

Proformative

THE RESOURCE FOR CORPORATE FINANCE, ACCOUNTING AND TREASURY PROFESSIONALS

Staying on Top of your Game: The Role of Social Media in Professional Development

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Presentation Objectives

- ❖ Discover the components of an effective personal online brand
- ❖ Understand how to build and manage a best in class professional brand
- ❖ Understand how to leverage social media to develop the professional network you need to achieve your career goals
- ❖ Discover how social media is changing the paradigm of professional resources and how to capitalize.

You know you might have need some Social Media 101 if.....

- ❖ You think Twitter is the latest cartoon craze
- ❖ You keep searching for Facebook on Amazon.com
- ❖ You think that LinkedIn is a fashion accessory
- ❖ You think that blogging is the consequence of eating too much ice cream
- ❖ You are studying up on bird calls so you can catch up with all of the other who are “tweeting” out there.

Effective Professional Development

❖ **Comprehensive Professional Network**

- ◆ Professional Peers
- ◆ Former Colleagues
- ◆ Current Colleagues
- ◆ Future Colleagues

❖ **Professional Development Battle Plan**

- ◆ What are your professional development needs?
- ◆ What resources do you need to meet your needs?
- ◆ How are you going to obtain the necessary resources to meet your needs?


Building an Effective Online Brand

❖ LinkedIn (<http://www.linkedin.com>)

- ◆ Build a complete profile that contains more than just technical skills and defines your value proposition.
- ◆ Solicit recommendation to include in your profile (recommendations set you apart from peers).
- ◆ Establish quality connections and be sure that you have "something to offer" to those to whom you invite to connect.
- ◆ Don't be afraid to reach out you will be surprised at the response, but do not just "blast out invitations" (see C.)
- ◆ Join relevant Groups and contribute content driven conversations that convey your expertise (do not ask for jobs or how to contact recruiters).

Building an Effective Online Brand

- ❖ **Build a virtual resume. This allows you to share more of a multimedia marketing presentation. I have used VisualCV.(<http://www.visualcv.com>) and there are other good free resources.**



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Summary

Ernie is a Treasury professional with over 15 years of experience in working capital management, financial risk management, investment management, financial reporting, and acquisition integration management. Ernie is currently an executive consultant focusing in the arenas of business development and market research. Formerly, Ernie served as the Director of Treasury Services and as a Director of the Corporate Treasurers' Council for the Association for Financial Professionals. Ernie has extensive experience in the areas of international cash management, global insurance, and acquisition integration. Ernie has a BS and MS in Economics both from Purdue University. He has authored published articles on working capital management, acquisition integrations, payroll cards, and positive pay services in addition to various articles dealing with professional development. Ernie is a Certified Treasury Professional and is an accomplished public speaker who has given several invited presentations at professional financial conferences.

Publications

1. "Pricing Transparency: Account Analysis Statements should be Consolidated, Transparent and Global", Exchange, September 2009.
2. "Constructing a Battle Plan for Working Capital Management: An Enterprise Approach to Working Capital Optimization." Exchange, July/August 2009.
3. "Flying Close to the Ground: Treasurers, is it time to check your altimeter?" Exchange, June 2009.
4. "Leading thru a Crisis: How to Bring Zombies Back to Life" Exchange, May 2009

Publications

[Centralizing Global Cash Management](#)

This article describes the journey of a middle market company in centralizing global cash management across 7 countries.

[Building a Treasury Department](#)

This article offers a specific game plan for building a world class Treasury department that will thrive in any economic environment.

[Working Capital Optimization](#)

This article outlines a specific approach to move working capital management away from a siloed approach to being optimized across the enterprise.

[Acquisition Integration](#)

This article describes the challenges in managing treasury integrations and

Building an Effective Online Brand

- ❖ **Blog.** This allows you to be seen as a thought leader among your peers and will get people to reach out to you. This grows your professional network passively (blogging is how I got my current job).
 - ◆ Blog where you get the most “bang for your buck”
 - ◆ Only post content rich blogs
 - ◆ Blog about issues most critical to your peers
 - ◆ Avoid overly controversial issues and a “tone” that will alienate peers or potential employers.
- ❖ **Consider Twitter (<http://www.twitter.com>)**
 - ◆ Same rules as blogging apply
 - ◆ You must be active to leverage Twitter

Building an Effective Online Brand

- ❖ **Consider developing your own personal web site, but only do so if you take the time to do it right and have the time to maintain it. A poorly constructed site can do more damage than good**
- ❖ **Google your name in quotes and see if there is anything online that you need to manage out there in cyberspace. You need to develop and manage your online brand (or someone will do it for you)**
- ❖ **What about Facebook? Facebook should be used an indirect method to build your network. Use social connections to build professional connections. Reconnect with fellow alumni and tap into their networks.**

Professional Resources

- ❖ **Take stock of the professional resources you currently use---- Do they improve your productivity, help you build your network, do they offer you an adequate ROI if there is a cost associated with them?**
- ❖ **What professional resources do you need to stay on your career path?**
- ❖ **How will you acquire the professional resources you need to be successful?**
- ❖ **Do you know what professional resources are available to you? How do you stay on top of your game?**

Professional Resources

Sources of Professional Resources

- ◆ Your peers and colleagues are your most valuable resources--- how do you best connect with and leverage them?
- ◆ Professional Associations
- ◆ Strategic Business Partners
- ◆ Publications – Online and Print
- ◆ Internet

Types of Professional Resources

- ◆ Seminars & Webinars
- ◆ Publications
- ◆ Networking Events
- ◆ Case studies, best practices, templates
- ◆ Discussion Groups

Closing Thoughts

Professional Development Requires Commitment

- ◆ You need to develop and actively manage your professional work. A great network will set up apart from your peers
- ◆ A strategic online personal brand is key to building a strong professional network
- ◆ Define your professional needs
- ◆ Develop an action plan to meet your current and future needs
- ◆ Social media is redefining the realm of professional development and you need to get “on board” or get left behind by your peers.

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***??Questions related to this presentation
or ideas for how to best serve treasury &
finance professionals??***

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