“DOING-POWER” PROJECT ASSIGNMENT

In today's fast-paced corporate world, fostering growth not just within the confines of the company's walls but also in its external image and community presence is imperative. As part of my company's comprehensive performance incentive program, one of the avenues through which we aim to achieve this growth is by actively participating in and contributing to industry-specific meetups. Among these, Salesforce meetups stand out as significant opportunities for networking, learning, and community engagement.

My final goal will be to create a Salesforce meetup and manage it directly. My game plan is to support current initiatives by assisting my teammates and learning from them. I will get firsthand experience since most of them are open to teaching and would love any help they can get.

The blueprint for orchestrating a successful meetup entails multifaceted responsibilities, each aimed at nurturing the community and amplifying its impact. Firstly, creating awareness is paramount to attracting like-minded individuals who can contribute to and benefit from the collective knowledge exchange. This involves strategic dissemination of information through various channels, harnessing the power of social media, professional networks, and targeted outreach efforts.

To summarize the different activities for this type of meetup includes:

1. Creating awareness of this group (meetup) so that we attract more like-minded people.
2. Find people to present different and interesting topics.
3. Find vendors who want to reach out to the community to showcase their products.
4. Reach out to “Salesforce” and grow relations with their community outreach partners.

My target achievement:

1. As I start hosting these events, I will be in a position where I can increase my network and meet a lot of new people.
2. I am hoping to increase my network with people from Salesforce since I will be directly hosting their community meetings.
3. I have seen that hosting these events opens a lot of doors for future employment and you get to meet a lot of influential people.

As part of the above plan, I helped co-host a Salesforce meetup in Irving which was attended by many Salesforce professionals both in-person and online.

I took the initiative and promoted the event on LinkedIn and my professional network (see pictures below).

This event garnered enough attention and was well received. Senior leadership in my office took notice of this and encouraged me to take more such steps and get involved in the community activities.

This opportunity put me in a broker position where I was able to network with Salesforce directly (since they sponsor these events) and professionals in the market. As a result, I was able to increase my network.

I also was able to utilize some more of the learnings from this class such as:

Network Relentlessly:

This project forced me to go out of my way and network with people I would not otherwise have reached out to. I had to reach out to get new speakers; I had to reach out to the community to ask them to attend this session. I also had to communicate and answer questions about the event.

Getting out of my own way: Earlier I would tell my success stories in a way that downplayed the actual achievement and didn’t tell the true effort that’s going in to achieve the objective. I’m more aware of the way I tell my stories now and incorporate these learnings in a much better way.

Appear Powerful: This project has given me the opportunity to rethink my corporate strategies and help me appear powerful. It has given me the tools to evaluate the corporate scenarios and formulate my next moves to appear powerful.

Build a Powerful Brand: This exercise of conducting Salesforce sessions has helped me in creating and improving my personal brand by helping me reach out to people I would not normally reach out to. It showcases my organizing and creative skills and helps me come out as a “Leader” figure.

A screenshot of a chat

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A screenshot of a group of people

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