



INTRODUCTION TO SPHERE OF INFLUENCE VIA B2B SOCIAL

Gerald Garcia
September 2022

SocialGen

Commercial in Confidence

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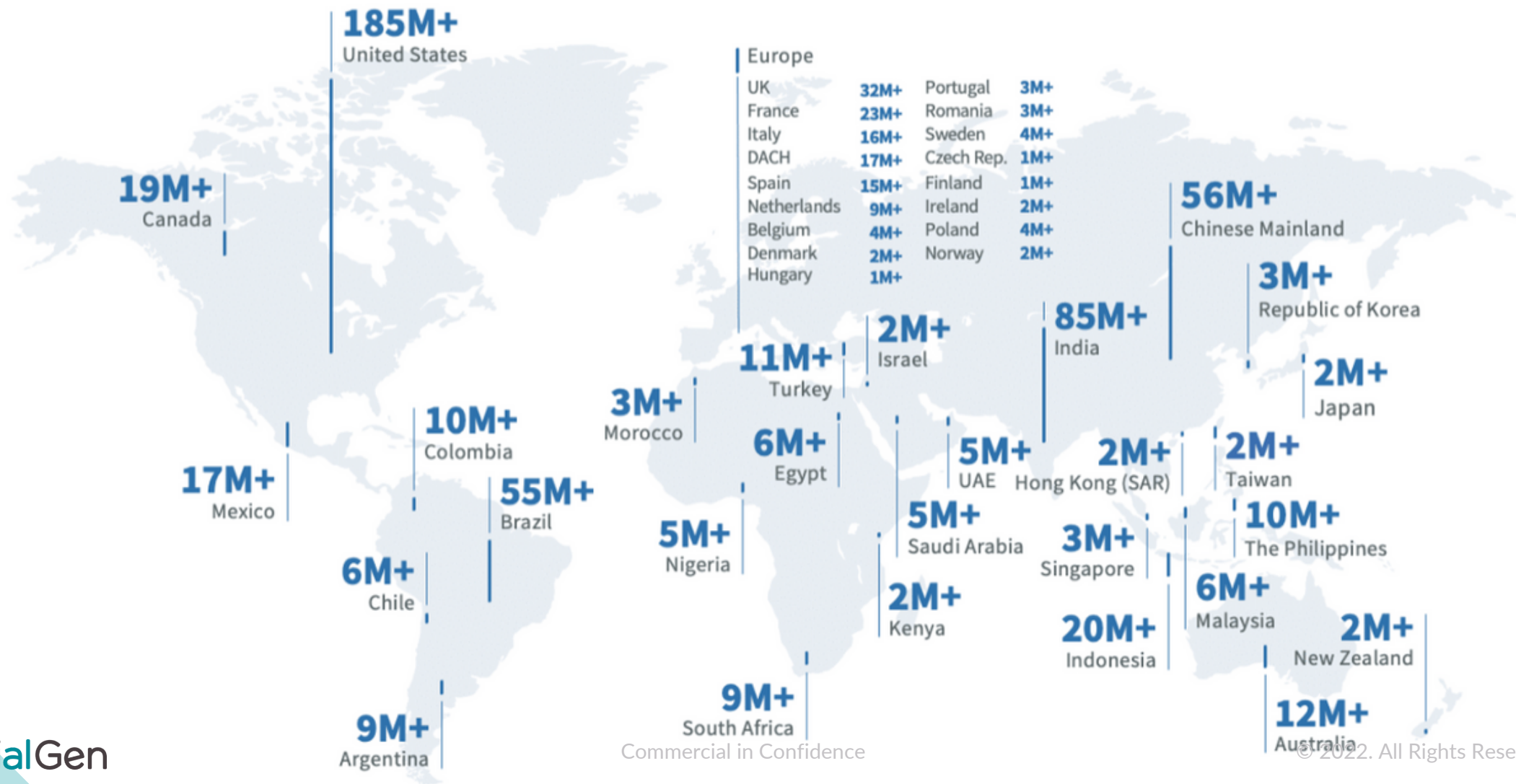


”

B2B SOCIAL SELLING AND INFLUENCING?

DEVELOPING STRATEGIC RELATIONSHIP ONLINE AND
DOING BUSINESS OFFLINE

810M members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings



AGENDA

- Why is LinkedIn Social Selling critical?
- What is LinkedIn Social Selling?
- What are the benefits?
- How does it work?

LinkedIn Social Selling is a buyer-centric approach that leads to higher engagements and conversions

- ✓ **50%** of buyers turn to LinkedIn as a resource when making B2B purchasing decisions
- ✓ **74%** of buyers choose the sales rep who was first to add value and insight
- ✓ **76%** of buyers are ready to have sales conversations on social media
- ✓ **81%** of buyers are more likely to engage with brands that have a strong, cohesive, professional social media presence
- ✓ **61%** of organizations engaged in social selling report revenue growth

There are 58 million companies on LinkedIn

4 out of 5 people on LinkedIn drive business decisions

Companies that post weekly on LinkedIn see a 2x higher engagement rate

40% of surveyed marketers indicated it was the most effective channel to drive high quality leads

77% of content marketers say LinkedIn produces the best organic results



Resources in LinkedIn and Sales Navigator

Sales People with a LinkedIn presence have 45% more sales opportunities

31% B2B salespeople say social selling help them build deeper relationship

78% of salespeople using social selling perform better

Connections

Can see what you post and you can see what they post to the LinkedIn feed.

Messaging





FB messenger style communication with your connections that is free – this is different to Inmails.

Inmails

30 a month. Credited back if you get a response (Even if that response is negative, e.g. no thanks or not interested).

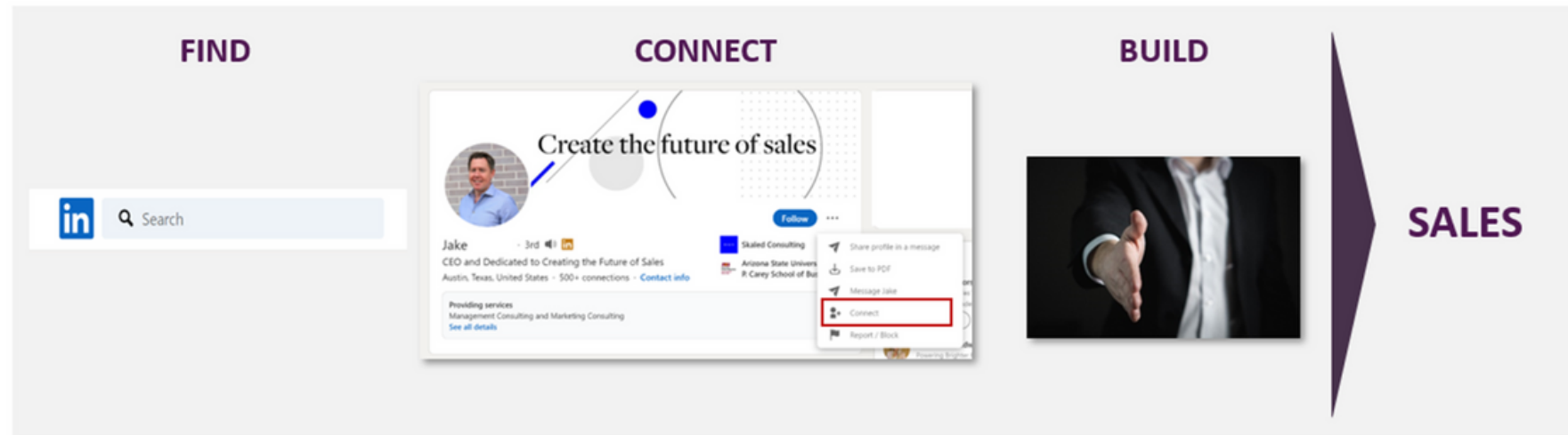
LinkedIn Social Selling requires you to build your brand, engage the right people and build strong relationships

LinkedIn Social Selling – Key elements

- | | | |
|------------------------------------------------------------|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1
Build a professional brand |  | Establish a presence on LinkedIn with an optimized profile |
| 2
Find the right prospects |  | Prospect efficiently with the right strategies for lead generation |
| 3
Engage with customers and land the sale |  | Join groups that serve your target audience, Share valuable content, Facilitate meaningful conversations |
| 4
Build strong relationships |  | Expand your network with the right people who can introduce you to prospects |

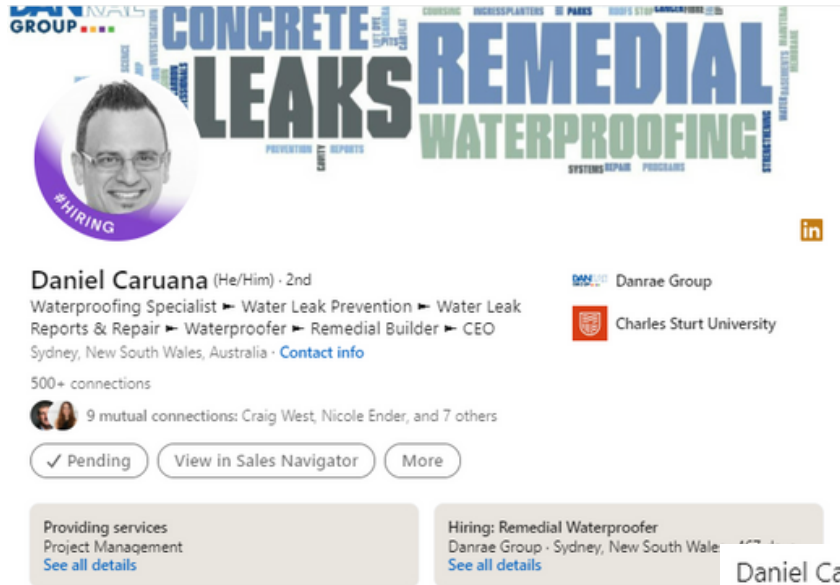
Social Selling is the process of developing, nurturing, and leveraging relationships online to sell products/ services

LinkedIn Social selling refers to using LinkedIn to find, connect, and build relationships with leads and prospects in hopes of driving sales



“People buy from people who: **Understand** their Business, **Understand them**, and **Trust** to solve their problems”

BUILDING YOUR PROFESSIONAL BRAND



Daniel Caruana (He/Him) · 2nd
Waterproofing Specialist ► Water Leak Prevention ► Water Leak Reports & Repair ► Waterproofer ► Remedial Builder ► CEO
Sydney, New South Wales, Australia · [Contact info](#)
500+ connections
9 mutual connections: Craig West, Nicole Ender, and 7 others

[Pending](#) [View in Sales Navigator](#) [More](#)

Providing services
Project Management
[See all details](#)

Hiring: Remedial Waterproofer
Danrae Group · Sydney, New South Wales
[See all details](#)

About

► What we do?

My team and I protect buildings and structures from water leaks. Our business prevents and remedies water ingress into properties and structures in the strata, aged care, commercial, government and civil/infrastructure industries by installing proven products in the market.

Go here to find out more >>> <https://www.danraegroup.com.au>

► Danrae Group are people who:

⇒ recommend the best solution for the long term; and

⇒ based on family values

Daniel Caruana

Contact Info

Daniel's Profile

[linkedin.com/in/water-leak-waterproofing-remedial-builder-prevention-repair-detection-reports-investigation](https://www.linkedin.com/in/water-leak-waterproofing-remedial-builder-prevention-repair-detection-reports-investigation)

Website

[danraegroup.com.au](https://www.danraegroup.com.au) (Company)

Birthday

May 21

Experience

Danrae Group

16 yrs 1 mo

• CEO

Full-time

Jan 2014 - Present · 8 yrs 8 mos
Sydney, Australia

► What I do?

I protect buildings and structures from leaks. My business prevents and remedies water ingress into properties and structures in the strata, commercial, government and civil/infrastructure industries using proven products in the market.

Click here to find out more >>> <https://www.danraegroup.com.au>

► Danrae Group are people who:

⇒ protect your existing property;
⇒ recommend the best solution for the long term; and
⇒ based on family values.

Find out more about me and the people you want to know

Go here to find out more >>> <https://www.danraegroup.com.au>

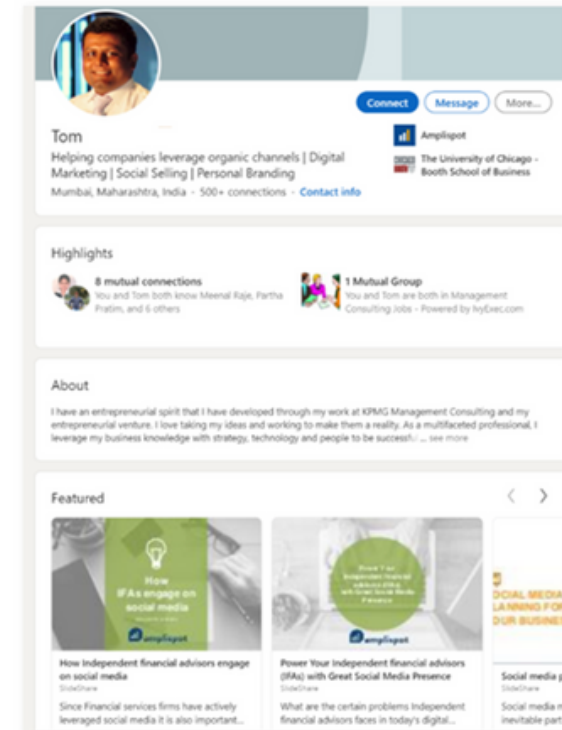
► What you are looking to do?

My business prevents and remedies water ingress from any area such as roofs, car parks, lift pits, planter boxes, balconies, basements; concrete damage from water issues such as concrete cancer, efflorescence, cracks, carbon fibre g & expansion joints; siltant damage from water such as mould, paint, gyprock, brickwork, tiles, balustrade, facades; water ingress such as membrane installation, injection, damp coursing, cavity systems; water leaks and provide reports through infrared cameras, dye testing, EFVM testing. Implement a maintenance program to maintain your flat #roofing #waterproofing membrane


Your LinkedIn profile needs to be customer centric aiming to inform and inspire

1 Build a professional brand

- **LinkedIn Headline** should be action oriented, not just a title
- **Summary** should include role, your unique value proposition, and why you're passionate about the job
- **LinkedIn Profile Picture** should represent you in the best light possible
- **Rich media** should illustrate your story
- **Educate** potential buyers who visit your profile



BUILDING YOUR PROFESSIONAL BRAND



Jeremy Christoforatos · 1st
Construction Technology | Digital Transformation | BIM | Partnering with industry leaders to make a better tomorrow 🏗️
Sydney, New South Wales, Australia · [Contact info](#)
500+ connections
12 mutual connections: Joshua Hay, Phillip Siu, and 10 others
[Message](#) [View in Sales Navigator](#) [More](#)

Experience


Sage
Business Development Manager - Scale Up
Sage
2017 – Present · 1 yr
Melbourne, Australia

Specifically designed for small and medium businesses. Unlock your company's potential, reduce costs and improve performance with enhanced business visibility with Sage 300cloud.

The smart choice for growing services and distribution businesses, Sage 300cloud is a desktop solution with cloud connected features that provides small and medium businesses with a highly adaptable business management solution accessible anytime, anywhere to suit your growing business needs.

If you'd like to discuss how your business can benefit from a next-generation business management solution that's been developed over the past 20 years, please feel free to get in touch with me on 03 9947 9218 or at robert.hanson@sage.com

Media (1)



Sage Australia

About

As a C-suite executive or managing director in the construction industry, how are you connecting the from the earliest phases of design, through planning and construction, and long into the operations phase?

We know that many firms are still reliant on paper-based workflows and siloed data which prevents collaboration, causes delays, while creating new risks and costly rework. To solve these challenges, builders need a platform bringing together best of breed technology in an integrated solution that is easy to deploy and intuitive.

As an Account Executive with Autodesk, I work closely with our construction clients to understand the currently experience at each stage of the building process. I then help them to leverage technology, in networks from Autodesk that streamline their bidding processes and enable them to engineer value for their clients.

With more than a decade of experience in the construction industry, as well as a Civil Engineering degree, I bring a unique set of skills and first-hand knowledge to assisting our clients as they make the new systems and processes.

Robert Hanson

Contact Info

Robert's Profile
[linkedin.com/in/hansonrobert](https://www.linkedin.com/in/hansonrobert)

Websites
sage.com/au (Sage)
sage.com/au/products-and-services/business-management/business-management/sage-300 (Sage 300cloud)


Phone
+61399479218 (Work)

Address
Level 11, Zenith Tower 8, 821 Pacific Highway Chatswood NSW 2067 Australia

Email
robert.hanson@sage.com

Twitter
[@Rob_Hanson](#)

Connected
March 13, 2018



SISCA MARGARETTA

Sisca Margaretta · 2nd
Global Marketing Leader | CX & Client Insight Strategies | Decisioning and Analytics - CMO at Experian Asia Pacific
Singapore · [Contact info](#)
500+ connections
2 mutual connections: Phillip Siu and Jeff Yang
[Connect](#) [Message](#) [More](#)

Experience

Experian
Royal Melbourne Institute of Technology


About

Brands today understand that a seamless path to purchase and excellent customer experiences are vital catalysts to drive online sales. Yet more time and effort need to be invested in the impact of online payment fraud on the consumer and to provide great service recovery when fraudulent transactions inevitably occur.

[...see more](#)


Featured

Article




Why financial inclusion is important in the road to...
Sisca Margaretta on LinkedIn
Financial inclusion has always been a priority for us at Experian, and that means making sure that everyone has equal access to financial identities and essential financial services. I feel there's a...

Link



Priyanka Nadkarni, ICON Board Member speaks with Sisca...
YouTube
With over 8 hours of incredible speaker presentations at the upcoming ICON XQ Market Leadership: Asia Conference on 13 June 2019 in Singapore, board member Priyanka Nadkarni...

Link



Experian's commitment to working with migrant domestic...
MONEY FM 89.3
On the Soul of Business today, Claressa Monteiro spoke to Sisca Margaretta, Chief Marketing Officer of Experian Asia Pacific about innovation as a driver of corporate responsibility, the...



STEP 2

FIND YOUR PROSPECTS USING SALES NAVIGATOR?

Use the right strategies to identify the most effective prospects

2 Find the right prospects

Strategies for finding prospects:

- LinkedIn Search
- "People Also Viewed" Sidebar
- Your Customers' Connections
- Lead Builder
- Saved Search
- Job Alerts
- LinkedIn Pulse

Filter your search

0 results Search

Top filters

Keywords: Enter keywords ...

Past Lead and Account Activity: Filter your leads/accounts

Geography: Add locations

Relationship: How closely you're connected

Industry: Add industries

School: Schools someone studied at

Profile language: Profile languages

First name: Add a first name

Last name: Add a last name

Role & tenure filters

Seniority level: Add seniority levels

Years in current position: Years in current position

Years at current company: Years working at current company

Function: Add functions

Title: Add titles

Years of experience: Years working in their field

Company: Current

Company headcount: Add range for employee count

Company type: Add company types

Past company: Add past companies

Keywords: Enter keywords ...

390K+ Total results

19K+ Changed jobs in past 90 days

80 Mentioned in the news in past 30 days

41K+ Posted on LinkedIn in past 30 days

25 Share exp.

Filters: Clear (4)

Custom Lists: +

Past Lead and Account Activity: +

Geography: Australia X

Within: Region

Relationship: +

Company: +

Industry: Construction X, Financial Services X, Food & Beverages X, Health, Wellness and Fitness X, Hospital & Health Care X, Human Resources X, Information Technology and S... X

Seniority level: +

Select all | Save to list

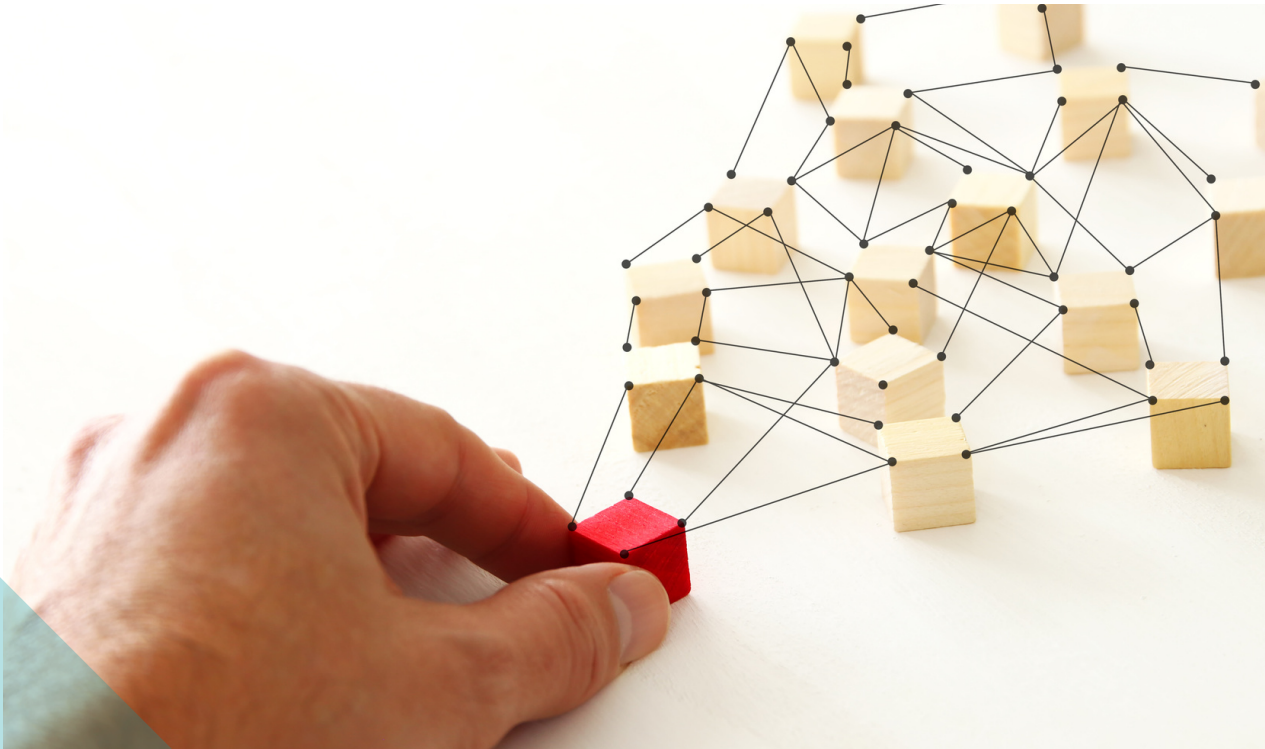
Steve Grace 2nd Member at CUB Private Business Club 5 years 5 months in role and company Sydney, New South Wales, Australia 21 shared connections

Gabriel Machuret 2nd Founder at ASO Agency 4 years 7 months in role and company New South Wales, Australia 4 shared connections

Virginia Bacon 2nd Managing Director at TalentConnection 11 years 3 months in role and company Greater Melbourne Area 5 shared connections

Dez Blanchfield 2nd Founder / Chief Executive Officer at Social Inc. 6 years 7 months in role and company

Potential Prospects
as targeted by your company



STEP 3 **START CONVERSATIONS**

in Search

Ever

Add a note to your invitation

LinkedIn members are more likely to accept invitations that include a personal

Hi Nick, hope you're well. I thought I'd reach out as we are both connected with Nick Smith so am aware you're the Co-CEO at AltX. For networking purposes, I'd like to connect with you on LinkedIn. Best Wishes, Jeff...

Cancel Send

Nick Raphaely · 2nd
Co-Founder, Co-Chief Executive Officer at AltX
Greater Sydney Area · [Contact info](#)
500+ connections
33 mutual connections: Ivan Kaye, Laurie Smith, and 31 others
[Connect](#) [View in Sales Navigator](#) [More](#)

AltX AltX
University of Pennsylvania - The Wharton School

People you may know
Lina Neo
Field & Partner Marketing in APAC

Ad ...
We provide SDA accommodation solutions for people with disability
Visit IHA for the latest SDA advice and vacancies
[Follow](#)

Jeff, stay informed on industry news and trends

Maya Culas · 1st
Technology Marketer, Mentor, Counselor
Bangalore Urban, Karnataka, India · [Contact info](#)
500+ connections
4 mutual connections: Pratyush Khare, George Soulintzis, and 2 others
[Message](#) [View in Sales Navigator](#) [More](#)

Hitachi Vantara

New message

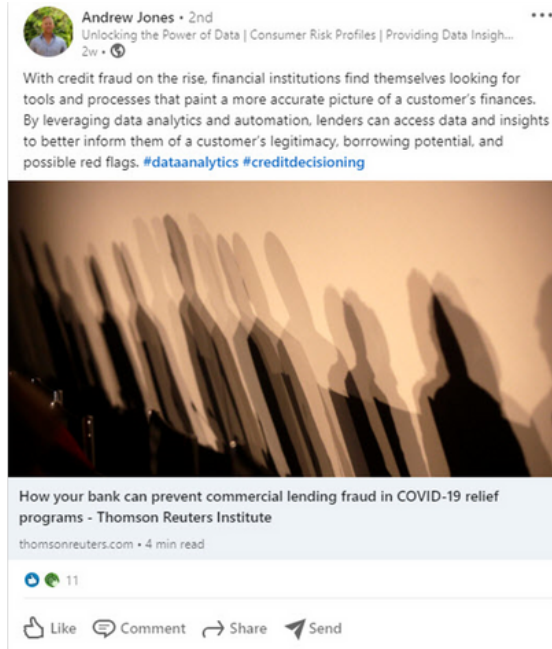
Maya Culas X

Maya Culas · 1st
Technology Marketer, Mentor, Counselor

Hi Maya, I'm sure you get lots of requests to connect so wanted to say "Thanks" for accepting mine. I'm always interested to know my connections and it seems we share some professional interests so let me know if your thoughts on catching up over a 'virtual' coffee to share experiences?



ADDING VALUE BY SHARING CONTENT

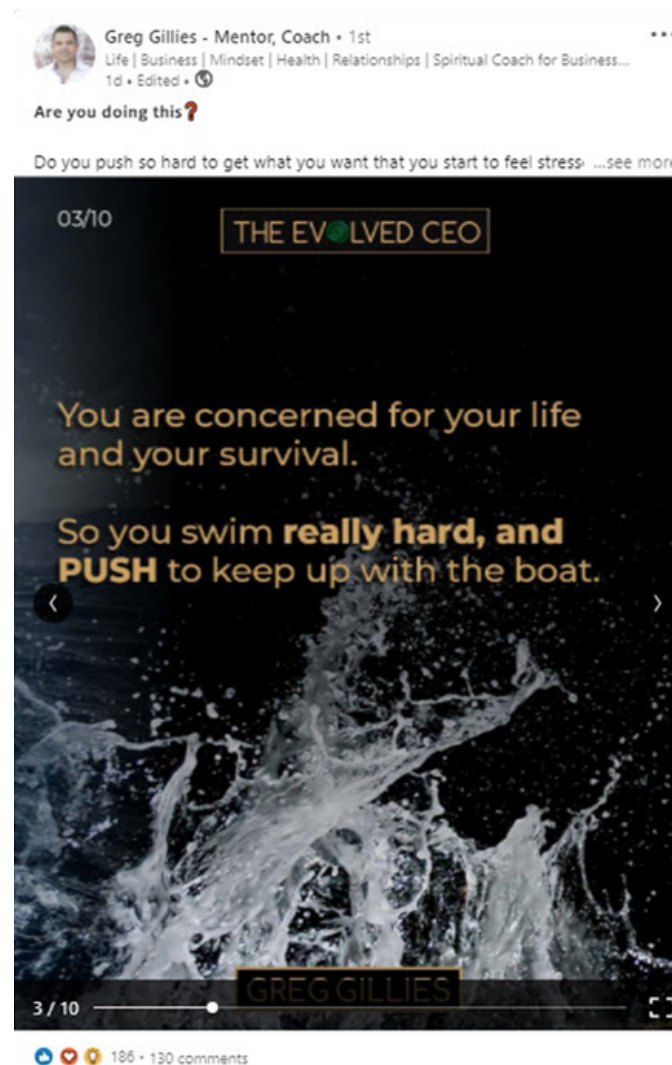


ARTICLE POSTS



IMAGE POSTS

SocialGen



CAROUSEL POSTS

Commercial in Confidence





NATIVE VIDEO POSTS

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UGC

3mo • 10

Always keen to meet up with businesses who make a difference in the B2B landscape. One of them is **Black & White Waiters**, established since 2009 who rather than focusing on providing "Waiters for events" they aim to provide a unique experience, adding value to Corporates. Their team members are trained to adapt their style of service and communication to each event and embody the values and character of their clients. Across Australia, while businesses are gearing up to increase their interdepartmental functions and external live events, BlackandWhitewaiters is the way to go, to make a standout experience! Contact their friendly and agile owner **Alejandro Jara** and team at alejandro@blackandwhitewaiters.com.au #b2b #team

49 • 1 comment

Like Comment Share Send

2,082 views of your post in the feed

Add a comment...

Most relevant ▾

Derek Bell (He/Him) • 1st
3mo (edited) • ••
As a Marketing Automation Specialist, I help Modern Marketers get mo...
Very cool for corporate events. I've bookmarked these guys. Now, to start planning our next in-person event.

Gerald Garcia
Sales Enablement Ecosystem | Social Selling and Influencing | Sales Leadershi...
6mo • Edited • 5

I am thrilled to have joined the global team of SocialGen to further provide successful B2B engagements and help businesses to enhance their digital footprint. After eleven years spent with Business Australia, I have worked hand in hand with the business community to better shape their future and this is with humility I continue to make businesses successful. I invite you to contact me for a chat :)
I would love to continue to work with you....Talk soon

<https://lnkd.in/gbZ5BWT>

#digital #b2b #business #smallbusiness #marketingdigitalb2b



SocialGen - B2B Social Selling
youtube.com

46 • 23 comments

Like Comment Share Send

1,757 views of your post in the feed

Derick Mildred • 1st
I Help People in B2B, Sales, Real Estate & the Mortgage Industry Constantly T...
8h • 5

What is the Best Investment You Can Make In Your Life? ❄️

We all of only have one go at this life so it makes perfect sense to mak ...see more

What is the Best Investment You Can Make In Your Life?
The author can see how you vote. [Learn more](#)

Stocks, Shares, Property

Education & Improving Yourself

Quality Time with Your Family

Other, Please Comment Below

2,319 votes • 1w left

335 • 198 comments

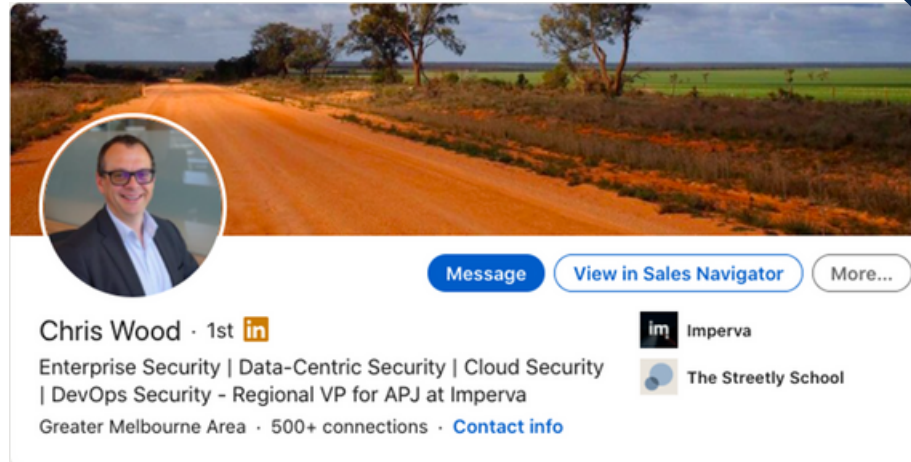
Like Comment Share Send

POLLS



STEP 4 **SETTING MEETINGS & APPOINTMENTS**

ABOUT MEETING ACCEPTANCES

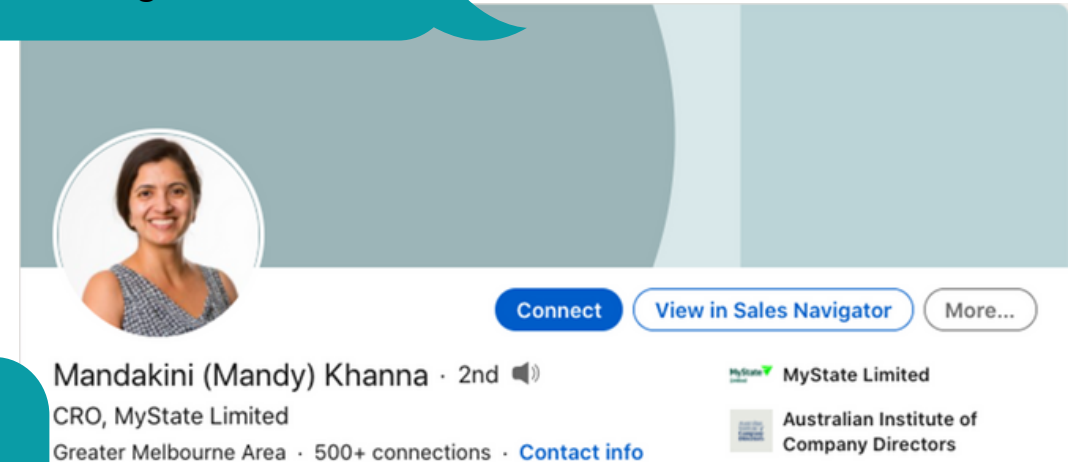


Thanks for connecting with me Mandy, I hope my network offers some value. I'm always interested in knowing my LinkedIn connections better and considering we are both based in Melbourne, I would normally suggest a catch up over a coffee to share insights and experiences. However, due to the current situation, perhaps I could interest you in a virtual coffee over a video conference instead? Let me know your thoughts... Chris

Thanks Chris, sounds good! Shall we book something in next week?

Hi Mandy, great to hear back from you and happy new year! Is there a number and email one of my team members can reach you on to book something in our calendars?

Wish you a very happy new year... My email address is Mandakini.khanna@abc.com.au. Look forward to our catch up.




AUSTRALIA/NEW ZEALAND

- Connection Acceptance = 30%-40%
- Meeting Acceptance = 15-20%
- Response Time (In Days) = 5-9



A photograph of a person's hands holding a black smartphone, with a laptop keyboard visible in the background. A large, teal-colored arrow graphic points from the left towards the right, partially obscuring the image. The text "SUCCESS STORIES" is written in white, bold, uppercase letters across the middle of the arrow.

SUCCESS STORIES



Jeremy Christoforatos • 1st
 Construction Technology | Digital Transformation | BIM | Partnering with industry leaders to make a better tomorrow 🏗️
 Sydney, New South Wales, Australia • [Contact info](#)

Autodesk
 University of Wollongong

Linkedin Likes	Linkedin Comments	Linkedin Clicks	Linkedin Reshares	Linkedin Views
437	3	206	7	19618

Jeremy Christoforatos • 1st
 Construction Technology | Digital Transformation | BIM | Partnering with Indu...
 2yr • 🌐

Digital twin technology really is the future. What differentiates it from BIM is its ability to control equipment, completing job-site tasks remotely. A critical advantage in times like today. The learning and growth opportunity gained through the data received is also of immense value. Read more here. [#DigitalTwin](#) [#ConstructionTransformation](#) [#AutoDesk](#)



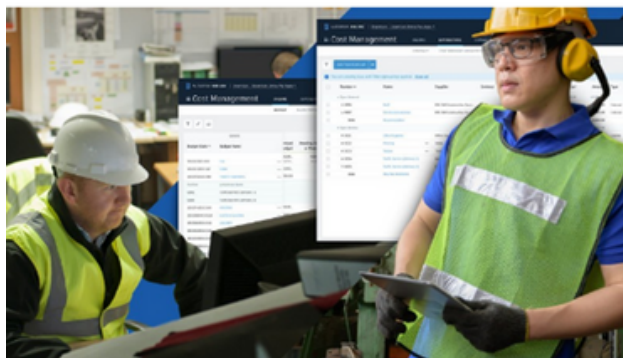
Digital twin technology set to transform construction - Build Australia

buildaustralia.com.au • 4 min read

Network	
Leads Imported	2,125
Remaining Leads	338
Leads Run Out	01 Oct 2020
Connection Requests Sent	1,186
Accepted Connections	298
Connection Acceptance Rate	25.13%
Leads Excluded	601
Lead Exclusion Rate	28.28%

Jeremy Christoforatos • 1st
 Construction Technology | Digital Transformation | BIM | Partnering with Indu...
 2yr • 🌐

A recent study by Autodesk and Dodge Data & Analytics shows, 62% of general contractors and 56% of trades noted failures in communication and coordination as a top factor for low productivity. So, how do we overcome this challenge? Ultimately by streamlining processes and breaking down information and data silos. We've added a bunch of features to BIM 360 to help you do just that and track actual costs, streamline cost management workflows, and enhance field checklists. Here's how. [#BIM360](#) [#Autodesk](#)



New BIM 360 Features to Track Actual Costs, Streamline Cost Management Workflows, and Enhance Field Checklists - Autodesk Construction Cloud Blog
[constructionblog.autodesk.com](#)

Meeting Statistics	
Meetings	
Approved for Meeting Invites	82
On Hold for Meeting Invites	0
Denied for Meeting Invites	87
Approval Rate for Meeting Invites	49%
Meeting Invites Sent	72
Meeting Invites Accepted	9
Meeting Acceptance Rate	13%
Meetings Booked	0

Jeremy Christoforatos • 1st
 Construction Technology | Digital Transformation | BIM | Partnering with Indu...
 2yr • 🌐

Being open to innovative ways of working is now becoming more crucial for the construction industry. So, how can we use offsite construction systems and lean construction to get back on site with the current restrictions? Although UK based, this article shares some great research on how to do just that and utilise offsite panelised construction methods for integrated supply chain solutions, increased efficiencies and greater collaboration. [#ConstructionTransformation](#) [#OffsiteConstruction](#) [#LeanConstruction](#) [#Autodesk](#)



Offsite construction can become the "new normal"

pbcctoday.co.uk • 4 min read



George Soulintzis · 1st

Data Modernisation | Smart Cloud Strategy | Data Analytics | Data Ops | Digital Transformation |

Sydney, New South Wales, Australia · [Contact info](#)

500+ connections

12 mutual connections: Gavin Lipman, Lyn Ward, and 10 others

[Message](#)

[View in Sales Navigator](#)

[More](#)

About

As a CTO or CIO, how are you modernising your data environment to meet the new digital demands of your business?

The push towards hybrid cloud is being driven by a confluence of end user requirements such as business continuity, mobility, security, analytics, and processing power to enable your workforce to execute tasks in support of business objectives. To meet these needs, it's essential to create complete visibility and control of applications, data, storage, and backups across your hybrid cloud environment.

As an Account Executive with Hitachi Vantara, I work consultatively with our clients to understand their current challenges for driving better performance from their data environment while simultaneously lowering risks and creating new efficiencies.

With more than two decades of experience as a consultant and advisor in the technology sector, I bring a blend of direct end user expertise with mid-market and Enterprise level customers and channel partners. I specialise in building strong customer relationships, articulating business value, and helping clients to develop business cases for technology investment.

I believe in changing the conversation with strategy led rather than product led discussions to support customers' transformation goals via data-driven insights. As a passionate customer advocate, I'm able to navigate multi-layered org charts and create peer to peer associations by putting myself in our client's shoes to understand and assist them in delivering their business initiatives.

Campaign Timeline



41 curated LinkedIn posts

24 Accepted to Meet

7 Marketing Qualified Lead

Network

Leads Imported	1,990
Remaining Leads	68
Leads Run Out	04 Apr 2022
Connection Requests Sent	1,785
Accepted Connections	595
Connection Acceptance Rate	33.33%
Leads Excluded	137
Lead Exclusion Rate	6.88%

Meetings

Approved for Meeting Invites	145
On Hold for Meeting Invites	0
Denied for Meeting Invites	292
Approval Rate for Meeting Invites	33%
Meeting Invites Sent	129
Meeting Invites Accepted	24
Meeting Acceptance Rate	19%
Meetings Booked	0

Linkedin Likes	Linkedin Comments	Linkedin Clicks	Linkedin Reshares	Linkedin Views
69	2	144	0	6216

George Soulintzis · 1st
Data Modernisation | Smart Cloud Strategy | Data Analytics | Data Ops | Digit...
3w · 5

Can automation further humanise work? According to Bain, yes! By automating menial tasks, we create space for problem-solving, creativity, and interpersonal connection—all significantly great drivers of performance. #Automation #DataInnovation



Automation will 'rehumanise' work: Bain

itnews.com.au · 3 min read

George Soulintzis · 1st
Data Modernisation | Smart Cloud Strategy | Data Analytics | Data Ops | Digit...
1mo · 5

No surprise that hybrid cloud is the architecture of choice. In today's day and age, our environments are complex and need to meet various needs and adapt to constant change. However, while a hybrid approach is most certainly key, you have to ensure you have visibility and control over your environment. This is where DataOps comes in. #HitachiOps #DataOps #HybridCloud




Hybrid cloud hurdles — and how to address them

cio.com · 8 min read

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Kylah Limmer • 2nd



Defence Industry Eco-system | Strategic Partnering | Interoperability
Technology Visionary | Global Expertise

Canberra, Australian Capital Territory, Australia · [Contact info](#)

500+ connections

1 mutual connection: Phillip Siu

[Connect](#) [View in Sales Navigator](#) [More](#)

 Fujitsu Australia Limited
 Murdoch University

About

As a senior leader in the Australian Defence Force, do you feel supported by your Industry partners to ensure your continued investments in digital technology solutions and services are interoperable across agencies?

With so many siloed digital transformation projects taking place within the Defence landscape in Australia, it is essential that platforms and programs can securely intersect at a data level. Finding the right balance between data sharing and data security requires trusted partnerships with technology providers who can offer co-creation capabilities for fostering innovation while minimising risks.

As the Head of Defence at Fujitsu Australia, I work with senior leaders across the Australian Defence Force to create partnerships that enable each agency to leverage the trusted innovation capabilities that Fujitsu offers.

With more than two decades of experience as a consultant and senior executive across the enterprise technology sector, I enjoy highly regarded relationships that span the breadth and depth of the Australian Defence Organisation, and the Defence Industry Ecosystem. With proven expertise in leading high performing teams to drive profitable growth and customer engagement, I enjoy creating a culture of trust and client-centricity within our team.

Alongside Defence relationships, I am also proudly a Defence Industry advocate, holding several key leadership positions including Chair of ADIESA, the Industry Advisor for the ADF Cyber Skills Association, and have been invited to speak at Defence conferences such as MilCIS, Defence Cyber Summit, and the Space 2.0 Summit.

Network

Leads Imported	1,035
Remaining Leads	0
Leads Run Out	10 Sep 2021
Connection Requests Sent	934
Accepted Connections	473
Connection Acceptance Rate	50.64%
Leads Excluded	101
Lead Exclusion Rate	9.76%

Linkedin Likes

315

Linkedin Comments

16

Linkedin Clicks

1

Linkedin Reshares

5

Linkedin Views

23751



Kylah Limmer • 2nd

Defence Industry Eco-system | Strategic Partnering | Interoperability (Technol...
6mo · 🌐

Part of the challenge in digitally transforming military departments is overcoming cultural and ethical barriers. However, any military that doesn't adopt emerging technology and leverage AI capabilities could be at a distinct disadvantage.
[#military](#) [#digitaltransformation](#)



Technological innovation within the military will be a cultural and ethical challenge
army-technology.com • 3 min read

Comment on Confidence

Meetings

Approved for Meeting Invites	68
On Hold for Meeting Invites	0
Denied for Meeting Invites	0
Approval Rate for Meeting Invites	100%
Meeting Invites Sent	68
Meeting Invites Accepted	67
Meeting Acceptance Rate	99%
Meetings Booked	0



Kylah Limmer • 2nd

Defence Industry Eco-system | Strategic Partnering | Interoperability (Technol...
7mo · 🌐

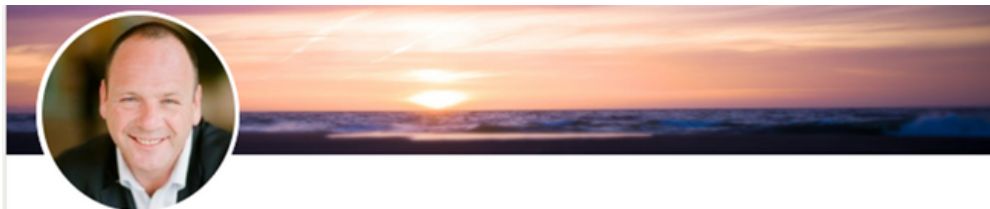
There are various technologies available that the Australian military could leverage if they get a better handle on data quality and management. This new strategy designed to modernise how the Department of Defence uses data across the board is a welcome step forward. [#datadriven](#) [#military](#)



Defence dept launches first ever data strategy - InnovationAus
innovationaus.com • 2 min read

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19 curated content- Aug to Oct 2021



Paul Crighton • 2nd

Public Cloud | Private Cloud | Hybrid Cloud Solutions | Digital Transformation | Cloud Infrastructure | Data Storage
Greater Melbourne Area • [Contact info](#)



Network

Leads Imported	1,655
Remaining Leads	48
Leads Run Out	16 Sep 2020
Connection Requests Sent	1,428
Accepted Connections	438
Connection Acceptance Rate	30.67%
Leads Excluded	179
Lead Exclusion Rate	10.82%

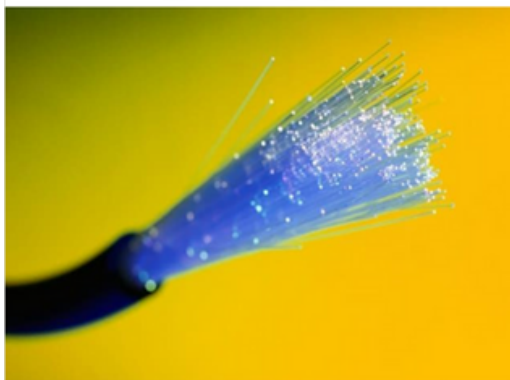
Meetings

Approved for Meeting Invites	77
On Hold for Meeting Invites	0
Denied for Meeting Invites	2
Approval Rate for Meeting Invites	97%
Meeting Invites Sent	67
Meeting Invites Accepted	45
Meeting Acceptance Rate	67%
Meetings Booked	0

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This is mighty impressive. "While today's users probably don't need a 44.2 Tbps connection, that speed could be leveraged by businesses, especially as companies adopt trends like IoT and cloud computing."

#IT #Network #Technology #IoT #CloudComputing #Australia



Researchers squeeze 44.2 Tbps through existing fiber optic cables
au.finance.yahoo.com • 2 min read

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In 1949, with months apart, 5 'strange beasts' came to life; the dawn of the computer age — 2 from Britain, 2 from the US, and 1 from ... Australia.

"What's amazing about the CSIRAC is that the researchers who built it had little idea of the work going on elsewhere in the world ... the local research community was often working in ignorance of the latest developments overseas."

I highly recommend you have a read of this excellent piece on Australia's CSIRAC, one of the grandfathers of modern computers. Great technological history lesson!

#IT #Technology #Computers #Australia



CSIRAC: The Only First-Generation Computer Still in Existence
medium.com • 5 min read

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Online Relationship Per Industry



Online Relationship Per Populate Accounts





LUCKY DRAW WINNER





GERALD GARCIA

At SocialGen, I work hand in hand with businesses to help their business influencers form genuine human relationships with key decision makers. We enable you to use social selling as your conduit for delivering targeted and measurable messages to the right people, at the right time.

With more than two decades of experience as a senior leader and business development executive in sales, marketing, and customer experience, I understand the importance of bringing sales and marketing departments to align activities for more effective sales enablement.

By connecting emotionally with my customers, I have an acute understanding of their needs to better help them transform their business. I am adept in all facets of customer journey mapping and leverage strong technical skills to develop platforms that deliver efficiency and productivity gains, increase sales opportunities, and facilitate revenue growth.

My career success stems from an ability to lead and inspire teams, motivating consistently strong performance through recognition, feedback, coaching and mentoring. I thrive in multi-faceted roles and enjoy a culture of collaboration where I can contribute across multiple levels to achieve business objectives.