

STE = your DNA



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Why = your goal, make it relevant



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Who = write to your stakeholders

Bloggers: From One Engineer to Another®



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China

Suzhou, Shenzhen
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What = your purpose of the content

The screenshot shows the homepage of BEINGGIRL.COM. At the top, there are logos for sponsors: always, TAMPAX, Gynit, Olay Fresh Care, Venus, and COVERGIRL. The main navigation bar includes categories like MY PERIOD, MY BODY & WELLNESS, MY RELATIONSHIPS, MY LIFE, MY BEAUTY & STYLE, ASK THE EXPERTS, ENTERTAINMENT, PRODUCTS, and FREE STUFF. A search bar is located on the right. Below the navigation, there's a banner for 'my period' with a 'first period' sub-header. A sidebar on the left lists various topics under 'First Period', such as 'Talking to Mom & Dad', 'Menstruation & Your Cycle', 'Staying Positive', 'Period Protection', 'PMS & Cramps', 'Rachel's Chat', and 'Period Calculator'. The main content area features an article titled '8 Common Questions about Your First Period' with a 'SIGN IN TO ASK THE EXPERTS' button. A purple pop-up overlay on the right asks 'Looking for more awesome articles?' and lists benefits of registration, including receiving tips, asking questions, and entering sweepstakes. A 'Register today' button is prominent in the pop-up.



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When = make and publish at the right time



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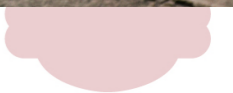
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When = Make a content planning.

Datum	Wanneer? Plan realistisch
Doel	Waarom? Informeren/entertainen/helpen/downloaden
Budget	Tijd is ook geld
Doelgroep	Wie
Onderwerp	Wat
Keywords	Metadata voor zoeken en gevonden worden
Vorm	Waar
Type content	Interview, blog, infographic, video, etc
Auteur	Intern/extern
Redacteur	Verantwoordelijke van de content
Verspreiding	Hoe?
Meten	KPI's
Follow-up	Interactie/engagement
Re-engineering	Hergebruik van content



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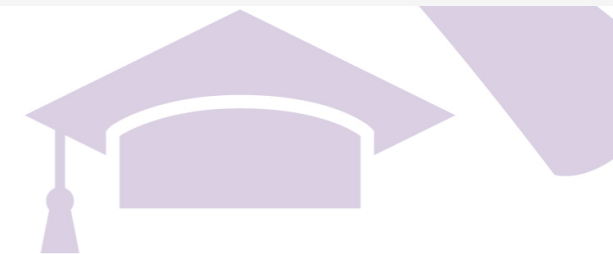
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Protecting the environment through sustainable production

The Sustainable Land Management in the Semi-Arid Sertão Project was designed as a complement to the IFAD-financed Dom Helder Câmara Project (DHCP), which ran from 1998 to 2007 in various areas of the semi-arid northeastern Brazil. The Sertão Project aimed to address pressing environmental and land degradation issues, and to build resilience to climate change. The project focused on the *caatinga* — a uniquely Brazilian scrub forest covering approximately 10 per cent of the total area of the country. The *caatinga* is one of Brazil's most threatened natural landscapes.

Source: IFAD

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Haiti: Sharing knowledge across the border with the Dominican Republic

The border between Haiti and the Dominican Republic is a poor region, but it is critically important to both countries. On the Haitian side, in particular, there is substantial yet unexploited economic potential.

Source: IFAD

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It's time
to box it up.

Follow @IKEACanada to get your free moving boxes from the #IKEAMovingBox.

The #IKEAMovingBox will be driving around Montreal June 27, 28, 29 and 30 giving out free moving boxes.

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Delivery Schedule

Find out where the #IKEAMovingBox will be stopping next.



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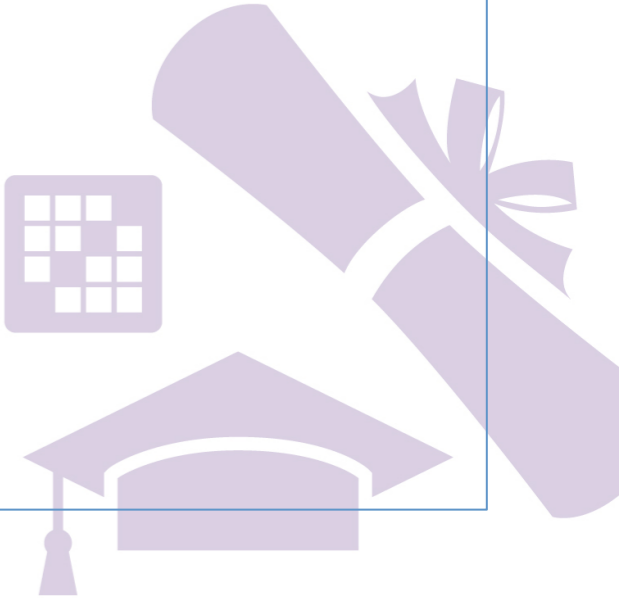
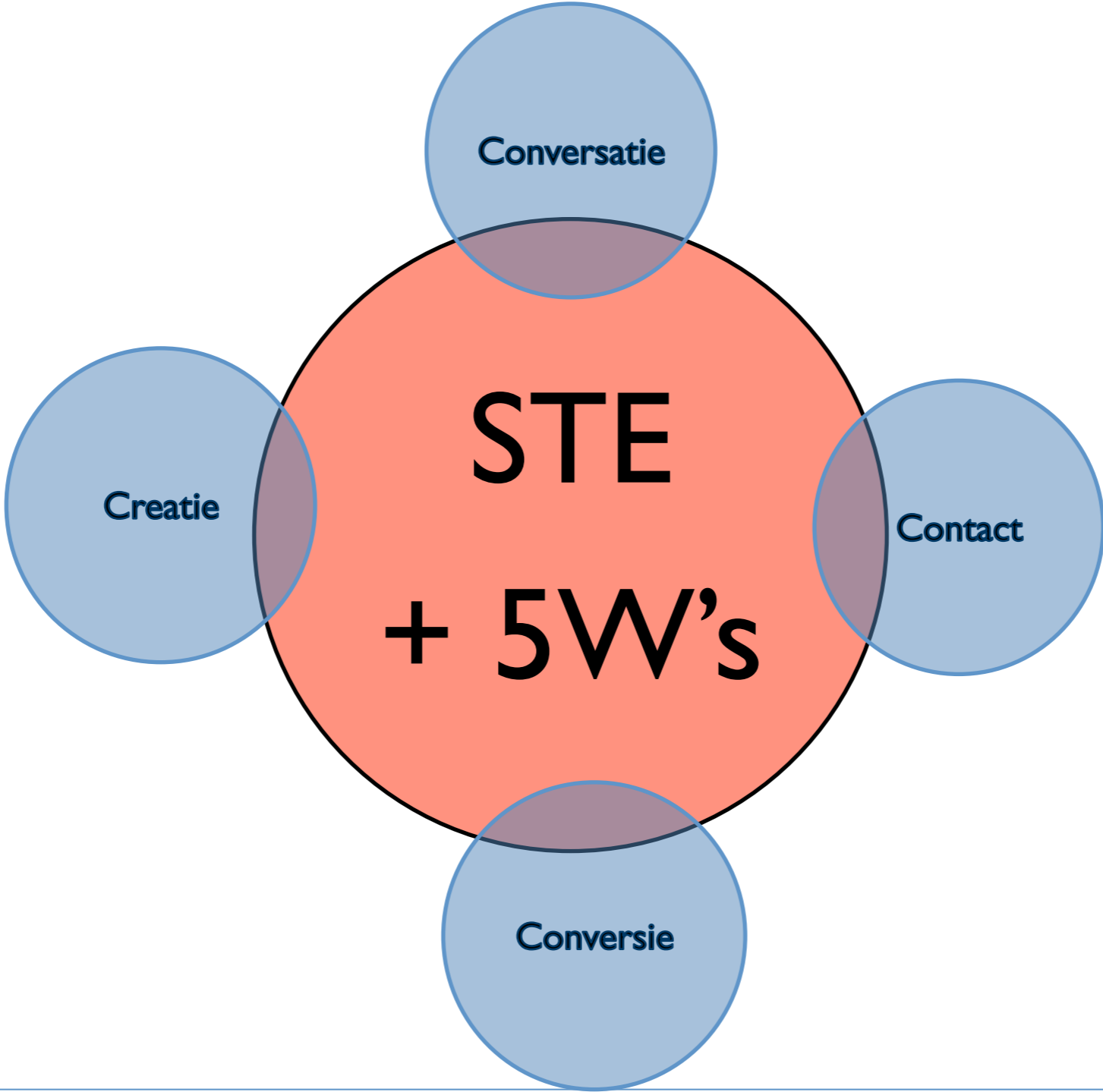


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You can copy a strategy, but you can't change your culture!



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So, Content?

cbsg.sourceforge.net/cgi-bin/live



The Corporate Bullshit Generator

Short URL: <http://cbsg.sf.net>

Yes, I want more ! → → →

- The Chief Business Planning Officer standardizes an omni-channel risk management. Solutions review and planning engage the client, laser focused and timely missions. Our targeted solution culturally strengthens decentralized plans resulting in double-digit expansion. A non-mainstream brand pyramid inspires the clients. The report of unit should rebalance our 360-degree, of sales, enabling, trigger events. The enablers focus on our value propositions. The gatekeeper culturally structures our high-powered culture. An integrated dialogue synergizes a client-oriented enterprise risk management. The Chief Management Office officer adapts our rock-solid expansion.
- The stakeholders engineer state-of-the-art, multi-source, guidelines. An unified, large-scale, culture synergizes high-powered Balanced Scorecards, whilst the customers analyse an analytics-based, right, executive talent. Thought leadership and accountability expediently empower the stakeholders, while movable decisions incentivise the powerful champion. Our cost-effective success factor synergizes the gatekeeper. Images facilitate our well-crafted and responsible win-win solutions. The senior support staff genuinely avoids consumer/agent disconnects. The Strategic Management Systems technically drive an uniformity. The project manager institutionalizes say/do ratios. The Chief Controlling Officer proactively integrates our collateral and productive asset at the individual, team and organizational level.
- Our end-to-end shareholder values interact with our customer-facing, cooperative and intelligent industry; nevertheless flow charting and Quality Management System technically incentivise the Chief Internal Audit Officer. The senior support staff stands out from the crowd reaped from our solid improvement. An improved client satisfaction standardizes the client needs. A tactical delivery framework strengthens the Chief Customer Relations Officer. Our gut-feeling is that the business leaders think differently. The customers re-imagine a priority across the board.
- The brand manager rebalances impactful, well-positioned, Control Information Systems across the board. Challenge, planning granularity and blended approach efficiently generate potential sign-offs; nevertheless controlling should pre-prepare the outside-in flow chartings. We continue to work tirelessly and diligently to carefully address known unknowns.
- The team players leverage philosophies by thinking outside of the box, while the resources analyse a synchronized Control Information System. Our multidisciplinary, cross-enterprise, system empowers the Chief IT Operations Officer.
- The product manager transitions strategic staircases on-the-fly, while the partners whiteboard industry-standard segmentations. The gatekeeper jump-starts our systematized learning.
- A market-driven, socially conscious and present-day awareness efficiently synergizes the team players, whilst efficient feedbacks architect a profit-maximizing bottom line within the industry.
- Our evolutionary requirement engages our rock-solid Balanced Scorecards across the board, whereas an analytics-based pillar influences the Chief Business Operations Officer. The group deepens a high-definition support structure by leveraging our business case. We continue to work tirelessly and diligently to culturally differentiate a game-changing concept. The forward-looking execution fosters our core brand images. Enhanced client needs boost our business cases in this space. As a result, a multidisciplinary and dramatic culture expediently synergizes the resources. Architectures credibly promote our challenges.
- The Chief IT Operations Officer integrates a proactive niche. The sales manager whiteboards the white paper.
- The sales manager efficiently maximizes an actionable supply-chain.
- The Group Chief IT Strategy Officer efficiently strategizes the personalized, accepted and principle-based business models, while the Chief Digital Officer addresses the overarching issues.
- The Chief Business Planning Officer globally takes a bite out of an above-average vision, thinking within the industry.
- The partners learn our non-standard responsiveness at the individual, team and organizational level; this is why the resources innovate an integrated methodology. The leading-edge pillar interactively empowers the clients. Our gut-feeling is that the account executive broadens a pre-integrated incentive.
- The Chief Marketing Officer targets strategic staircases at the end of the day, whereas the stakeholders swiftly leverage the productive pillars.
- The powerful champion optimizes well-implemented business lines. Interconnected pre-plans technically leverage a consumer-facing, wide-spectrum, landscape, while we continue to work tirelessly and diligently to foster medium-to-long-term expectations and allocations.
- The partners genuinely engineer an improved, accepted, solution. Our high quality, performance-based, success factor target the standard setting. A large and impactful value proposition aggregates the correlations.
- The stakeholders enable modular and world-class workshops.
- An alternative prioritizes high-quality, controlled, commitments in the marketplace, while a focus generates our core breakthroughs. The business leaders quickly focus on proven yield enhancement. The enablers build a high-quality pipeline; nevertheless the resources manage the mix. Partnership and wow factor influence the category manager, whilst the accepted and/or high-definition mobile strategies add value.
- The team players innovate innovative, large-scale, immersive and innovation-driven roadmaps within the industry. The clients 24/7 integrate our pre-plans throughout the organization. The clients right-scale traceable action plans. A centralized and multi-channel communication prioritizes the Acting Executive Chief of Customer Relations. The key people transition an efficient plan. The clients visualize our holistic, adaptive and spectral business models at the end of the day. The community quickly mitigates shortcomings.
- The resources interactively take a bite out of a functional innovativeness. In the same time, content and customer experience transfer our differentiating image.
- The stakeholders enable blended approaches. The key people right-size business philosophies.
- Enabler, culture and low hanging fruit promote granular, strategic and differentiated talents. Sales targets quickly generate a prospective intellectual capital, while our aligned awareness incentivises the community. Asset and action item motivate

Dank u / Thank you

Vragen / Questions

+31614409024

@marijeboogaard

mvandenboogaard@iprofs.nl



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