To Be or Not To Be Social?

That is the Question

Leveraging Social Media Intelligently
November 28, 2012
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Our Social Age Reality

2.5 billion people use social media and 4.6 billion use mobile devices to communicate, collaborate and do commerce

Facebook > 1 Billion,
LinkedIn >170 Million,
QQ Messenger >700 Million
More than 100,000,000 blogs
Smart Phones > 4.6 Billion Devices
Social is Everywhere

• All Industries and Job Functions Impacted

**Job Functions**
- Governance
- Leadership
- Marketing/PR
- Sales
- Service
- Manufacturing
- Distribution
- Finance

**Industries**
- Banking
- Healthcare
- Education
- Entertainment
- Travel
- Governments
- Telecom
- Software
Social Intelligence

Best Cases

- Nike
- Malala Yousafzai
- Starbucks

Worst Cases

- Susan G. Komen
- Rush Limbaugh
- Netflix
Rule 1: LISTEN

• Start with a well-defined strategy

• Expect the unexpected as stakeholders redefine your business

• Put employees or customers at the center of your strategy

• Gain holistic buy-in across the organization and with leaders

• Have clear metrics and measures for success
RESULT: 4 Phases of Success

- Ad hoc: Reduce risk
- Planned: Improve operations
- Organized: Expand success
- Integrated Optimize potential
Rule 2: SEE

• One of our winners developed a new methodology for research
• One created a way to save lives
• One restructured the organization to achieve constituents needs
• One placed the CEO of a highly regulated industry on the hot seat
• One overcame significant organizational resistance to change
RESULT: Success!

+ INNOVATION = Success.
Rule 3: Let Others Speak

....This last point may be the most important

• Most organizations had to integrate new capabilities
  – Deal with the social age reality -- billions are online
  – Understand the new sources of value using Social Intelligence
  – Capture the value from the Big Data created by billions

• All Leaders and boards need to embrace social Age realities
RESULT: Innovation
Example: Social Success!

http://www.youtube.com/watch?v=D3qItEt7H8&list=PL97F1F62489140390&index=6&feature=plpp_video
How to get started

- **Train** in social age realities
- **Create** your social enterprise strategy, BUT start small
- **Implement** your social processes; practice every day
- **Tune** your social business and intelligence
Social Age Benefits

$900 billion –
1.3 trillion
Annual value that could be unlocked by social technologies in four sectors

1/3 Share of consumer spending that could be influenced by social shopping

2x Potential value from better enterprise communication and collaboration compared with other social technology benefits

3% Share of companies that derive substantial benefit from social technologies across all stakeholders: customers, employees, and business partners

20–25% Potential improvement possible in knowledge worker productivity
Let’s Count the Benefits
What’s the Risk of Not Being Social?

A Lot!

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