

"Your Success Is My Success"
-- Daryl Urbanski



Master Hybrid Cloud Technologies and Simplify Your Pitch for Success in the Tech-Driven Future with Matthew Hardman

The article sheds light on Matthew Hardman's expertise in intertwining corporate social responsibility with marketing strategy, optimizing networking skills and effective storytelling in pitches and presentations.

It's vital as it presents an innovative perspective on how a brand's dedication to corporate social responsibility can bring forth potential profitability and better networking opportunities.

Readers can utilize these exercises to apply Hardman's insights into their own marketing perspectives, hence enhancing their strategies and improving profitability through sustainability.

Quote to Remember From the Interview

Hardman's quote, "Go intentionally with stories, that's not necessarily a case study," underscores the importance of engaging storytelling over purely statistical data in presentations and pitches.

What You'll Learn from the Activity

These questions and activities are designed to help you assimilate and apply Hardman's insights regarding optimal branding strategies, the power of networking, and the potential benefits of engaging storytelling.

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Activity

Do you think corporate social responsibility can improve a company's profitability?
Why or why not?

Write down three reasons why sustainable products tend to attract more customers.

How can corporate social responsibility enhance the performance of a marketing strategy?

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Reflect on your own network - is your professional profile visible and impactful?

Identify 3 strategies you can implement to improve your networking skills.

How would you secure a pitch relying on your existing network?

Discuss the importance of storytelling over case studies in pitches and presentations.

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Craft a brief narrative that could be used in a pitch for a product or service. In your own words, explain why simplicity is crucial in presentations.

Highlight the benefits of knowing the budget, authority, need, and timeline before a presentation.

True or False: A great presentation always involves extravagant elements.

Discuss Matthew Hardman's concept of profitable sustainability and how it can revolutionize conventional marketing strategies.

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Describe a situation where a company can translate sustainability from consumer to enterprise scale.

How can you balance the focus between the appearance and the substance of corporate social responsibility?

List 5 ways having a robust professional network can impact your business or career.

Analyze a marketing strategy you recently encountered that effectively incorporated corporate social responsibility.

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Do you agree that people have a natural inclination to be engrossed by stories? Justify your answer.

Develop a brief pitch for your current project using engaging storytelling.

What are the potential drawbacks of relying too much on case studies as opposed to storytelling?

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Under what circumstances do you believe that overthinking the outcome of a presentation can be detrimental?

How will incorporating these concepts from the article improve your marketing efforts?

Cite an example from the past where your presentation was improved by using stories.

Enumerate key elements that can help you achieve visibility in your professional profile.

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Do a self-evaluation: On a scale of 1-10, how would you rate your current professional network?

Reflect on a recent presentation you made. How do the points Matthew talked about relate to your experience?

Fill in the blank: Storytelling in pitches and presentations enhances _____.

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What are the long-term benefits of having a robust professional profile and network?

Come up with a hypothetical scenario that demonstrates the process of maximizing networking opportunities.

From the ideas discussed in the article, what significant step would you take immediately to bolster your professional profile?

True or False: Corporate social responsibility is just a trend and will fade over time, thus it's not a viable long-term strategy. Discuss your answer.

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