



About Sally Pera

Sally Pera is a rainmaker and owner of PeraConnect. Sally is retained by executives and principals of large service firms to raise their profile and attract business. She makes strategic introductions to key influencers and has the gift of making successful people more successful.

She's been making relationships and establishing connections in Silicon Valley for over 20 years. In addition to the relationships she facilitates, Sally can help refine talking points and marketing materials that target these key people.

Sally's expertise is in helping top level executives and professionals expand and extend their personal influence. Sally is typically hired by CEO's, venture capitalists and principals of large service firms who are committed to making key connections, increasing their personal presence and stature in the marketplace, enhancing their reputation and attracting new business. Sally's clients are already successful. She makes the strategic introductions that enable them to become even more so. Twenty years of making the right connections for San Francisco Bay Area clients give her deep insights into the local business community. She knows who her clients should meet, how they should meet, where they should meet and the maximum impact messages to be conveyed when they meet.

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inside



Even the Lone Ranger
had a Sidekick:

How to Harness the Power of Collaboration

Even the Lone Ranger had a Sidekick: How to Harness the Power of Collaboration

Today, collaboration and synergistic outreach are more important than ever. We are becoming overwhelmed by complexity. Peter Senge says in *THE FIFTH DISCIPLINE*, “organizations break down, despite individual brilliance and innovative products, because they are unable

to pull their diverse function and talents into a productive whole.” Kelli Richard, a talent in her own right, opts in with her personal insight on this issue for Peralnside.

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Have you ever noticed how some people in business seem to prefer to work as “lone rangers”? If you’re unsure whether you’re a lone ranger, answer these questions:

- **Do you sometimes have trouble sharing ownership or delegating responsibility?**
- **Do you wish you could find a way to make more money without working harder?**
- **Do you wish you had more time to spend with your friends, family, or for hobbies and personal time for yourself?**

If you answered “yes” to any of these questions, you may suffer from the Lone Ranger syndrome. Doing it all yourself may seem heroic, but it can also make you feel isolated and uninspired, because you’re limiting your thoughts and perspectives. If you’re seeking to have a balanced life beyond your work, then the “lone ranger” approach can be a recipe for disaster.

Rely on Your Posse

When you exchange the solitary approach for collaboration with at least one other person, or even a team of like-minded colleagues, you open the doors to the exponential results that come from combined experiences, perspectives, and fresh ideas. You’ll have more fun and be a lot more productive when you team up and share the workload around a set of common goals and agendas. You can make more money than you may be able to on your own, and you’re likely to have more energy, which enables you to better serve your customers and tend to personal matters. When you’re sharing the load your life will be more fun, balanced, and fulfilled.

Define Your Strengths

Make a list of the areas of your business where you could use a partner or collaborator. The right combination makes you far more powerful and effective as a team beyond what you could ever have achieved individually.

Search for the Right People

Identify potential collaborators who would be a good fit. You may already have individuals in your immediate circle who are obvious candidates. If not, networking and putting the word out may help you find potential prospects. Keep an open mind and allow the opportunities to present themselves, in addition to proactively seeking them out.

Clarify Your Values

In order to collaborate effectively, you need to clarify your business and life vision and values. Outline what you value during business interactions and what you expect from others. Then, make a list of what’s most important to you in your life. Once you have this down on paper, you will see how your values and work style can synch.

Create a Winning Strategy

A winning strategy can be as simple as networking and offering referrals to each other’s business, to doing cross-promotions to target clients. Beyond that, you can sub-contract one another on special

projects, develop joint ventures between your companies, or create an outright partnership. You need to be especially sure that you can trust and rely on this person, and that you communicate well.

Round Up Your Wagons and Form Your Own Winning Combination

Teaming up with others is the cornerstone of many successful professionals. When you do it right, collaboration makes your life much easier and more fun. You’ll lead a richer, more fulfilling life and enjoy a successful career when you work smarter, not harder. Finding and working with great partners is the fastest way to achieve both goals.

About the Author:

A veteran in the digital media arena, Kelli Richards partners major content brands, top artists, and dynamic companies by leveraging the convergence of entertainment and technology to create profitable new business channels for all. Kelli works with clients all over the globe, but makes her home in the San Francisco Bay Area. www.allaccessgroup.com