



Keys to Independent GIS Consulting: Professional Networking & Business Building



Unlock Your Potential



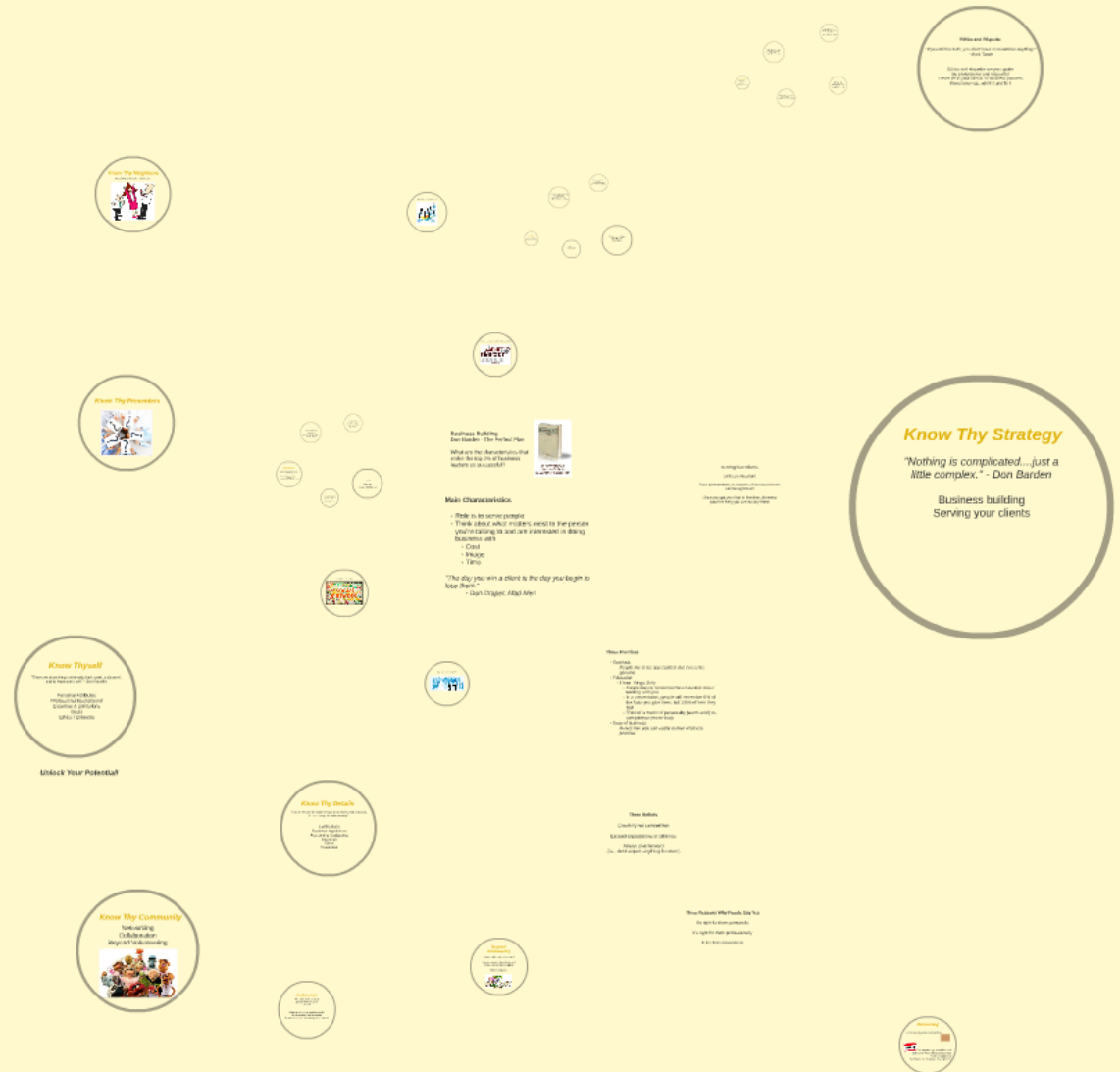
Know Thy Strategy

"Nothing is complicated... just a little complex." - Don Barden

Business building
Serving your clients



Keys to Independent GIS Consulting: Professional Networking & Business Building





Know Thyself

*"There are three things extremely hard, steel, a diamond,
and to know one's self." - Ben Franklin*

Personal Attributes
Professional Background
Expertise & Limitations
Goals
Ethics / Etiquette

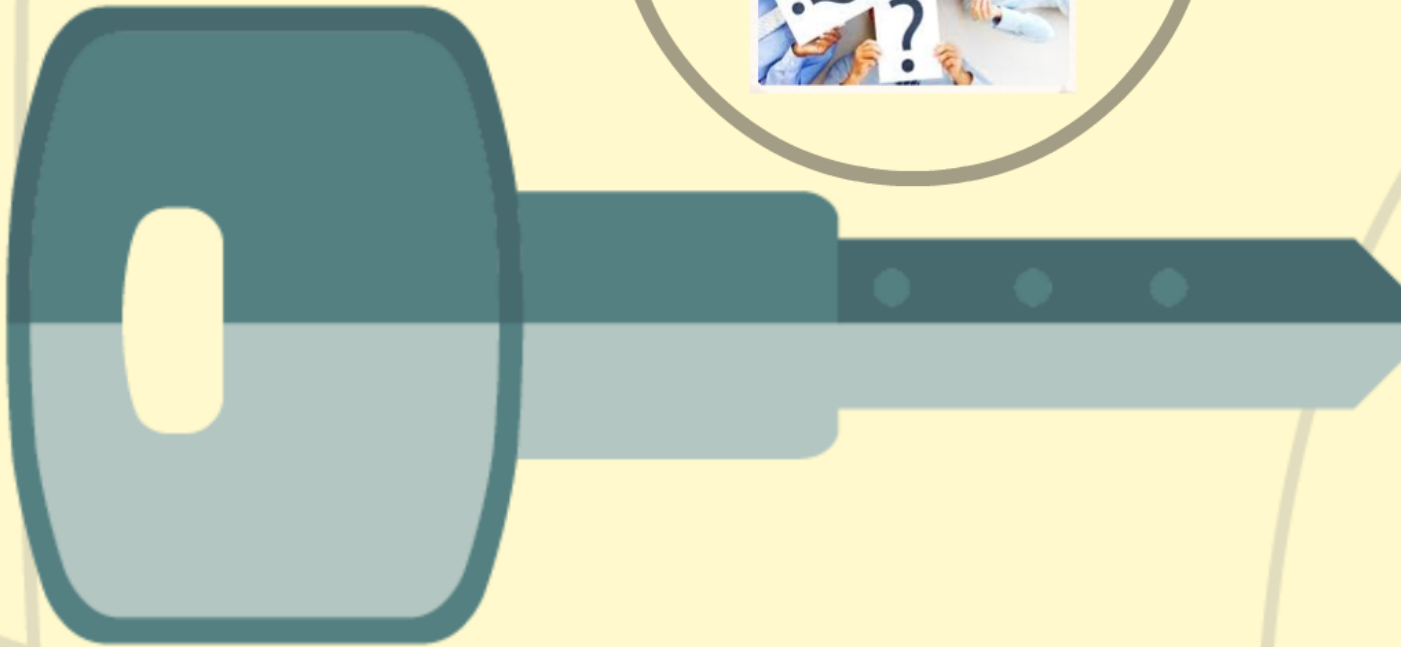
Unlock Your Potential!

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Personal Attributes
Professional Background
Expertise & Limitations
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Ethics / Etiquette

Know Thy Presenters



Joanne Markert

Principal, Technology Solutions
Leon Environmental, LLC
(www.leon-environmental.com)

<https://www.linkedin.com/in/joannemarkert>

17 years of GIS & IT Experience
Private and Government Consulting

Project Management (PMP)
Complex Spatial Analysis
Spatial Modeling
Building things from the ground up

Tempting to say yes to everything
Not very realistic
Need to play to your own strengths

Schedule Flexibility
Challenging Projects
Help Solve Problems / Decision
Making
Working with Great People

Don't love the taxes
Don't love the administrative
components

Solution: Cooperative Business

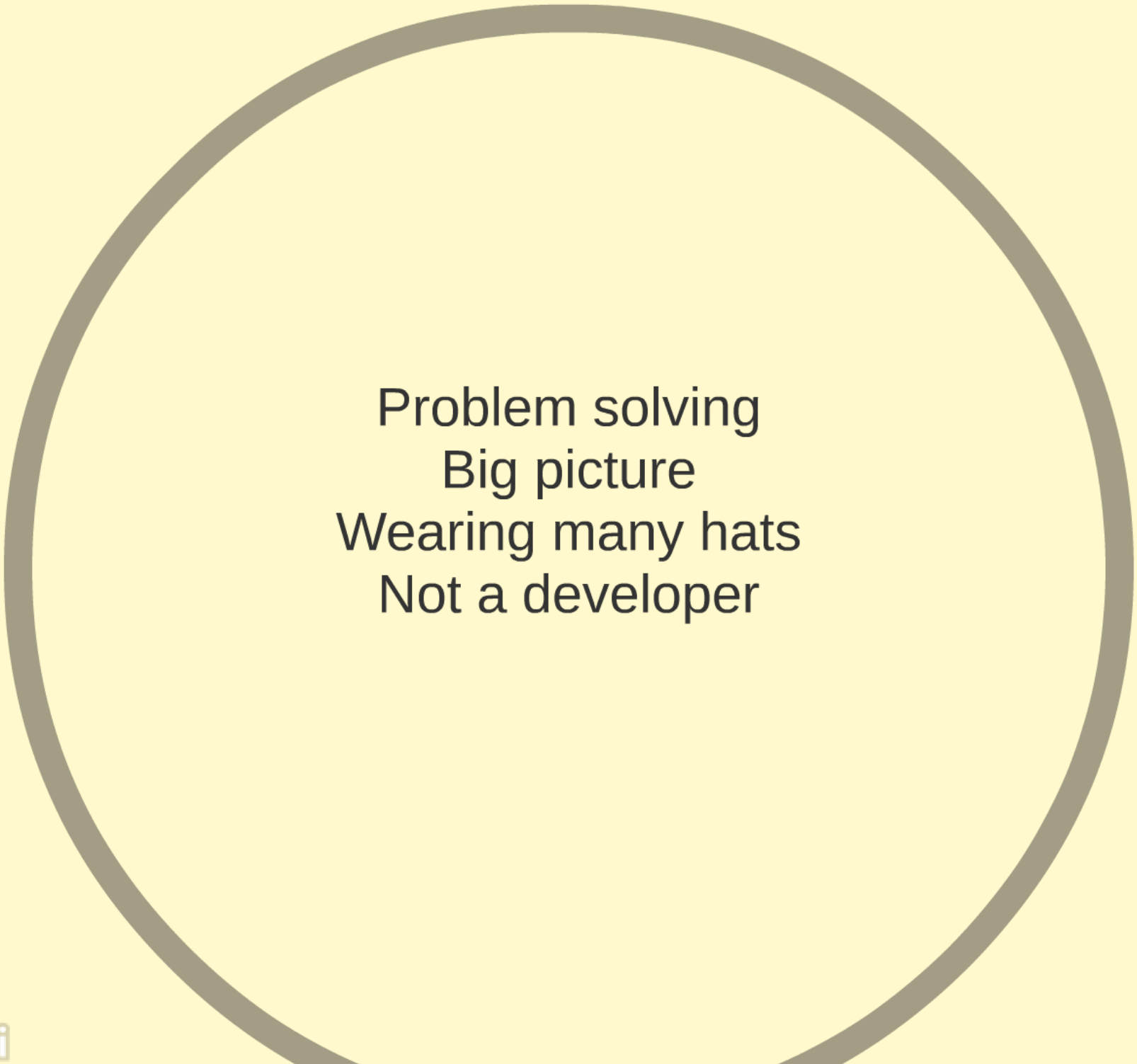
Maria Sevier

GIS Professional & Owner
NW GIS Consulting, LLC

<https://www.linkedin.com/in/mariasevier>

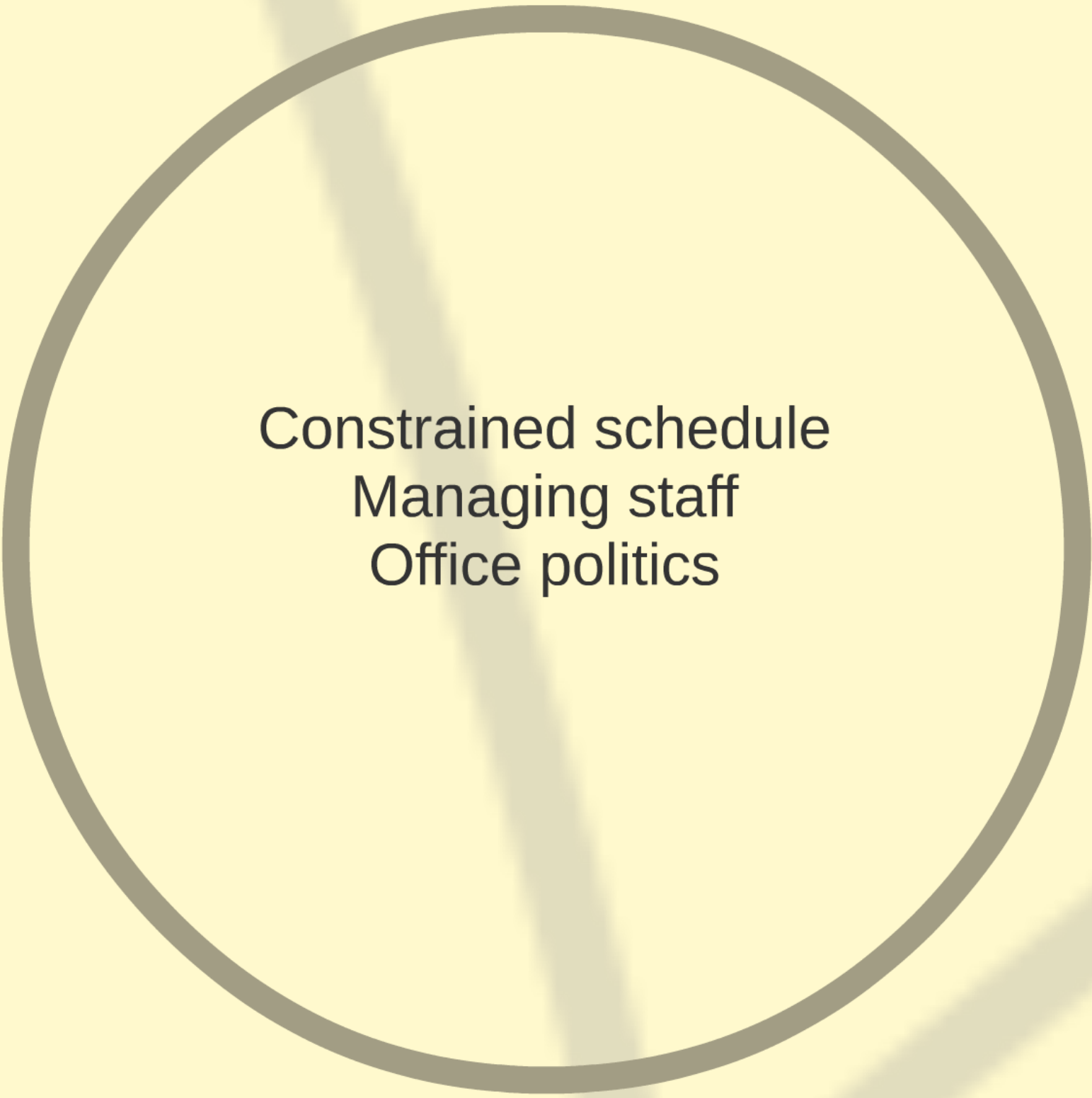
19 years of GIS & Project Management Experience
Government, Non-Profit & Private Sectors

Government Sector (primarily municipal)
Project Management
Database Development
Business Systems & Processes
Non-profit & private sector consulting



Problem solving
Big picture
Wearing many hats
Not a developer

Have fun and feel challenged
Flexibility
Dynamic projects and people
Choice in the organizations I work with



Constrained schedule
Managing staff
Office politics

David Howes

Geospatial Information Scientist & Owner
David Howes, LLC
(www.dhowes.com)

GIS tools, processes and supporting
infrastructure
25 years of GIS experience
Academic and private sectors - UK, US

Strong academic background

Private sector consulting

Lone GIS Professional

Be sensible and realistic

Try not to do too much

Find great people to help with the
things you can't do

Work with great people

Control my own destiny

Enjoy what I do



Staff

Constraints

Unreasonable influences

Know Thy Neighbors

Networking Exercise: Handouts



Hand those sheets back in!



Find your partner and learn out about them



Have you found them yet?



Know Thy Community

Networking
Collaboration
Beyond Volunteering



Networking

It's not ALL pajamas and coffee!



Everyone is a possible client
Get out of your office and connect
Time management
Seminars / workshops / user groups

Collaborate

*"The sum of the whole is
greater than the parts"
- Aristotle*

Partner with other professionals
Be a mentor / find a mentor
Be sure that the relationship is balanced

Beyond Volunteering

Know when it becomes too much

How to establish boundaries and
know when to start charging

Ethics / etiquette



Know Thy Details

"You don't have to think of ways to spend money, instead, think of ways to make money."

Certifications
Business registration
Accounting / budgeting
Insurance
Taxes
Resources

Know Thy Strategy

"Nothing is complicated....just a little complex." - Don Barden

Business building
Serving your clients

Serving Your Clients

Skills are important

Your perspectives on matters of interest to them
can be significant

Once you get your foot in the door, do every
positive thing you can to stay there

promises

include
people like to be appreciated, but it must be
genuine
attention

Three Things Only
• People mostly remember how they feel about
working with you
• In a presentation, people will remember 6% of
the facts you give them, but 100% of how they
feel
• Think of a matrix of personality (warm-cold) vs.
competence (more-less)
of business

there's how you can easily deliver what you
promise

Three Beliefs

creativity not competition

and expectations at all times

Always give forward
(don't expect anything in return)



Know Thy Strategy

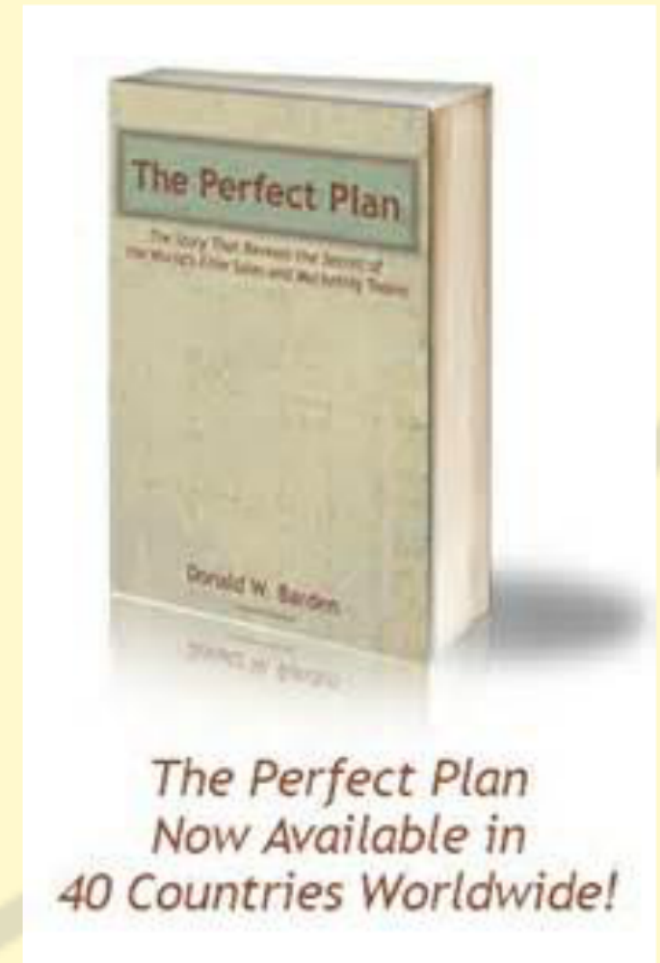
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Business building
Serving your clients

Business Building

Don Barden - The Perfect Plan

What are the characteristics that make the top 1% of business leaders so successful?



Main Characteristics

- Role is to serve people
- Think about what matters most to the person you're talking to and are interested in doing business with
 - Cost
 - Image
 - Time

"The day you win a client is the day you begin to lose them."

- Don Draper, Mad Men

Three Promises

- Gratitude

People like to be appreciated, but it must be genuine

- Education

- Three Things Only

- People mostly remember how they feel about working with you
 - In a presentation, people will remember 6% of the facts you give them, but 100% of how they feel
 - Think of a matrix of personality (warm-cold) vs. competence (more-less)

- Ease of business

Here's how you can easily deliver what you promise

Three Beliefs

Creativity not competition

Exceed expectations at all times

Always give forward
(i.e., don't expect anything in return)

Three Reasons Why People Say Yes

It's right for them personally

It's right for them professionally

It fits their conscience

Serving Your Clients

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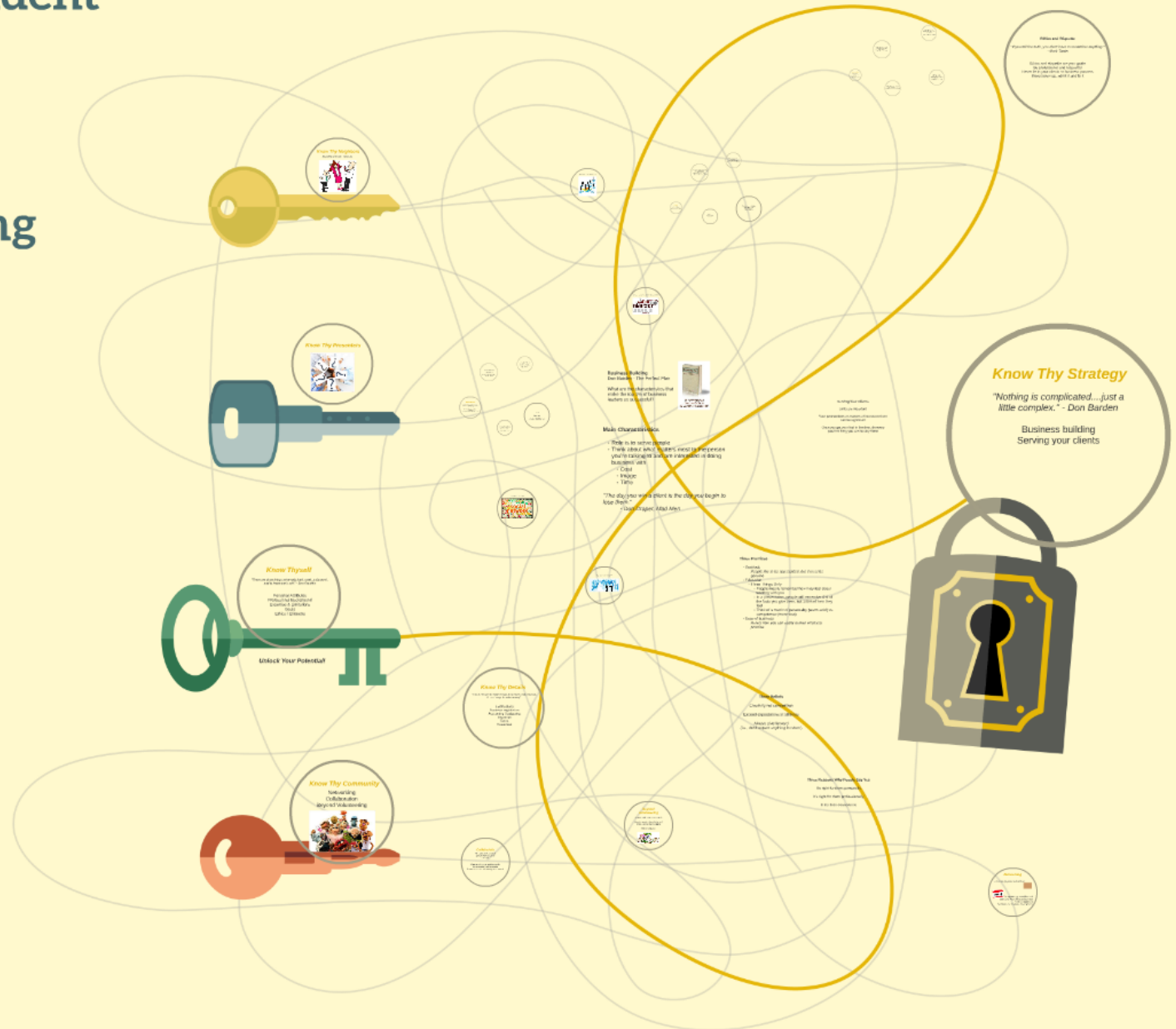
Ethics and Etiquette

*"If you tell the truth, you don't have to remember anything."
- Mark Twain*

Ethics and etiquette are your guide
Be professional and respectful
Never lie to your clients or business partners
If you screw up, admit it and fix it



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Thank you!

Personal Branding Panel Activity
Rm 317
Wed 10:30-12

Stay through the close of day on
Wednesday! Learn more from our
Thought Leaders!