Excellence. NO EXCUSES!

Excerpt:

ALL ABOARD THE S-TRAIN!
(SOCIAL BUSINESS)

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The **"S-Train"** Imperative

The "S train": **SM**/Social Media. **SX**/Social eXecutives. **SE**/Social Employees. **SO**/Social Organization. **SB**/Social Business. Any way you look at it, it's a full-fledged … REVOLUTION!

It is axiomatic: *SM/Social Media is wasted* (almost a "total waste"?) *without SE/Social Employees & SX/Social eXecutives & SO/Social Organization.*

Can you have "social hot spots" in an organization & still play the Social Business Game effectively? I mostly don't think so. It's pretty close to "all or nothing."

Can you have a "social business" if the CEO doesn't play (i.e., is not a "Social eXecutive")? I border on saying/believing "No way!"

The CEO should focus continuous/concentrated energy on creating/maintaining/ adjusting the culture: **SM/SX/SE/ SO/SB … *is a "culture play," pure and simple.***

Whole point of an effective Social Business: Everyone plays.

Marketing is the least of it. (Yes, I said "LEAST of it.")

EVERY function plays a crucial role. The interaction PER SE puts the value added into the value added proposition.

Power of the "social" is aborted if several bits/functions de facto or de jure opt out.

HR by definition is (should be!) at the center of the vortex if you truly want everyone to play … The Great Social Game.

Can there be vigorous tension/disagreement within a committed Social Org? Not only "Yes" but "Damn well better be." That's the true nature of the Value Add.

<u>SM</u>/Social Media.

<u>SX</u>/Social eXecutives.

<u>SE</u>/Social Employees.

<u>SO</u>/Social Organization.

<u>SB</u>/Social Business.

Seven Characteristics of the [FULLY ENFRANCHISED] Social Employee

1. Engaged
2. Expects Integration of the Personal and Professional
3. Buys into the Brand's Story
4. Born Collaborator
5. Listens
6. Customer-Centric
7. Empowered Change Agent [TP: A bazillion miles beyond lip service!]

Source: Cheryl Burgess & Mark Burgess, *The Social Employee*

"Branding" is about Everything <u>AND</u> Everyone = Social Media/ Social Executives/ Social Employees/ Social Organization/ Social Business = <u>Table</u> <u>stakes</u> by <u>2017</u>.

A Few of My Favorite **"Social"** Quotes

Winning in Marketplace2014/A "Helping" Ethos!

"Today, despite the fact that we're just a little swimming pool company in Virginia, we have the most trafficked swimming pool website in the world. Five years ago, if you'd asked me and my business partners what we do, the answer would have been simple,

'We build in-ground fiberglass swimming pools' Now we say, **'We are the best teachers in the world on the subject of fiberglass swimming pools, and we happen to build them as well.'"**—Marcus Sheridan, River Pools and Spas (from Jay Baer, *Youtility: Why Smart Marketing Is About Help, Not Hype*)

"What if instead of trying to be 'amazing' you just focused on being useful? What if you decided to inform rather than promote? You know that expression, 'If you give a man a fish, you feed him for a day. If you teach a man to fish, you feed him for a lifetime'? Well, the same is true for marketing: If you sell something, you make a customer today; if you help someone, you make a customer for life. I call this

'Youtility.' ***Youtility is marketing upside down. Instead of marketing that's needed by companies, Youtility is marketing that's wanted by customers. Youtility is massively useful information, provided for free, that creates longterm trust and kinship between your company and your customers.*** *… The way customers gather information about companies and make purchase decisions has changed. …"*

—Jay Baer, *Youtility: Why Smart Marketing Is About Help, Not Hype*

"We are the best teachers __in__ __the__ __world__ on the subject of fiberglass swimming pools, and we happen to build them as well." **—Marcus Sheridan, River Pools and Spas (Apologies for stating the obvious: The point here is underscoring the possibility of a "pipsqueak" company becoming … CENTER-OF-THE-UNIVERSE … relative to its area of expertise.)**

Marbles, a Ball, and Social Employees at IBM*

"Picture a ball and a bag of marbles side by side. The two items might have the same volume—that is, if you dropped them into a bucket, they would displace the same amount of water. **The difference, however, lies in the surface area, because a bag of marbles is comprised of several individual pieces, the combined surface area of all the marbles far outstrips the surface area of a single ball. The expanded surface area represents a social brand's increased diversity. These surfaces connect and interact with each other in unique ways, offering customers and employees alike a variety of paths toward a myriad of solutions.** *If none of the paths prove to be suitable, social employees can carve out new paths on their own."*

—Ethan McCarty, Director of Enterprise Social Strategy, IBM (from Cheryl Burgess & Mark Burgess, *The Social Employee*)

*FYI: This is simply … THE BEST DEFINITION OF SOCIAL BUSINESS … I've seen anywhere.

IBM Social Business Markers/2005-2012

*433,000 employees on IBM Connection
*26,000 individual blogs
*91,000 communities
*62, 000 wikis
*50,000,000 IMs/day
*200,000 employees on Facebook
*295,000 employees/800,000 followers
** of the brand**
*35,000 on Twitter

Source: IBM case, in Cheryl Burgess & Mark Burgess, *The Social Employee*

The "Connection Machine"

"Once thinking is public, connections take over. Anyone who's Googled a favorite hobby, food, or political subject has discovered some teeming site devoted to servicing the infinitesimal fraction of the public that shares their otherwise obscure obsession. (Mine: guitar pedals, modular origami, and the 1970s anime show **Battle of the Planets.***)* ***Propelled by the hyperlink, the Internet is a connection-making machine. And making connections is a big deal in the history of thought."***
—Clive Thompson, "THINKING OUT LOUD: How Successful Networks Nurture Good Ideas," *Atlantic*/10.2013

Social Survival Manifesto

1. **Hiding is not an option.**
2. Face it, you are outnumbered. ["Level playing field, arrogance denied."]
3. You no longer control the message.
4. Try acting like … a human being.
5. Learn to listen, or else. ["REALLY listening to others is a must."]
6. Admit that you don't have all the answers.
7. Speak plainly and seek to inform.
8. Quit being a monolith. ["Your employees, speaking online as individuals, are a crucial resource … can be managed through frameworks that ENCOURAGE participation."]
9. Try being less evil.
10. Pay it forward, now. ["Internet culture is largely built on the principle of the Gift Economy … give value away to your online communities."]

Source: Tom Liacas, socialdisruptions.com

The Emergent Meaning of "Engagement"

"Customer engagement is moving from relatively isolated market transactions to deeply connected and sustained social relationships. This basic change in how we do business will make an impact on just about everything we do."*—Dion Hinchcliffe & Peter Kim, Social Business by Design: Transformative Social Media Strategies for the Connected Company*

Social Business:

*Empowerment on steroids!**

*Not optional/2014.