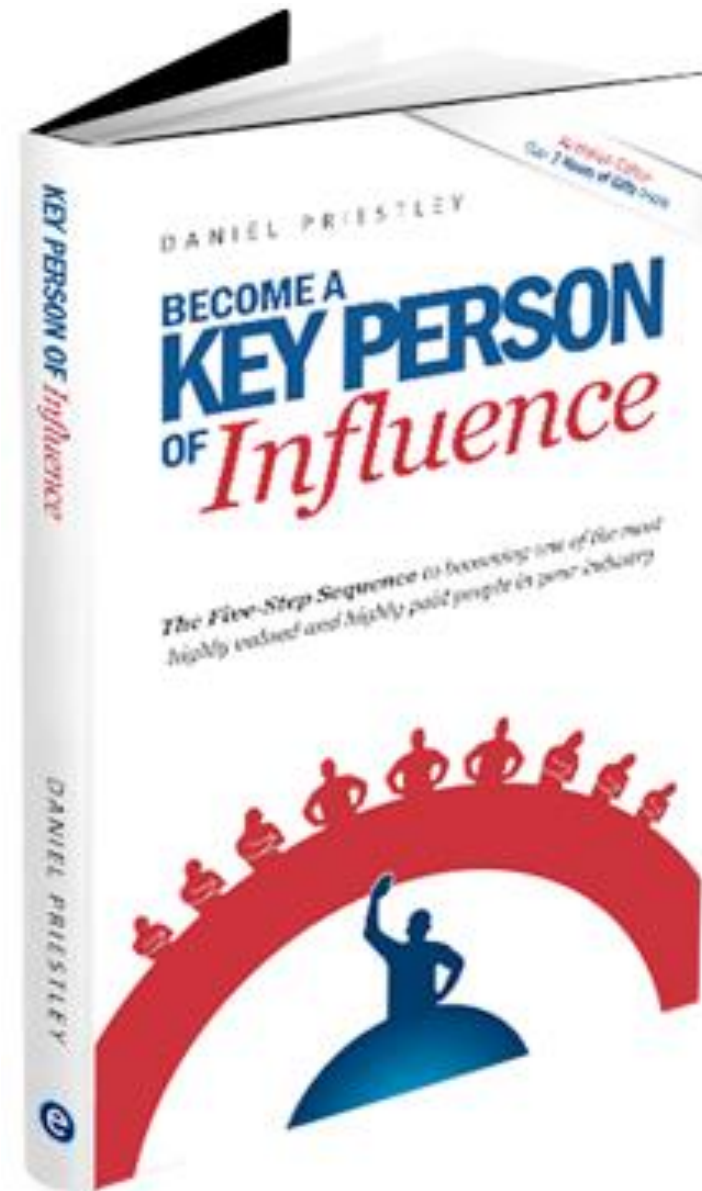


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Case Studies

ESTABLISHING A BOARD MEMBER AS A KEY PERSON OF INFLUENCE



SHERYL SANDBERG
OF FACEBOOK

Facebook is another great example. Its CEO, Mark Zuckerberg, is a cultural icon who regularly blogs and makes videos about the company's plans. Its COO, Sheryl Sandberg, is a best-selling author and international speaker who is known for her unique philosophy called 'lean in'.

The former Google Executive joined Facebook in 2008 and became the first woman on its board in 2012. Sandberg helped the social network scale on a global level, go public and expand its digital revenue.⁸

COMBINING PASSION WITH PITCH

Not only does Sandberg know how to pitch Facebook as a COO, but she knows how to cleverly combine it with her passion for closing the gender gap within the workforce. Fitting this with Facebook she explains,

"It's all complimentary. Facebook's mission is to allow people to express themselves and connect to the individuals and causes they care about. I care tremendously about Facebook being the very best place it can be. And since I've become more public on women's issues, we've had a great track record of getting amazing women to apply and to stay."⁹

Sandberg's passions, in conjunction with her clear pitch, highlight not only her positive attributes, but the positive attributes found within Facebook as a company.

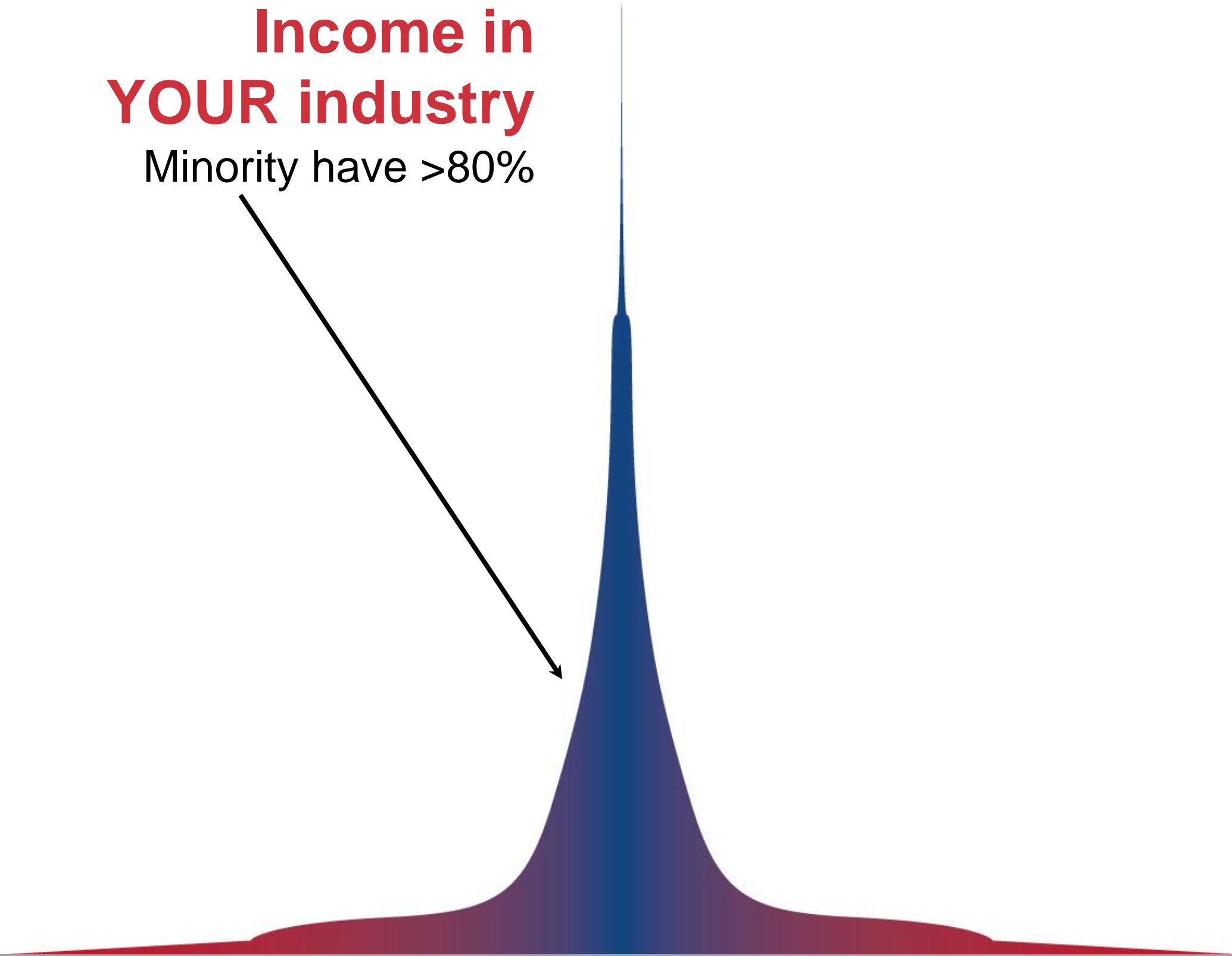
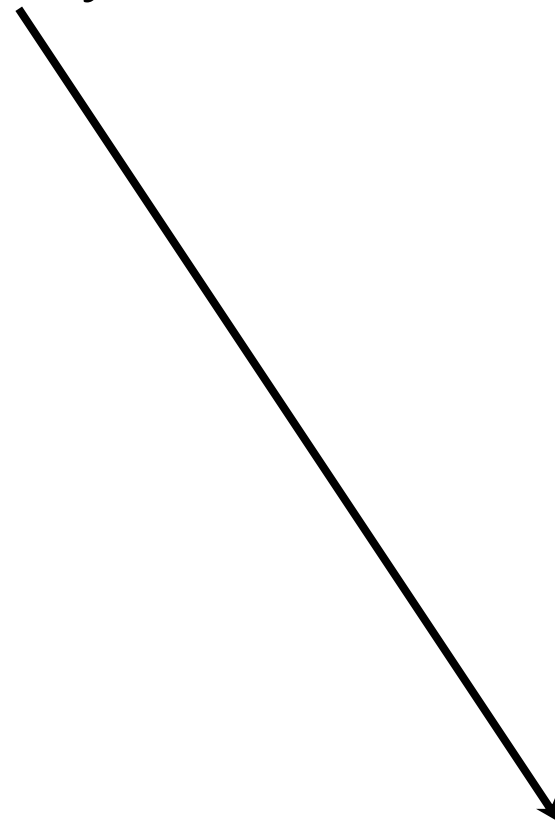
KNOWING HER AUDIENCE

Sandberg is the published author of two books, focusing on business leadership and development, and writing about the issues with the lack of women in government and business leadership positions. She has presented a TED talk, which has had over 5.5 million views. By publishing content in this way, she has formalised credibility within her industry, and multiple others. This is particularly evident with her being in Time's 100 Most

Faceless Report

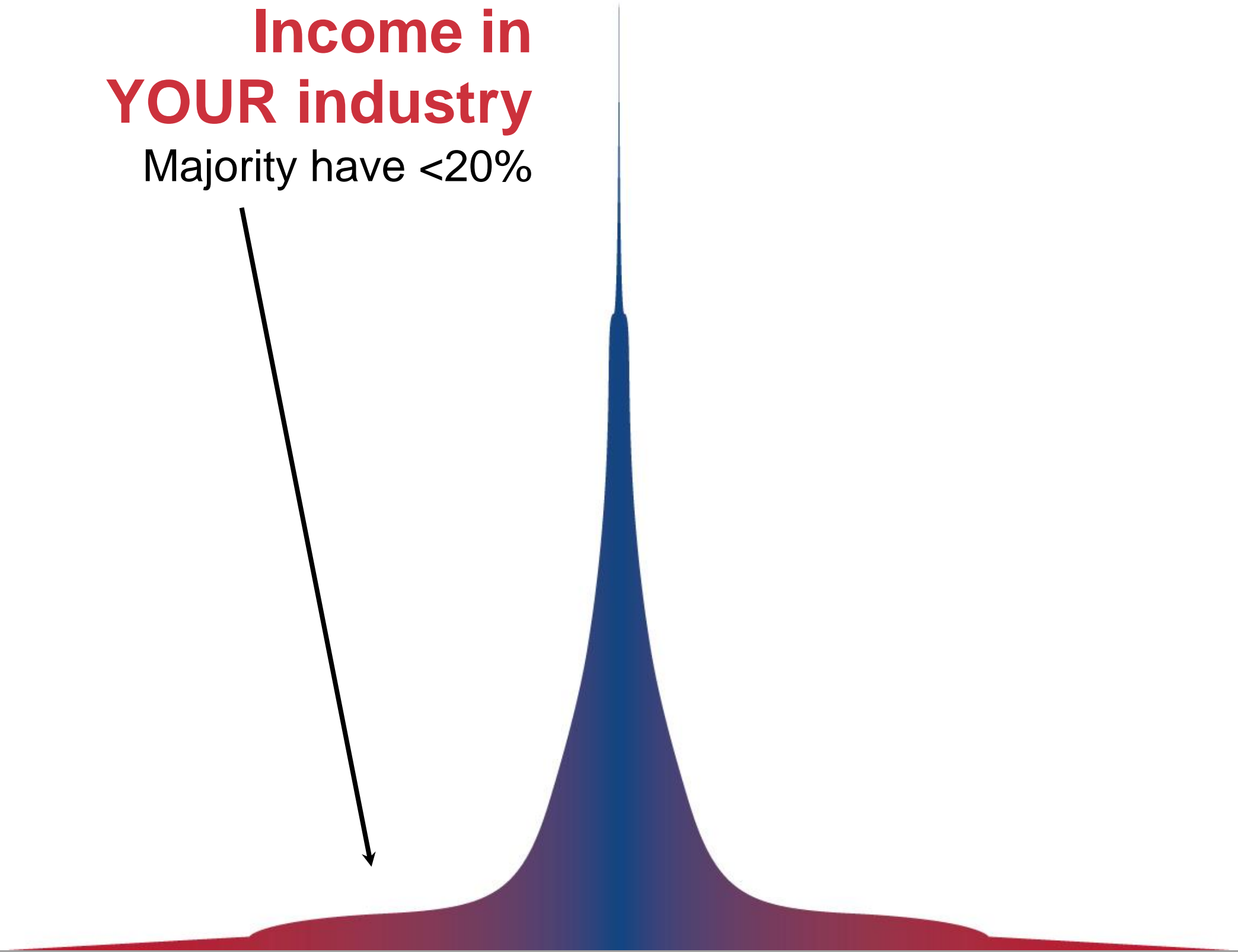
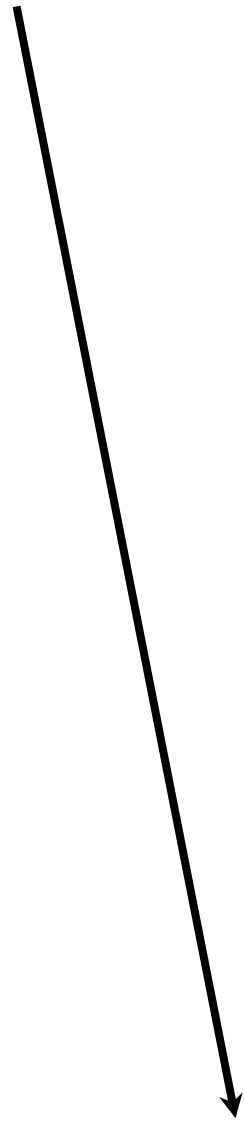
Income in **YOUR industry**

Minority have >80%



Income in **YOUR industry**

Majority have <20%

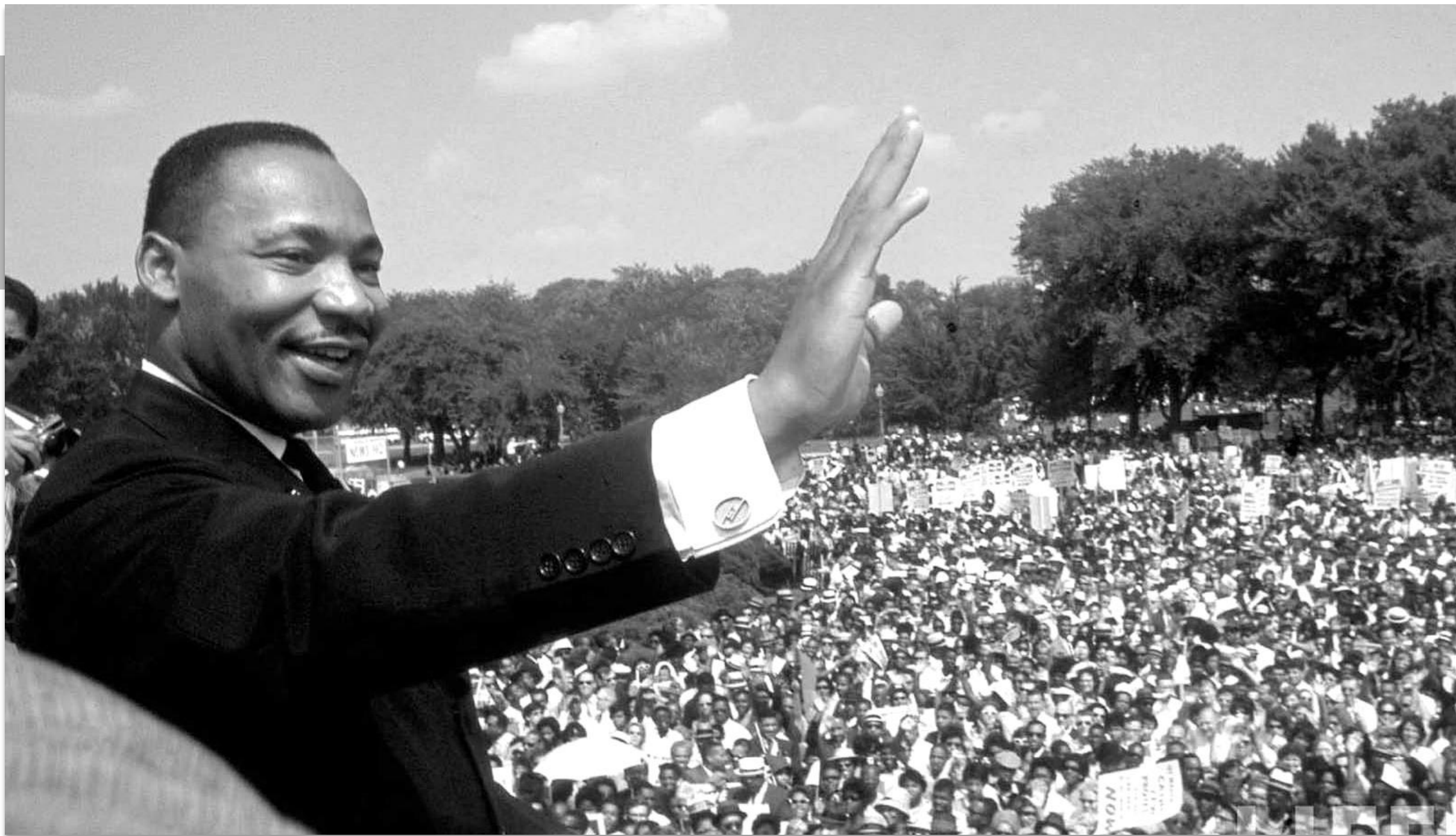




KPI Skill 1...

Perfect Pitch.



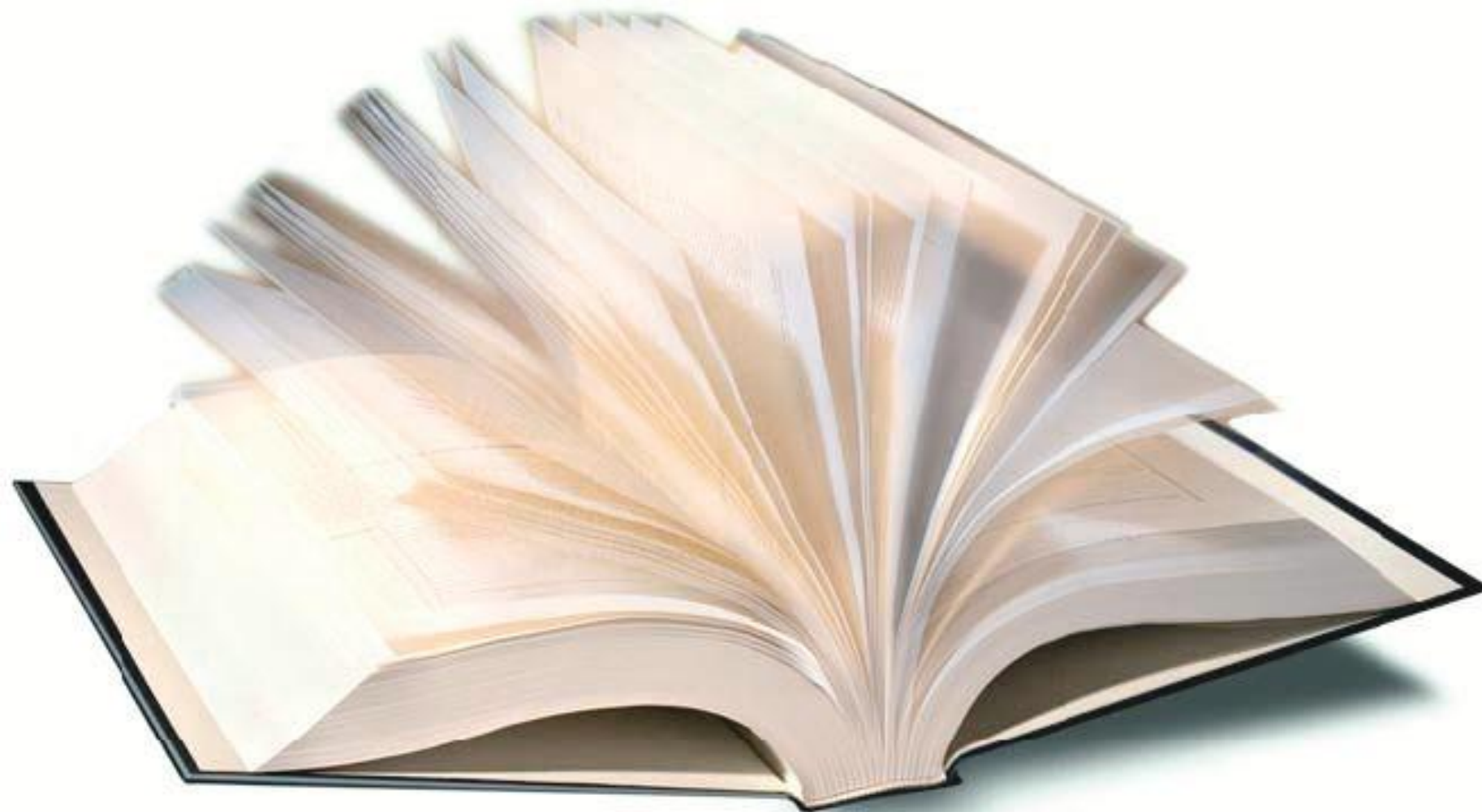


Words have POWER

KPI Skill 2...

Publish.





In the Ideas Economy being published
Shows Ownership of Your Niche

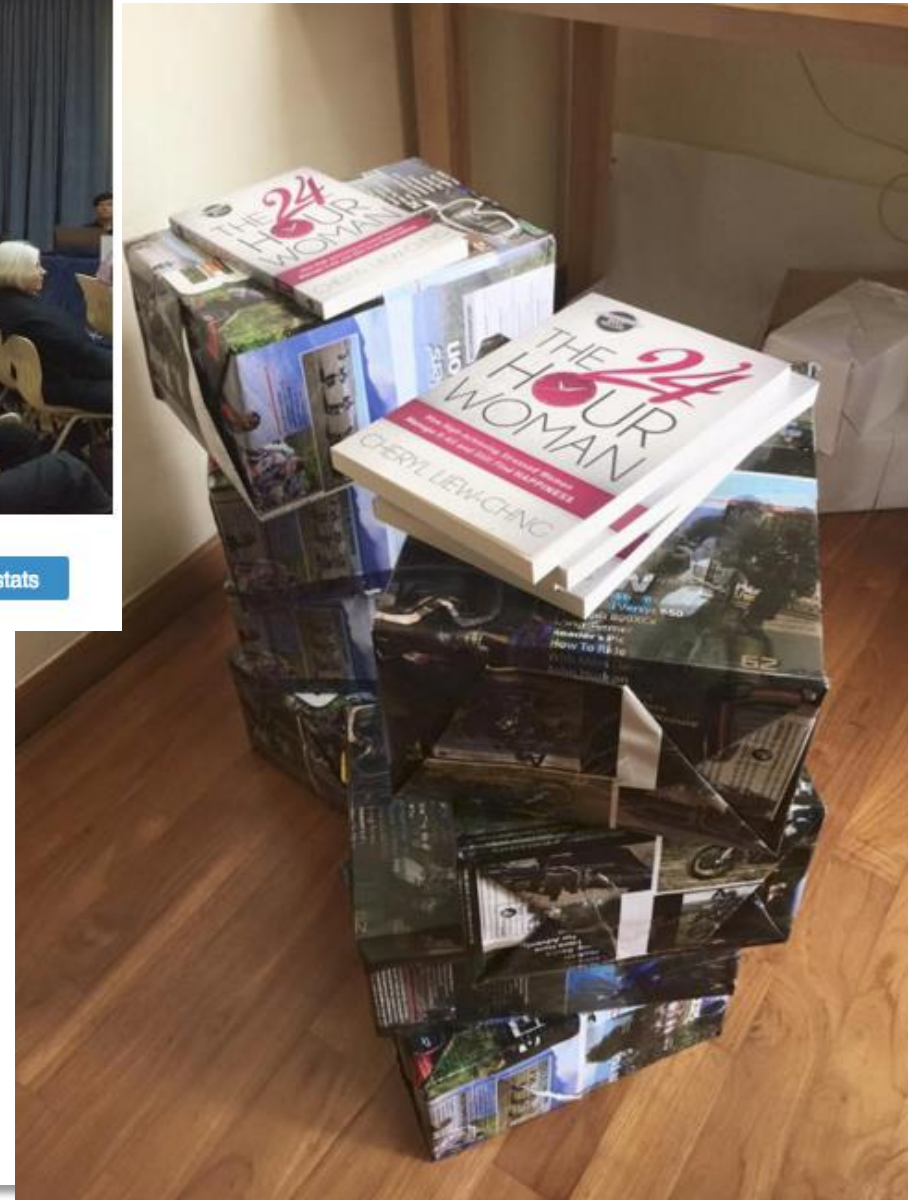


Callum Laing

Co-Founder and Non-Exec Director at The Marketing Group Plc - A Silo Approach to a 360°

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A book is a business card on steroids!

KPI Skill 3...

Productise.





income follows assets



... unpack your valuable IP

KPI Skill 4...

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Cheryl Liew-Chng, Creator of The 24-Hour Woman, a media and training and development firm for Women Professionals and Entrepreneurs.
www.The24HourWoman.com

"Whatever size your business is, getting the right strategic business partnerships in place is fundamental to success. Callum has been creating partnerships for decades and in this book breaks down how anyone can follow his steps to partnership success."

Jean-Michel Wu, Chief Talent Officer at McCann WorldGroup APAC



Callum Laing has been starting, building and buying businesses for 20 years. He is a partner in the Private Equity company Unity Group, co-founder and non-exec director of The Marketing Group PLC and is the CEO of Entrepo Asia. He is based in Singapore with his family.

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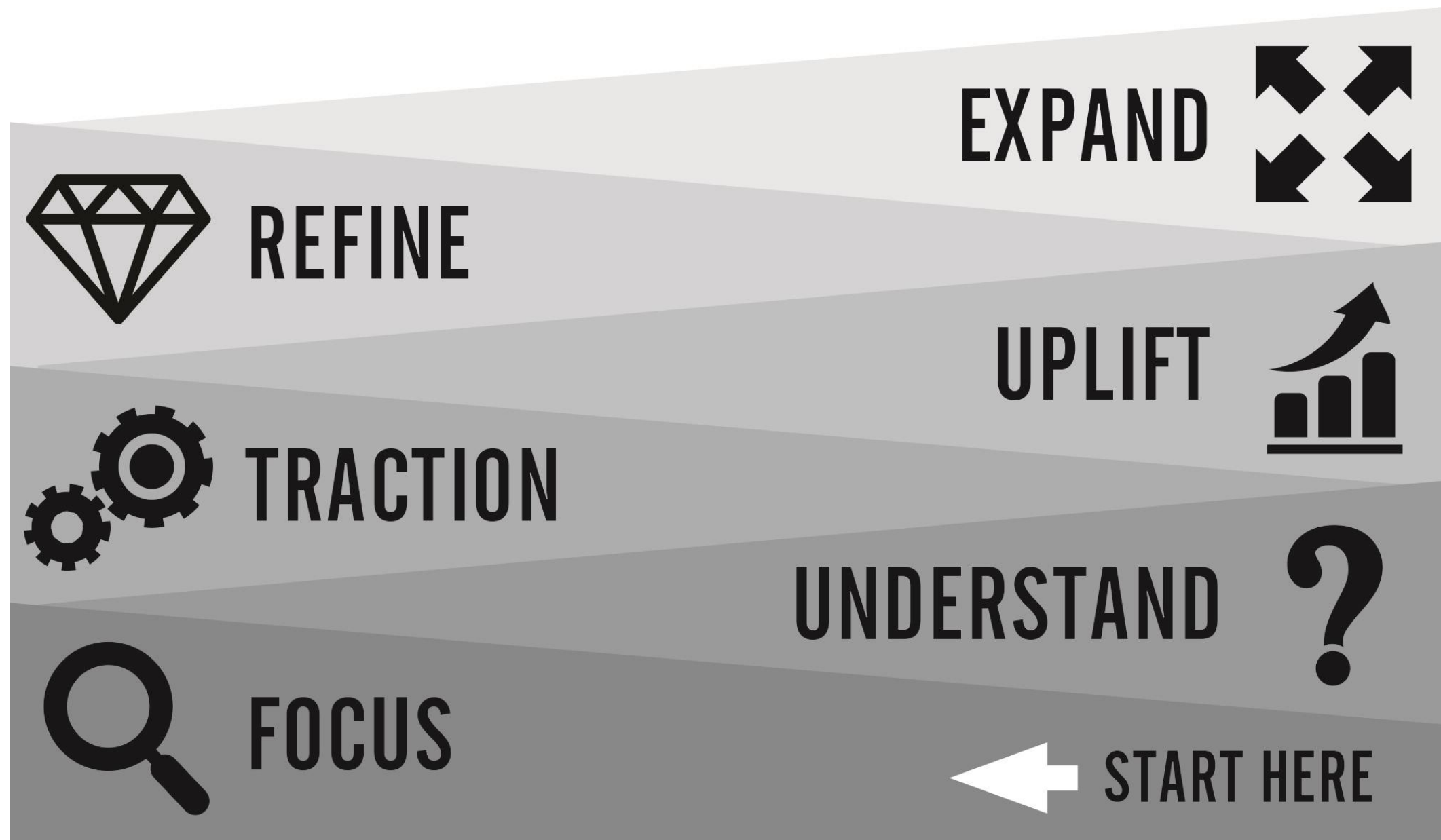
PROGRESSIVE PARTNERSHIPS

THE FUTURE OF BUSINESS

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ILR

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FUTURE Framework

Value Ladder



you are ON a mountain of value

KEY PERSON OF *Influence*



**GROWTH ACCELERATOR
PROGRAMME**

