


 WHAT I'VE
LEARNED

The marketer

BEVERLY LANDAIS, CMI BOARD MEMBER AND MARKETING & BUSINESS DEVELOPMENT DIRECTOR FOR SAUNDERSON HOUSE, A LEADING CHARTERED FIRM OF INDEPENDENT WEALTH MANAGERS, EXPLAINS THE IMPORTANCE OF GIVE AND TAKE IN PROFESSIONAL RELATIONSHIPS

It's good to give something back. In early 2013, I did CMI's Chartered Manager accreditation and found it a very valuable experience. I wanted to give something back so I put myself forward to become a member of the CMI board of trustees in October 2013. I believe better-managed organisations lead to greater satisfaction among employees, owners and clients, so it seemed a logical thing to do. The CMI membership voted me in for a three-year term and I'm very pleased to be involved.

You can never know enough. As a professional marketer I attend client and industry events all the time, which bring me into contact with varied and interesting people. I have a thirst for continuing professional development and acquiring new knowledge, so I learn a great deal from attending such events. I am undertaking a professional qualification in business coaching that is supported by my firm. I believe in investing in yourself and taking personal responsibility for updating your skills.

Connect with people you think you might learn something from. If you meet someone you admire or if you read something written by a person you think you might learn from, don't be afraid to make contact with them. Ask them how they became expert in their field and be prepared to share something in return.

Networking is about give and take. You can learn a lot from other people, but try to give back too. If you make the effort, you'll be rewarded many times over. Great networkers tend to be curious and genuinely interested in others.

People who make a positive personal impact share three key characteristics. They have high levels of energy; they are capable of building empathy; and they have emotional intelligence.

The bedrock of effective communication is confidence. Even if you don't feel it, start to act confident and you will be amazed how different it will make you feel.