

## Personal Career Development ... Moving Careers Higher

Sally Pera offers a suite of services for high level executives and aspiring professionals. This program of direct and accelerated connecting is customized to the strategic objectives of each client. It includes introductions clients cannot easily get on their own, opportunities that are not otherwise apparent, and strategic results-oriented thinking. This program is for people at the top of their careers who are motivated to move even higher. The process is empowering and fast paced, leveraging networking and marketing expertise.

**Results are measured by new opportunities, enhanced community influence, new business, and new clients. The return on investment is ongoing.**

Clients say this program works in record time to transfer the results they were getting prior to engagement into the results they want.



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*Sally Pera's calls are always returned because those who have worked with her know that she means business, and good business, whenever she makes a call. She has earned wide respect among lawyers, finance professionals, and top for-profit and not-for-profit executives as a result of the fact that she respects their time, and understands their priorities. Sally can reach out to leaders throughout the community [and] get immediate and attentive responses because they know she has their best interests in mind. She is sharp, capable, and takes her clients' agendas to heart as if they were her own.*

*When Sally agreed to join the Board of SVASE, the Silicon Valley Association of Startup Entrepreneurs, we knew she could bring a lot of outreach expertise and advice, but we did not anticipate the degree to which she would immediately take an active role in making new relationships happen. Unlike many marketing professionals, Sally is a "doer," not a "talker." No sooner is an action plan created than she is in the field executing it: making the right connections, setting the meetings, pitching the story, bringing the synergies of everyone relevant in her network to bear and creating mutual benefits. Sally was highly effective in bringing SVASE large new sponsors, brand name Board and Advisory Board members, and tangible media exposure. These are not the only things that she does well, but they were key needs of the organization that she addressed and in doing so achieved high impact results.*

*Any opportunity to take advantage of Sally's skills is an opportunity to grow your business.*

*Sincerely,*

**Laura Roden, Managing Director**  
VC Privé

**"Any opportunity to take advantage of Sally's skills is an opportunity to grow your business."**



**Making  
the Most of  
your TIME**

# Making the Most of your Time

Conscious time management is among the most important and challenging of all personal development skills. I have found over the years that clients who give thoughtful attention to this day-to-day dilemma have more productive and happier careers. People who manage their time effectively seemingly have the most effective and rewarding

relationships with their colleagues and certainly with their family and friends.

Rajeesh Setty, expert and author on time management, gives us sage advice.

*Sally Pera*

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**You can't manage time. You can only manage yourself.** Successful people manage to get a lot more out of their time. Here are nine things that you can focus on over the next twelve months to make the most out of your time.

**1. Executing on your current projects flawlessly** No excuses there. None of the other items in the list matter if you keep breaking promises and go south on your commitments.

**2. Strengthening your personal brand** Whether you like it or not, you have a personal brand. It is “who you are” to the world. A personal brand, like any other brand is a promise to the world.

Your personal brand or identity in the marketplace is important as it has direct correlation with the value that the market-

place places on you. Here is how it always works – first you invest in your personal brand meaning first you work on your personal brand and then your personal brand works for you.

**3. Building long-term relationships** Long-term relationships with powerful people will provide you the ultimate competitive advantage. Invest in building them. Here are three things to remember about relationships:

- It is not what you know but who you know.
- It is not who you know; but how you know who you know
- It is just not who you know; it is who knows you.

**4. Increasing your capacity to deliver** Who you are currently may not be ready to face the challenges or take ad-

vantage of the opportunities of tomorrow. You have to continuously invest in your capacity to deliver in the future.

**5. Making a difference to the world** This world is what we make of it. Everyone has an unspoken responsibility to make a positive difference in this world. Without worrying about what your neighbor is doing, do something good.

**6. Increasing others' capacity to make a difference** You also have a responsibility to increase the capacity of people around you to make a difference. Lift them to a higher level in any which way you can.

**7. Spending time with friends and family** They say that we are blind to things that are very close to us. Family and friends typically fall into this category. You can take them for granted - but only at the risk of losing them forever.

**8. Become a valued member in multiple networks**

You can't do everything alone. You have to not only belong to multiple networks but also be a contributing member there.

**9. Learning and learning to unlearn** The information overload is only going to get worse. Explore Mindmapping. Explore Accelerated Learning. Explore Audio books. Explore Book Summaries. Do something but don't stop learning with quoting lack of time.

It is also important to ensure that you leave behind those skills that may no longer be relevant. In other words, learn to unlearn.

**About the Author:**

*Rajesh Setty is a serial entrepreneur and an angel investor based in Silicon Valley. Talking about time, Setty is a co-founder and executive Chairman of iPolipo ([www.ipolipo.com](http://www.ipolipo.com)), a subscription based service that helps busy professionals schedule meetings with ease.*