



# From Invisible to Indispensable - Nobody Calls me Chicken

Mario Bruggmann – Founder of #SocialProcurement  
Hamburg, 12 June 2024

## Handtimer - The Time Circuits

*Raise your hands please*

1. Who is not using LinkedIn?
2. Who is not regularly engaging or posting?



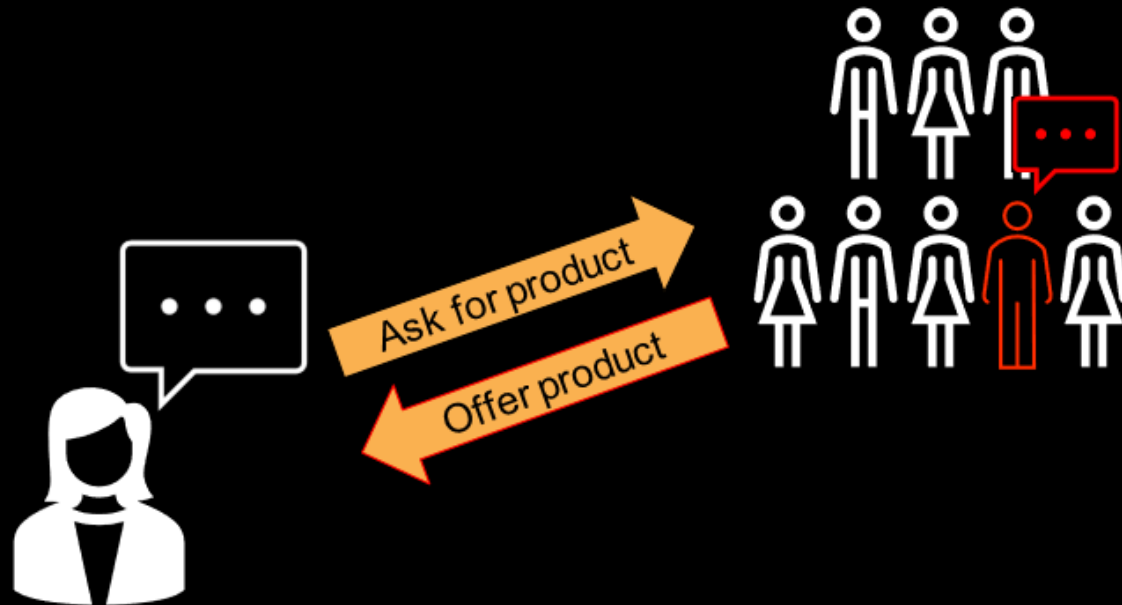
Nobody Calls me Chicken

## Visible or Invisible

**#SOCIAL** →  
**PROCUREMENT**

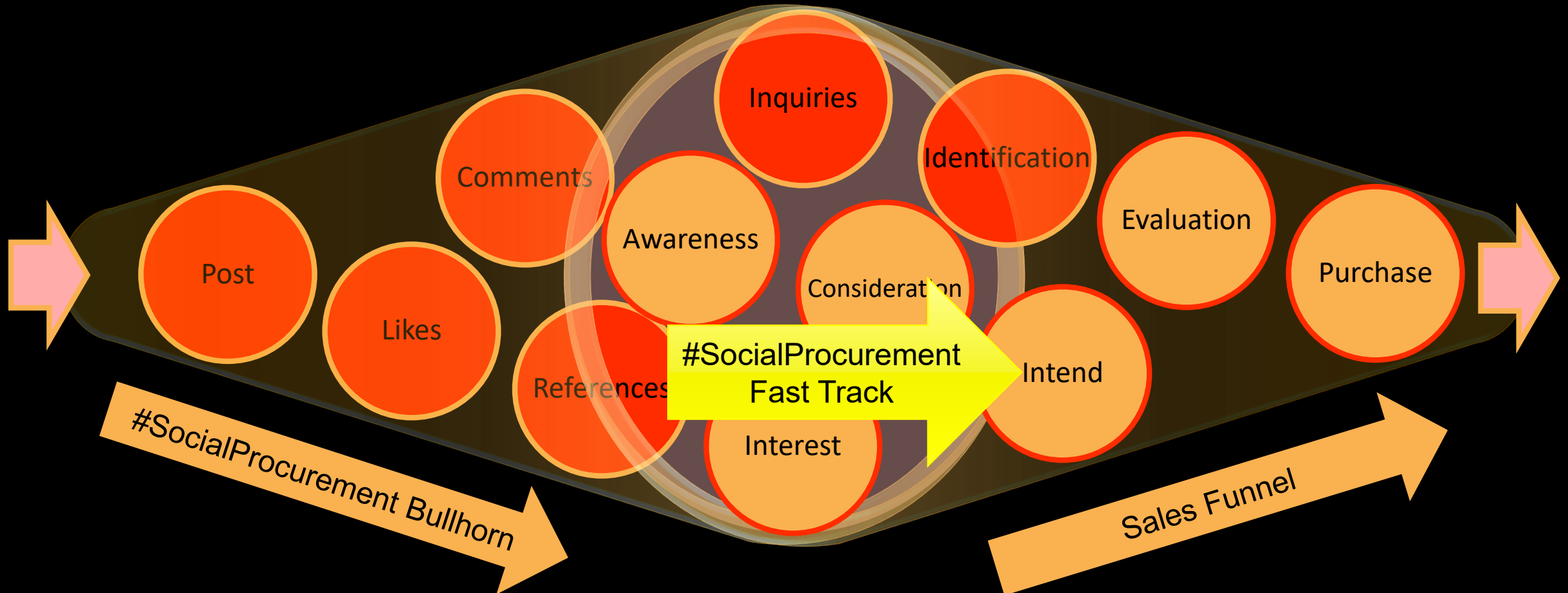


## Basic Concept of #SocialProcurement



- Post on social media when you look for new suppliers.
- State what you are looking for.
- Let suppliers contact you.

## The #SocialProcurement Process





## Many good Reasons not to post in Public

▶▶▶ **Competitors might see it**

▶▶▶ **Colleagues might see it**

▶▶▶ **Your Boss might see it**

▶▶▶ **Suppliers might see it**



## Boosting your Visibility



PROFILE



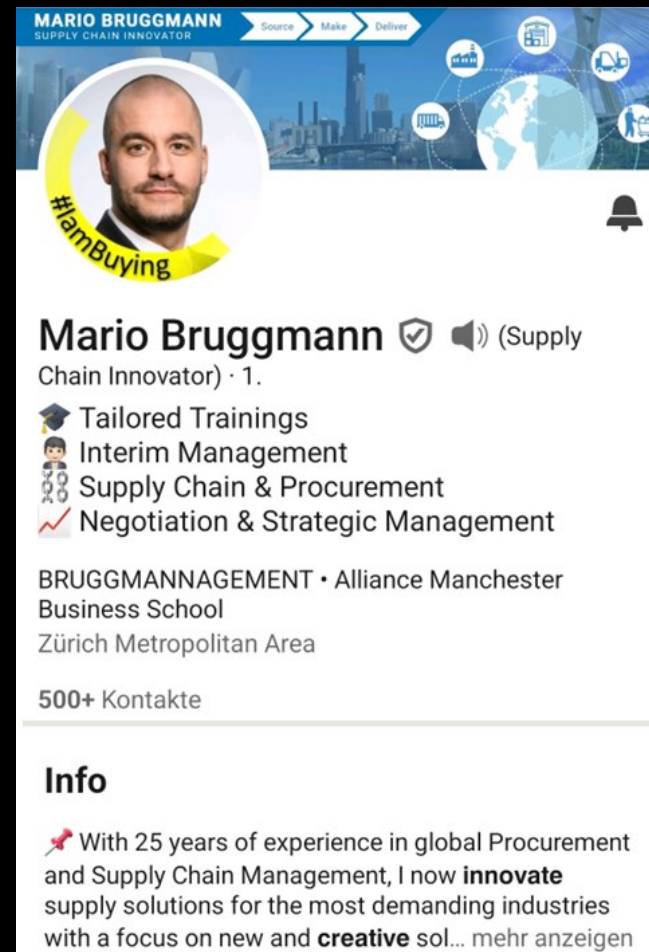
ACTIVITY

## You Profile is Your Business Card

- ➡ Headshot
- ➡ Background Photo
- ➡ Verification
- ➡ etc.

### Special Features:

- ➡ #IamBuying frame
- ➡ Slogan / Identifier
- ➡ Services / Skills / Activity List
- ➡ and much more



➡ Download your free checklist today only!





## Activate yourself – Activate your Network



Nobody Calls me Chicken

## The Flux Capacitor

**#SOCIAL** →  
**PROCUREMENT**



## To be noticed Procurement needs to leave Procurement...

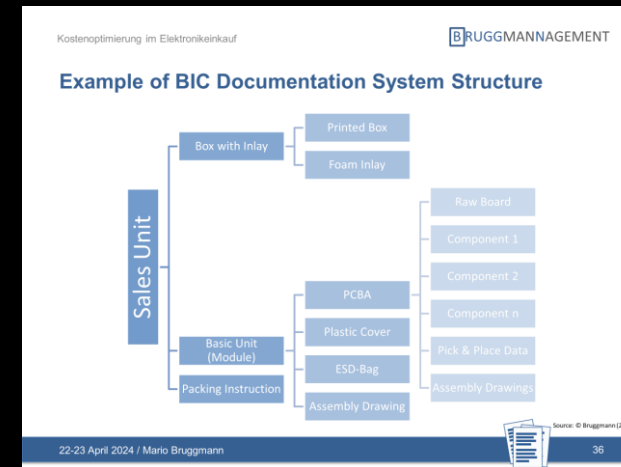
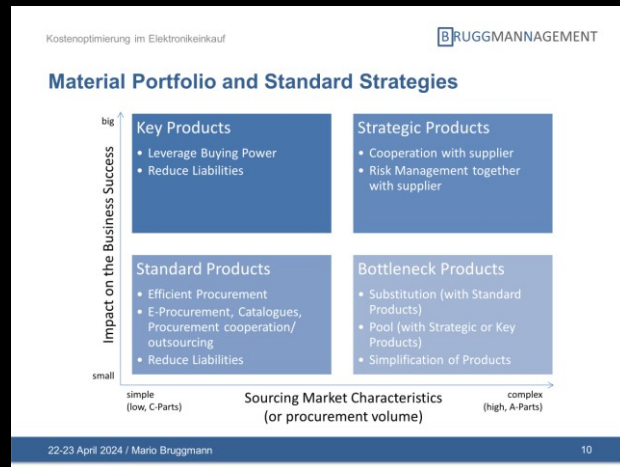


- Head of Procurement
- History in Banking, Strategy, Project Management
- Project Manager for office movement at Haspa (special assignment)



- Head of Procurement
- History in Controlling, IT, Logistics
- Sideline as Lecturer and #SocialProcurement Co-Founder
- Go-to Person for LinkedIn questions

## ...and we need to Manage more in Procurement!



- ➡ Asked for the slide by Marketing
- ➡ Understood they don't even use the BCG matrix
- ➡ Became internal trainer for Marketing staff

- ➡ Asked R&D for additional docs to fulfil the Procurement requirements
- ➡ They realised I have a history in technical documentation
- ➡ Got the assignment to re-define the whole product lifecycle process



## Do good and talk about it

### Manage

- Think beyond procurement
- Engage in business topics
- Educate yourself

### Communicate

- Engage on Social Media
- Enhance your expert position
- Communicate your value





**Roads? Where we are going, we don't need roads!**

- ▶▶▶ **Travel back and start engaging!**
- ▶▶▶ **Nobody calls you Chicken!**
- ▶▶▶ **And if you have no time machine, start acting today!**



**Nobody calls me Chicken! Let's get in touch!**

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