Healthy Workplaces Summit
Bilbao

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Podcast Host - Wag The Dog FM
Your weekly European PR Podcast available in the iTunes library and on Stitcher…

www.wagthedog.fm
A digital thought leadership strategy should be a sustained stream of education and advisory content that helps your organisation open doors, differentiate itself and deliver trusted advice.
Work at it Together

The best digital strategies start by connecting all business units around strong, added value content.

Human Resources
Your internal stories are worth gold…!

Front Line Teams
Your stories are what clients are looking for!

Advertising / Marketing
You have the operational skills and budgets.

Digital and Public Relations
You have the story and long term relationship skills on and offline.
Tell Stories

Create, record and source the best stories inside and outside the company and collect them. Curate and adapt where needed.
Teachers, sign up for a FREE Resource Kit, premium support, and lesson ideas!
Content Creation

How I do it… ;-)
Content Creation
How I do it ;-)
Tweak and optimise your content for the highest ROI

Adapt to your key platforms

Use that one podcast recording and transcribe it into a 600 word SEO optimised blogpost. Use the same insight to create an infographic that you can promote on your social channels and direct visitors to your optimised landing page.
Wow man, this guy is boring...
Automate and Hack

Automate non added value processes and hack operational set ups and activities in order to optimise them for all teams.

The Hacker Way is an approach to building that involves continuous improvement and iteration.

Hackers believe that something can always be better, and that nothing is ever complete.

They just have to go fix it — often in the face of people who say it’s impossible or are content with the status quo. (M.Zuckerberg)
Pssst. How do you really get work done? What are your workarounds? The ones that keep your organisation afloat, keep customers happy, teammates employed, and keep doing your best?

“—Bill Jensen—
Author & Researcher

Hacking Work: Breaking Stupid Rules for Smart Results
The SCRUM Stand Up Meeting

- Every day
- 15 minutes
- Standing up (no seats)
- No coffee

Three questions / team member

1. What I did since the last meeting
2. What I plan on doing today
3. What is impeding me from doing my work
Advantages of Agile/Scrum

- Puts emphasis on quickly delivering the most added value
- Provides quality, transparency and predictability
- Ensures everyone is happy doing what they are good at
- Stimulates early feedback
Let’s talk a look at the tools…
Integrate
Connect the apps you use to easily move data between them.

Automate
Use simple, event-based automation to avoid repetitive tasks.

An event happens in App 1
Zapier notices the change and...
Your task is performed in App 2!
Defuse a crisis in 9 steps

Warren Buffett famously said, "If you lose money for the firm, I will be understanding. If you lose reputation, I will be ruthless." Today, reputation management is only as good as an organization's search results. If your operations are solid, you have a responsive customer service team, and...
SEO optimised Press Release announcing a new PR Podcast

#734266  Budget: €50  Posted: 3 months ago  Awarded  Ended at: 30 Apr 2015

SORT BY

PPH Mix

Soumya N.  PPH GUARANTEE
Press Releases, Copywriting and Crowdfunding Expert

Hyderabad  100%  Portfolio 10  Stats  About

Hi,

Working with Reuters as a Senior Publishing Specialist and Google where I was given a leadership position for a 40 million dollar annual business in the AdSense Online Operations Division stood in good stead when I decided to become a freelancer. I have a work experience of 9 years including 4+ years as a freelancer creating top-notch web content and marketing collateral, including brochures, newsletters, press releases, etc. to help clients promote their business effectively.

All my press releases have been approved by premier news release distribution services like...
Automate your business workflow so it happens flawlessly and every time it is needed…

- Save starred Gmals to Evernote
  by stong

- Save Instagram photos you like to Evernote
  by nevstop

- Speak notes to Evernote using Siri and iOS Reminders
  by devin

- Save your favorite tweets to Evernote
  by leorstern

- Save my iOS reminders to an Evernote checklist
  by djbouche

- Save short notes on the fly
  by kyledehovitz
Think thought leadership
Create added value stories
Work smart
Outsource intelligently
Automate where possible
Become Lean and Agile
Thank You

Philippe Borremans

Workshops, Bootcamps
e-Learning Development

Website: www.onlineprtraining.com
Podcast Series: www.wagthedog.fm