

## PINs Leaders Roundtable

February 20, 2016



**Topic: Employment Support for Members**

**Presenter: Miguel Abascal, President, UnstoppableMe.ca**

### **Organization:**

UnstoppableMe.ca is a volunteer based organization founded in April 2015. We are a community of like minded people experiencing the same issues and learning through socializing.

Our mission is to transform potential into fulfillment.

### **What are 2-3 activities your group does?**

We help with:

- Career Mentoring
- Financial Literacy
- PMP Exam preparation
- Volunteering and networking opportunities

### **What kind of tools, resources, training, collaboration or other strategy you use to deliver these activities?**

- **Venues:**
  - o Metro Hall, City Hall and North York City Hall
- **Career planning tools:**
  - o 90-day game plan with the 100-point system
  - o Networking Value Based Model
  - o Prezi (for presentations)
- **Communications with members tools:**
  - o Website, Eventbrite, WhatsApp, LinkedIn (group and business),
  - o Facebook and Facebook Page, Google+, Hootsuite, Mailchimp, Google Groups
- **Strategy and decision making tools:**
  - o Google Analytics, Bitly, ZOHO Social
- **Management tools:**
  - o Google Drive, Zapier, ZOHO CRM, ZOHO Campaigns, Google Spreadsheet, Google Forms, Google Contacts & Gmail

**What were the outcomes? What successes and challenges have you had and what have you learned?**

Our key learning was to understand who we were and what were the things that we did well and that people valued.

Our biggest challenge was to communicate in a clear and concrete way what was our value proposition. And also keep up with all the changes as part of our continuously improving processes.

Some success stories:

- One member who worked as a Bus Stop Cleaner is now a Sr. Program Manager
- One member was able to improve his language skills through the group sessions we did and is now working as a Small Business Advisor with a big bank

**TIPS FOR SUCCESS:**

- Provide value from the member's perspective and design your programs with that in mind.
- There is no need to do the same things others are doing, as duplication in the business world is a waste. What is your value proposition? Your brand? And focus on the things people love about you.
- Focus on developing your strengths and not your weaknesses. It's better to be the best at one thing than be mediocre at everything
- Growth and comfort cannot coexist. An abundant life begins at the end of your comfort zone.
- "Sharpen your Axe" - Are we up-to-date? Are we doing and serving our best? Leaders are Readers. Excellence is a mindset, a habit, a reality and a Culture. Like someone said: Preach constantly and if necessary use words.

**SUGGESTED RESOURCES:****Books**

- How to Win Friends and Influence People by Dale Carnegie
- Dig Your Well Before You Are Thirsty by Harvey Mackay
- The Tipping Point by Malcolm Gladwell