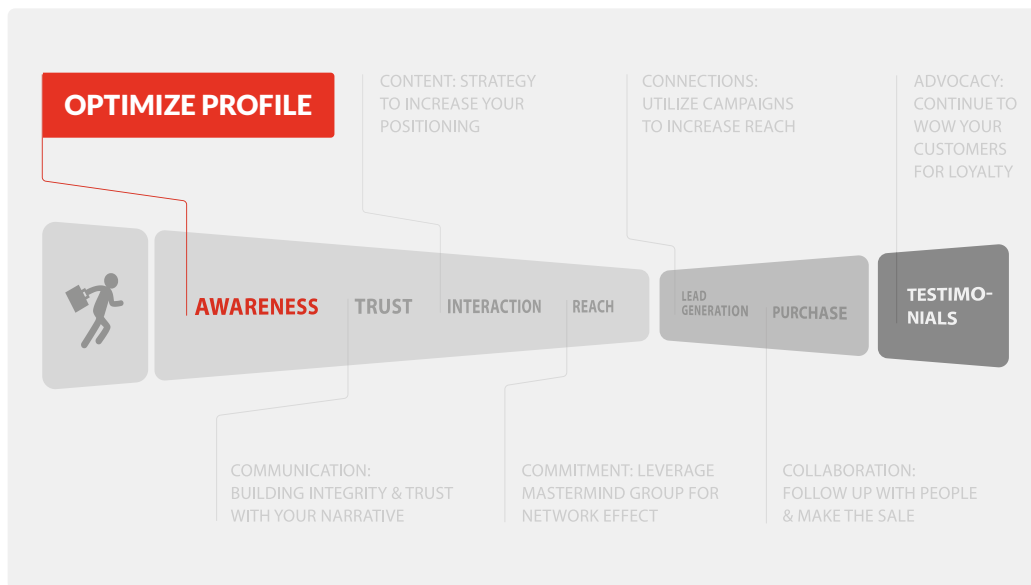
These three phases will fill your pipeline and set you up for success as you increase:

Step 6: Collaboration - follow up with people and make the sale

Step 7: Advocacy - continue to wow your customers for lifelong loyalty

► PHASE I: START

OPTIMIZE YOUR LINKEDIN PROFILE



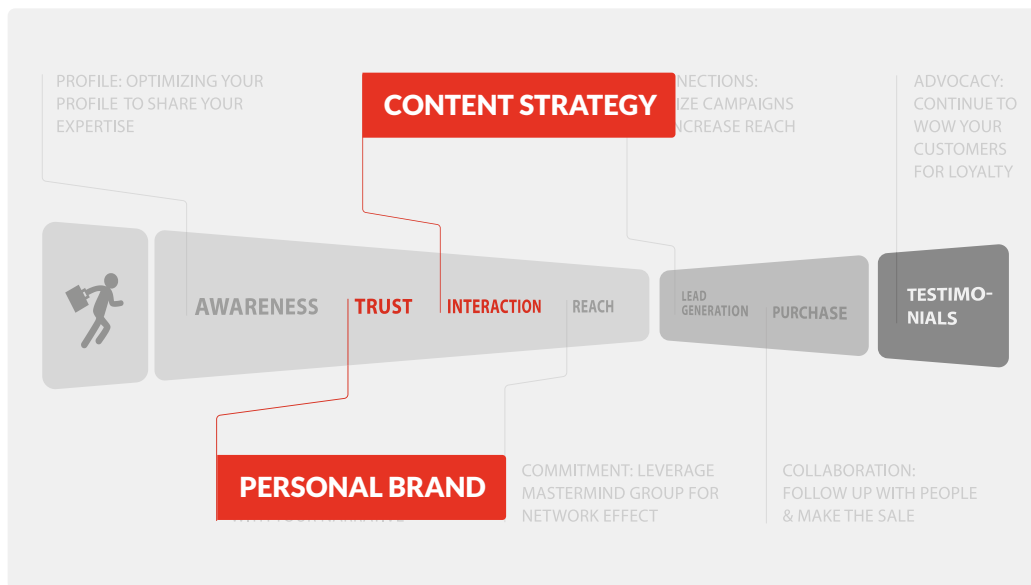
In Phase I, we will help you complete the foundational Step 1 to get a 100% profile update. Completing the profile is a crucial prerequisite to adding content or contacts.

After completing Phase I, you will have:

- A 100% complete profile
- A profile that highlights your relevant experience and expertise
- An understanding of the importance and relevance of LinkedIn
- Audit completed ensuring you meet requirements for Phase II

► PHASE II: GROW

PERSONAL BRAND & CONTENT STRATEGY



In Phase II, we will help you complete Steps 2-3 to build your Personal Brand and Content to position your expertise and increase Lead Generation.

Once you create a clear picture of your value proposition and your content pillars, it's time to revisit your profile and update the personal brand.

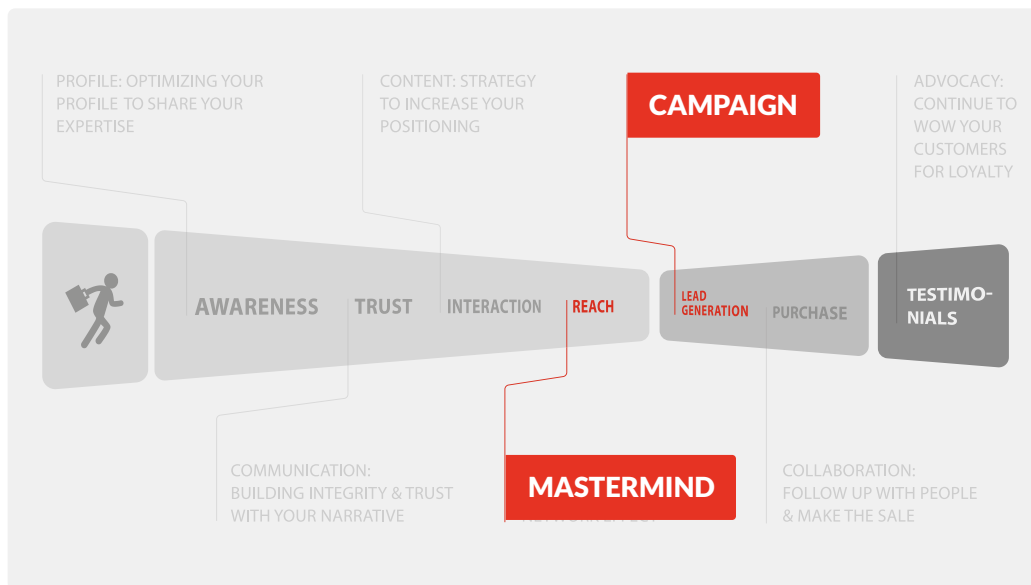
We have built the content templates for 13 weeks to ensure your success. Review your content pillars and start to brainstorm and collect all the information you believe will be useful to your contacts and your network.

After completing Phase II, you will:

- Maintain consistency in your content creation and posting
- Create accountability for your own thought leadership
- Increase advocacy and support of your content

► PHASE III: SUSTAIN

MASTERMIND GROUP & CAMPAIGNS



In Phase III we help you complete Steps 4-5, providing a LinkedIn Mastermind Group comprised of your peers as a framework to leverage network effect, so you can continue to build integrity and authenticity efficiently.

This gives you the tools you need to become a Thought Leader in the coming year. The key to continued success is consistency and advocacy, sharing your wins and building your reputation on an ongoing basis.

After completing Phase III, you will enhance your strategy to increase lead generation and sales:

- Fill the pipeline with warm leads, ~3 new leads/ month
- Increase new sales opportunities, ~1 new sales/month

! The entire program can be customized for your specific company requirements with additional meetings and support sessions as required.

TINYBOX | IT'S ABOUT STRATEGY, NOT TECHNOLOGY.

TinyBox is a Think Tank for the adoption and implementation of emerging technologies. Our strategies create value by incorporating business strategy with technologies, people operations, and leadership development, to ensure client success well into the future.

For questions or further information about our programs, don not hesitate to contact us at

► hello@tinybox.me or www.tinybox.academy