



Asentiv™



The Executive Edge:

Building Influence- Credibility, Effective
Networking, Strategic Relationships,
Personal Brand and Trust



THE FOUNDATIONS FOR BUSINESS SUCCESS



CREDIBILITY

You prove you know
your stuff.



TRUST

People feel safe doing
business with you.



INFLUENCE

People listen, value your
opinion and take action.

BUILD THESE. LIVE THESE. BECOME UNFORGETTABLE.

to be best in
point of view.

Influence ['infl
power to affect
connections to
impact,

Richard Branson has

18,742,764

FOLLOWERS



has

273,127

FOLLOWERS

Bill Gates has

34,792,433

FOLLOWERS



Microsoft has

20,493,232

FOLLOWERS

Gary Vaynerchuk has

5,266,588

FOLLOWERS

VAYNER✕ has

1,000,000

FOLLOWERS

Elon Musk has

69,000,000

FOLLOWERS



TESLA has

12,000,000

FOLLOWERS

*Approximate numbers 2023 (obviously fluid)



NETWORKING

Definition of Networking:

“The process of developing and using your contacts to increase your business opportunities, enhance your knowledge, expand your sphere of influence, or serve your community” Dr. Ivan Misner

INTERNAL NETWORKING



**STRONGER
RELATIONSHIPS**



**BETTER
COLLABORATION**



**INCREASED
VISIBILITY**



**CAREER
GROWTH**



**KNOWLEDGE
SHARING**



**UNLOCK
YOUR
POTENTIAL**

EXTERNAL NETWORKING



**NEW
CONNECTIONS**



**ACCESS TO NEW
MARKETS**



**MORE QUALIFIED
OPPORTUNITIES**



**STRONGER
REPUTATION**



**MORE CLIENTS
MORE BUSINESS**



**EXPAND YOUR
NETWORK
WIN MORE
BUSINESS**



Top Skills in Business

- Financial management. Being able to effectively manage your finances is critical. ...
- Marketing, sales and customer service. ...
- Communication and negotiation. ...
- Leadership. ...
- Project management and planning. ...
- Delegation and time management. ...
- Problem solving. ...
- Networking.



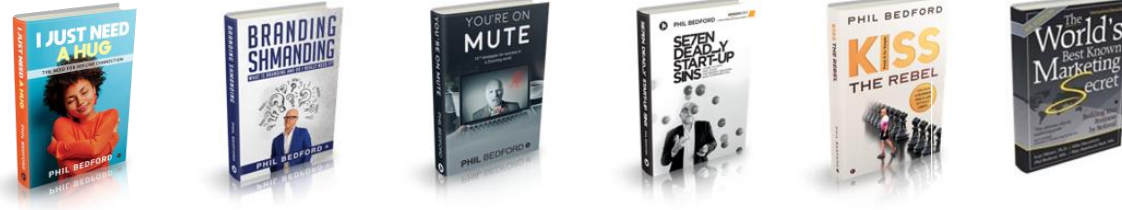
Top Skills in Business

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- Leadership. ...
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- Delegation and time management. ...
- Problem solving. ...
- **Networking.**

Prof PHIL BEDFORD

ENTREPRENEURIAL AND
BUSINESS DEVELOPMENT EXPERT
MSc, BEng Hons

- Owner: Asentiv Marketing and Management Consultancy LLC
- Co-Founder: Strategic Business Connect (SBC)
- Int'l #1 Best Selling Author & Keynote speaker
- Professor of Business Networking Tetr Business College
- Master Practitioner NLP & ICF ACC



BBC

Entrepreneur

dubaieye
103.8

Forbes

GULF NEWS



Khaleej Times

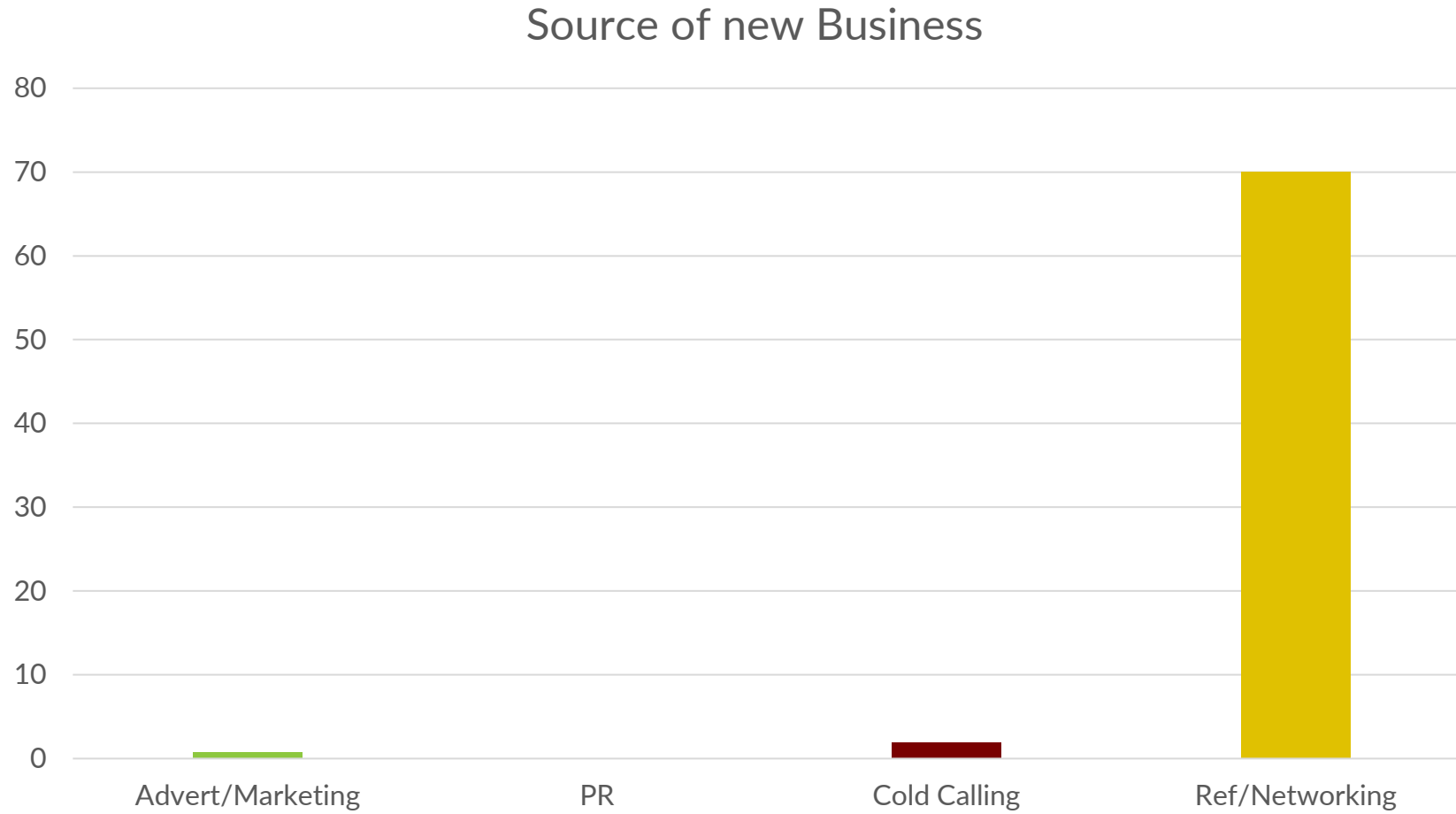
FORTUNE

Inc.

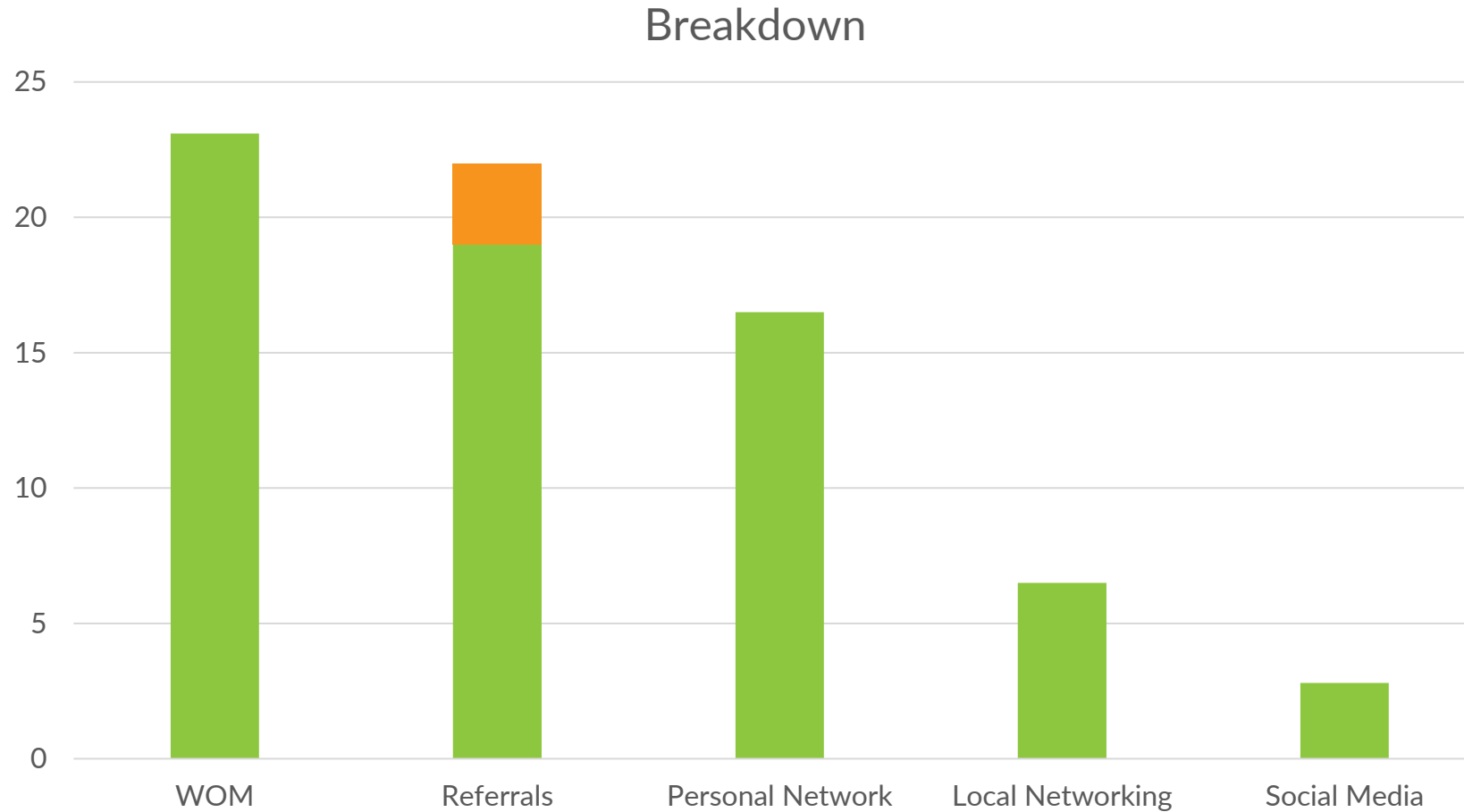
TEDx



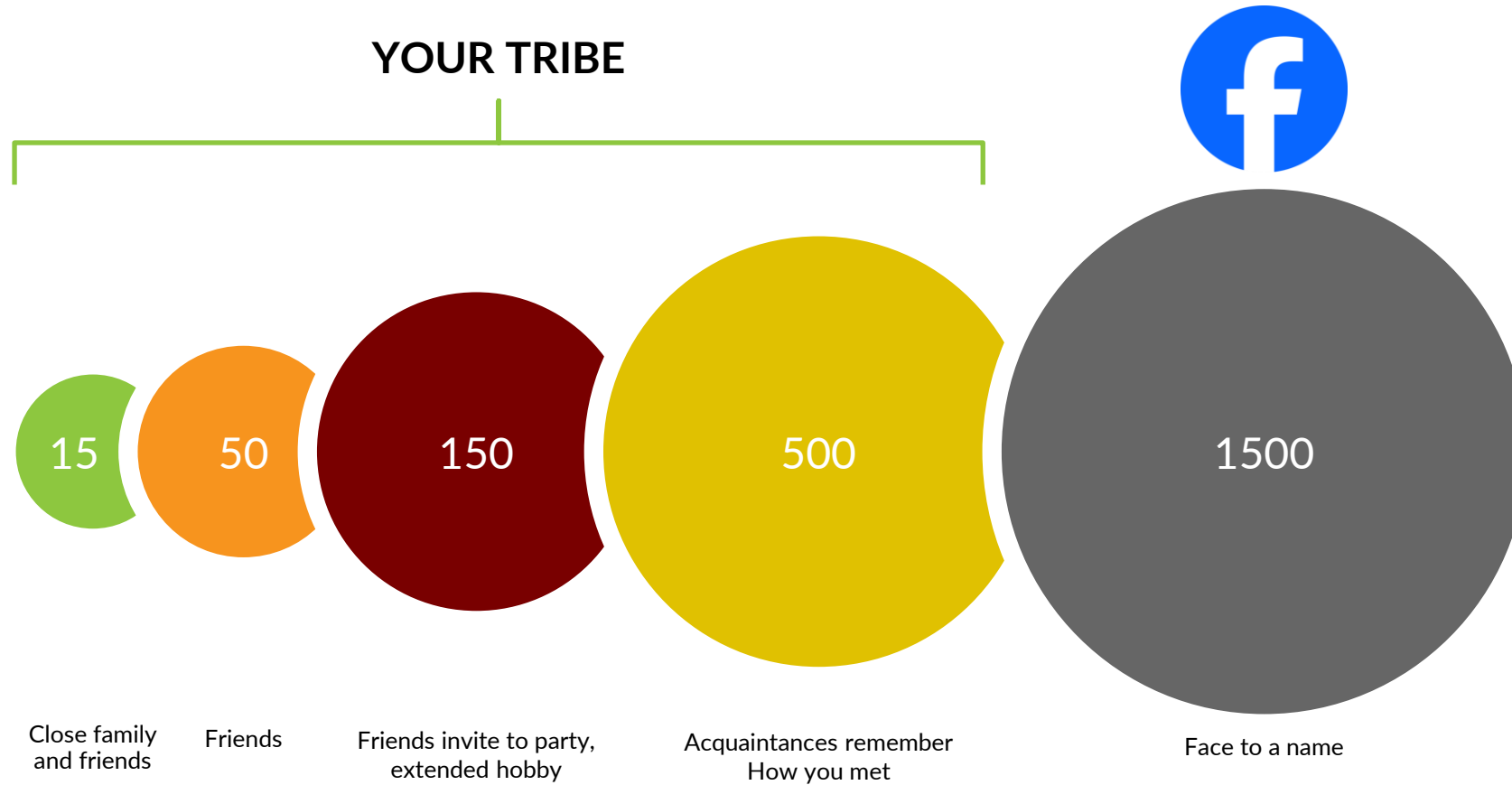
“Half the money I spend on advertising is wasted; the trouble is I don't know which half.” | B2B Marketing. John Wanamaker



Source: Freelancer Industry report 2007



Source: Freelancer Industry report 2007



Source: Dunbar

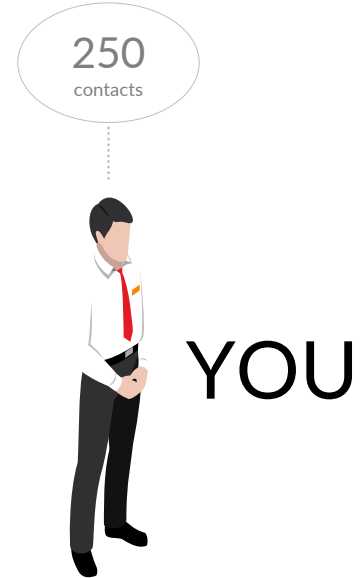


The person
you meet



Multiple opportunities

The Super Power of Leveraging Communities





The Super Power of Leveraging Communities





The Super Power of Leveraging Communities



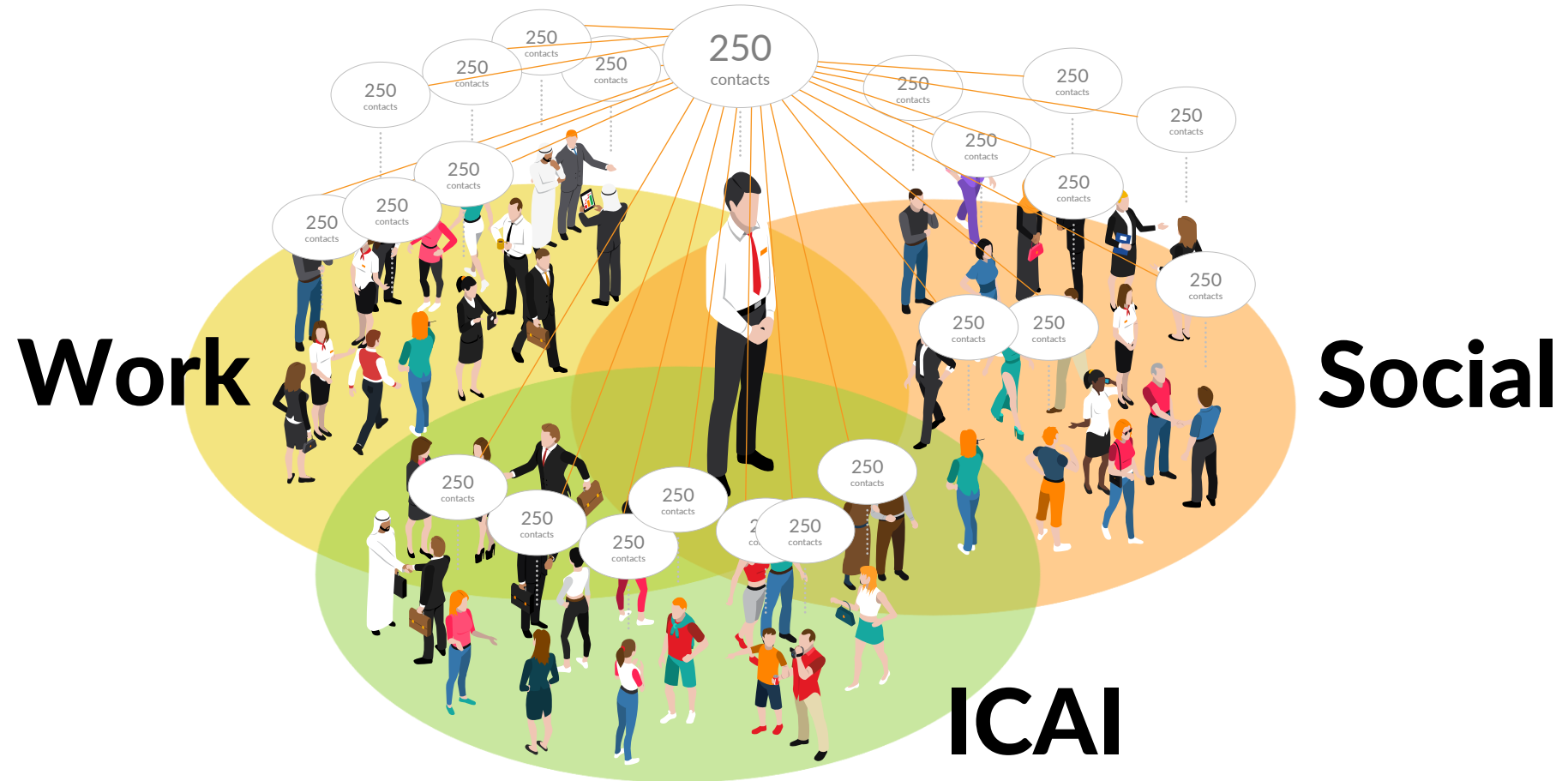


The Super Power of Leveraging Communities



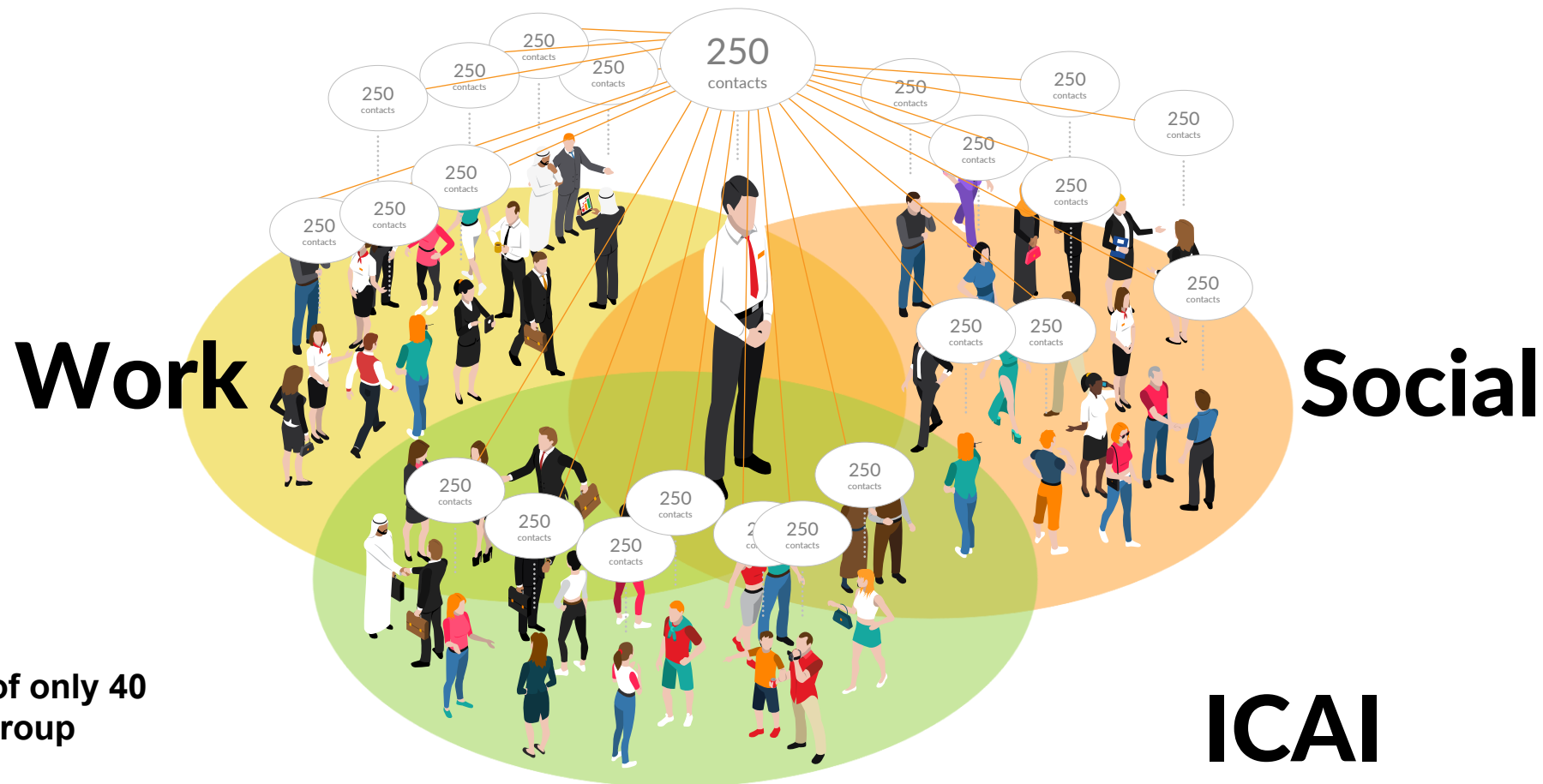


The Super Power of Leveraging Communities





10,000 People and 1 Billion Relationships



**NB: Assumption of only 40
pax in each group**





How many groups of 40 are you in?



HOW TO BUILD INFLUENCE

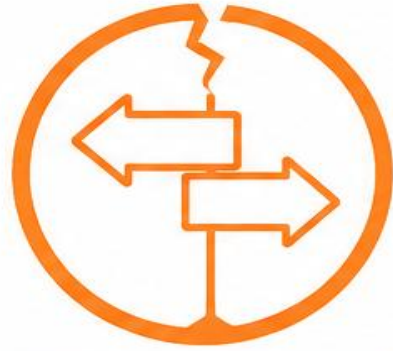


Trust is lost in the gap between what you *say* and what you *do*.



BROKEN PROMISES

You say you will,
but you don't.
People stop believing
your word.



INCONSISTENCY

Saying one thing
and doing another.
People become
confused and
lose confidence.



DISHONESTY

Exaggerating, hiding
the truth or taking
credit that isn't yours.
People feel deceived.



SELF-INTEREST

Only reaching out
when you want
something.
People feel used,
not valued.



POOR FOLLOW-THROUGH

Not following up,
dropping the ball,
or letting people
down. People stop
relying on you.



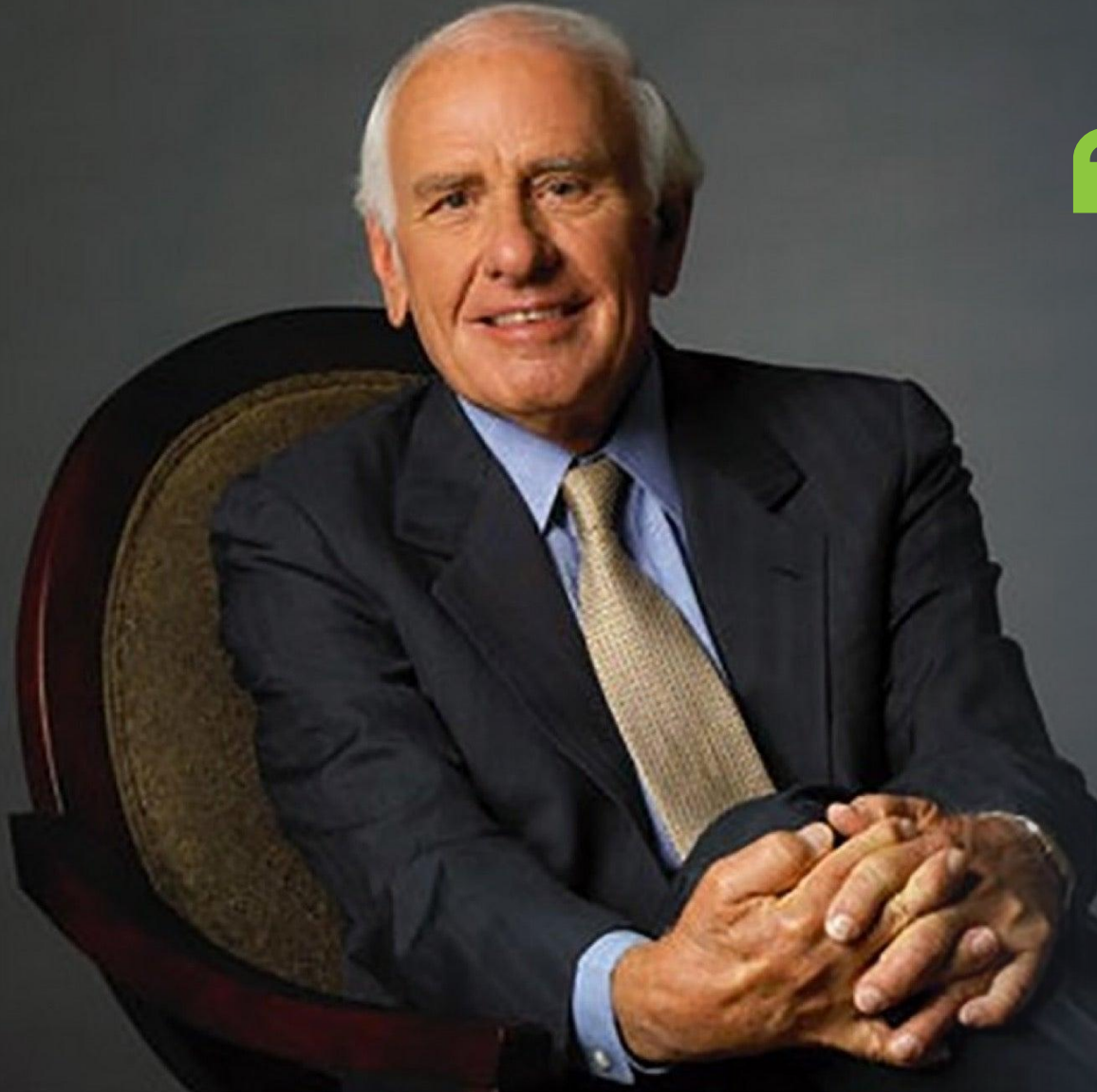
**CREDIBILITY
FALLS**



**TRUST
DISAPPEARS**



**INFLUENCE
FOLLOWS**



“ You're the average of
the five people spend
the most time with ”

JIM ROHN

“show me your friends and I'll show you your future”



GET CONNECTED!

Take it in turns. Real connections.

1 1 MINUTE EACH
ON WHAT YOU DO
IN BUSINESS



1 MINUTE
EACH

TAKE IT IN TURNS.
TELL YOUR PARTNER
WHAT YOU DO IN BUSINESS.



2 1 MINUTE EACH
ON YOU



1 MINUTE
EACH

TAKE IT IN TURNS.
TELL YOUR PARTNER AS MUCH
ABOUT YOU AS POSSIBLE.



**DO NOT
TALK ABOUT
BUSINESS!**

-  WHERE YOU ARE FROM
-  HOBBIES
-  FILMS YOU LIKE
-  BOOKS YOU READ



-  WHAT YOUR KIDS WILL STUDY
-  YOUR FAVOURITE VACATION
-  FAVOURITE FOOD
-  AND MORE!

SHARE. LISTEN. CONNECT. 



WII.FM



What's
In
It
For
Me ?

2 ears and 1 mouth









Message

View in Sales Navigator

More...

Dina [REDACTED] · 1st

Founder & Designer at [REDACTED]

Saudi Arabia · [97 connections](#) · [Contact info](#)

Highlights

Dan O' Donoghue

GROW · SCALE · LIVE



"I can not remember my son growing up, you should remember yours."

Message

View in Sales Navigator

More...

Dan O Donoghue · 1st 

Helping self-employed professionals discover their why & create a business out of their expertise so they can have more time with their family 🌻

Tralee, County Kerry, Ireland · [500+ connections](#) · [Contact info](#)



Asentiv Worldwide



I.T. Tralee



zoom


GoToMeeting





GO GETTER



DRIVEN • DECISIVE • RESULTS

- ✓ Loves a challenge
- ✓ Results focused
- ✓ Decisive and determined
- ✓ Moves fast
- ✓ Values control and achievement



Goal: Win

Needs: Challenge

Fears: Failure, being average

PROMOTER



ENTHUSIASTIC • OUTGOING • PEOPLE

- ✓ People focused
- ✓ Enthusiastic and optimistic
- ✓ Great communicator
- ✓ Loves variety and interaction
- ✓ Inspires and influences others



Goal: Recognition

Needs: Interaction

Fears: Rejection, being ignored

NURTURER



SUPPORTIVE • PATIENT • LOYAL

- ✓ Relationship focused
- ✓ Supportive and dependable
- ✓ Great listener
- ✓ Values stability and harmony
- ✓ Builds strong relationships



Goal: Security

Needs: Stability

Fears: Change, letting others down

EXAMINER



ANALYTICAL • PRECISE • LOGICAL

- ✓ Detail focused
- ✓ Analytical and systematic
- ✓ Values accuracy and quality
- ✓ Prefers structure and data
- ✓ Makes informed decisions



Goal: Accuracy

Needs: Information

Fears: Criticism, being wrong

THE QUESTION
ISN'T IF AI
WILL CHANGE
OUR BUSINESS.

IT'S HOW WE
CHOOSE TO
RESPOND.

THE BIG QUESTION: HOW WILL AI AFFECT OUR BUSINESS AND OUR FUTURE?

HOW WILL AI AFFECT US?

-  STRATEGY & COMPETITIVE ADVANTAGE
-  OPERATIONAL EFFICIENCY
-  WORKFORCE & SKILLS
-  CUSTOMER EXPERIENCE
-  RISK & GOVERNANCE

THE FUTURE WON'T WAIT.
NEITHER SHOULD WE.

AI ADOPTION
THE TIME IS NOW

OPPORTUNITY
OR RISK?



“If you want to go fast, go alone. If
you want to go far, go together.”

African Proverb

