Making Disruption Profitable™

Social Business for Associations

Building B2B Business with Relationship-Focused Social Networking

My Perspective

- 25 years experience as management consultant and line executive

- Expertise: disruptive innovation, strategy and transformation

- Strategy and execution for game-changers: Java, e-business, SOA, Web 2.0, social networks

- Thought leader: 3 blogs in global top 10

Social Business for Associations

Technology *changes constantly*

Human Nature *does not change*

Industrial Economy Mis-Alignment

transaction

"close deals"

Product

service is cost

push content

features

customers

Industrial Mentality

sales

BIG numbers

relationship

"build trust"

Experience

service is marketing

share advice

Human Mentality

believe in you

people

sharing

small numbers

Relationship is the key to the kingdom

5/25/2011

Social Media

- "Social media experts" push PR and marketing "content"
- Tech vendors push socialtech "solutions"
- Neither tech nor promotions motivate people to interact

Industrial Mentality

Social Business

- Develops trust with priority stakeholders
- Enables organizations to create the "word of mouth flywheel"
- Organizations with realistic investment strategies and efficient approaches win

But

you need

sustained effort

before seeing

results

People

interact on their

terms,

not yours

Serving People: Why It Works

- The network effect: how few sustained interactions make major impact
- Model behavior in transparent venues
- By serving few, you serve the crowd
  - You are observed by many
  - You build reputation, but it's not obvious
  - The tip of the iceberg
- Each interaction by someone often is broadcast to their networks
- In most venues, each person has more than 100 people in their network
- Conversations spread quickly, but you won't readily see it

1
Curator

9
Creators

90
Observers

Ladder of Participation
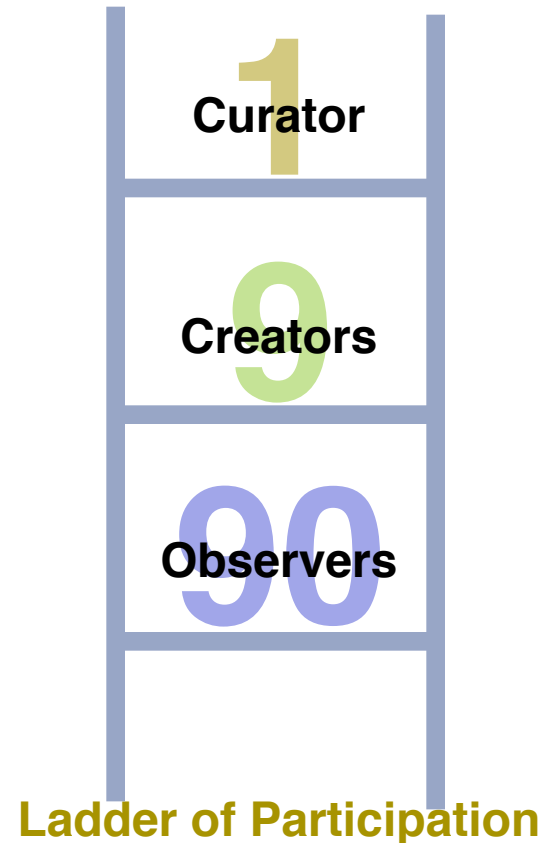
Social Business Will Make and Break Associations and Certification Bodies

Opportunities

- Use social business to educate end customers about certifications' value

- Stay current with community

- Help members use social networks to boost the value of certifications by solving real problems online

Human Mentality

Threats

online offerings & video are usurping associations' value propositions

People don't need to meet physically as often as before

Travel costs & fewer staff make it harder to get away

BIG Idea

The influence of specific
digital conversations among
small groups of people now
rivals that of yesterday s
"major media"

Social Network Roadmap Blueprint, A Framework for Successful Pilots

Business Strategy	Focus on Stakeholders	Define Assets, Requirements	Create Programs
• Business goals • People you need to engage • Stakeholders	• Stakeholder motivations • Survey stakeholder activity in social networks • Determine workstreams	• Review findings of stakeholder social network activity • Identify resources • Gap analysis	• Risk management • Social networks good practices • Life cycle process • Go further faster by mitigating risk

Start with Your Business Strategy

Business Strategy

Focus on Stakeholders

Define Assets, Requirements

Create Programs

- What is most important for you this year?
  - Rank your top five goals
- What do you need to reach your goals that people can provide?
  - Access, expertise, other
- Plan for the outcome
  - How will you respond once achieved? Not?
- What stakeholders do you need to engage?
  - Rank your top five stakeholder groups
  - How do they map to your goals?

Purpose

Ensure that your social network activity is aligned with your business

Focus on Stakeholders

Business Strategy

Focus on Stakeholders

Define Assets, Requirements

Create Programs

- Determine motivations and Web 2.0 activities of each stakeholder group
- Survey social network activity
  - What are stakeholders doing in each venue?
  - How are they addressing top of mind issues?
  - What are the trends?
- Determine workstreams
  - What do they do in each venue?
  - How do they use venues together?

Purpose

Client-focused usage and needs analysis: an excellent basis to determine desired activity

Define Assets and Requirements

Business Strategy

Focus on Stakeholders

Define Assets, Requirements

Create Programs

- Review findings of each venue's activity
  - Define good practices
  - Ineffective practices
- What resources do you have to engage stakeholders in each venue?
  - What venues are most approachable?
  - What are most desirable to stakeholders?
- What are the gaps?
  - Personnel, training, access (legal, security)

Purpose

Optimize your activity based on stakeholder activity *and* your capabilities

Create Programs

Business Strategy

Focus on Stakeholders

Define Assets, Requirements

Create Programs

- Use findings of phases 1-3 for parameters
- Apply risk management practices
  - Keep pilots small, defined and short: iterate
  - Use portfolio approach: try several things
- Use good practices for social networks
  - Share experience real-time among pilot owners and participants
  - Keep pilots without interference
  - Use a process approach for real-time learning
- Life cycle process
  - Assess: Pilot: Scale: Integrate

Purpose

Boost momentum by managing risk

5/25/2011

Risk Mitigation Approach

The Stages

- Assess
  - Match goals with organization and stakeholder realities
- Pilot
  - Try social networking initiatives in small chunks to manage risk
  - Learn & iterate in short cycles
- Scale
  - Expand elements of effective pilots, expand scope and scale
- Integrate
  - When you stabilize social networking processes, integrate them with legacy

Techniques

- Rapid cycles
  - Short feedback loops enable fast correction, less waste
- Transparency and inclusion
  - Involve legal, PR, revenue owners and accounting early
- Focus on external and internal stakeholders
  - External focus on workstreams within the ecosystem
  - Explicit focus on change
- Budgeting
  - Structure pilots to minimize need for normal ROI process

Avoiding Common Pitfalls

- Leading with technology
  - Technology imposes process on people and they don't adopt
- Having fuzzy, non-actionable goals
  - Results harder to track, and your initiative loses support
- Focus on what your firm needs rather than stakeholders
  - SHs will not be stimulated and will not engage
- Chunking innovation too large
  - Spend too long on ROI discussions
- Depending too much on experts and vendors
  - Web 2.0 is core; it needs to become your O/S
- Falling into the efficiency tech trap, not using portfolio
  - Letting a monolithic tech solution be everything to everyone

PITFALLS

BIG Idea

You now know 2014 s best practices for using social business to engage and grow business

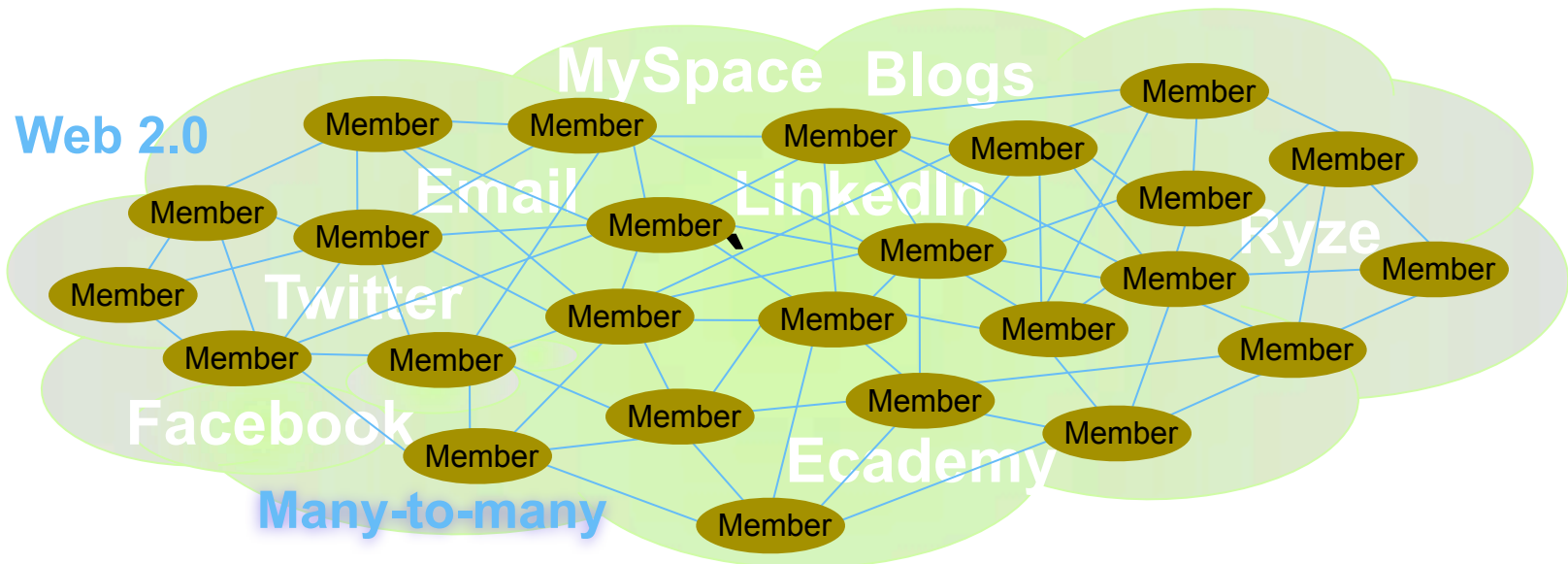# Specific Tactics for Associations
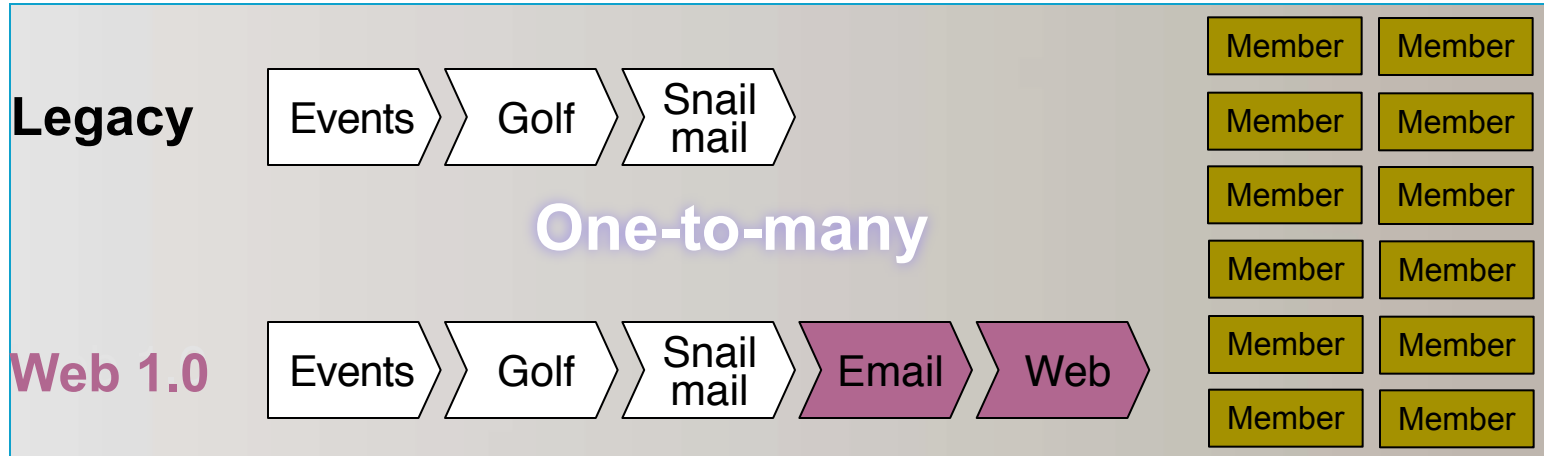
Legacy digital assets

- Websites
- Email marketing
- Conferences
- Training

New digital assets

- Outreach in social networks
- Creating a many-to-many unique space
- Rethinking legacy

Update Web & Email to the Web 3.0 Age

Legacy

Events > Golf > Snail mail

One-to-many

Member	Member
Member	Member
Member	Member
Member	Member
Member	Member
Member	Member

Web 1.0

Events > Golf > Snail mail > Email > Web

Web 2.0

MySpace Blogs

Email LinkedIn

Twitter Kyze

Facebook Ecademy

Many-to-many

Focus on Many-to-Many Venues to Earn Network Leverage

- LinkedIn: the global storefront for individuals and teams
- Blogs: showcase for expertise
  - Opinions, insights about relevant phenomena
  - Outreach, co-promotion
  - Convert newsletters
- Website: static, businesslike
  - Information about your firm
- Email: push to Feedblitz/RSS
- Exotics
  - Podcasts, video, wikis
  - Facebook, Foursquare

Exotics

Website

Blog

Linked in
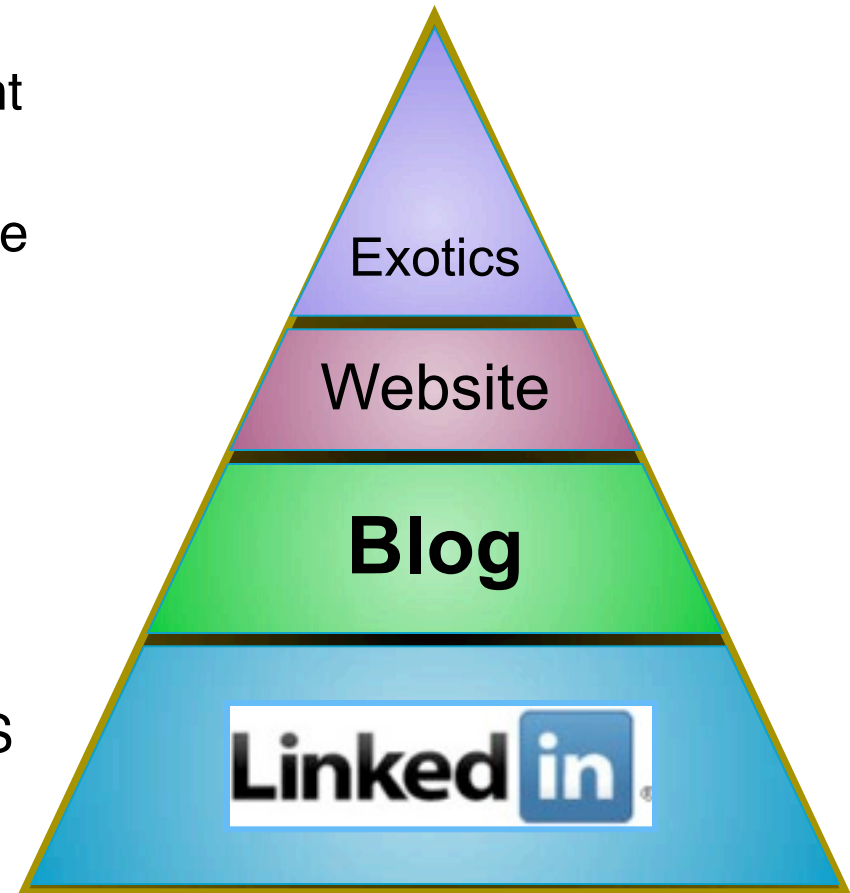
The Professional/Executive Socialtech Pyramid

Conferences

- How to incorporate network thinking
  - Crowdsource & brainstorm ideas and agendas online, in public
  - Iterate schedules publicly & invite participation
  - Encourage speakers to use public processes
  - It becomes a group-owned event
- Ask people to invite their friends, colleagues & clients
- The physical event is the climax of the conversation
  - Get people to shoot short video interviews and take photos
  - Create an online "you are there" feeling
- Hold post-event conversations

Re-invent conferences as persistent conversations

Training and Certifications

- Hold online discussions in which certificants solve problems that non-certificant holders can't solve as easily

- Promote the conversations, adding prestige and value to certificants and their employers

- Consider adding network-oriented aspects of training

  - Use online forums to generate problems and real-time cases

  - Real geeks will love this (this means certificants' customers)

- Make the certification process more transparent

How can you involve certificant customers in training, online?

BIG Idea

Adopt network-oriented interactions everywhere: open processes and invite involvement—and mean it!

Review: Putting Social Business in Motion

1 2

3

- Strategy
  - This is a marathon; you need to train for distance
  - Ecosystem: you need to know where your SHs are already talking.. and what venues are most important
  - Readiness: in THEIR terms what do YOU have that's most valuable and easy to share?
  - Overlay your gifts onto the ecosystem: that's your social business strategy
  - This determines where & how you engage, not "technology"
- Execution
  - Orderly adoption process: pilot, scale and integrate
  - Apply risk mitigation techniques
- Remember
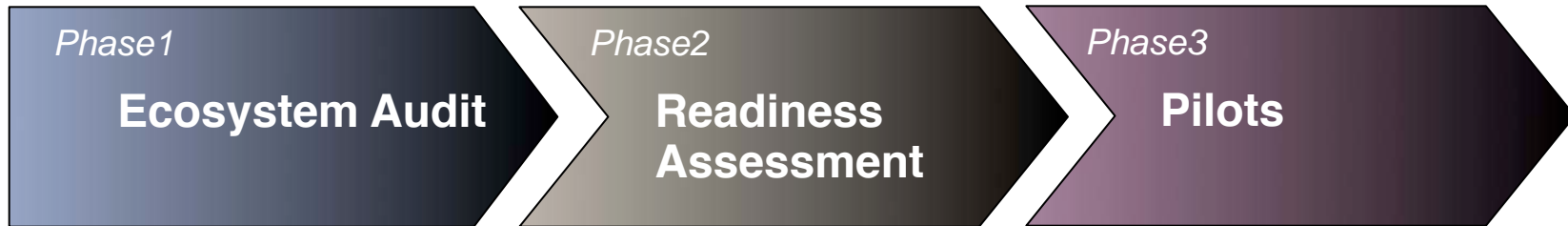 - Relationships take a while to develop but they're durable

4

5

Social Network Roadmap Pilot Overview

Phase1	*Phase2*	*Phase3*
Ecosystem Audit	**Readiness Assessment**	**Pilots**

Phase 1	Phase 2	Phase 3
• Assess digital social environment	• SH activity/advanced workstreams	• Design pilots to mitigate risk
• Identify & rank stakeholders (SH) & basic work processes	• Identify firm value & how it transfers to social venues	• Fast cycles with rapid feedback
• Social venue analysis	• Assess resources to engage SHs	• Small investments
• Brand analysis	• Measure gaps	• Portfolio approach
• SNR Analytics	• Social Business Strategy	• Skills transfer focus
• Ecosystem Map		• Measurements

Requirements for Pilots

End State	Ecosystem vision	Company vision	Pilot(s) launched

Social Business for Associations

Learning More

- The Social Network Roadmap
  - Helps companies use social business for innovation
  - http://socialnetworkroadmap.com
  - Blog rated #1 worldwide by Technorati

- The Global Human Capital Journal
  - CEO/CMO/CIO journal for innovation
  - Rated #10 worldwide by Technorati
  - http://globalhumancapital.org

- The Executive's Guide to Social Networks
  - LinkedIn blog #4 worldwide by Technorati
  - Facebook management advice for business
  - Twitter, blogging & geosocial management advice
  - http://executivesguide-socialnetworks.com

- Social networks
  - http://www.linkedin.com/in/csrollyson
  - http://www.facebook.com/csrollyson
  - http://myspace.com/csrollyson
  - http://tinyurl.com/orkut-csrollyson
  - http://tinyurl.com/xing-csrollyson

Microblogs & Video

http://twitter.com/snroadmap
http://twitter.com/eglii
http://twitter.com/egtw
http://twitter.com/egfb
http://twitter.com/csrollyson
http://identi.ca/csrollyson
http://kwippy.com/csrollyson
http://csrollyson/tumblr.com/
http://plurk.com/user/csrollyson
http://friendfeed.com/csrollyson
http://youtube.com/user/csrollyson

Other

skype/IM - csrollyson
iphone - chris@rollyson.net
iphone +1.312.925.1549