

Insight on Coaching – Guest Bio

DERRICK SORLES

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Introduction

Derrick Sorles is a Web 2.0 strategist and a blog coach and consultant. Upon investigating some of the unique Web 2.0 tools available, he began to submerge himself in learning everything he could about these new technologies. Today, he helps businesses and entrepreneurs expand their Web presence utilizing new social media such as blogs, podcasts and video podcasts. His emphasis is on helping clients accelerate sales and expand online communities and conversations through a combination of Web 2.0 strategies, social networking, and leading-edge business blogging skills, and growing their Web presence.

Experience

An industry veteran, Derrick has accumulated an impressive portfolio of successful case studies that show what can be achieved with Web 2.0 technologies and strategies. Derrick specializes in business operations, strategic planning and implementation, and leveraging the endless opportunities to take businesses to the next level via Web 2.0.

- Recognized as an industry pioneer in the design and delivery of innovative strategies for the new Web, performance, organizational development and training programs that have generated millions of dollars in new revenues and cost-savings through peak employee performance, procedural redesign and restructuring and new business streams of revenue.
- Visionary leadership in capital campaigns, start-up opportunities and building key, strategic alliances among diverse business and community leaders.
- Focused at present on business development strategies, Internet marketing and Web 2.0 strategies for clients utilizing new technologies (blogs, podcast, video podcast) and other social media and new media networks to drive their web traffic, facilitate online communities and conversations and build a "business celebrity" Web presence.

Education

Derrick received his bachelor's degree in organizational development from Spring Arbor University, which largely influenced him to make the shift from a "brick and mortar" mentality in business to a "click and mortar" way of thinking. He also completed related studies at Michigan State University, Oakland University and Eckerd College.

Professional Affiliations, Publications and Recognition

Derrick is an active member of *Linking America* and *Networking*.

Derrick is also the founder and president of *Inside Your Chicago*, a "Lifelong Learning Institute" creating connections to community adventure and opportunity through dynamic programming and partnering venues where participants have fun, grow, and connect with others while strengthening an inspired attitude of personal and community enrichment.