

# Evolution of 101Media

From Instagram to Industry Game-Changer

# Welcome!

Kara Cecala & Lily KT Smith, respectively...

- Connecticut & California
- Events & Content
- Visionary & Integrator
- Bernedoodle & Irish Doodles
- Oman & Greece
- Leadership Texas & Uptown Dallas Inc.
- Walkability & Outdoors



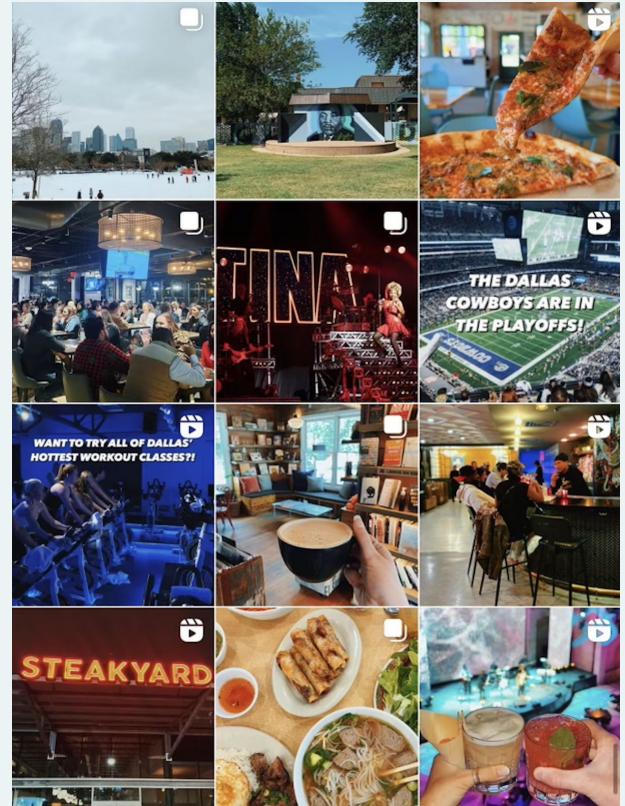
# Time travel to Dallas in 2014!

- Moved to Dallas around the same time in 2014 - and as luck would have it, met each other shortly thereafter
- Shared passion to throw ourselves, head over boots, into life in Dallas and to get to know our new city to the fullest
- By spring of 2015, realized that Dallas was booming and our journey could inspire others!



# Dallasites101, The Instagram

- Started the account in April of 2015
- Perfect storm of great situations: Instagram was taking off at the same time that again, people were moving to Dallas
- Ultimately, Dallasites101 had a purpose and Instagram was the tool



# Beyond the 'Gram

- We didn't say no!
- We hosted events, met our followers, added a newsletter, website and more!
- We also began setting ourselves up for financial success
- All at the same time, we made sure to evolve and grow based on what aligned with our purpose, felt on-brand and felt like we're capable of and there is demand for

And then we started hiring.....



# **The 101 to Our Business Success**

# Workplace Culture

- Handbook (Policies)
- Benefits
- Core Values
- Performance Reviews
- Pulse Survey
- Core Report
- Tambourine Moments



**Shout out to Abby and Michelle** who really leaned into our core value of community by running the Mambo Miles 5k! We had a partnership to promote the race, and they went a step (read: 3.1 miles) further to support the client and this special community event!

# Workplace Culture

- Calendar, meetings and retreats
- Internal Groups
  - and allowing our team to develop & lead!
- Appreciation
- Training
- Development
- Listening to our team

**A GIFT FOR YOU**

Inspired by the 5 love languages,  
choose the gift that you love the most!



**AFFIRMATION**  
Artifact Uprising Scrapbook  
and Polaroid Camera



**QUALITY TIME**  
Stagg EKG electric kettle  
+ Matcha



**SERVICE**  
Manicurist Starter Kit



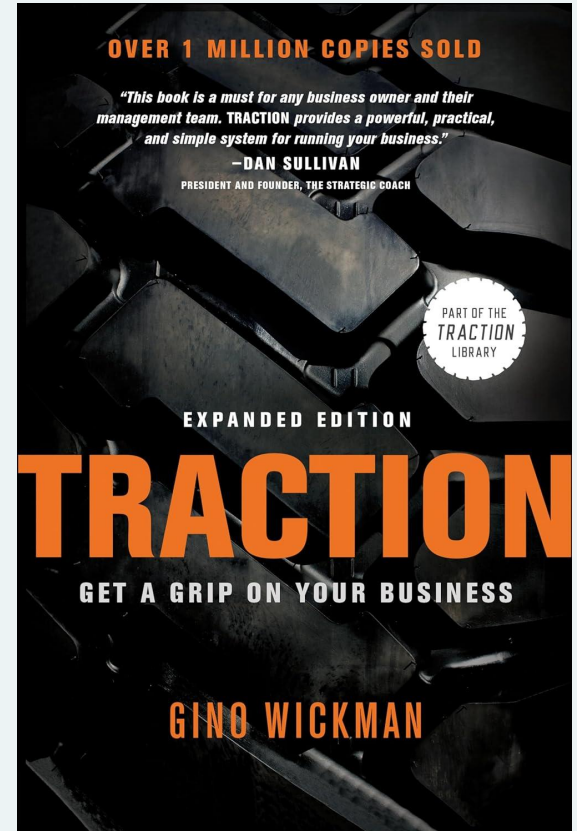
**GIFTS**  
6-bottle mixed bundle  
of top Texas wines



**TOUCH**  
Farmhouse Fresh Bundle  
Glow It Up + Body Mousse

# Entrepreneurial Operating System

- A business management system
- The six principles are: vision, people, data, issues, process and traction
- Some of the key elements that we use:
  - Vision/Traction Organizer
  - Scorecard
  - Level 10 Meeting



# The 101HQ

- Purchased property in 2021
- Hybrid work environment in a comfy, cute space
- All the snacks & coffee
- Full-time team of 30
  - Hiring didn't scare us!



# Financial Organization

- Billing
- Budgeting
- Bonus Structure
- Building tools via Excel and Monday



# Cheerleaders & Coaches

- Mentors
- R Circle, professional business coach
- EO Dallas



# Questions?

Let's talk about what you want to talk about!

