

Forbes | Councils



Using Your
Membership to
Accelerate Your
Professional
Success

Meet the Team



Marisa Behnke

Member Engagement Manager

5 years of working with membership organizations



Sara Adams

Member Onboarding Specialist

Our Team



100+ full-time editors, event planners, community managers all devoted to your experience as a member of Forbes Councils

concierge@forbescouncils.com



Your Member Dashboard



Forum

Members

Expert Panels

Articles

Marketplace

More



Discover Browse

Recently Joined



Francois Devillez

AlphaSwap
Co-Founder and Chief Oper...

19 hours ago



Dmitriy Shelepin

Miromind
CEO & Head of SEO

a day ago



Darrell Moon

Orriant
CEO

2 days ago



Gordon Lawson

RangeForce
Chief Revenue Officer/Pres...

3 days ago



Sasha Berson

Catapult Revenue
Chief Growth Officers

7 days ago



Deke Welling

CLS Sustainable, Inc.
Chief Executive Officer & C...

7 days ago

Recently Viewed



Pillars of Your Membership



Visibility



Connections



Growth

Forbes

| Councils



VISIBILITY

Visibility

SHOWCASE YOUR EXPERIENCE

through publishing articles,
contributing expertise and
managing public profile pages

MANAGE THE SEARCH RESULTS

Ensure that online search results
reflect your industry leadership



Your Forbes.com Executive Profile

Forbes | Councils



Shama Hyder

Zen Media

CEO
Miami, FL



Shama Hyder is a visionary strategist for the digital age, a web and TV personality, a bestselling author, and the award-winning CEO of Zen Media – a global marketing and digital PR firm. She has been named the “Zen Master of Marketing” by Entrepreneur Magazine and the “Millennial Master of the Universe” by FastCompany.com. Shama has also been honored at both the White House and The United Nations as one of the top 100 young entrepreneurs in the country.

Shama is the bestselling author of *The Zen of Social Media Marketing*, now in its 4th edition and *Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age*. An acclaimed keynote speaker, Shama has delivered keynotes in over 20 countries and spoken for recognized brands including Movado, Chase, Tupperware and Inc 5000.

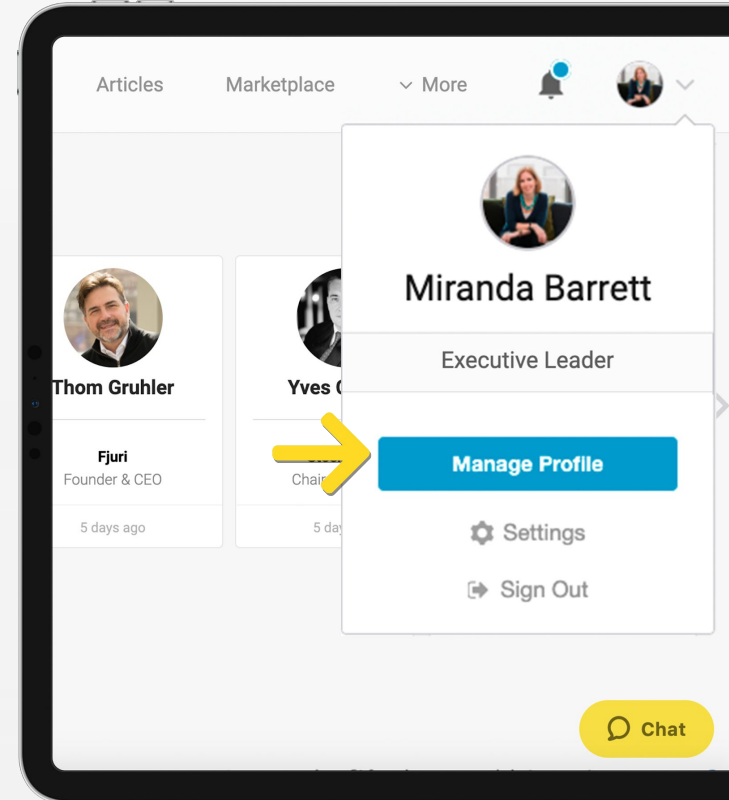
Maximizing Your Profiles

EXECUTIVE PROFILE

Share details on your professional background, experiences, business, publications, etc. Include hyperlinks to other content.

AUTHOR PROFILE

Appears as your by-line in published articles. Author page contains links to all your publications. Activated once you publish.





1,232 views | Jul 8, 2019, 08:15am

12 Tips For Marketing Your Business's Culture To Both Consumers And Future Employees



Forbes Agency Council COUNCIL POST | Paid Program
Leadership

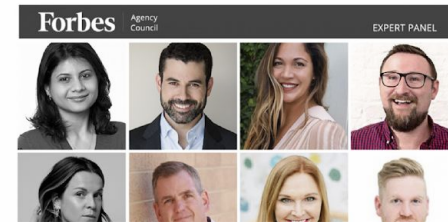
POST WRITTEN BY

Expert Panel, Forbes Agency Council

Successful PR, media strategy, creative and advertising executives from [Forbes Agency Council](#) share trends and tips.

- f Creating and showcasing a positive and welcoming company culture is imperative these days. Not only does
- ✈ this tactic attract new employees, but with how focused Millennials and Gen-Z consumers are on brand identity,
- in it's also beneficial in attracting these customers as well.

If you create an inviting culture and find an effective way to showcase it, then you can secure lifelong customers and truly invested employees. We know all of this can seem like a daunting task, so we've asked 12 experts from [Forbes Agency Council](#) to share their top tips and help you figure out the best strategy for your company.



Expert Panels



Expert Panels

What is a good way to review your processes, in order to make sure what your employees are doing still makes sense? >

 5 Expert Answers. Add yours.

What is the best way to help an intern get the most out of their experience? >

 5 Expert Answers. Add yours.

How can leaders support their teams during a crisis or times of uncertainty? >

 10 Expert Answers. Add yours.

Expert Panel Tips

- New questions are posted the first Wednesday of the month
- Selected based on quality and diversity of responses
- Scroll down to see what answers have already been submitted
- Questions disappear as they fill up - don't wait to post
- Articles are published about 4 weeks after closing
- An email is sent to members who are included

Publishing Content

Create and publish first-person expert articles on Forbes.com that showcase **YOUR** unique expertise as a leader; plus, you get a dedicated author page!



Juliette Rizkallah

Forbes Technology Council Member | COUNCIL POSTS | Paid Program

ARCHIVE

27, 2019

eting And exist?

Privacy can coexist,
we have to evolve



ABOUT

Chief Marketing Officer at SailPoint, overseeing all aspects of the company marketing strategy, positioning and execution.



Editorial Guidelines

THE BASICS:

- 700-800 words (1k max)
business advice/insights based on your expertise and field
- Must be previously unpublished (including LinkedIn posts)
- Do NOT sell or promote - it undermines your credibility
- Best topics educate readers and help them solve a problem
- Build trust and showcase your own knowledge
- Expert editors collaborate to make the piece stand out
- Entire process takes 3-5 weeks

PRO TIP

Evergreen advice → more marketing opportunities for you

Topics That Always Work

- The last big problem your org solved + steps you took to fix
- One unusual tip for improving your output as a leader
- Very best or very worst business advice you ever received
- Top 3-5 predictions for what's next in your industry
- Unique ways you improve customer satisfaction

PRO TIP

Know WHO your reader is before you choose a topic.

Using the Website



Forum

Members

Expert Panels

Articles

Marketplace

More



Discover Browse



Recently Joined



Francois Devillez

AlphaSwap

Co-Founder and Chief Oper...

19 hours ago



Dmitriy Shelepin

Miromind

CEO & Head of SEO

a day ago



Darrell Moon

Orriant

CEO

2 days ago



Gordon Lawson

RangeForce

Chief Revenue Officer/Pres...

3 days ago



Sasha Berson

Catapult Revenue

Chief Growth Officers

7 days ago



Deke Welling

CLS Sustainable, Inc.

Chief Executive Officer & C...

7 days ago

Recently Viewed





Forum

Members

Expert Panels

Articles

Marketplace

More



Write

Published

Guidelines

Settings

Create An Article

Share your expertise with potential prospects, partners, hires, and colleagues.



Write Your Own

Write an article yourself, follow feedback given by our professional editors and get published. Before you begin, read our [editorial guidelines](#) and [watch our video](#) on how to write great content.



Create New Article



Use Content Studio

For an additional fee, get matched with a dedicated content strategist who will develop your strategy, write, and edit. [Learn more](#) and [schedule a call](#) to get your questions answered.

Learn More

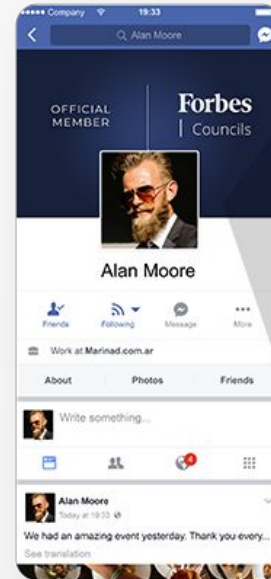
Content Studio

If time is your biggest obstacle, consider investing in [Content Studio](#) and have us do the heavy lifting.

- **Goal-based strategy:** We help you define a strategy catered to your audience/goals
- **Experienced team:** Collectively, we've been published on leading sites, authored books, served as ghostwriters for top influencers and edited award-winning publications
- **Expedited process:** Eliminate back-and-forth and take advantage of your membership faster

Badges and Logos

- Showcase your membership
- Help other members find you
- Update in social media
- Place in email signatures with link to your Executive Profile
- Add to your business card
- Add to your newsletter



Forbes Councils Podcasts

Forbes | Councils



Forbes
| Councils



CONNECTIONS

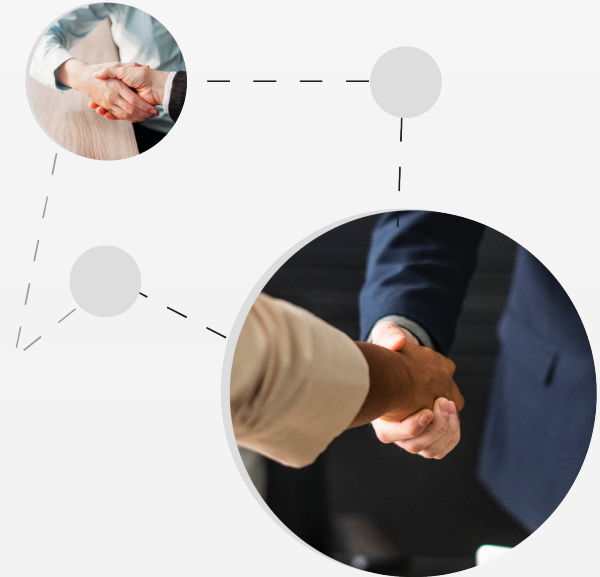
Connections

CONNECT WITH OTHER MEMBERS

Review the member directory,
request introductions
Attend Forbes Councils experiences

PARTICIPATE IN THE MEMBER FORUM

Join the active discussions taking
place. Post questions, share your
expertise, find solutions to your
business challenges.





Daniela Moody
Ursa Space



Co-Habiting: Office and Remote Teams

I am curious - how do you strike a balance between your remote teams and your co-located teams? Have you noticed any impacts or benefits to your teams' productivity, creativity, efficiency, or culture? What tools do you use to help you coordinate remote and onsite workers?

14 days ago

+ Follow 6

[Show Previous Replies...](#)



Eugene Malobrodsky • 12 days ago



One way to do that is have a project that would be split in the way that both teams have to work on it and are forced to communicate to deliver. The other thing we have done is have a project manager that drives the project and the communication between the teams.

1 Like



Boris Kontsevoi • 8 days ago

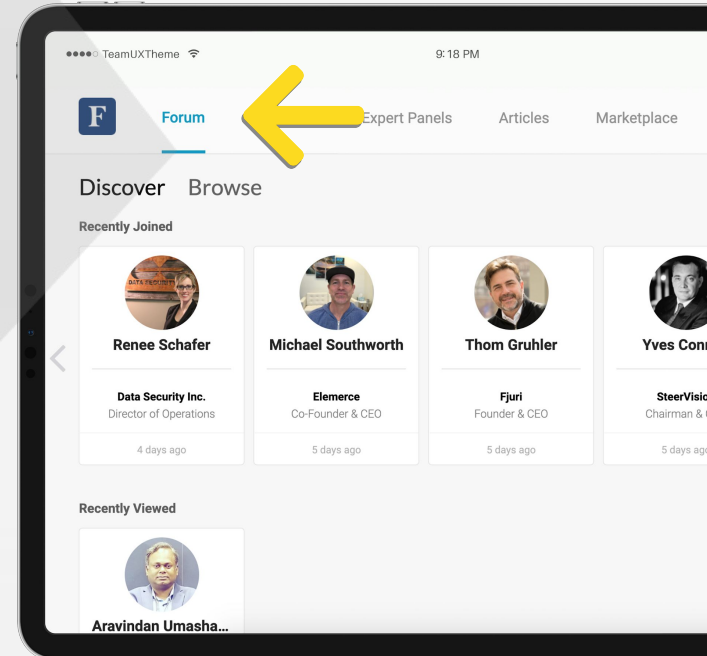


Well, tools don't matter here, we tried almost all of them and still work with many of them on various projects (Slack, MS Teams, Zoom, S4B, etc). The tool is just the tool. The key factors for success are shared values, goals and the well-established processes for distributed teams. You may read our article on the topic: outsourcing-journal.org/building-efficient-distributed-teams-with-a-nearshore-partner

1 Like



Add your reply...



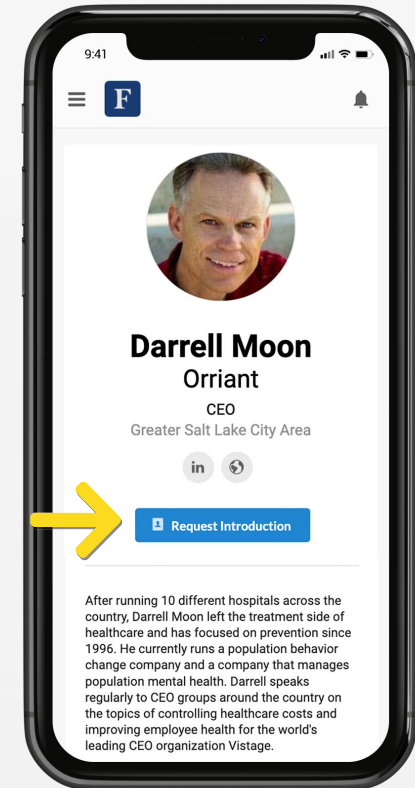
Connections

PARTICIPATE IN THE MEMBER FORUM

Join the active discussions taking place. Post questions, share your expertise, find solutions to your business challenges.

CONNECT WITH OTHER MEMBERS

Review the member directory, request introductions to build relationships



Request an Introduction



Please thoughtfully fill out the information below for our team to review. All introductions must be approved by our community team. Intros for the purpose of sales are never approved.

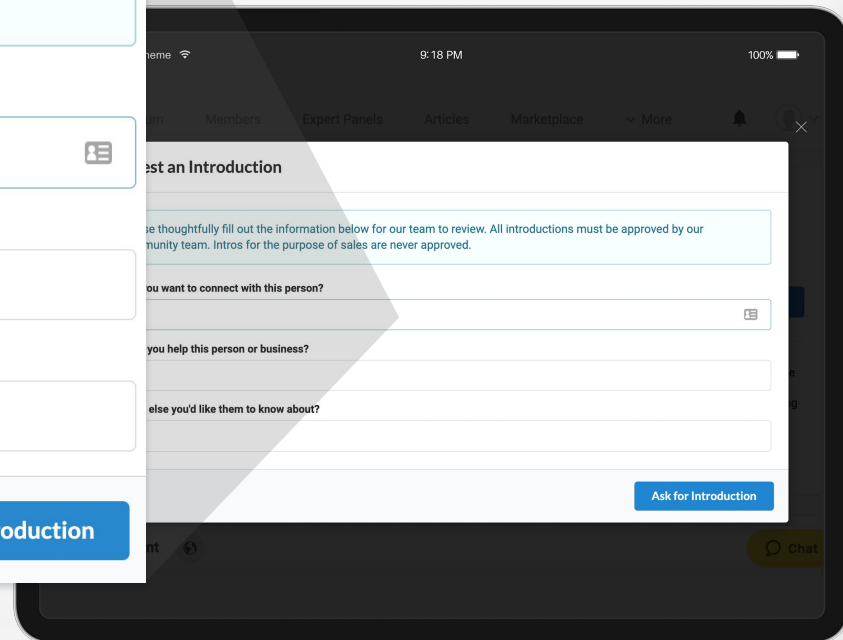
Why do you want to connect with this person?



How can you help this person or business?

Anything else you'd like them to know about?

Ask for Introduction



Share your news with us!

Monthly newsletters contain a link, or send your news to concierge@forbescouncils.com



Alisa Marie Beyer Appointed CEO of Spa Girls Cocktails

Alisa Marie Beyer has been named CEO of Spa Girls Cocktails. Spa Girls will draw Beyer's proven entrepreneurial skills; she will work with the founder to grow the Spa

Forbes

| Councils



GROWTH

Forbes Councils Coaching

Collaborate with an executive or business coach on your individual plan for igniting personal growth or generating increased revenue.

I'm Interested In ...

EXECUTIVE COACHING

BUSINESS COACHING

ACCESS COACHING COURSES

Watch short, actionable videos focused on helping you grow your business. Two new videos are added each month.

JOIN PREMIUM WORKSHOPS

Dive deep with our coaching team during these live classes on topics like outbound sales systems, systemization, and more.



Take 10 minutes and...

1. Log in, explore dashboard
2. Update your profile
3. Answer an Expert Panel or read Editorial guidelines to start an article
4. Make a post in forum or review the directory

Need help?

concierge@forbescouncils.com

QUESTIONS?

Use the Q&A box to type a question.

This recording will be shared via email.

Concierge@forbescouncils.com

Forbes
| Councils

THANK YOU!

Forbes
| Councils