

**May 15, 2017**

**Celebration tour – chapter summaries of collaboration ideas  
Collaborate with: Community, Clients, and Colleagues**

**Collaborate with Colleagues**

**General ideas**

- CAPS members produce program with all CAPS speakers
- Assist Meeting Planners, by making them aware of CAPS speakers in their selected areas of expertise.
- Train using complementary training modules, complimentary skills sets, live or on-line.
- Sell yourself with another member – a package (i.e. opening and closing keynote)
- Share network
- Sharing skill set/ abilities
- Refer each other, alternatively make clients aware of CAPS members via eSpeakers,
- Post on “post your next event” - on CAPS National site. Encourage clients to post, or post for them.  
<https://www.canadianspeakers.org/post-your-next-event/>
- Referral strategy
  - Build network
    - Retweet connectors messages
    - Comment on Linked-in
    - Recommendation of fellow CAPS members on LinkedIn
- Give a warm intro to another speaker
- Half day workshops
  - Targeting expertise
  - Social media sharing – podcasts, e-zine mention
- Center of influence on websites
  - Feature blogger on your website.
- Members share best practices ongoing.
- Conduct a charitable initiative with fellow members.
- Mentor newer speakers
- Joint seminar, all day event, or online training
- Co-author books

- Brainstorm solutions for top client problems – could conduct research together and share with clients.
- Book launch - You give my book to your clients, I share yours.
- Package five experts with different topics for a department i.e. HR, Sales... they could be progressive / or complementary topics.
- Use Amazon model: if you like this topic, here are some other topics you may be interested in (point to members that complement what you do).
- See each other in action
- Retweet colleagues' tweets
- Suggest alternative speakers
- Have guest bloggers
- Attend each other's events
- Collaborate on a book
- Retweet tweets.
- Share speaking events, blogs
- Have one of your colleagues introduce you at an event
- Conduct radio, Facebook live interviews
- Invite colleagues to attend events you are presenting at
- Quote a colleague in your presentation, in a blog or book.
- Host colleagues webinar

### **Corporate audience**

- Referrals
- Share content online
- Mastermind brains sessions
- Create a speaker workshops for the corporate audience.
- Provide introductions
- License product to each other
- Create strategic alliances
- Create a CAPS book, where each chapter is written by a CAPS expert and designed for a specific target audience. Get sponsorship from a strategic CAPS partner.

### **Association Audience**

- Speak for free, or reduced fee to have access to their membership, in exchange for lead generation.
- If they are wont provide full fee, take the remaining in a charitable donation.

## **Executive**

### Healthy CEO

- Create a package where all that a CEO needs to be healthy and lead
  - Nutritionals, Marketing, Branding, Media & Communications,
- Create a book with various experts in each of these areas. Then create a road show of events.
- Create an App. to provide instant answers to questions on 'healthy CEO decisions.'

## **Business owners / Entrepreneurs**

- Share network
- Sharing skill set/ abilities
- Referrals
- Create a conference for entrepreneurs
  - Have a follow-up strategy where all can share expertise – a system for entrepreneurs.
  - Create an online resource – utilize everyone's expertise
- Create Entrepreneur lunch, different guest speakers. Include networking amongst entrepreneurs – discuss what to apply from speaker.
- Building on each other – speaking at each stage
- Sponsorship for other's events
- Co-author books
- Webinars for colleagues database
- Affiliate program
- Partner with Multi-level marketing companies – and build a series for them. (They hire lots of speakers).
- Help client design program that engages employees in a community contribution/

## **Managers**

- Capitalize on complementary competencies to bring all the pieces of the puzzle together.
  - Create a joint event
  - Raise awareness for the groups expertise

### **Health**

- Gyms fundraising i.e. Amazing race – 20 businesses provide prizes/activities. Pay to join the race.

### **Parents**

- **Collectively create**
  - Kids health expo
    - Variety of tools & info
  - Research Foundations geared to parents, kids health and parenting
  - Start a foundation/ awareness campaign
  - Cross refer – social media sharing
  - Invite guest speakers
  - Share articles.
  - Create a Credit Union system, where there is a depository of what parents need to know about child rearing – The questions you always wanted to ask, but had no one to ask. The CAPS group fills it up with information, which could also lead to new business.

### **Women**

- Host event together
- Mentor women via zoom
- Host women's networking event
- Webinar to support and fundraise
- Create a women's conference together (get a corporate sponsor)
- Free online programs
- Collaborate with a women's association
- Sponsor women events

### **Hospitality (Managers, front-line, behind scenes)**

- Collectively create an summit that targets their issues:
  - Improve – dealing with change
  - Leadership – transitional & communications
  - Customer service

## Collaborate with CAPS' Clients

### **General collaboration ideas**

1. Content/educational collaboration
2. Provide learning and development to their charity of choice. This can be a paid opportunity.
3. Connecting professionals through virtual learning profits support learning in Cambodia
4. Partnering with a juice company to drive home the healthy self-care for energy for success
5. Find companies who support the cause you do and contribute a portion of training profits towards that cause
6. Author books with clients
7. Collaborate with specialists resulting in multiple promotion efforts
8. Connection strategies – connect your client, they connect you
9. Social media – celebrate your clients successes, they celebrate yours. Organized or just acknowledge and hope for reciprocity.
10. Collaborate by introducing your database to your client and vice-versa
11. Create awareness with clients to promote your message i.e. Eliminate bullying in the workplace. Could create blogs in their newsletter about topic. Become a regular feature.
12. Collaborate with Financial Planners. You could be a resource that they call on. Some Financial planners will host events for a group of clients where you can be a speaker.
13. Collaborate with a pharmaceutical company. Be their ambassador of speaking about health. Or a supplement company where you can promote self-care & stress free life.
14. Refer your clients.
15. If a client hires you for full fee, offer to give a free keynote to a local school of their choice. This could work with any initiative a member is passionate about. Could even spin off to more business.
16. Donate a percentage of revenue to the CAPS Foundation (especially if not full fee) – note, there we be no tax benefit to the client for the CAPS Foundation donation.
17. Donate to their charity as a thank you
  - a. Giving to Kiva.org great initiative for clients with children as it is a real education opportunity.

18. Invite the board of volunteers from their favorite charity at no extra cost to attend a learning event. The client invests in their charity of choice, while educating people that could not afford to attend.
19. A portion of the Speaker fee goes to charity or client choice. (i.e. 10%)
20. Co-present at an event in support of a specific cause
21. Get client to sponsor, and use client examples in talk (product/or service placement).
22. Client writes a letter of introduction that is put into the front of a book for distribution. Client gives to the book to all their clients.
23. Host an event with a client, where it is open to the public, or to a specific target audience.
24. Spokesperson for a cause or charity – relate personal experiences
25. Provide strategy planning sessions for not-for-profits
26. Involve client's staff at events as story tellers
27. Purchase a table at fundraisers for not-for-profit clients
28. Offer products at client events.
29. Conduct food/clothing drives at events
30. Offer to speak at a client's preferred cause's event if they hire you to speak at theirs.

### **Association Audience**

- Speak for free, or reduced fee to have access to their membership, in exchange for lead generation. They send our information to their list.
  - Have a table for products
  - Sponsorship in exchange (or in kind)
  - Agree to receive video testimonials
  - Joint media exposure
- Create event with Association in multiple cities
  - If full fee is not an option, association pay for travel, accommodation and expenses.
- Share RFP information
- Refer other speakers
- Share primary association markets
- Co-presenting with colleagues
- Create events and invite the association market. "Meet the Pros event." – invite Associations to attend.

- Create a panel of association professionals.

### **Education**

- Be an advocate for the client

### **Boomers / Seniors**

- Write for Zoomer magazine
- Spokesperson for CARP (Canadian Association of Retired Persons)

### **Parents**

- Kids health expo
  - Variety of tools & info
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- Invite guest speakers
- Share articles.

### **Pharmaceutical Companies**

- Collaborate with their research arm
- Find a charity that they work with and train them,
- Get company to sponsor you to speak on their behalf.
  - Could fundraise for the charity, as a story in your talk.

### **Human Resources**

- Package five experts with different topics for an HR department

### **Grocery stores**

- Create a program with grocery stores for every customer who has an improvement idea, the store will donate to the food bank.

## Collaborate with Community

### **General collaboration ideas**

- Create products influenced by children i.e. Hand prints on recycled bags. Then partner with an organization that is promoting children well-being, or anti- violence.
- Volunteer to be on a cause's Board of Directors
- Share opportunities to promote a cause
- Offer to speak at their events or do a program
- Hold an event and donate the proceeds.
- Lead masterminds of educators as to how they can contribute over and above outside the job in unconventional ways.
- Give a % of income to children's play – promote team building, leadership etc.
- Environment – share strategies to be safe and how it can help impact the world.
- Health – share anxiety resolutions - strategies do people can learn to live anxiety free.
- Disaster relief – Shelter boxes. Funding and distribution of emergency kits.
- Provide scholarships for literacy
- Food education in grocery stores
- Incorporate personal volunteer stories in relation to the message
- A percentage of the income donated to the cause
- Donate a portion of your online training to a charity or foundation
- Write articles, books, blogs about the cause – Use the cause as an example.
- Use cause as an example in a speech.
- Provide scholarships for single mom's. Receive donation during speaking engagement.
- Portion of fee, or honorarium to donate to cause.
- Hire an local act to open a speaking engagement
- Visit a local theatre or music venue and refer to the local arts in keynote.





- Have concerts to support musicians and community around live music.
- Conduct food drives
- At speaking event market proceeds for event going to a cause i.e. Employment Resource Centre
- Offer workshops for local employment resource center

Any opportunity to contribute to and collaborate with the community, clients or colleagues is opportunity to communicate with perspective clients your alignment to such initiatives.

To contribute doesn't mean you have to contribute for free. There are many opportunities to contribute and be paid your fee. These are sustainable solutions and you are encouraged to explore.

Thank you all for your wisdom in how we can collaborate and care.

CAPS Cares about our clients, colleagues and community.

With appreciation,

Suzanne F. Stevens, CSP  
2017 CAPS National President