

2021 PEO LEADERSHIP ANNUAL CONFERENCE – GARY VAYNERCHUK



- Marketing needs to be invested in by leaders in terms of time and attention, like they have finance
 - Marketing has changed and we need to continue learning – need to get marketing savvy
 - Marketing is complex - embrace new things
 - Know your customer
 - Content is king in marketing
 - Most companies are doing marketing wrong
 - Marketing is more important than we think and integral to growth. Need to go where the traffic is (TikTok is a thing)
- Don't do banner ads – outdated
 - Breaking paradigm of how business is done – marketing not sales
 - Develop empathy in the sales process – vulnerability, candor – customize the approach and delivery
 - Reflect on how we are using social media and the value of which tools we are spending time and money on
 - Creativity is a key variable of success
 - Jab, Jab, Jab, Right Hook = Give, Give, Give, Pitch
 - Ask with respect to content
 - Trust does not equal fast
 - Increase your content, volume & variety
 - Increase LinkedIn posts and be more targeted
 - Show your expertise in other subject matters for content
 - Explore additional media
 - Revisit B2B marketing approach

Leadership & purpose

- Purpose and mission trump all
- Kindness and empathy are the new alpha skills
- Create accountability without entitlement
- Soft skills are the new hard skills to drive empire-building
- Why France is not a superpower – you need honey but at the same time build an empire



- Leadership traits of accountability, gratitude, candor, vulnerability, empathy = keys to success
- We need to accept accountability as leaders for our companies. Own the problems
- We need to get our heads around the stuff we aren't comfortable with – get out of our comfort zones - make the time for continually learning
- New things make us defensive
- Speed of decisions

The future

- Today's society needs digital affirmation
- There has been a lack of ownership on the Internet...NFTs and blockchain will change that and blow our minds
- All contracts/banking will be NFT
- We are not having topical debates because we succumb to the past. We are not aware of what is contemporary/current
- Don't be stuck with yesterday, focus on tomorrow
- Rate of change is accelerating
- Get on the offensive, not the defense when change is upon you
- Listen to Sway podcast for NFT explanation

People

- Hire fast, fire faster, promote fastest
- 15% on HR
- Social media has created more competition for talent
- The great resignation! - you ain't seen nothing yet
- 1-on-1 HR policy – tailor the program/offering to the individual employee
- Swiss Army knife approach to employees vs incentives
- Intent-based HR
- Retention and attraction of talent really matters
- Employees need to separate the business from personal social activism

Excerpts from Gary Vaynerchuk's presentation at PEO Leadership's Annual Leadership Conference on November 11th, 2021.

www.peo-leadership.com