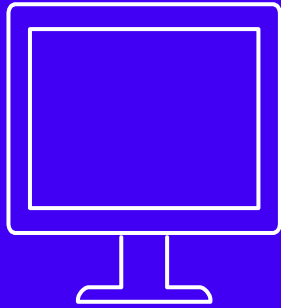




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The Future of Work

cultural shifts, globalisation, and marketing your WP services



Cultural Shifts

Where we were and where we are headed.



How do you tweet?

-Head of Social Media, Fortune 500 Brand circa 2013



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5 - 10 Years Ago

Companies

- Hire the biggest agency
- Don't trust security of remote teams
- Not smart enough to find direct talent

Creatives/Developers

- Agencies are the only ones hiring
- I need job security
- Where do I even look to advertise my services?

WordPress Client Project Examples

Why the shift is ultimately happening: money.



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Where things are headed

Companies

- Save money
- Hire smart
- Educate ourselves
- Work direct

Creatives/Developers

- Digital nomad
- 9-5 job, never!
- Make more \$\$\$
- Advertise services online



Globalisation

The workforce is not just down the street.

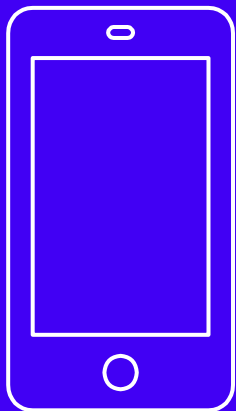




Connected World

- Internet
- Security
- Education
- Culture
- Travel
- Visas
- Remote Work

What does this mean for WordPress Developers in Mexico?



Marketing

How to connect to global opportunities



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Build ID and Grow

Profile

- LinkedIn
- Facebook
- Website
- Job Sites

Network

- Meetups
- Friends/Family
- Online
- Recruiters



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Practical Tips

How To Network

- Introvert/Extrovert
- Be Clear
- Incentivize
- Don't Stop

How Not To Network

- Spam
- Message without purpose
- Abuse your connections



¡Gracias!

¿Tienes preguntas?

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