

A CASE STUDY ON
HOW TO BUILD MORE INFLUENCE



BUILD
A BODY OF WORK

R O W E N A M O R A I S

Build a Body Of Work

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Dedicated to my mom and dad

PART I

OVERVIEW

The distance between dreams
and reality is called action.-

Anon

1. INTRODUCTION

This book showcases a case study on how to develop a body of work. But let's start at the beginning.

Let's say that you are looking to build more influence. You want to find out whether this is possible and what might be involved. What I share here are suggestions based on my experience. These suggestions worked for me. I don't promise overnight success but if you're willing to invest time and effort to do what is required, guided by your own vision about what you want to achieve, you can make this a reality.

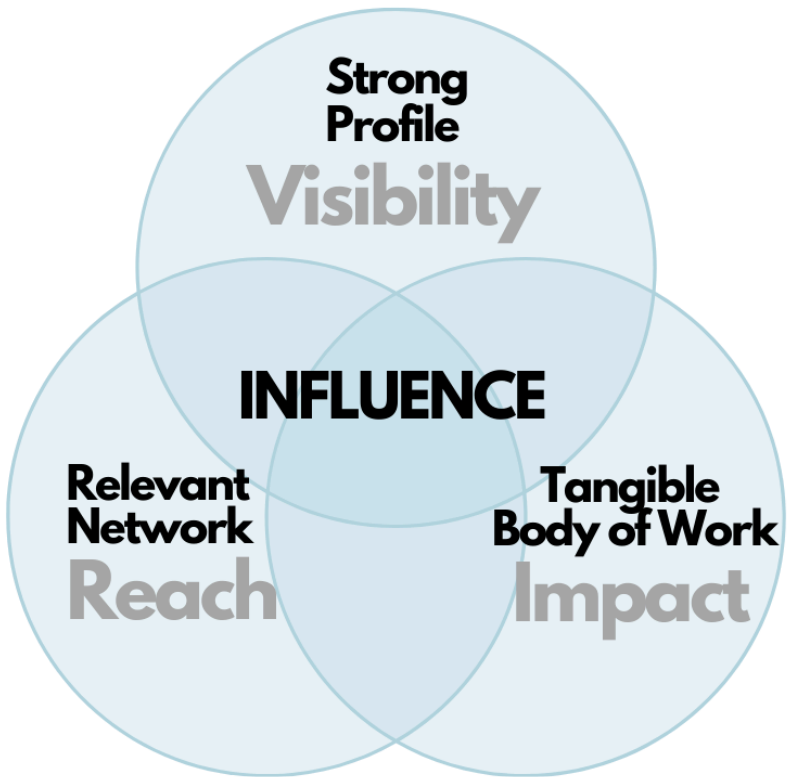
There are three parts to my framework for building more influence.

Each is strong but together, they form a tighter bond. The three parts for building more influence involve:

1. **Your profile**– build a strong digital profile so that it is clear who you are and what you do;
2. **Your network** – develop a purposeful network which is appreciative of your work, can support your ideas and amplify your messages;

3. **Your body of work** – capture the essence of your efforts and expertise in multiple repositories. These are tangible representations of your ideas which are represented through your writing, speech and images.

The idea, in its essence, is represented below.



In this case study, my focus is on one part of building more influence i.e. what it takes to build a body of work. We will take a deeper look at how a senior HR Business Partner, based in Kuala Lumpur, who has a regional role, is able to raise more awareness and articulate critical business issues well. She does this by developing articles to build her brand, showcase her leadership capability and in turn, generate followers.

2. WHAT YOU WILL LEARN HERE

- How a senior HR leader (with no previous experience with writing or marketing) began her writing journey to strengthen her professional brand and utilise the development of a body of work to showcase leadership capability;
- The goals she developed and the steps she took including developing a long-term content strategy;
- The process for building an editorial calendar, conducting a content audit and producing specialised content;
- The habits she developed and the ways she optimised work through tools and processes;
- How she evaluated her activities to determine what constituted success.

3. THE PROFILE

Mila Lee (a pseudonym) is a thirty-five-year-old Regional HR Lead who oversees APAC, Japan and India at a multinational electronics manufacturer. Based in Kuala Lumpur, she is a Strategic HR Business Partner who advises her senior leadership team across 12 countries. She has held Head of Business Partner roles in previous organisations in the technology and banking sectors. Mila brings to her role significant experience in global talent management, succession planning and organisational development.

4. THE OPPORTUNITY

Mila has a LinkedIn profile but has not been using LinkedIn much. She developed a detailed profile but she only checked into LinkedIn a few times a month, with the excuse that she had a backlog of work projects to manage, reduced staff and a young family waiting at home. She understands that LinkedIn is a huge opportunity and that she needs to invest time in it. But she has no idea what she needs to do or where to start.

What are some of Mila's goals? She wants to strengthen her professional brand digitally. She wants to be known in professional circles so that she can start accepting speaking engagements, deliver HR workshops and be invited to join a few corporate boards. She also wants to let other multinational organisations know that she is open to moving, to travel and exploring different work opportunities. She has a lot to share in her business domain but lacks the desire to write. She said, "I don't have the time to write and anyway, I'm not very good at it".

5. THE SOLUTION

Discussing Mila's goals and challenges, we agreed that writing articles or interview pieces, in print publications such as newspapers and industry magazines, would help promote greater awareness about her. She also accepted the idea that writing articles on her LinkedIn profile would help readers not only understand who she was but what she had to offer.

Her two big goals:

1. Provide more clarity about who she was as a professional;
2. Develop a strong and distinct association with specific subject matter ie digital learning and development technologies and effective business partnering.

ABOUT THE AUTHOR



ROWENA MORAIS is an editor, writer and LinkedIn profile writer. The former Founding Editor of HR Matters Magazine, she helps organisations and senior executives with their communication, branding and content development initiatives. Over the last decade, she has been helping people refine their digital presence. She has been invited to the TEDx stage twice. Rowena delivers workshops on leveraging LinkedIn and has a Skillshare class, [Build Influence through LinkedIn](#). She lives in Canberra, Australia with her family. For more details, check out her [LinkedIn](#) profile or [website](#).

BUILD A BODY OF WORK

Whether you're looking to secure that dream job, get the right companies interested in you or be noticed professionally, there is much you can do to build more influence.

In my experience, there are three things you can do today:

1. develop a clear, strong digital profile;
2. build a network around yourself, appreciative of your work and able to support your ideas and amplify your message;
3. build a body of work that captures the essence of your efforts and expertise.

This book focuses on the third part of this equation - building a body of work. Through a case study, you will learn what a body of work entails and how a senior HR leader, with no previous experience with writing or marketing, began her writing journey.

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