

## ***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

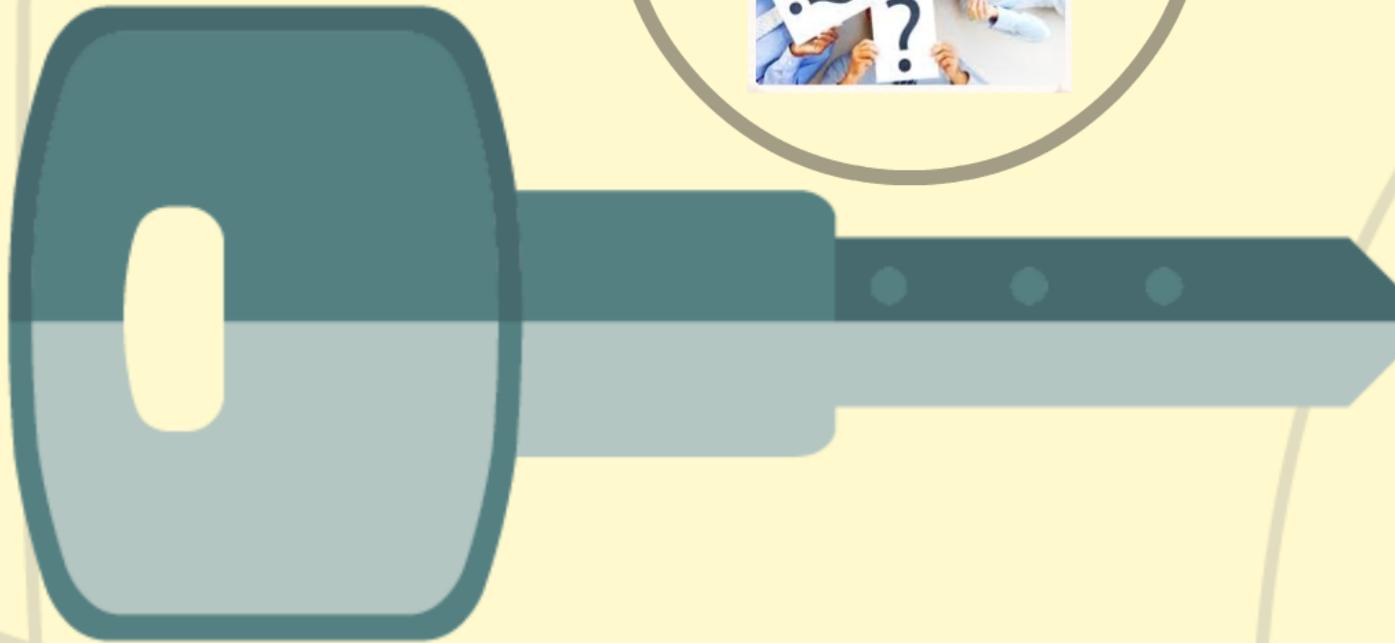
***Unlock Your Potential!***

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Personal Attributes  
Professional Background  
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Ethics / Etiquette

*Know Thy Presenters*



# *Joanne Markert*

Principal, Technology Solutions  
Leon Environmental, LLC  
([www.leon-environmental.com](http://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

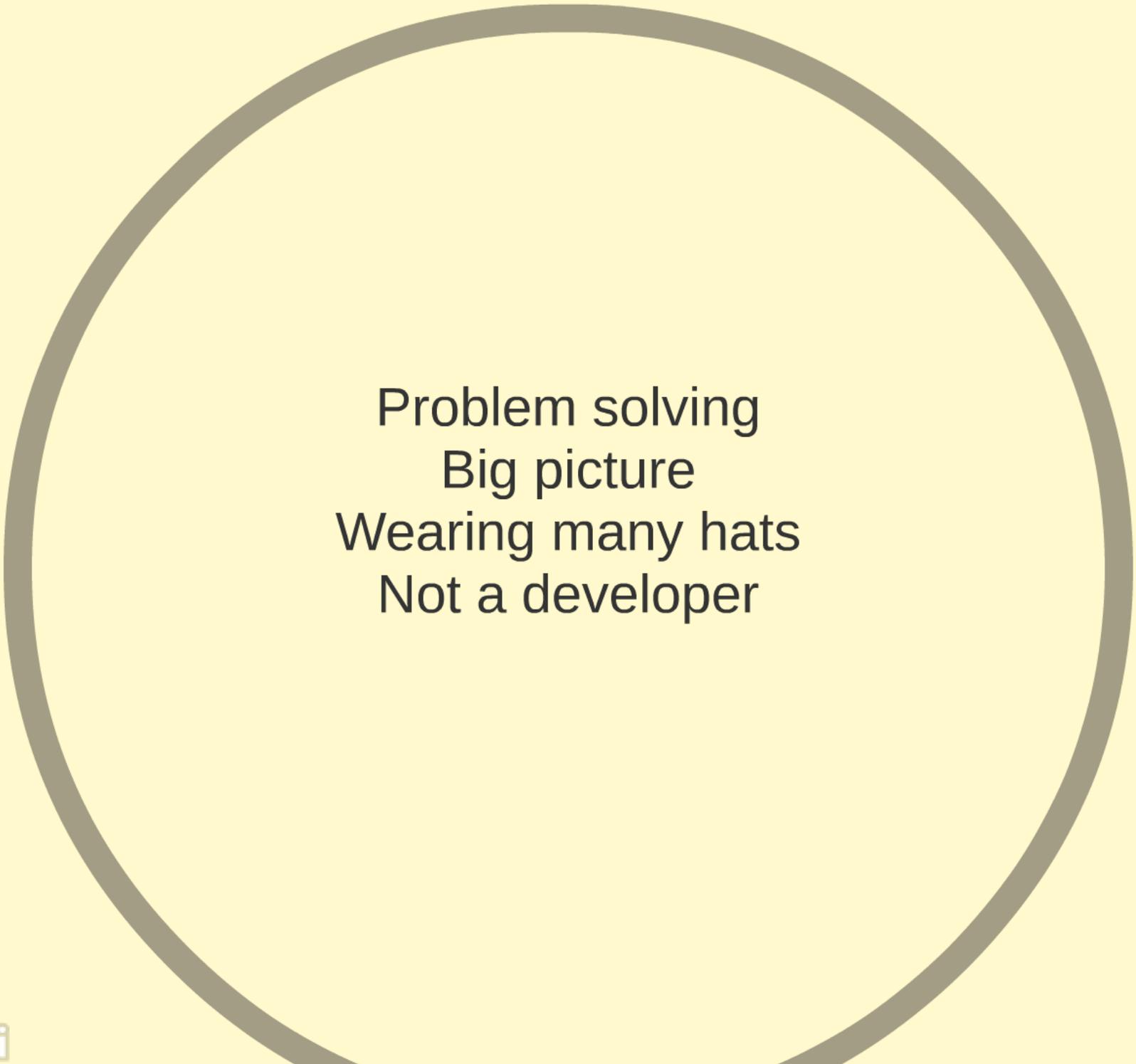
# ***Maria Sevier***

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](http://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

High expectations at all times

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



# *Know Thy Strategy*

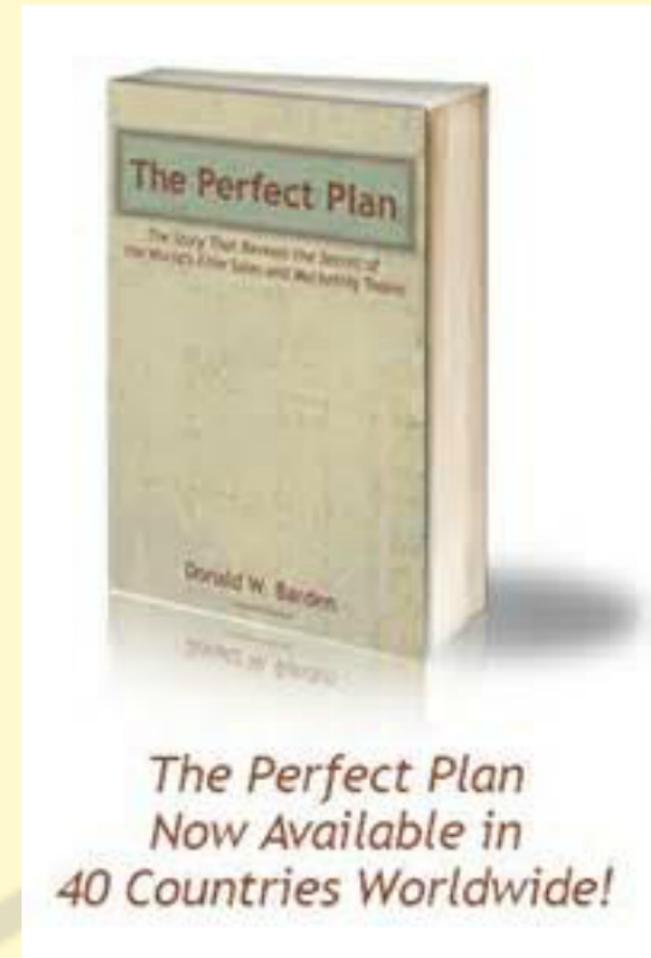
*"Nothing is complicated....just a little complex." - Don Barden*

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

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

## 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



# *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!