



The **enchanting**Lawyer™

Action Guide

Ekaterina Walter

1. Introduce your plan to your team

How? It's very likely that some members of the executive branch, who are used to traditional marketing, are skeptical when it comes to experimenting with social media at first. Walter explains how she was able to convince the management at Intel to give it a try and how they went from a small team, consisting of three people, to millions of fans all around the globe.

Can her examples help you with explaining your social media strategies to your team?

2. Reflect on your partnerships

How? Walter mentions one of the keys to running a successful business is the people you partner up with, like the Zuckerberg-Sandberg duo. Partnerships include the people you hire, your shareholders, and even your relatives. List all of your partners and write down if you have a mutually beneficial relationship with them.

3. Create a vision

How? Walter lists several examples of how big corporation leaders would never let anything get in the way of their original visions for the direction of the companies. As an entrepreneur, do you stand by your vision and your long-term goals? Are you purpose-driven as a leader?