

# The Adams Consultancy Ltd

*Helping Businesses To Grow . . .*

## **Working Collaboratively**

*Exploring The Possibilities. . .*

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## **Collaborative Working Is**

### **The Best Way To Build Business Success**

This guide is about collaboration, joint ventures and the opportunities that arise when non-competing businesses decide to work collaboratively rather than in competition.

On this page you'll find some quotations which demonstrate that collaborative working isn't a new idea.

On the remaining pages you'll find suggestions about how The Adams Consultancy Ltd could partner with you to bring you more success.

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#### **About collaboration**

In this new wave of technology, you can't do it all yourself, you have to form alliances.  
*Successful Entrepreneur*

The political tradition of ancient thought, filtered in Italy by Machiavelli, says one thing clearly: every prince needs allies, and the bigger the responsibility, the more allies he needs.

*Silvio Berlusconi*

Teamwork divides tasks and doubles success.

*R. Meredith Belbin*

If we are together nothing is impossible. If we are divided all will fail.

*Winston Churchill*

#### **And some well-known sayings . . .**

Two heads are better than one.

Many hands make light work.

The whole is greater than the sum of its parts.

None of us is as smart as all of us.

TEAM: Together Everyone Achieves More.

## Partnering With You

One of your most important business assets is your community.

**Your community is made up of the businesses and other organisations that use your services.** These are the organisations that you keep in touch with via your newsletters and other communications.

Your community also consists of people who promote you and your work to the wider world.

You want members of your community to:

- think highly of you
- choose to work with you
- promote you to their community.

You want your community to see you as the first port of call when they are looking to learn about new initiatives and to find the answers to complex business and people development problems.

In the field of social media marketing – a subject that every one in business wants to know more about at the moment – there's a company that is keen to build partnerships with organisations such as yours to help you to become even more indispensable to your community.

**That company is The Adams Consultancy Ltd.**

We'd like to help you to become an even more important partner and supplier to your clients and to other members of your community than you are at present.

We'd like to help you to be more successful with your community, and to enhance your position, in the minds of your community members, as the "go to" organisation for useful advice and valuable support.

We'd like to help you to introduce your community to the current **best practice** in the field of social media marketing – that is blogging, Twitter, Facebook, LinkedIn, YouTube etc. We'd also like to help your community to use these new tools to help them to build their reputations, grow their businesses and achieve more success.

## **About The Adams Consultancy Ltd**

At The Adams Consultancy Ltd we're experts in the field of business communications and social media marketing.

We help businesses and public sector organisations to take advantage of the opportunities that the social web offers to help them to find more new business quickly and to build strong business reputations effectively.

We do this principally by helping business owners and senior managers in organisations to improve the quality of all their business communications and to make more, and better, use of social media applications to build their reputation, their fame and their brand.

We've been helping organisations in both the private sector and in the public sector to improve their performance since 1994. Our clients include: Training and Enterprise Councils, the LSC, Quality South East, Capital Quality, KPMG and TSL Education.

## **Partnering With Us**

Our collaborative working model is already well established. Here are some examples of how this model is working.



We've delivered workshops following Business Biscotti business networking events.

For example, we delivered a successful presentation and Q & A Session on Using Social Media In Your Business in High Wycombe. You can read about this event at:

<http://www.margaretadams.co.uk/2010/12/08/learning-about-social-media-%E2%80%93-what%E2%80%99s-essential/>

Tony Harrison – of My Business Buddy and Business Biscotti (Thame) said:

“There are many people claiming to be Social Media Experts, however Margaret Adams is the ‘real deal’. Her presentation to Business Biscotti members in High Wycombe gave us good reasons to engage in social media (to build a community of people who know and trust us.)”



Margaret Adams ran one-to-one senior management consultations at High Wycombe Expo in 2010 where business owners were able to book half hour consultations to help them to find solutions to their online business communications and reputation building issues.

Margaret Adams has also delivered signature talks for business networking groups including The Athena Network. Margaret recently spoke to a group of women entrepreneurs at Hartwell House, Aylesbury, about **How to Tame Social Media** and use social media to build a strong brand.



We have supported **The Best Of**, a national network of local businesses. Margaret Adams delivered a seminar on **Social Media Marketing** to members of **The Best Of Beaconsfield** in April 2011. Her theme was: The Seven Secrets of Social Media Success.



The company is delivering masterclasses and one-to-one support to selected individuals in partner organisations.

We have also produced guides to help networking groups to build their reputations and their business. For example we have produced a customised version of our Twitter Guide to support **Business Biscotti ambassadors** throughout the UK.

## ***Working Collaboratively With You***

We've set out above some of the ways in which we are helping other organisations to support their members and their communities in order to be more successful.



**However, we'd also like to help you.** We'd like to work collaboratively with you to offer:

- introductory social media marketing workshops
- social media marketing masterclasses
- coaching in social media marketing activities
- consultancy in social media marketing

to your community.

Our partners most often ask us to deliver the above types of support on the following popular themes.

### ***Workshops, Masterclasses and Seminars***

**The Seven Secrets Of Social Media Marketing** – an introductory workshop on using social media as a serious adjunct to an organisation's current sales, marketing and promotional activities.

**Who Do You Want To Be Online?** – a workshop to help business people to create the right online persona and to promote a consistent image that complements their business's offline profile.

**How To Tame Social Media** – a seminar on taking, and keeping, control of an organisation's approach to using the social web.

**Measuring The Return On Investment in Social Media Marketing** – a seminar for managers on how to ensure their business achieves a great return on its investment in social media.

**Our workshops can be offered as half day and as full day events.**

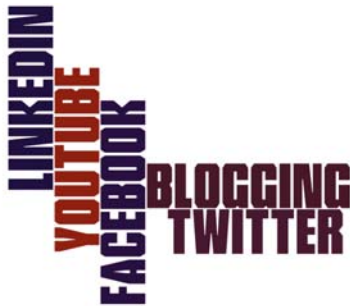
## **Social Media Success Consultancy**

We offer customised support to businesses and public sector organisations aimed to help them to:

- develop a greater awareness of the principal social media platforms
- assess the applicability of the principal social media platforms to their organisation
- produce their social media strategy
- create their editorial calendar and activity guide for social media activities
- produce their online copy or learn how to commission authority content from third parties
- use social media applications to promote their brand, products and services
- identify the best social media measurement tools
- measure the return on investment of using the social web
- manage their social media success project effectively.

## **Social Media Guides**

Many organisations are looking for:



- step-by-step guidance on using social media applications
- social media usage protocols
- social media staff engagement policies
- guidance on integrating social media applications with press and media communications.

**We write in-house guide on these, and on related, subjects.**

### ***What happens now?***

Good businesses grow by working with other good businesses.

If you think there is the potential for synergy between The Adams Consultancy Ltd and your organisation, then it's time for us to meet so that we can begin to think seriously about how we can work collaboratively.

**We build our business's success by helping other people to become more successful. Even before we meet, we'd like to start helping you.**

Therefore, please visit [www.margaretadams.co.uk](http://www.margaretadams.co.uk) and sign up to receive our updates via RSS. If you'd like to download your own Social Media Healthcheck, and gain access to our business communications and social media workbooks as we publish them, sign up to receive our newsletter. You can find the form on the following website page:

<http://www.margaretadams.co.uk/hints-tips-and-more/>.

Sign up to follow Margaret Adams on Twitter, too. Don't worry, you won't be hearing about what Margaret has had for lunch or if her train is late. You will get lots of great social media success and reputation building tips. Find Margaret Adams at:

<http://twitter.com/BMargaretAdams>

You might also be interested in our Facebook Community. This is the **Social Media Success Community**.



**Social Media Success  
Community**

Contact us for more details.

### ***How To Get In Touch***

We are:

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We look forward to hearing from you, and to working with you in the near future.