

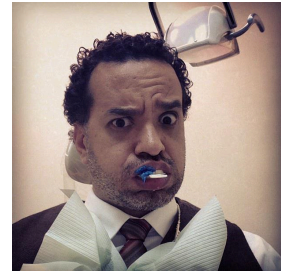
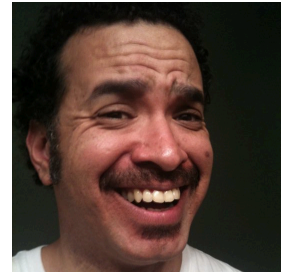
**#insulate**

Five ways to create value and  
avoid economic uncertainty

**@TravisSheridan**

*a guy who now uses innovation as a  
process to improve the human condition*

Firefighter Rock Sales Consultant  
Day Laborer Trash Collector  
Bank Manger Innovation Guy  
Fish Fryer Activities Coordinator  
HR Generalist Video Store Clerk  
Actor Camp Counselor  
Admissions Director  
Lingerie Stockroom Standup Comedian  
Magazine Sales Paint Salesman  
PR Director Executive Director  
Marketing Director T-Shirt Designer



# #insulate

Five ways to **create value & avoid economic uncertainty**

# Smartagious

Craft a solid narrative with a clear ROI.

Using the proven #Smartagious formula:

- What you **know**
- What you **do**
- The **difference** you make

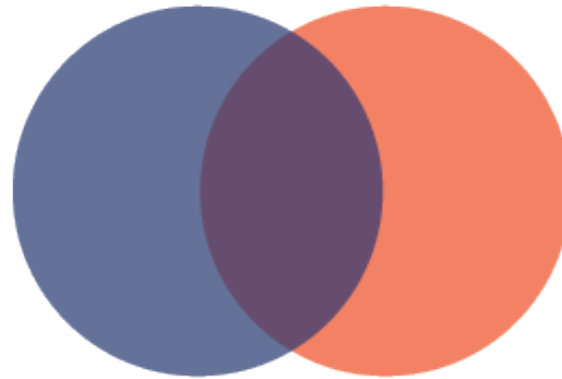
**The goal is to align and amplify.**

# Smartagious

x

smart  
*thinking*

---



smart  
*action*

---

smart  
*impact*

---

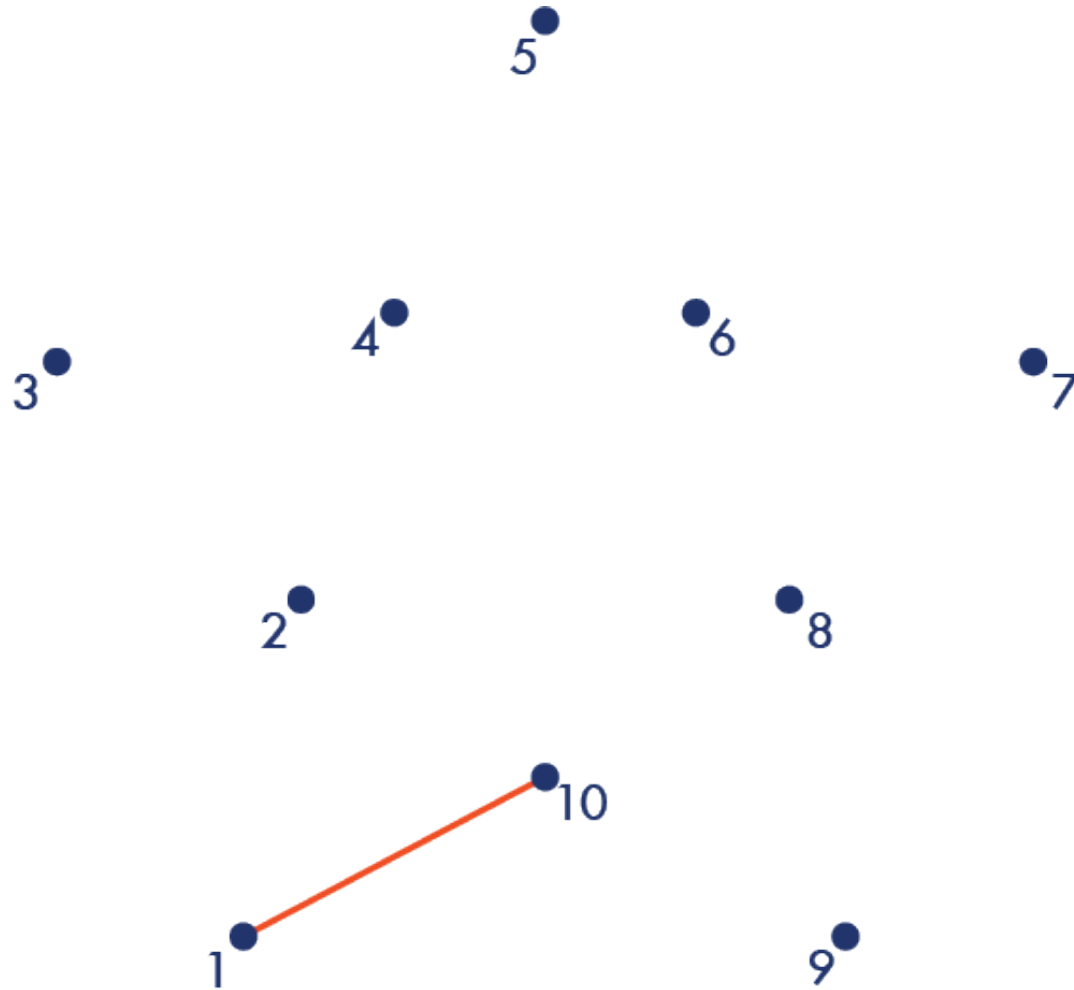
There is magic in **researching best practices**:

- Show your **work product**
- Become an **expert**
- Recognize **trends**
- **Flatter** industry leaders
- Get **meetings**

**I've never heard "no" when I've asked.**

# Connect

x





Develop a pro bono offering:

- Creates **demand** for your **talent**
- Positions you as **philanthropic**
- Creates **urgency & value**

**Remember: there's no catch**

# Give

x

S	M	T	W	Th	F	S

# Complete

x

People want to sign the best free agent:

- Make yourself available to the **right team**
- Illustrate **what you bring** to the clubhouse
- Position yourself as **the missing piece**
- **Be willing to say no**

**People want to win.**

# Complete

x



Position yourself as a creative thought leader:

- Lead/ Assemble a **network of doers**
- **Exploit** the exponents
- **Generate buzz** and interest

**Relationships are valuable**

# Inspire

x



+



=



# AVOID

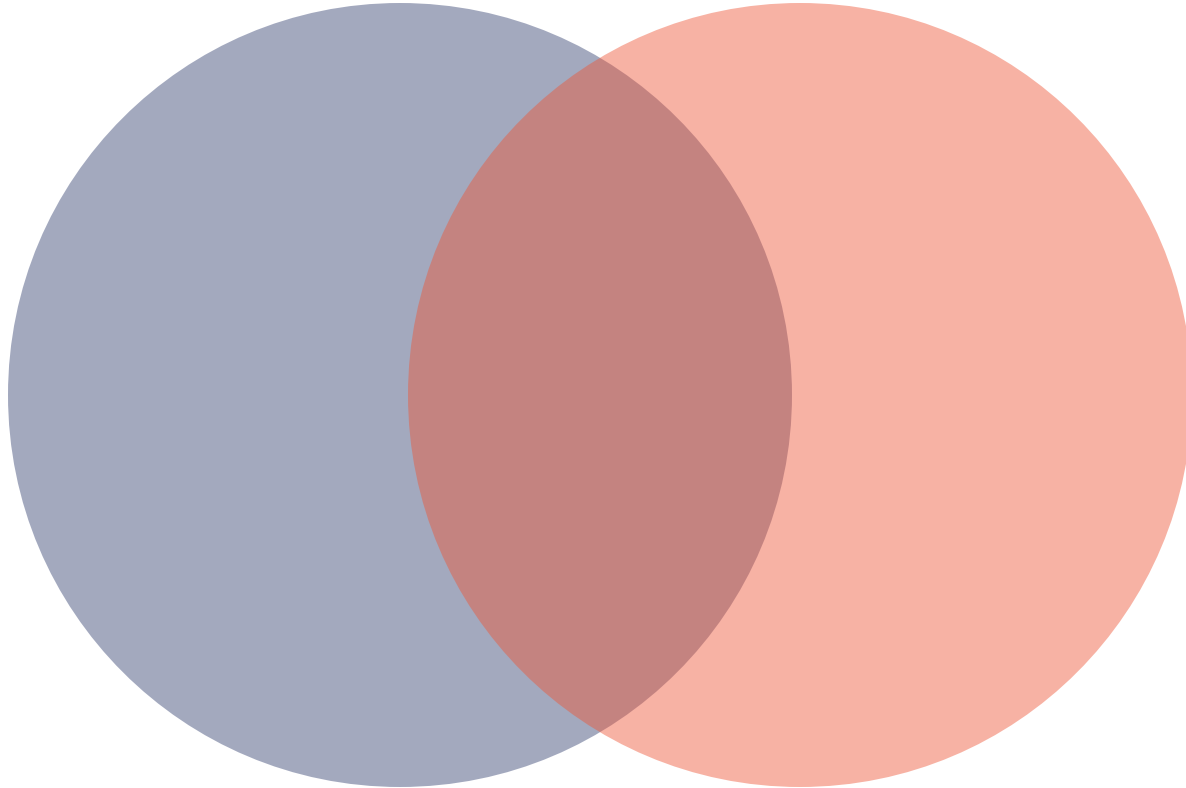
x

Regardless of need, avoid the following:

- 1) Being **desperate**
- 2) Looking when **unhappy**
- 3) Chasing **money**
- 4) Trying to land **job security**

**WHAT YOU KNOW.**

**WHAT YOU DO.**



**THE DIFFERENCE YOU MAKE**



# #smartagious

Creating a narrative that allows your brilliance to spread. It's all about impact.

1

Be **Smartagious**: Thinking | Action | Impact

2

**Connect** the dots and share the bigger picture

3

**Give** it away, give it away, give it away now.

4

Illustrate how you **complete** the picture

5

**Inspire** creativity in atypical ways

# Practice

x



**tweet your narrative**

Use the #Smartagious formula to craft a tweet that tells your story.

**Smart Thinking | Smart Action | Smart Impact**

**THANK YOU.**

@TravisSheridan

#insulate