

Towards a more Social Organization

description
transform org
more then marketing why marketing leads
framework
selling up helping buy

A Framework
Look Learn
Listen Learn
Join Learn
Participate Learn
Lead Learn
Build TRUST Social capital
Start Small, Get Good Victories

QUESTIONS!!!!!!

IMPORTANT
Making an organization more social is not just a thing to do, it's a way to be
As such, its often more about attitude then aptitude, with both, you generally win.

In the beginning
Understand the macro trends as they affect your market Understand your specific business dynamics relative to the macro trends, identify the weak and strong spots SWOT is still valid
Where is the motivation? Crisis or Competitive Advantage
Pain or Pleasure
Keeping up with the Joneses
CEO heard about it at the country club...
Advertising isn't working
Save money on support
People are out there talking without us
Understand the Language Dont call it a blog or a wiki. Talk about solutions relative to problem statements or goal statements in the organization
Use their language too
Understand the Environment Where are the imaginary lines
What is the historically relevant lessons
Who are your champions? Your detractors? Why are they a detractor
Discover Objections and Overcome Them
What matters to the people who matter? Learn to frame the discussion in terms they understand

Identify the Talent
SuperStars
Voices
Video
Writers
Connectors
Builders

Survey the Land
Find out who knows what regarding social media. Who has a blog, a twitter account or is on Facebook?
Where is your community/market online?
Who are the influencers
Who can teach, who will lead?

Considerations
Budget Sources
Integrated or Independent
Fighting Fiefdoms
Preparing for the worst
Sowing the Field
Alignment, and then the inevitable realignment