

1: Leading Blog: A Leadership Blog: Rebooting Work: How to Make Work "Work for You

*Move from Employee to CEO of Your Own Destiny: A Woman's Guide to Entrepreneurship and Wealth [Mary-Ann Massad Johnson] on www.enganchecubano.com *FREE* shipping on qualifying offers. There is no better guide for creating or growing a business than someone who understands every facet along the way.*

No slots, no blackjack, no taco binge. This eventually morphed into Gambit, serving other developers with a quick, easy, and reliable payments system on Facebook. Facebook had always been a hassle for both Kickflip and Gambit, and pretty much every other developer. The site was always fooling around with their APIs, which meant that Gambit always had to change up their apps and games. A hassle for Gambit, but not the worst thing in the world Noah bounced back--bloody, but unbowed--and the debacle taught him a valuable lesson: Also in , Google demoted BeatThatQuote. The previous day the company had been acquired by none other than At least they also shoot themselves in the foot If you are using Facebook, or Google, or Twitter, or whatever as the channel to your customers and audience then you are always playing an away game. You are forced to play by their rules and they will govern how you interact with your customers. That is not cool. What happens to you tomorrow if one of these companies changes up? Well, 71 per cent of people click only on the first page of results on Google. That number plummets to less than six per cent for page two. As they did to Gambit, Facebook can happily throw you off their site if they decide to. Facebook actively limits exposure to your fans, wanting you to pay more and more for a little piece of their pie. And the same is true of Twitter. When you are on one of these big channels you are always just renting space--they may not be charging you, but they still only allow you to be there if, and only if, they can make money from you. This whole issue was one of the things that led to Noah setting up AppSumo, and growing it into a seven-figure company. He never wanted to be beholden to these big guns again. Wanting to have direct access to his customers, he focused his company on email marketing where he could have direct access to all of his customers. And it all starts with working out where is your locus of control. Answer this simple question: Do you believe that your destiny is controlled by yourself or by external forces? Those external forces might be god, fate, or even Facebook. The concept of locus of control was developed by psychologist Julian Rotter in the s. If you think someone else is guiding you towards your destiny, no matter who that is, then you have an external locus of control. If you believe you are the master of your domain, then you have an internal locus of control. No prizes for guessing which is better. People with an internal locus are generally thought of as being more psychologically healthy than those that think they have no influence over their own lives. They are more likely to be leaders, deal with responsibility better, less likely to submit to authority and can handle stress better. If you do think god or Facebook are behind all your ills, then you can still shift, just as Noah Kagan did. Reframing your adversities as challenges and opportunities is a great way to get control over your life, and control over your destiny. I am the master of my fate, I am the captain of my soul. This internal desire to continue unabated is what drove Mandela when in prison. It is easy to blame others, and can feel good, but not as good as when you personally overcome the challenges in your life and succeed. Aug 4, More from Inc.

2: LinkedIn CEO: Here's Why I Sold the Company to Microsoft

The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable). Packaging should be the same as what is found in a retail store, unless the item is handmade or was packaged by the manufacturer in non-retail packaging, such as an unprinted box or plastic bag.

This field is for validation purposes and should be left unchanged. This iframe contains the logic required to handle Ajax powered Gravity Forms. We value your privacy and will always preserve the confidentiality of our relationship. Meet ROZ Roz is a sought-after communication, image and branding specialists, working internationally with leaders of Fortune companies, executives, managers, sales teams and entrepreneurs. Learn how to navigate your career with political savvy and success. What They SAY While client testimonies are an important part of building new relationships based on past successes, what is even more important than the endorsements themselves are the reasons behind them. Learn More Praise For Roz Usheroff "I have had the benefit and privilege of working with Roz for over five years now and find it difficult to put into words how valuable her insights and workshops have been in my personal development. She has been a coach and mentor and someone whose input I find extreme value in. Roz has helped take management members to new heights in their careers instilling a confidence and executive presence necessary to assure their success as well as the success of the organization. I continue to recommend Roz to a number of colleagues both interested in both individual coaching sessions and the various seminars she offers. I have been so impressed with the results within my management teams, I engaged Roz to work with my daughter, who has developed into an outstanding manager and leader thanks to her work with Roz. Her ability to diagnose and treat challenges with team dynamics is unrivaled. Roz transforms dysfunctional environments into working teams. Great companies rely on great people. Roz had been instrumental in helping develop our most effective and motivated leaders. She always manages to give me the words and approach to move the situation forward to a positive resolution. Her ability to provide me with guidance from an independent perspective has been invaluable. Her ideas are practical, proven and profitable. Her delivery is fluid and fluent. She is the consummate embodiment of her message and an outstanding resource to any company or person who seeks excellence and success. She has a wealth of knowledge and understanding in terms of best ways to create engaging meaningful experiences for any one-on-one or group communication. Finally, I had her come to engage my team, and she quickly provided the best way to develop individuals on my team based on their engagement style. Roz delivers candid feedback and provides incredible insight which increases self-awareness. Most importantly " she provides tips on how to improve " her suggestions are tangible, logical, and they work! I have hired Roz repeatedly for individual coaching, for team coaching, for speaking engagements, for specific programs like Self-Branding, Networking, Executive Presence and she always delivers beyond expectations. I admire Roz for her fearlessness in staying current with the evolution of companies and her passion and commitment to helping people develop themselves. She is one of the best in the world at what she does and I cannot recommend her enough.

3: CEO of Your Own Destiny Archives - The Usheroff Institute

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My rationale for joining LinkedIn was simple: You might feel a sense of excitement, fear, sadness, or some combination of all of those emotions. Let me explain why. First, realizing our mission and vision. Remember that dystopian view of the future in which technology displaces millions of people from their jobs? Simply put, what we do matters, and matters more than ever. The second thing I focus on every day is making our culture and values come to life. Ten years ago, had you asked me about culture and values I would have rolled my eyes and recited a line from Dilbert. Culture and values provide the foundation upon which everything else is built. They are arguably our most important competitive advantage, and something that has grown to define us. Be open, honest and constructive. Act like an owner. A clear sense of purpose and the opportunity to be successful in pursuit of that purpose. Thankfully, in my current role, I can actually do something about that. In order to pursue our mission and vision, and to do so in a way consistent with our culture and values, we need to control our own destiny. At this point, some of you may be thinking this sounds completely counterintuitive: How will we be more likely to control our own destiny after being acquired? The answer lies in both the way in which the world has been evolving and the unique way in which this deal will be structured. When Satya first proposed the idea of acquiring LinkedIn, he said it was absolutely essential that we had alignment on two things: Both of us recognized that combining these assets would be unique and had the potential to unlock some enormous opportunities. Accelerating our objective to transform learning and development by deeply integrating the Lynda. This human capital area is a massive business opportunity and an entirely new one for Microsoft. Giving Sponsored Content customers the ability to reach Microsoft users anywhere across the Microsoft ecosystem, unlocking significant untapped inventory. Redefining social selling through the combination of Sales Navigator and Dynamics. And these are just some of the ideas that have been discussed since our first meeting. Turning from purpose, we focused our attention on potential structure. I had no idea what Satya was going to propose, but knew how difficult acquisition integrations could be if not established the right way from the start. I would remain as CEO and report directly to him instead of a board. Together, along with Reid, Bill Gates, my former colleague Qi Lu, and new partner Scott Guthrie, we would partner on how best to leverage this extraordinary combination of assets while pursuing a shared mission. This, we both agreed, might not only be a structure that could work, it would be one in which both companies could thrive. Now onto the most important question: What does this mean for you specifically as an employee of LinkedIn? Given our ability to operate independently, little is expected to change: In terms of everything else, it should be business as usual. I wanted to conclude on a familiar note. I remember the All Hands we had following the event like it was yesterday. During that meeting, we reinforced the fact that becoming public was not the end game, but rather a stepping stone in the process of our ultimate objectives.

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