Stand out and get noticed for your expertise

Association of Professional Geoscientists of Ontario

Presented by Carl Friesen

What you'll learn in this webinar

- Why become a recognized for your expertise in your field?
- Best topics for content showing thought leadership
- Two main themes and purposes you must meet
- Established ways to get that recognition: papers, presentations, articles
- New and emerging ways: Podcasts, webinars, videos, social media
- Leverage your content through social media

My background on this topic

- Journalism training and experience – knowing how the media work
- MBA in marketing
- 15+ years of experience helping professionals build their profile – with Golder, Hatch, AECOM, Ausenco and others, globally
- Published five books on the topic

Why be seen as an expert in your field?

- You get noticed by potential employers, clients, colleagues
- You get to choose the kinds of work you do – most interesting and challenging
- Colleagues want you on their team
- Easier business development; they're "pre-sold" on working with you

Content marketing: how it works

1. You create really useful, no-sales-pitch information
2. Potential clients see you as someone who's helpful
3. They come to trust you
4. They trust you enough to buy from you (or hire you)

Getting your ideas in the right place

- Papers in academic/professional journals
- Presentations at conferences and industry events
- Articles in trade and industry media (print and online)
- Videos, slide shows, podcasts, info-graphics
- Printed and e-books
- Trend is towards self-publishing to stay in front of current clients and expand your share of their business

Looking good

- If someone meets you at a networking event
- OR an existing contact makes a referral
- They'll do what you do when considering a restaurant or a movie – see what they can find about you online
- *Would your online presence impress them?*

Looking good – but not to just anybody

- Decide who you want to reach or influence
- This ideal client or employer is your “avatar”
- Must understand this person’s needs, concerns and goals
- Then, show how you’re able to meet those issues

The many facets of your avatar

Your avatar may be determined by these factors:

- Industry
- Profession/ occupation
- Geography
- Cause

Getting to know your avatar

- Base it on a real person, your ideal client
- List their problems, worries, concerns, opportunities
- What forces are acting on them – automation, artificial intelligence, globalization ….
- How can your skills help them get where they want to go?
- Too many technical professionals focus on the work they do – not on the business objectives of their client

The content you produce must meet one of your avatar's top three issues or concerns.

Otherwise, they'll ignore you

Effective content is not about what you want to say. It must focus on something your avatar wants to know about.

The parable of the super-oxygenated water

- Client in Melbourne, helping remediate hydrocarbon-contaminated properties
- Finding a faster way to use bioremediation
- Super-oxygenated water (not a new thing)
- They had a better way to make this work
- Fast, certain remediation to meet regulatory levels
- Meeting the business goals of the oil company clients
- Move those properties off their liability lists

The parable of the super-oxygenated water

- A better way to use an established, regulator-friendly technology
- Solution is unobtrusive, quiet, lives in a garden shed
- Story focused on how the service was designed to meet clients' business objectives: fast, reliable, accepted by regulatory authorities

Summary: focus on your avatar's needs, not on what you want to sell

- Many business professionals want to show off
- They get tangled up in the science
- Your avatar wants your insights and professional perspective
- You show yourself as being knowledgeable and caring

Designing content that works

Build your content on the “problems” or “opportunities” faced by your avatar

- **Problems**: potential loss or embarrassment
- **Opportunities**: increased sales, looking good

“Problem” content

Your service may be focused on helping a client avoid or deal with problems. This can include:

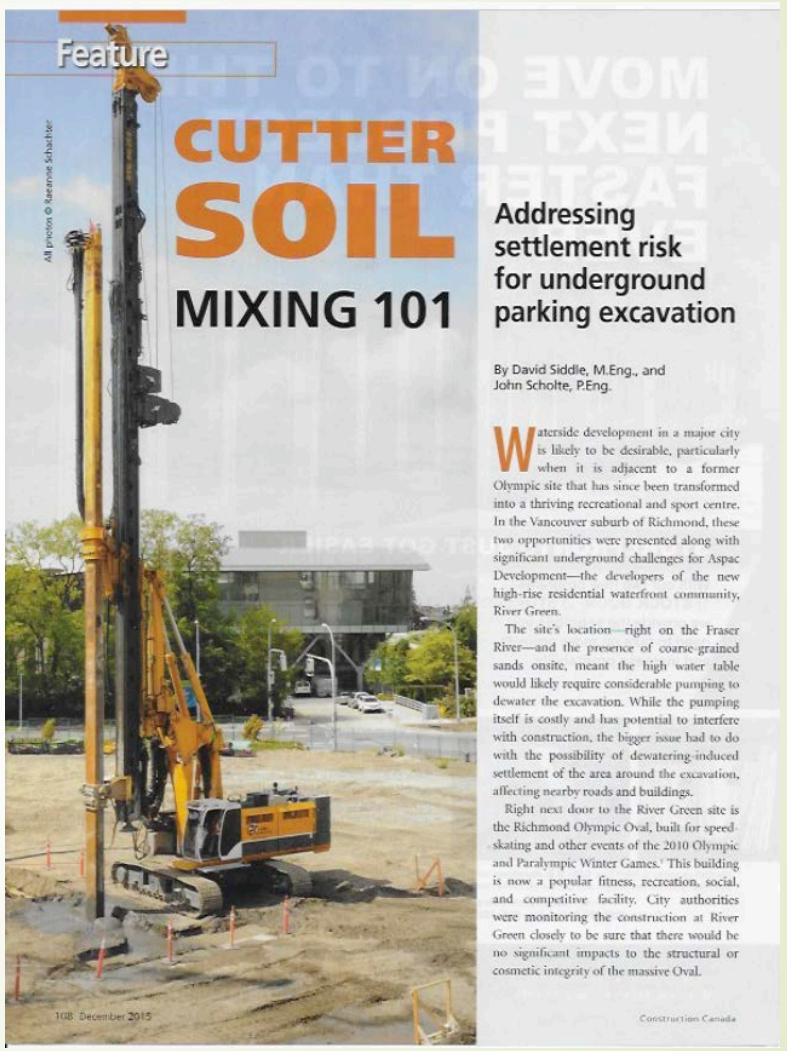
- Potential for regulatory sanction/fines/publicity
- High costs, wastage
- Delays in a project timeline, slow production

Designing “problem” content

1. Describe the problem
2. Explain why it matters, consequences of not taking action
3. Deal with objections (”It won’t be so bad,” and “It’s not going to affect me.”)
4. Steps to dealing with the problem
5. Point out potential difficulties, and how to deal with them
6. Expected benefits

An example of “problem” content

- Water infiltration in loose alluvial soils
- Subsidence in nearby properties
- Cutter soil mixing provides barrier
- Published in ”Canadian Construction News”



Feature

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CUTTER SOIL MIXING 101

Addressing settlement risk for underground parking excavation

By David Siddle, M.Eng., and John Scholte, P.Eng.

Waterside development in a major city is likely to be desirable, particularly when it is adjacent to a former Olympic site that has since been transformed into a thriving recreational and sport centre. In the Vancouver suburb of Richmond, these two opportunities were presented along with significant underground challenges for Aspac Development—the developers of the new high-rise residential waterfront community, River Green.

The site's location—right on the Fraser River—and the presence of coarse-grained sands onsite, meant the high water table would likely require considerable pumping to dewater the excavation. While the pumping itself is costly and has potential to interfere with construction, the bigger issue had to do with the possibility of dewatering-induced settlement of the area around the excavation, affecting nearby roads and buildings.

Right next door to the River Green site is the Richmond Olympic Oval, built for speed-skating and other events of the 2010 Olympic and Paralympic Winter Games.[1] This building is now a popular fitness, recreation, social, and competitive facility. City authorities were monitoring the construction at River Green closely to be sure that there would be no significant impacts to the structural or cosmetic integrity of the massive Oval.

”Opportunity” content

- Ways to earn more revenue
- Improve system reliability
- Change something from a liability to an asset
- Gain respect, praise, promotions, bonuses…

Designing “opportunity” content

1. Describe the opportunity
2. Deal with objections (“tried that, doesn’t work”)
3. List the steps to follow
4. Describe potential problems and how to deal with them
5. Provide an idea of the outcome for them

An example of “opportunity” content

- Needs a way to improve pipeline construction schedule adherence
- Horizontal Directional Drilling for crossing streams
- Pipelines get built faster, reliably
- Published in “World Pipelines”

Figure 1. An HDD drill rig starts the drilling of a pilot hole.

NEW PRESSURES BOOST INTEREST IN HORIZONTAL DIRECTIONAL DRILLING. TRENT MILLER, SENIOR PROJECT MANAGER – NATURAL RESOURCES, GOLDER ASSOCIATES, USA, AND TOM BRYSKI, ASSOCIATE AND SENIOR GEOTECHNICAL ENGINEER, GOLDER ASSOCIATES, CANADA, DISCUSS THESE CHANGES.

GOING DEEP WITH HDD

Horizontal directional drilling (HDD) technology has seen progressive and impressive developments over the past 40 years. Advances in engineering analysis and design, equipment capability and contractor capacity have pushed back some of the historic limitations of this pipeline installation method.

Pipeline operating companies are more interested than ever in routinely considering HDD as a practical and long-term economical choice for installing pipelines beneath surface obstacles. Now, several trends are helping make the use of HDD more attractive in more situations and this is expected to push back historic limitations even further.

It is more important than ever for pipeline operators, designers, regulators and others in the oil and gas sector to be familiar with the current state of HDD construction practice and where this technique is applicable and will be successful in achieving set out objectives. These may include protecting the environment, minimising physical intrusion and optimising lifecycle costs.

It is just as important to understand that HDD is not always the best solution for pipeline installation and there are other more conventional construction techniques that may be more applicable, result in less cumulative impact and provide better control of environmental and cost risk.

HDD versus trench-and-cover

Several trends are having the effect of pushing the risks associated with trench-and-cover upward in many circumstances, and HDD may present a total lower risk profile. These include:

Disturbing sensitive environments

Rivers and streams, wetlands, rare-species habitats, historic sites and the urban environment are becoming increasingly difficult to disturb through traditional trench-and-cover methods. Even in places where surface disturbance is

Summary: problems and opportunities

- Some professional practice areas are more around solving problems
- Others are more around accessing opportunities
- It's easier to draw peoples' attention to problems
- Many topics can be both
- Think of your service from the point of view of your avatar

Three winning themes for content

- **Newsjacking**: analyzing news affecting your avatar
- **Trendspotting**: discussing slow-moving changes
- **How-to**: practical advice based on your expertise

Newsjacking: niche news

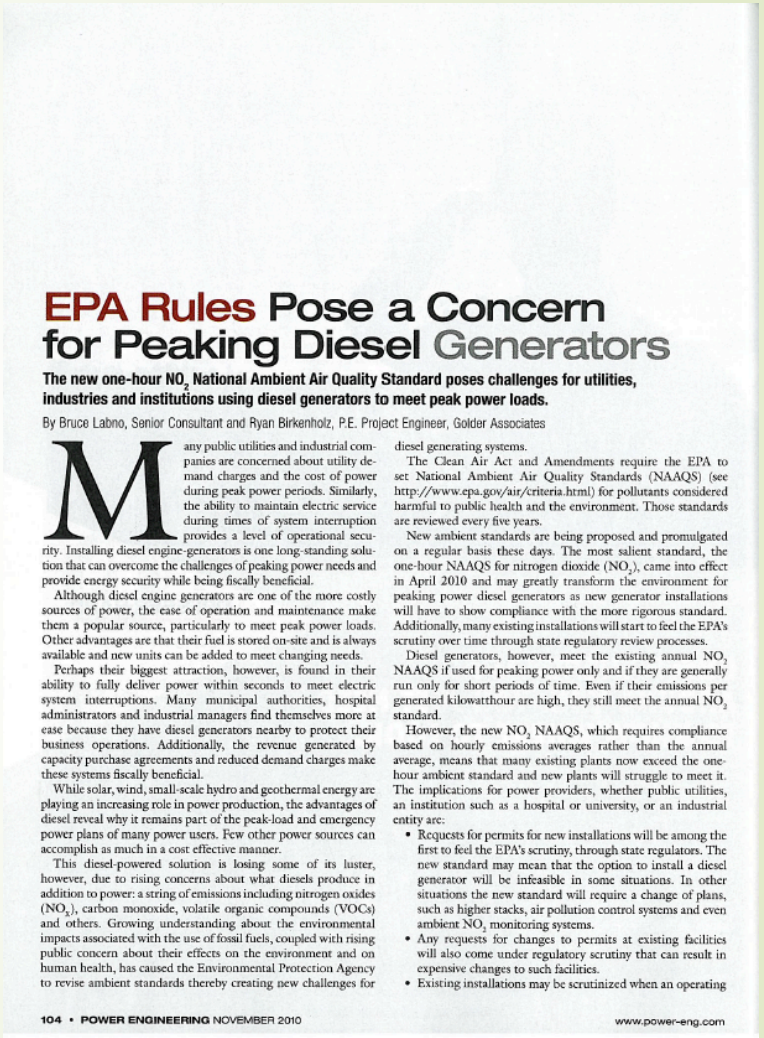
- Avatar wants to be sure you're up to date
- Find news that affects them, which they won't learn about elsewhere
- New law, regulation, procedure, standard
- Can be narrow, as it will rise to the top of your avatar's online searches

How to design newsjacking content

1. Describe the news
2. Say why it matters to your avatar
3. Make your predictions on what will happen
4. Make your recommendations on how to avoid a problem or access an opportunity

Newsjacking: a new EPA Rule

- New US-EPA regulations on diesel emissions
- Problems for peak power generation
- Article analyzed the situation, made recommendations
- Published in a major US power utility publication



EPA Rules Pose a Concern for Peaking Diesel Generators

The new one-hour NO_2 National Ambient Air Quality Standard poses challenges for utilities, industries and institutions using diesel generators to meet peak power loads.

By Bruce Labno, Senior Consultant and Ryan Birkenholz, P.E. Project Engineer, Golder Associates

Many public utilities and industrial companies are concerned about utility demand charges and the cost of power during peak power periods. Similarly, the ability to maintain electric service during times of system interruption provides a level of operational security. Installing diesel engine-generators is one long-standing solution that can overcome the challenges of peaking power needs and provide energy security while being fiscally beneficial.

Although diesel engine generators are one of the more costly sources of power, the ease of operation and maintenance make them a popular source, particularly to meet peak power loads. Other advantages are that their fuel is stored on-site and is always available and new units can be added to meet changing needs.

Perhaps their biggest attraction, however, is found in their ability to fully deliver power within seconds to meet electric system interruptions. Many municipal authorities, hospital administrators and industrial managers find themselves more at ease because they have diesel generators nearby to protect their business operations. Additionally, the revenue generated by capacity purchase agreements and reduced demand charges make these systems fiscally beneficial.

While solar, wind, small-scale hydro and geothermal energy are playing an increasing role in power production, the advantages of diesel reveal why it remains part of the peak-load and emergency power plans of many power users. Few other power sources can accomplish as much in a cost effective manner.

This diesel-powered solution is losing some of its luster, however, due to rising concerns about what diesels produce in addition to power: a string of emissions including nitrogen oxides (NO_x), carbon monoxide, volatile organic compounds (VOCs) and others. Growing understanding about the environmental impacts associated with the use of fossil fuels, coupled with rising public concern about their effects on the environment and on human health, has caused the Environmental Protection Agency to revise ambient standards thereby creating new challenges for diesel generating systems.

The Clean Air Act and Amendments require the EPA to set National Ambient Air Quality Standards (NAAQS) (see http://www.epa.gov/air/criteria.html) for pollutants considered harmful to public health and the environment. Those standards are reviewed every five years.

New ambient standards are being proposed and promulgated on a regular basis these days. The most salient standard, the one-hour NAAQS for nitrogen dioxide (NO_2), came into effect in April 2010 and may greatly transform the environment for peaking power diesel generators as new generator installations will have to show compliance with the more rigorous standard. Additionally, many existing installations will start to feel the EPA's scrutiny over time through state regulatory review processes.

Diesel generators, however, meet the existing annual NO_2 NAAQS if used for peaking power only and if they are generally run only for short periods of time. Even if their emissions per generated kilowatthour are high, they still meet the annual NO_2 standard.

However, the new NO_2 NAAQS, which requires compliance based on hourly emissions averages rather than the annual average, means that many existing plants now exceed the one-hour ambient standard and new plants will struggle to meet it. The implications for power providers, whether public utilities, an institution such as a hospital or university, or an industrial entity are:

- Requests for permits for new installations will be among the first to feel the EPA's scrutiny, through state regulators. The new standard may mean that the option to install a diesel generator will be infeasible in some situations. In other situations the new standard will require a change of plans, such as higher stacks, air pollution control systems and even ambient NO_2 monitoring systems.
- Any requests for changes to permits at existing facilities will also come under regulatory scrutiny that can result in expensive changes to such facilities.
- Existing installations may be scrutinized when an operating

Trendspotting: slow developments

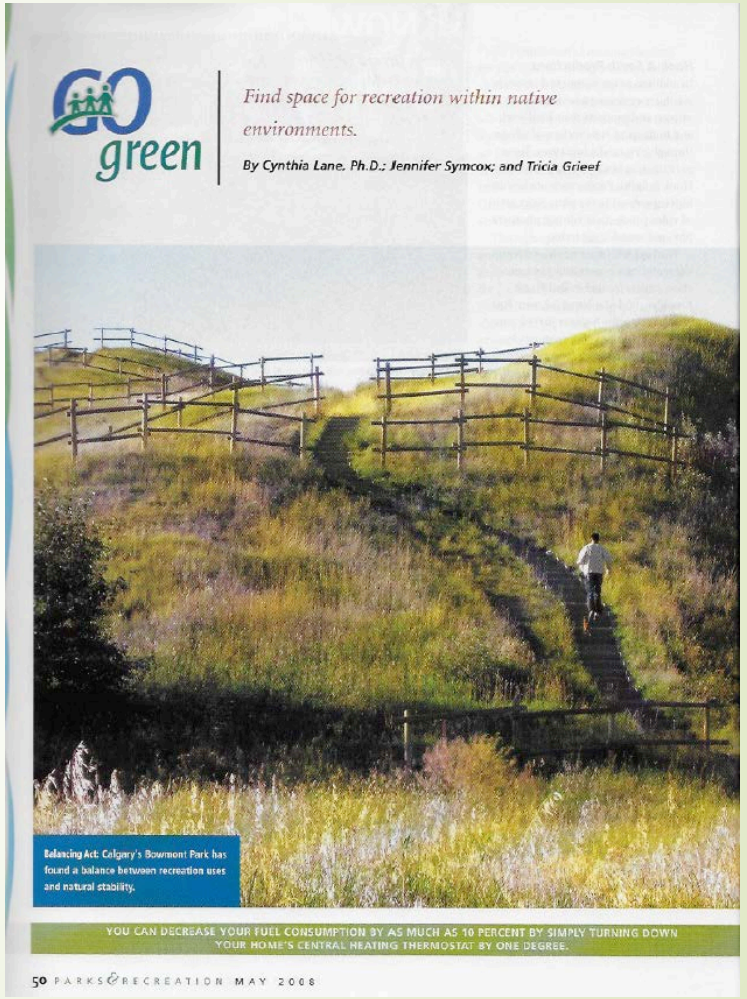
- Avatar needs to know you understand the big picture that affects their world
- Find a trend – may need statistical evidence
- Shows you to be someone they can trust to look after their interests
- Does not need a news hook, but it helps

Designing trendspotting content

1. State the trend you're seeing
2. Say why it matters to your avatar
3. Provide statistical or anecdotal evidence
4. Make predictions on how it will develop
5. Make recommendations on how to avoid a problem or access a benefit as a result of the trend

An example of trendspotting content

- Multi-use park properties
- Recreation use and wildlife habitat
- A case example shows trends
- Published in a US trade/association publication



GO green

Find space for recreation within native environments.

By Cynthia Lane, Ph.D.; Jennifer Symcox; and Tricia Grieef

Balancing Act: Calgary's Bowmont Park has found a balance between recreation uses and natural stability.

YOU CAN DECREASE YOUR FUEL CONSUMPTION BY AS MUCH AS 10 PERCENT BY SIMPLY TURNING DOWN YOUR HOME'S CENTRAL HEATING THERMOSTAT BY ONE DEGREE.

50 PARKS&RECREATION MAY 2008

How-to content

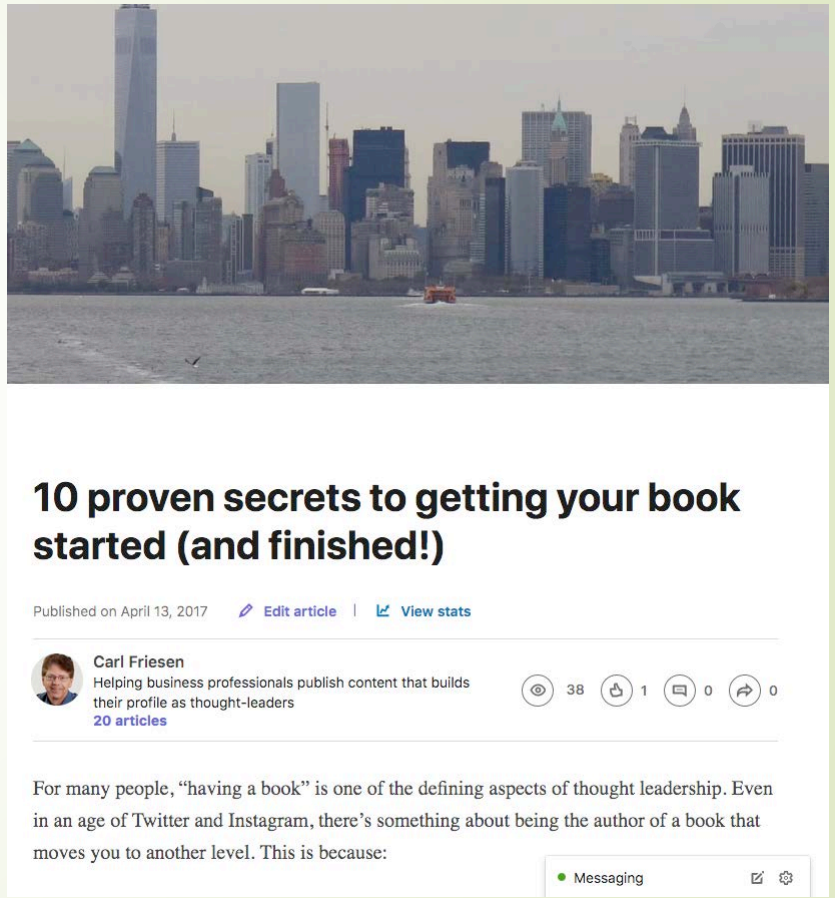
- It's about, well, "how-to" do something
- Something your avatar can do, and will want to do
- Presents you as someone who is practical, helpful
- NOT about what you do for a living!
- A "tangent topic" --- something you know about, have credibility in, that your avatar will find useful
- For example: how to gather field data, how to stay safe, how to use the information you provide

Designing how-to content

1. State the objective
2. Reasons why it's important to do
3. Steps to follow, either in sequence or by importance
4. Think of problems and how to deal with them

An example of a how-to

- How to publish a book
- I have credibility in this area; I've done five
- Not my core area of business
- This contains ten points; easy to digest and implement
- Published on LinkedIn



10 proven secrets to getting your book started (and finished!)

Published on April 13, 2017 Edit article | View stats

Carl Friesen
Helping business professionals publish content that builds their profile as thought-leaders
20 articles

38 1 0 0

For many people, "having a book" is one of the defining aspects of thought leadership. Even in an age of Twitter and Instagram, there's something about being the author of a book that moves you to another level. This is because:

Messaging

Summary: Newsjacking, trendspotting, how-to

- Newsjacking should focus on niche news they won't learn about elsewhere
- Trendspotting involves slower-moving developments
- How-to's must focus on something other than what you do for a living, where you have credibility

Putting your ideas in front of your avatar

- Trend is towards publishing on your own platform and hoping your avatar will find it
- Trust in Google: but it's hard to get the top of search results
- It helps if you have good search terms, such as a specific regulation, for newsjacking
- You can direct your content at people who know you already, but how do you reach new prospects?

Putting your ideas in front of your avatar

- There is still a need for putting your ideas where your avatar is already looking
- So find out where they look for information, and be there
- It reaches people who haven't heard of you yet
- Your message has cachet and implied credibility
- You'll need to convince the gatekeeper (editor, conference organizer, podcast host…)

Convincing the gatekeeper

- Don’t just go ahead and write it! Research first, and get the gatekeeper’s buy-in
- Understand the channel and its interests
  1. Describe your idea in a sentence or two
  2. Indicate WHY this channel’s people will care about it
  3. Give some points you intend to cover
  4. Convince the gatekeeper you’re the right person – your qualifications (academic, professional, experience)
- Don’t forget to follow up

Traditional channels

- Academic and professional journals
- Trade and professional magazines (and their websites)
- Industry conferences and smaller events (luncheons)
- Lunch-and-learns for clients (free pizza!)

New(er) and emerging channels

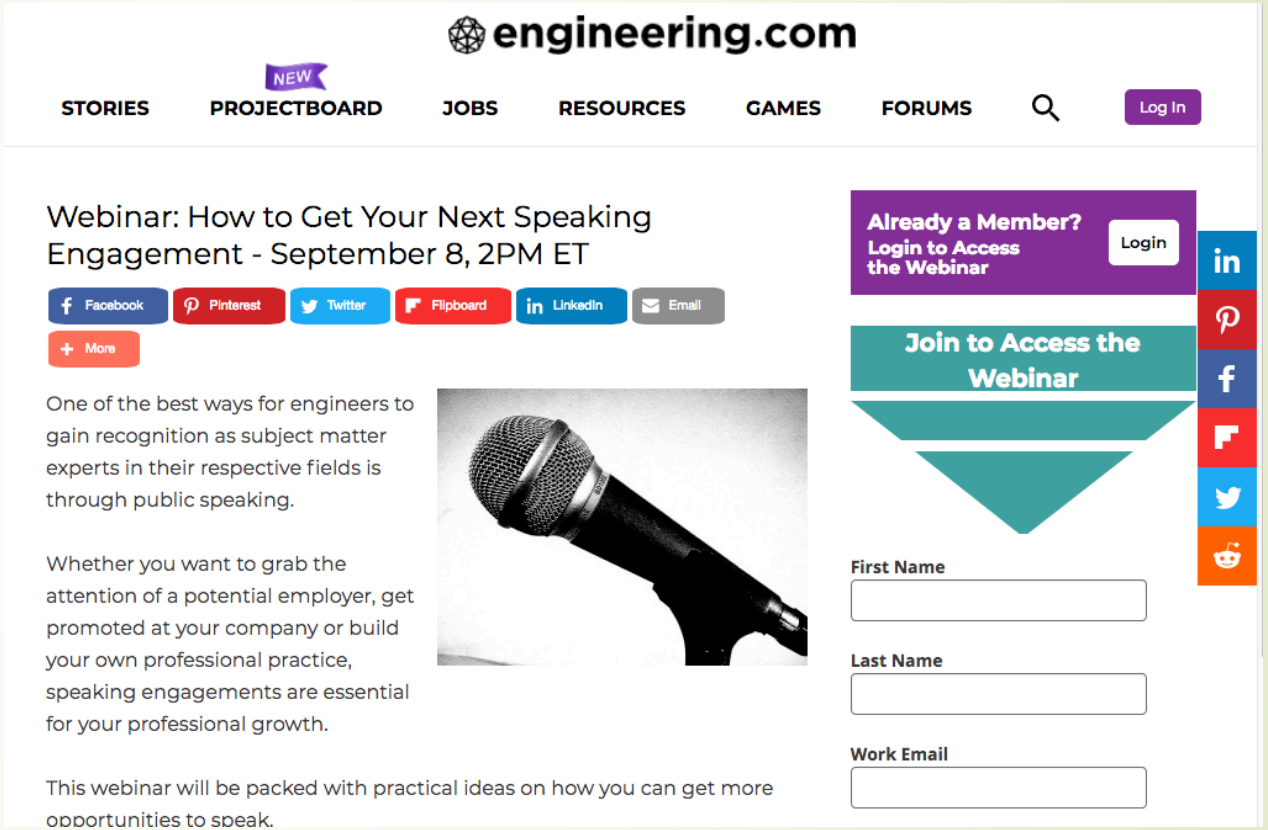
Videos on YouTube and Vimeo, via LinkedIn and Twitter

New(er) and emerging channels

Podcasts (your own, or guest appearances)

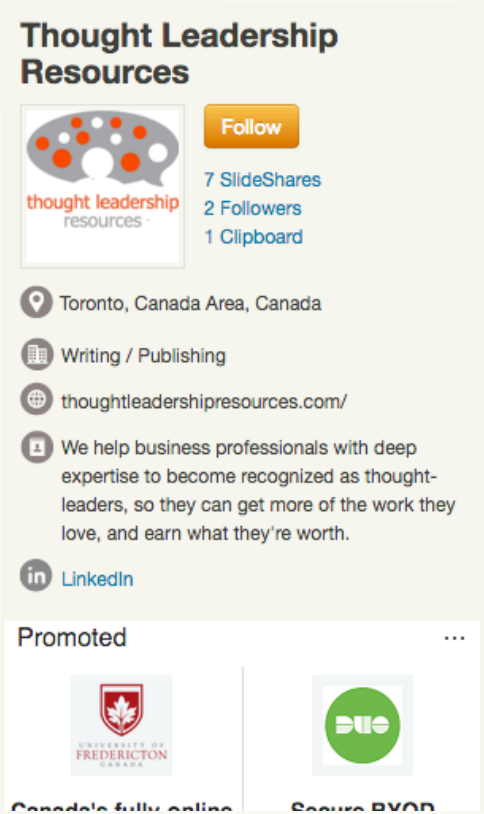
New(er) and emerging channels

Webinars
(your own,
or hosted,
like this one)



New(er) and emerging channels

Slide shows (hosted on LinkedIn's Slideshare platform)



New(er) and emerging channels

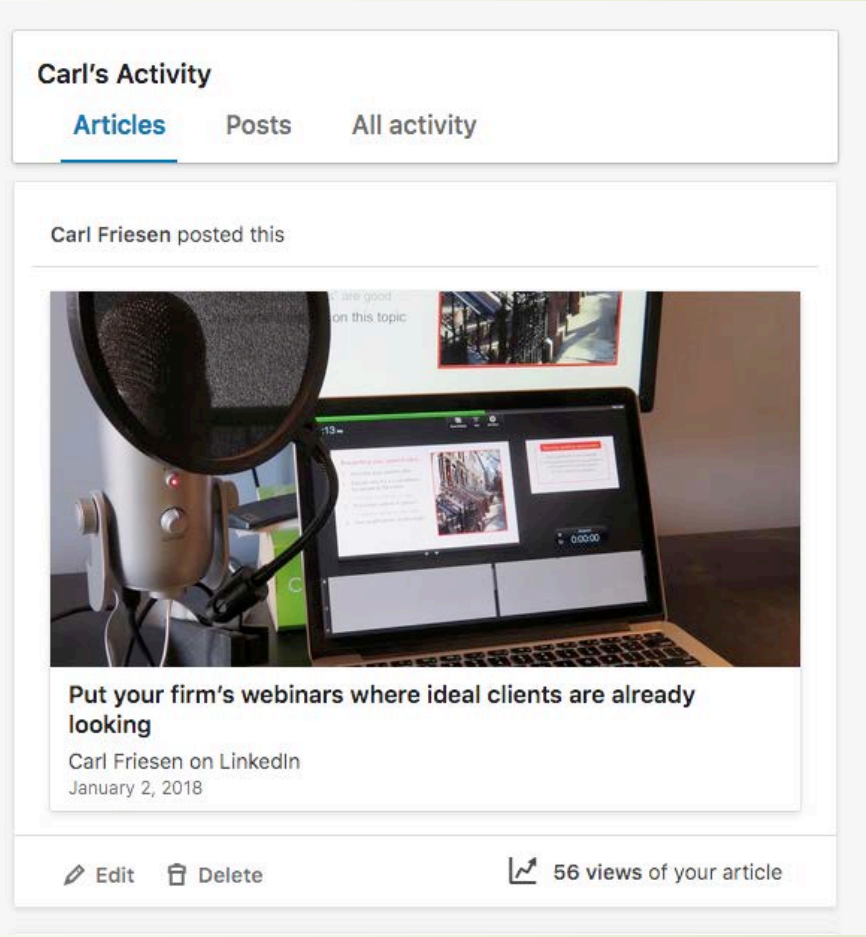
Infographics (hosted on Instagram, or Slideshare)

Leverage through social media

- Post your content on LinkedIn and Facebook
- Summarize, with links, on Twitter
- Automate through Hootsuite
- It's social media. Be social, don't just shout

Leverage through social media

- **LinkedIn** is a powerful publishing platform
- A great way to keep contacts warm



Making it happen

- You can acquire these skills yourself
- Get support from your Marketing team
- Bring in a ghost-writer to help you get your ideas into words on a screen
- Other support: videographers, graphic designers, social media experts

Summary: vehicles for your content

- Many business professionals prefer to use their own media channels
- There's still value in putting your ideas where they're already looking
- Consider the nature of your avatar in choosing where to present your ideas
- Get professional help – it's what your clients do when they hire you

How I can help: two ways

Helping you get published in media your clients trust

- Trade and professional online and print publications
- Help you develop the concept, select a publication, interview you and ghost-write the article, get it published

Helping you stay in touch with people who know you

- It's called "ghost blogging"
- Help you develop a list of topics, interview you and ghost a first draft, work with you on social media

To learn more (and Q&A):

- Carl Friesen
- Thought Leadership Resources Inc.
- Mississauga ON Canada
- For a free monthly resource on how to be seen as an expert in your field --

www.ThoughtLeadershipResources.com