Belonging: How to Build a Support Network & Find Your People

Andrea Tarrell

Founder & CEO, Sercante

#MarDreamin2022

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THE SPOT FOR PARDOT JOBS

FIONTA

Housekeeping

Genius Bars Are Open
11:00am – 1:00pm EST

Session Tracks
organized by product

Session Recordings
available 24 hours
after the event end

Today's Must Attend Sessions

11:05 am EST:

Ask Me Anything: Marketing Operations Edition

1:40 pm EST:

Does It Integrate With ___? Tips To Getting The Most Out Of Your Integrations (In Pardot)

2:50 pm ET:

Supercharge Data-Driven Experiences with **Customer Data Platform**

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Why are we talking about belonging?

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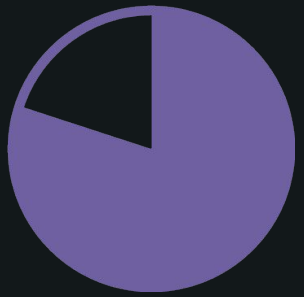
Why Belonging is Relevant

Martech is underappreciated in many orgs

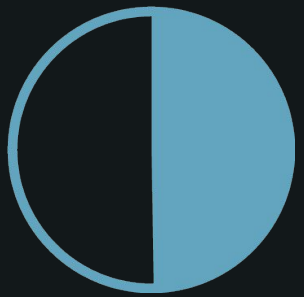
External feedback & recognition are sparse

The pandemic didn't do us any favors

40% of people say they feel isolated at work



80% of employees have felt or feel lonely at work



49% employees feel lonlier today than they did before the pandemic

-EY Belonging Barometer

Loneliness is “one of the most toxic environmental risk factors that we’re aware of in terms of all-cause mortality.”

-Cigna Study, LA Rico-Uribe

Ideas to Unpack Today

Chapter 1:
What might a supportive community look like?

Insights from:
Guilda Hilaire,
Salesforce

Chapter 2:
What tools & groups exist today to build community?

Insights from:
- Tyler McCord
- Najee Bartley
- Kirsten Schlau

Chapter 3:
How can we all contribute to building belonging?

Insights from:
Toni Martin,
Systems to Success

CHAPTER 1

IMAGINING WHAT COULD BE

What might a supportive community look like?

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In the chat:

What kind of social, psychological, and practical help would make YOU feel supported?

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SWAG, SWAG & more SWAG!

Who will be our 3 lucky winners?

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What “supported” might look like

I have someone who gets me.

I have someone to go to with questions.

I see a friendly face at a conference.

I have peers to use as a sounding board.

I know people like me.

I have someone cheering for my success.

Psychological Safety IS Being Able to

- Give and receive feedback
- Raise issues and concerns
- Disagree
- Ask for clarification
- Ask difficult questions
- Ask for help
- Offer solutions to problems
- Admit errors

Everyone has something to teach you if you are humble enough to learn.

- Mark Driscoll

Interview with a Thought Leader

Guilda Hilaire

Salesforce | @justguilda

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CHAPTER 2

NAVIGATING “WHAT IS”

What tools & groups exist today to build community?

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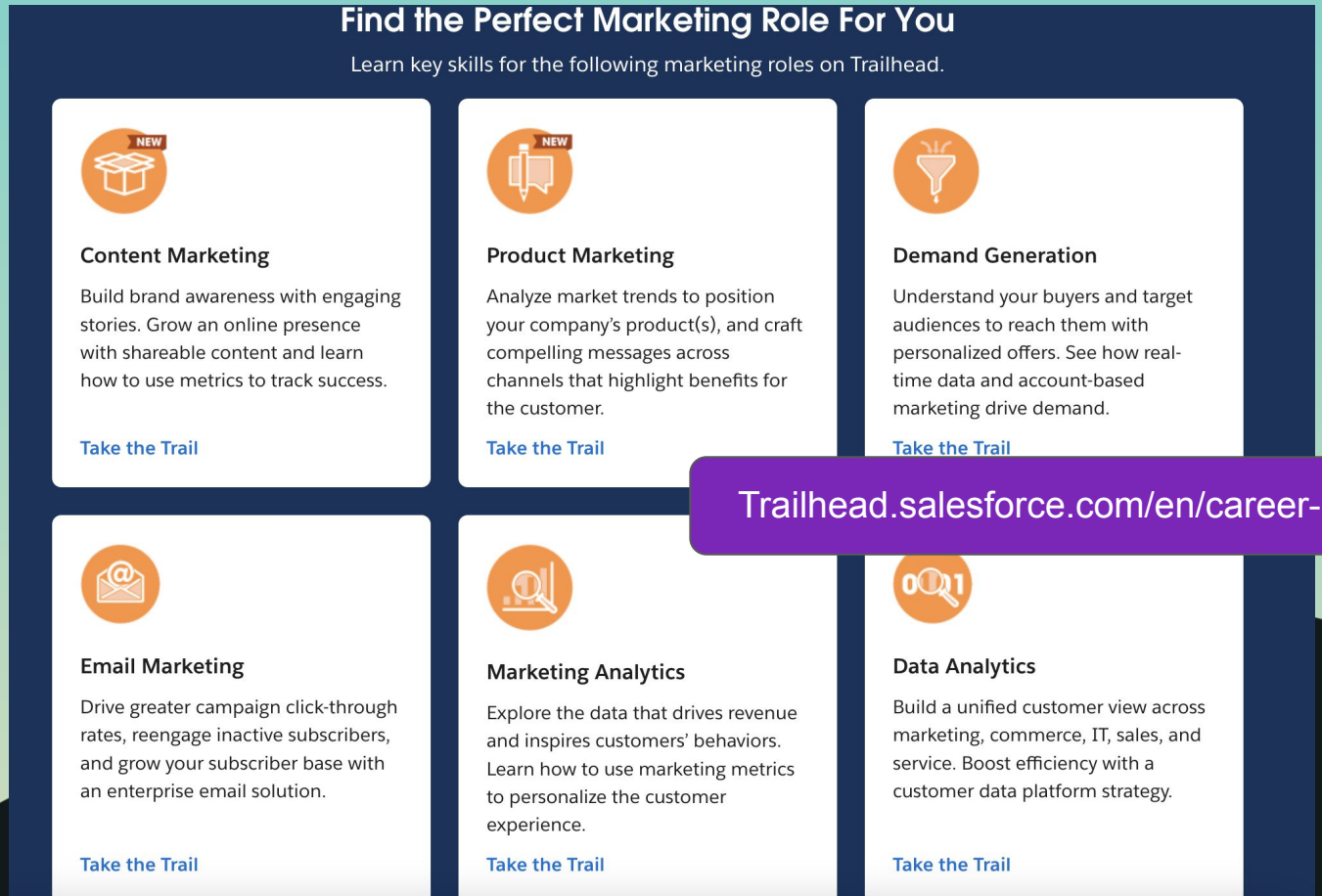
Marketer Career Path on Trailhead



Trailhead.salesforce.com/en/career-path/marketer/

Content Creators to Follow

THE SPOT by SERCANTE

The Spot

Optional description

THEDRIP

The Drip

Optional description

HowToSFMC

HowToSFMC

Optional description

[Top 35 SF Marketing Blogs]

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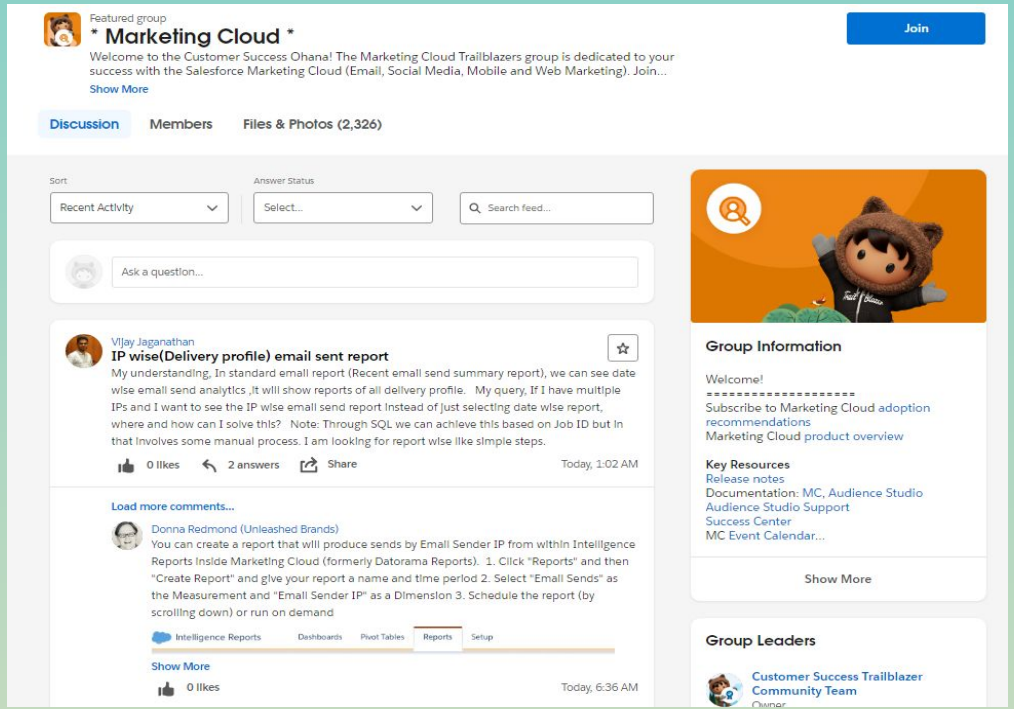
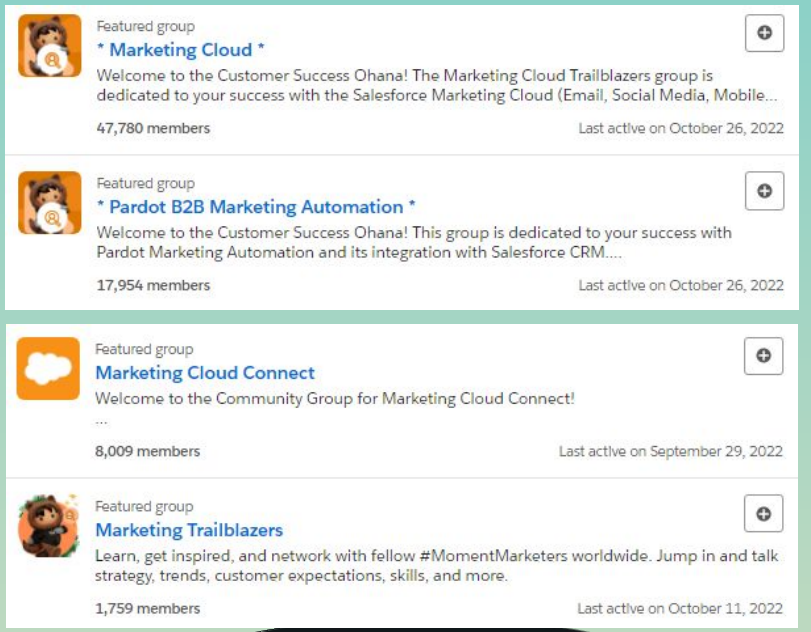
The Trailblazer Community





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slack Communities to Know

#Pardashian

Pardashians

HowToSFMC

How to SFMC

Ohana Slack

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User Groups

Trailblazer COMMUNITY

https://trailblazercommunitygroups.com/

+ a b | e a u

https://usergroups.tableau.com/

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Community Events

CALENDAR

November, 2022

02 - 04	Virtual	MarDreamin' 2022
05	XK, Prishtina, Kosovo	Kosovo Dreamin' 2022
12	Rajasthan, Jaipur, India	WIT Dreamin' 2022

December, 2022

01	Paris, France	French Touch Dreamin' 2022

January, 2023

19 - 20	AZ, Phoenix, US	Cactusforce 2023

May, 2023

18 - 19	TX, Austin, USA	Texas Dreamin' 2023

July, 2023

12 - 13	OR, Portland, USA	Forcelandia 2023

August, 2023

16 - 18	MN, Minneapolis, USA	Midwest Dreamin' 2023

Join us as we bring the Ohana spirit to Central Florida. If you can't make it to #DF22 never fear, we are going to bring a little of it right to you. Florida Dreamin' is a community-led conference designed to bring you relevant Salesforce content.

Visit the event site here

Salesforce Events

dreamforce

Sept 14-16, 2023

connections

Date TBD

world tour

First Up: NYC Dec 8

“Official” Recognition Programs

Marketing Champions

Marketing Cloud specific & renewed annually

MVP

All platform, renewed annually with 5 year max

Community Sourced Recognition

The Brandies

The MarDreamies

Mini Panel: Careers Built Navigating the Ecosystem

Najee Bartley

@mrs_najee

Tyler McCord

@TylerLee83

Kirsten Schlau

@krschlau

CHAPTER 3

BRIDGING THE GAP:

How can we all contribute to building belonging?

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Real Talk:

Community is not something we consume, it's something we co-create.

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MAR DREAMIN' by SERCANTE

Think on:

How can you extend a hand to others and create an environment of inclusion?

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Bring your questions!

TRAILHEAD

Slack & the Trailblazer Community

User Groups & Conferences

LinkedIn

Social Media

Share your knowledge!

TRAILHEAD

Slack & the Trailblazer Community

User Groups & Conferences

Thought Leadership & Blog Content

Contribute to the Roadmap

salesforce appexchange

Product Feedback

Ideas Prioritization

Tweet & Write about what you want to see

Network & get to know people

Connect on Linkedin

Show up at events

Spot good and shine a light on it

The Brandies

MarDreamies

Give Back

TECH FORWARD

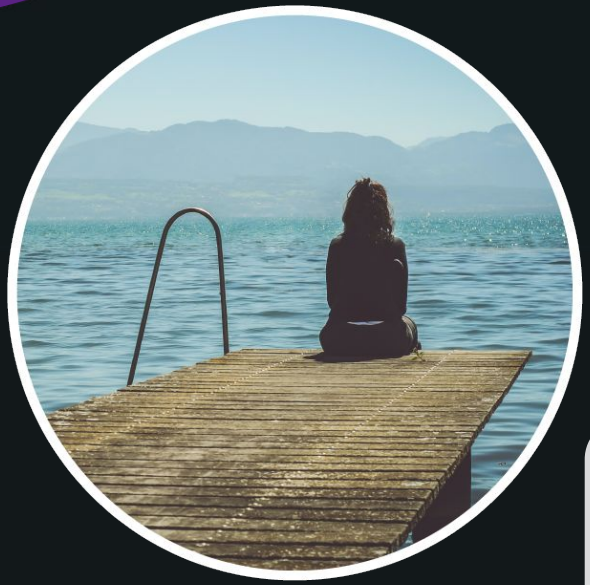
Super mums

When it doesn’t go as planned...

Things that might take the wind out of your sail...

Not getting picked to speak at an event

Not finding a local group in your area



Posing a tough question and... crickets

Being passed over on the nod for MVP or Champion

Real talk:
Keep at it! Community doesn't happen in a single interaction.

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Real talk:
No permission needed! Don’t invent gatekeepers or barriers.

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Interview with a Thought Leader

Toni V. Martin

Systems to Success & Virtual BA Summit

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A final call to action...

Set a goal of reaching out to 3 people you meet at MarDreamin’

Think about how and where you can share your knowledge

Think about who you can build up and offer support to

ATLANTA, GA

salesforce

Pardot & SFMC ATL User Groups present

AFTER HOURS

A Social Event - Happy Hour

Wed November 2, 2022

5:30-7:30 pm ET

@Mezcalito's Cocina & Tequila Bar

MAR DREAMIN'

SWAG, SWAG & more SWAG!

Who will be our 3 lucky winners?

#MarDreamin2022

THANK YOU!

#MarDreamin2022