

Seeing the Forest Above the Trees: 5 Guiding Principles for Strategic Decision Making and Effective Implementation in the World of Social Business!

#Impact99



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Setting the Stage

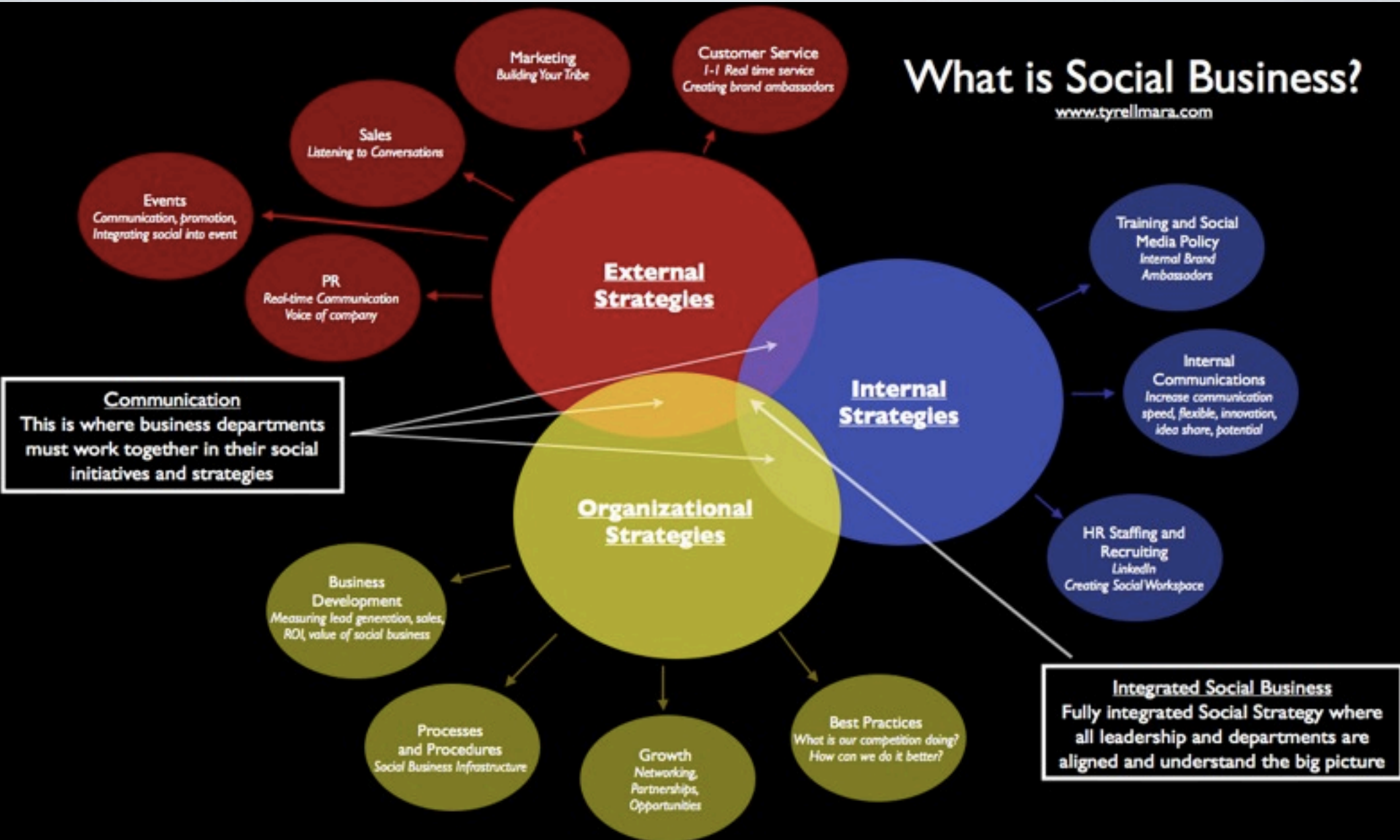
1) Who's in the Room?

2) Tyrell and Tekara

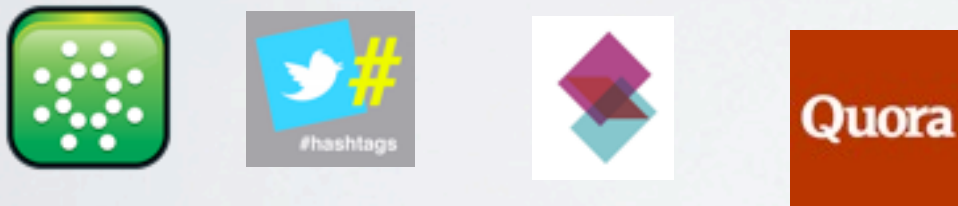
3) Sandbox Rules

What is Social Business?

www.tyrellmara.com



In the Technology “Trees”



In the Technology “Trees”



Facebook



Twitter



Google +



LinkedIn



Yammer



Blog



MailChimp



Basecamp



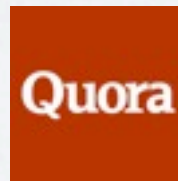
Ning



Twitter chats



Solvable
Mass Collaboration



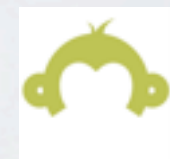
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In the Technology “Trees”

Social Media



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Internal Communications



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Blog



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Online Collaboration



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Mass Collaboration



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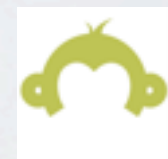
Learning and Development



Axonify

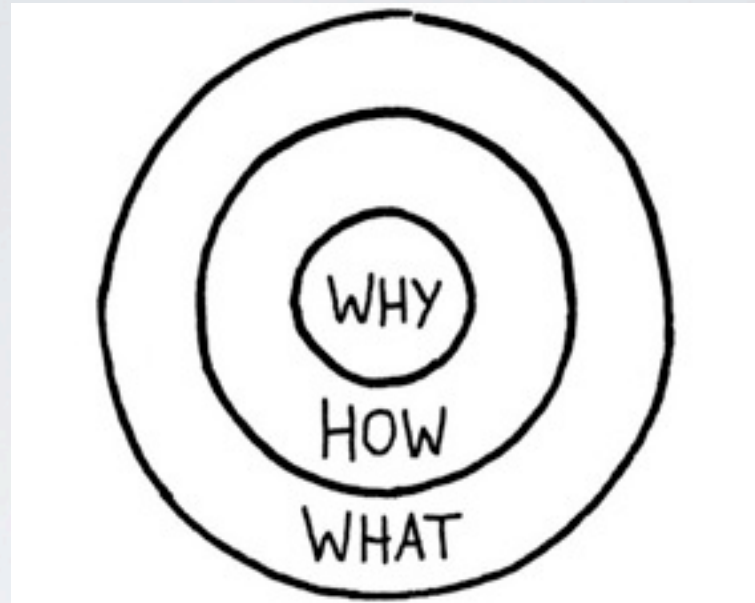


WebEx



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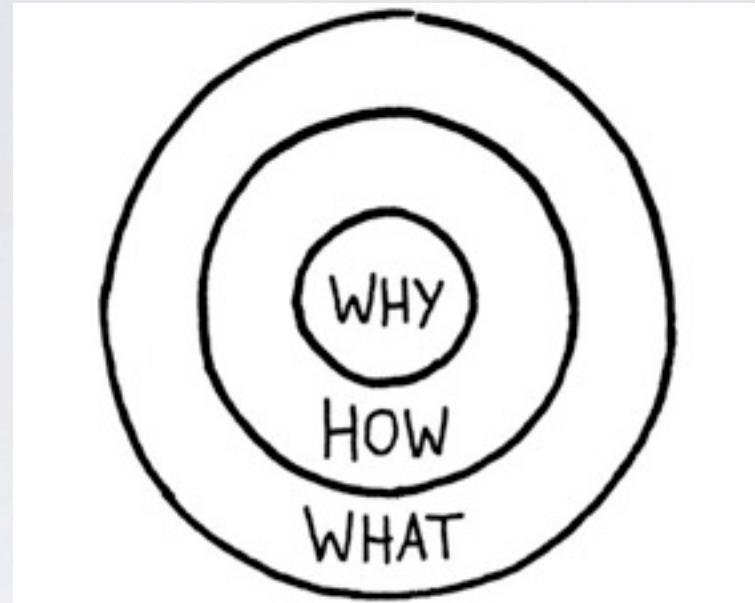
Start with WHY



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Start with WHY



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Take the time to ask the right questions

- What is the purpose of the initiative?
- Who are your key stakeholders, who will sponsor this initiative?
- Whose current behaviours will be affected, changed, or influenced?
- How will you measure and evaluate progress?

Address the “What’s in it for me?”

Challenge:

Consider the social business goals of your organizations...

What are some key questions that would inform and drive these goals towards actionable strategy?

Go Slow to Go Fast

Understanding what really matters



Go Slow to Go Fast

Understanding what really matters



Engage end users in the decision making process

- Informal conversations
- Survey's
- Best practices research
- Focus Groups

This will give you a true sense of what the end user finds valuable in the strategy and tools, it will also increase intrinsic motivation, employee engagement, buy-in, and reduce resistance.

Challenge:

What does engaging the end user look like in your workplace?

How can you do this in a safe environment?

How will you integrate this feedback into your strategy?

Find the Common Language



Find the Common Language



Any type of technology implementation will create a spectrum of adoption...

What will be the common theme or purpose for users to engage?

Examples: Innovation, communication, collaboration, leadership, social connection, knowledge sharing

Example

Introducing Social Business at Tekara



Example

Introducing Social Business at Tekara



Facebook



Twitter



LinkedIn



Example

Introducing Social Business at Tekara



Facebook



Twitter



LinkedIn



Zero to Full Disengagement in a Heartbeat

Post Date: September 19th, 2012

Whether we function in the role of employer or employee, we've all been involved with work relationships that deteriorate, or at least we've witnessed them. At its worst, that deterioration is like a slow, painful death by a thousand cuts for both parties involved. Other times...phew!

JW's Story [Read the rest of this entry »](#)

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Thought Leadership Blog

Challenge:

Considering your Technology Strategy...

What are the common ways that all users can engage with the tool?

Tip: Listen for this when you are “Going Slow to Go Fast”

Empower Leaders and Early Adopters



Influencing and driving adoption horizontally

Challenge:

Who are your social technology superstars?

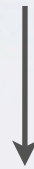
Who are your organizational leaders?

How will you work with them to drive horizontal adoption?

Take the Time to Reflect

Take the Time to Reflect

Develop Feedback Loops



Listen



Improve

Challenge:

What types of feedback are most important?

How will you capture feedback throughout the initiative?

How will you bring these learnings full circle to improvements?

Some new tools to Explore!

Social Media



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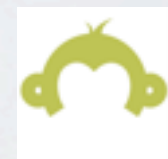
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Questions, Comments, Feedback



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