



Building a Culture of Support

Case Management and Allied Professional Relationships

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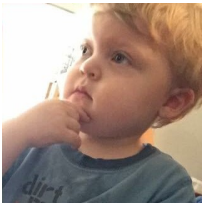
Family-Centered Educational Solutions



Helping Families find Educational Solutions for their Kids.

Empowering Families through premium individualized education, all level testing, and educational support

Self Branding???



So, What do you do?

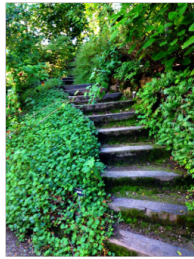
Why is Self-Branding Important?

- To get to know others, you have to first know yourself.
- To let others know what you do, you have to first know what you do.

To know yourself you have to define yourself.

- We define ourselves all the time.
 - Shoes we like
 - Hobbies
 - Family
 - Faith
- Professionally, we should also be willing to define ourselves.
 - Who we work with
 - Specialties
 - Core Professional Values

Defining Self vs. Narrowing Self



Getting your brand out



- Print Material- Power of a well-placed brochure/card.
- Website- Simple low cost/free tool options.
- Social Media
- Good old-fashioned Networking.
- Referrals

Exercise

- 3 professional core values that you hold to
- 3 important elements of your authentic self that you want to project into your professional self.
- Who you want to work with
- 3 important key features about the services you provide (what makes you unique?)
- Later: Use this information to build a 3 sentence "elevator pitch" focusing on who you work, in what special way, and a brief outcome scenario.

Connecting with Others 2 stories



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Reciprocal Nature of Relationships



Relationships and Allied Professionals

- No one is an island.
- You work within the social ecology of your community.
 - Who else is connected with your population? (schools, therapists, doctors, coaches)
- No matter how small your community, there is always a way to build connections.

How to Connect without "Selling Yourself".

- Its not about selling your services.
- An authentic brand allows you to connect with others authentically.
- People WANT to talk about their work. LISTEN and then talk when they are done.
- People remember others that they feel a connection with.
- Tour their location.
- Bring materials (brochures/cards) to exchange.

Phrases to Use

- "Compare notes about our services"
- "Learn more about what you do and let you know a bit about my work"
- "Need to expand my referral base"



Maintaining a Connection.



- Formal Ways to "Bat the Balloon"
 - Thank you for your referral.
 - Question about their Services
 - Update about your services
- Personal Ways...
 - Gift or Card
 - Breakfast or Lunch
 - Informal Social Media contact

What keeps us from Making Connections?

- Fear/Anxiety
- Not wanting to be in "sales".
- Not knowing how to approach people or what to say.

Having a strong, authentic message builds confidence and speaks for itself.

Exercise

- 3 lists
 - List of entities/people you already have a connection with, but need to "bat the balloon"
 - List of entities/people that you know of, but haven't connected with.
 - List of ways/resources that can help you can discover more entities/people that you can connect with.

Community Culture

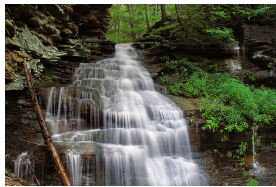
We work and function within the community we are planted. All communities have a range of dynamics.

- Competitive vs. Cooperative
- Individual vs. Communal
- Industry vs. Service



Interactionist Model

We both affect and are affected by our environment and community.



Be unselfishly selfish, but also selfishly unselfish.

- Matching the right client with the right practitioner means that they will match the right client with you.
- Every client/individual gets what is best for them.

Practical Ways to Connect and Stay Connected.



- Use Technology to your advantage.
 - Telephone
 - Newsletters
 - Social Media (Facebook, Twitter)
 - Facebook groups
 - Organize networking events and trainings

Provide Value

- When a relationship with you is professionally rewarding, people will make an effort to stay connected.
 - Be the person that brings people together.
 - Be the person that is seen as "the expert" in a particular area.
 - Offer ways to help others connect with experts in their fields.

Build a Network of Support



Exercise

- List 5-10 ways that you can unselfishly selfishly provide value and build connections within your community.
- On a scale of 1-10, how easy would each of them be to enact.
- Organize from most to least expedient.
- Begin to develop a plan of action to connect further with your community.
