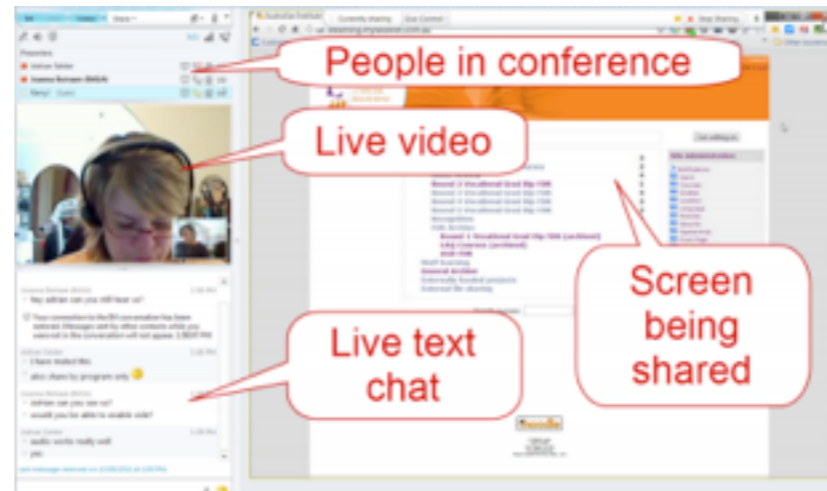


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Your Host



Leigh Mitchell is the founder & president of Women in Biz Network. Leigh specializes in professional development for women through coaching, consulting, skill building events, conferences, memberships, webinars and marketing services. Leigh is passionate about connecting women online across North America and in person throughout Canada and is a leading small business ambassador. Her goal is to create happy, skilled and inspired entrepreneurs who are in hot pursuit of fulfilling their business dreams!



@womenbiznetwork

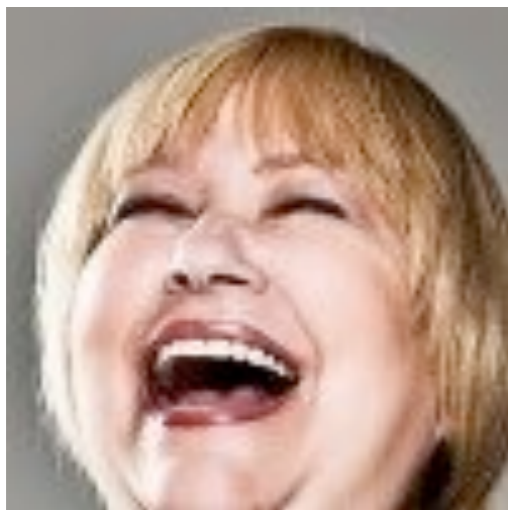


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Our WIBN Member Guest Expert



Bonnie Sainsbury: A veteran trainer, speaker and writer on social media, Bonnie joined the world of internet entrepreneurs following a successful 30-year career in corporate IT. Bonnie has most recently been recognized by Forbes Magazine and named to the **2013 Forbes Top 20 Women – Social Media Power Influencers. Congrats Bonnie!**



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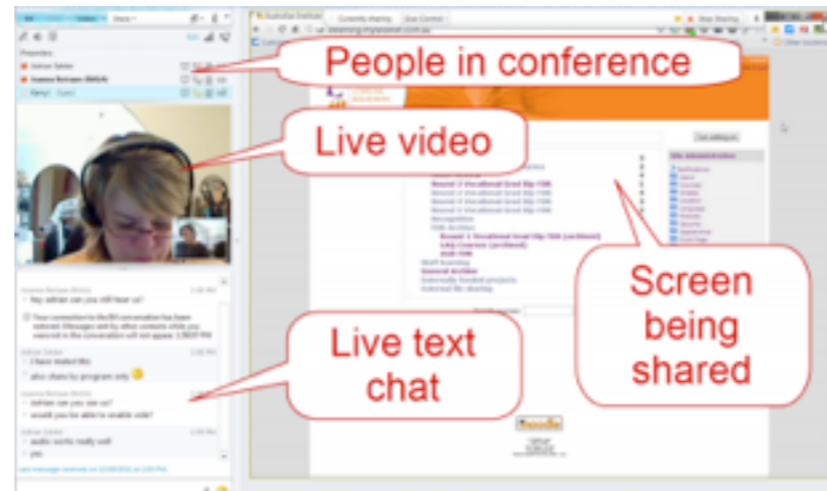
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Join us for a skill building discussion on Collaboration Tools to Grow Your Small Business including:

1. Why collaborate? What's in it for me?
2. What are the best tools to achieve shared goals and tasks to grow your business?
3. What are the best ways to have team meetings when you don't work from one location?
4. What are unique ways to communicate and engage with your customers?
5. Can you develop a blogging and social media strategy in a collaborative way?
6. How do you develop successful partnerships based on collaboration?

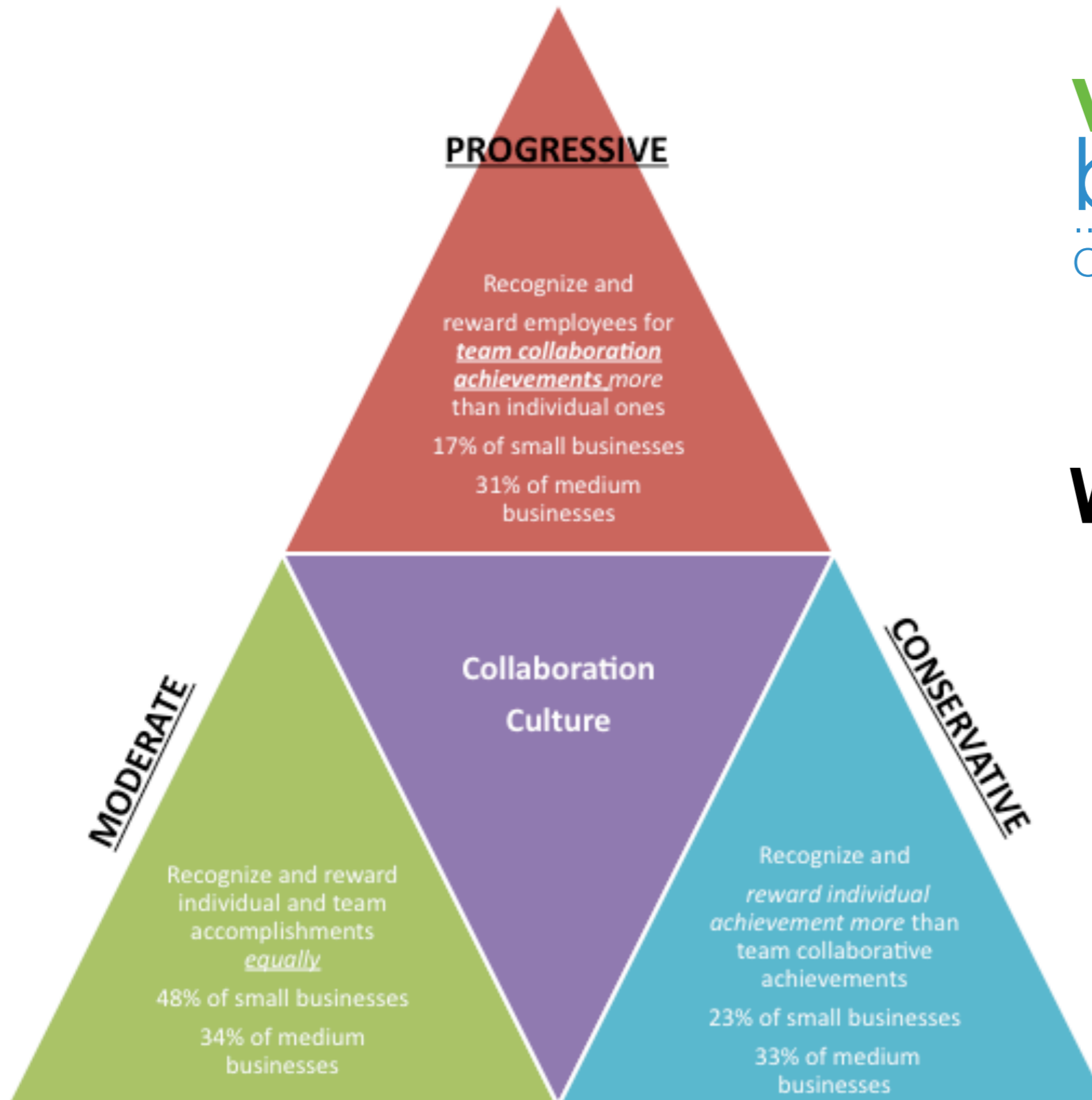
What's in
it for me?



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Why ? What are the benefits?



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Tools for Collaboration - What do you love?

1. Social media especially twitter hashtags
2. Blog commenting
3. E-mail (Outlook 2013 Collaboration Tools - People tab & LinkedIn Syncing)
4. In-person meetings
5. Tele conferencing (Lync /Skype), webinars, google hangouts
6. Skydrive (similar to google docs and dropbox)
7. Asana
8. Nimble
9. Expense Cloud
10. Quickbooks Online
11. Wave Accounting
12. Salesforce
13. What else?



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“Cloud computing is really a no-brainer for any start-up because it allows you to test your business plan very quickly for little money. Every start-up, or even a division within a company that has an idea for something new, should be figuring out how to use cloud computing in its plan.”

Brad Jefferson, CEO – Animoto

“Every kid coming out of Harvard, every kid coming out of school now thinks he can be the next Mark Zuckerberg, and with these new technologies like cloud computing, he actually has a shot.”

Marc Andreessen, Board Member of Facebook



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What do you do when your team is across the country or you just can't meet regularly?

1. Online video conferencing (weekly works well)
2. Shared document area
3. Find cloud based software for invoicing, accounting, CRM and Sales Tasks
4. Meet up in person once a year at conferences and retreats (win win!)
5. Wordpress editorial approval processes (plugins via Wordpress)
6. Well communicated work flow process
7. Video based training - screen capture video presentations
8. What else?



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Can you develop a blogging and social media strategy in a collaborative way?

1. Are you only pushing out messages?
2. What is your conversational tone?
3. Do you share others content?
4. Do you connect with people online and in-person? **Blissdom this year is a great example of in-person and online connecting across the country**
5. Do you link to others in your blogs and online content?
6. Do you participate in online events and chats other than your own?
7. Do you comment on other blogs?
8. Do you comment on others social media?
9. Other ideas?



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How do you develop successful partnerships based on collaboration?

1. Think WIN WIN
2. Spend as much time thinking about collaborators as you do competitors
3. Develop official strategies for partnerships
4. Decide which events to attend where you can target building relationships. Always establish meeting with a client or partner in person at least once in your relationship
5. Learn from your mistakes
6. Don't be afraid to ask or put yourself "out there"
7. **What else?**



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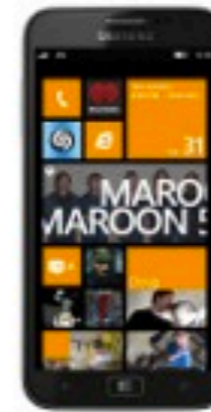
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How have smart phones changed
collaboration ?



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THANK YOU BONNIE!



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