INBOUND17 Round-up

#JoburgHUG

Overview and theme: HUG going forward

Darren Leishman

MD Spitfire Inbound & JHB HUG Leader

@darrenleishman

INBOUND17

21 400 Attendees

90+ Countries

300+ Sessions

@darrenleishman

Inbound17 - Recap

Jeffrey Russo – Products updates

We’ll talk about things like the the new tools coming to the HubSpot Marketing Hub, the all new HubSpot Sales Professional, Conversations, the future of messaging and bots, HubSpot’s acquisition of Motion AI and the Customer Hub

Thu Nov 2, 2017 6pm – 7pm (SAST)
https://hubspot.zoom.us/j/428436525
Wed Oct 25, 2017 6pm – 7pm (SAST)
https://hubspot.zoom.us/j/576845488

www.hubspot.com/new

THE FUTURE OF

HubSpot

www.inbound.com

Experience is everything

Who is learning?

Iteration

Innovation

Unlearning is the key to innovation

Successful brainstorming

Veronica Wainstein

MD Penquin Advertising

@Veewainstein

Creative
Brainstorming

Veronica Wainstein

I am the Managing Director of a dynamic full service integrated advertising agency called Penquin. I have the pleasure of working with some pretty exceptional people and am as passionate about the creative industry as I was 20 years ago. Big thinking, big ideas and big brave marketing concepts is what keeps me coming back for more.

Twitter: @VeeWainstein

Collective Behaviour

Collective behaviour is a term sociologists use to refer to a miscellaneous set of **behaviours** in which large numbers of people engage

@BreneBrown

@lauracrimmons

@Refineryza

"Creativity
takes courage."
(Henri Matisse)

HONEST JON

by Jon Clark

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www.honestjoncomics.blogspot.com

Motivation
Inspiration

1

Rules of Engagement

1. Everyone's opinion is important
2. There are no bad ideas
3. **Nay-saying is banned**

Statements like: That will never work, there isn't enough time, we can't do that, there isn't enough budget, the client won't buy into that

2

PRACTICE BEING CRAZY

3 Assumption – the mother of all …

BRIEF

↓

RESEARCH

↓

DATA

↓

INSIGHTS

4

START WITH THE RICICULOUS

5

KEEP THE BALL ROLLING

6

Who
could it affect?
What
would it mean?
Why
is this a risk?
When
might it occur?
Where
might it occur?

7 Art and Science

Closing sentiment

1. The creative process deserves time
2. If the process is robust, then time isn't a factor
3. Don't be afraid to push your ideas to the ridiculous – that's where the magic happens
4. Presenting to clients with the armoury of Insights, concepts, evaluation and research makes the 'convincing' that much more compelling
5. Have Fun! We are in a creative industry and sometimes get bogged down by deadlines, budgets and the stress of the result

Thank You!

The Importance of sales coaching

Lisa Singh

Account director at Penquin Advertising

@_LisaSingh_

The importance of sales coaching

@_LisaSingh_
@Penquinads

According to Keenan, CEO of ‘A Sales Guy’ the most important rule of sales coaching is simple…

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Don’t be an a**hole

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TRAINING	COACHING
Brand new information that you are unfamiliar with	Reinforcing knowledge already learned

Sales coaching is NOT

A performance review

A chance to crap all over someone

Interrogating and deflating

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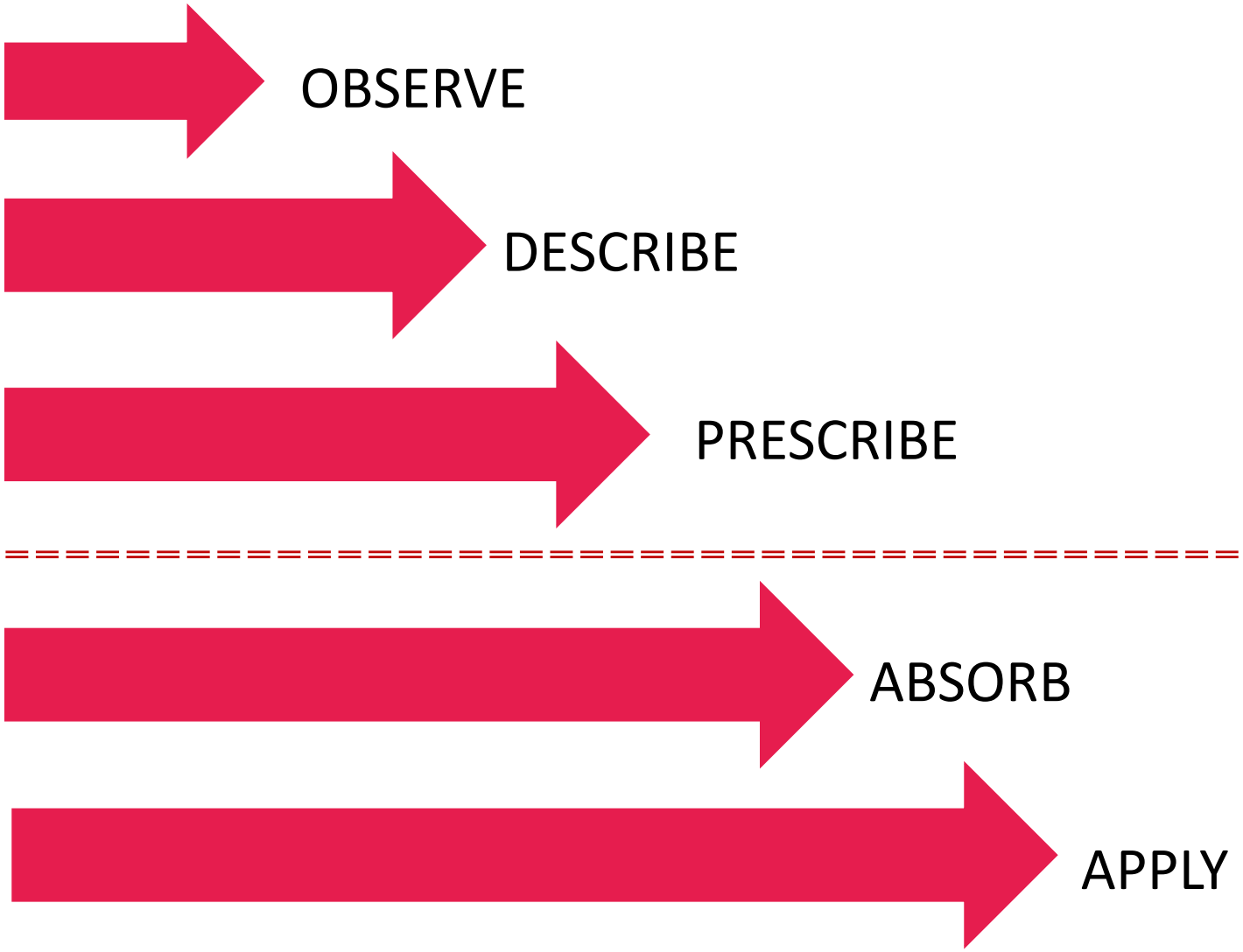
Framework & responsibility line



COACH

SALES PERSON

IN BO UND

Grow Your Sales Revenue Through Sales Coaching in 2018
Keenan . - CEO/President, A Sales Guy LLC

Find observable moments

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What did you see?

Advise on what should be done

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You cannot be held responsible for the *Absorb* and *Apply* elements but you can assist with improvements

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Empower people – that way they get sh!t done

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Thank You

The Culture Code

Sarah Mills

Senior Inbound Marketing Strategist & Operations manager at Spitfire Inbound

@SimplySarahSA

The importance of the Culture Code

Sarah Mills

@Spitfireinbound
@SimplySarahSA

#JoburgHug

About me

(That's me) →

Senior Inbound Marketing Strategist and Operations Manager @SpitfireInbound

Data driven

Numbers driven

Results driven

People driven

Culture.

the **shared** ideas, customs, and social behaviour of a particular people or society.

@Spitfireinbound
@SimplySarahSA

“Today, power is gained by **sharing knowledge,** not hoarding it.”

Dharmesh Shah,
HubSpot’s Culture Code

Culture is to recruiting as product is to marketing.

Customers are more easily attracted with a **great product**.

Talented people are more easily attracted with a **great culture**.

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Why culture and why a culture code?

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SPITFIRE
INBOUND MARKETING

We

Are

~~Hiring~~

Always on the lookout for talent

We create buyer personas for ourselves and for our clients.

Why not for recruitment?

@Spitfireinbound

@SimplySarahSA

Staff churn is more expensive than beers and braais.

- Bob Dearsley: B2B Marketing Lab

@Spitfireinbound

@SimplySarahSA

Thank You

Download Hubspot’s Culture Code:
https://blog.hubspot.com/blog/tabid/6307/bid/34234/the-hubspot-culture-code-creating-a-company-we-love.aspx

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The Growth Driven Design mindset

Dale Deacon

Project manager at League

@D_P_Deacon

GDD Mindset

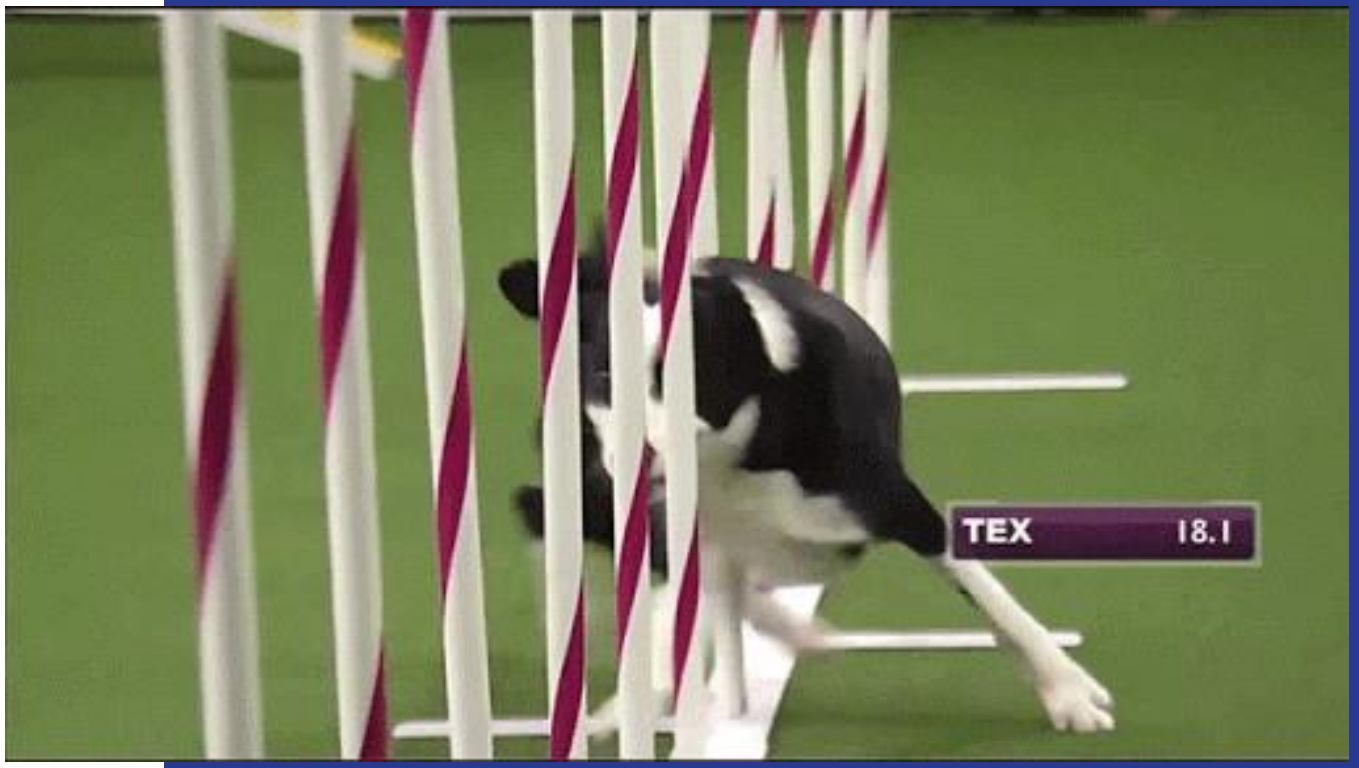
How to move towards more agile projects

Who am I?

Dale DEACON 🤓 Author
Digital Project Facilitator

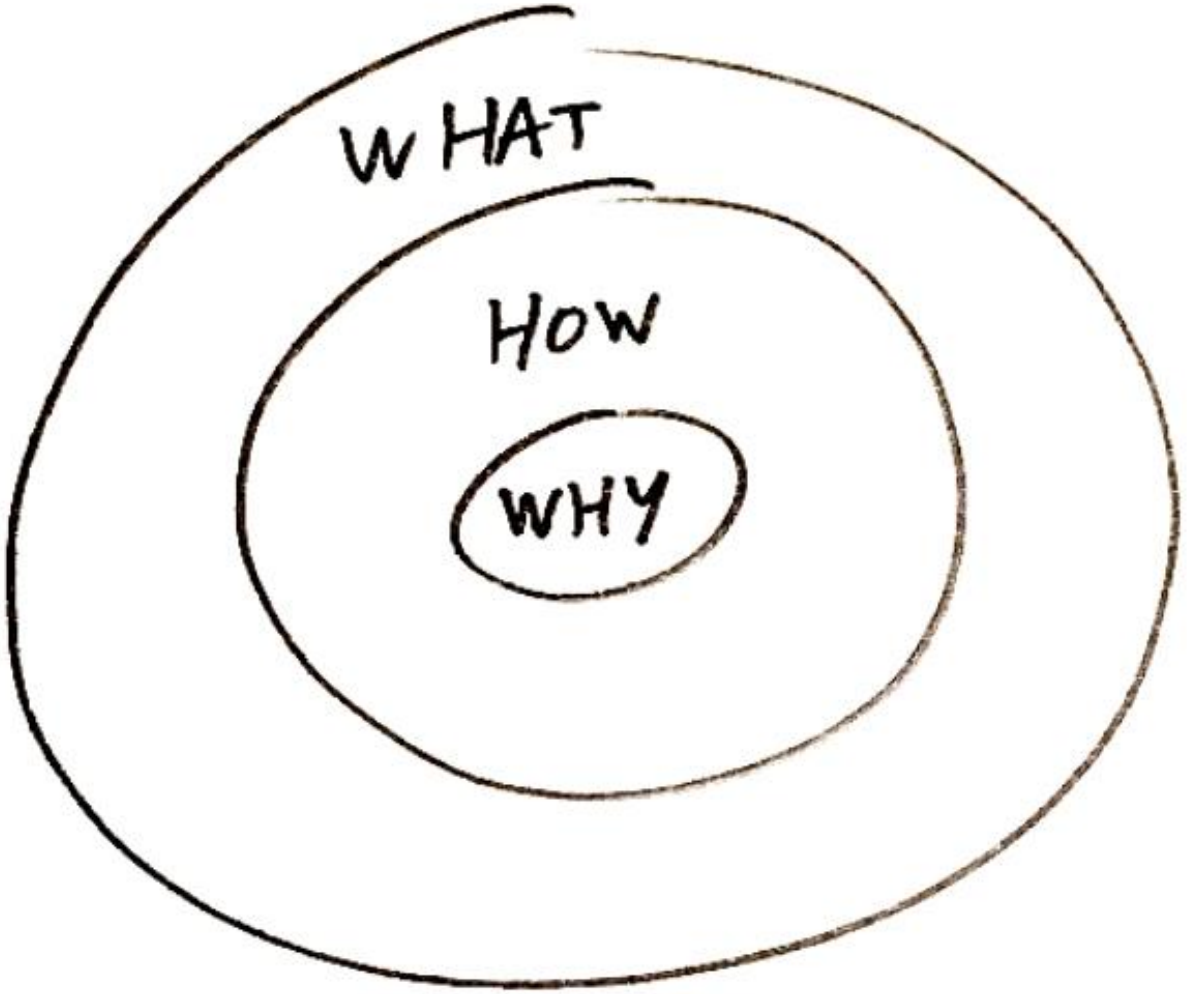
Digital Experiences

GDD Agility



GDD Deadlines

GDD Collaboration



SIMON SINEK'S "GOLDEN CIRCLE"

Learn More

Dale DEACON

- LinkedIn, Twitter, Facebook, Medium
- WWW.DEAC.ONLINE

LEAGUE DIGITAL

- WWW.LEAGUE.CO.ZA

Thank You!

Humility is the new confidence: what does this mean for our inbound strategy and our business?

Alison Leishman

Strategic Head at Spitfire Inbound

@alisonleishman

is the new confidence

Sweatshops are everywhere.

Maria Keckler

Hold hands with strangers.

Brene Brown

As a leader don’t give ideas, facilitate ideas.

Pierra Geraldi

The rule of biased perspective.

Dan Macower

DISCLAIMER

Product + UX + Sales +
Copywriting + Academy
+ Support + Leadership
+ Recruiting + Training
+ many other things

= Growth

Scott Tousley

BOUND17

Word of mouth > Word of seller

Brian Halligan & Dharmesh Shah

Story telling vs telling stories

Natalie Burke

Keep the promise you made to get the click

Brain Massey

Set your team up for success.
Michelle Obama

Brand blinkers

Tamsin Webster

Test your existing knowledge. Sometimes you need to get away from the familiar

Chris Goward / Meghan Keaney Andersen

Fear of future failure

Ed Catmull

Experts don’t care ….

Paul Schemp

today YOU are YOU!
TRUER that is than TRUE!

there is NO ONE alive
YOUER who is than YOU!

Dr. Seuss

INBOUND17 Round-up

Q&A

Global HUG leader meeting

23 Oct ‘17

Share your ideas

Darren@spitfireinbound.com

EXIT

Thank you!