Social Business Strategy & Execution

CSRA's mission is helping organizations to relate to people online in ways that support their goals. I am the constant here, but I tap a network of hundreds of specialists whom I staff on engagements. I operate CSRA according to similar standards used in the global consultancies where I learned my craft.

Specifically, I create social business strategy for firms and help them execute on it. But I don't assume that you need to invest in social networks, social media or Web 3.0. Instead, I determine their relevance to you by assessing the social business activity of people who matter to your business. If it's relevant, I measure your readiness to engage and create your social business strategy, so you minimize the mistakes your competitors are making. Then I help you execute by mentoring your people so you develop competency in 21st century dial tone.

- Social business changes the rules, so I work with firms that want to use it to disrupt markets or to defend their leading positions. Examples are Fortune 50 retailers, semiconductor brands, investment banks, global NGOs, governments and startups. More about **clients**.
- CSRA delivers higher value by operating a virtual model, so you get better teams and pay less for overhead. More about **what we do** and **how we work**.
- We don't wing things here. I developed the Social Network Roadmap(SM), the agile methodology we use to do breakthrough work consistently at relatively low risk. It's been vetted by client work since 2006. More about **services**.
- CSRA is me and my network, which includes veterans of the most prestigious consultancies, corporations, startups and professional services firms. You get rock stars, not my staff who happen to be on the bench at the time.
- I enter new relationships as explorations because I don't assume that your firm is a candidate for CSRA's services. I only work with firms that want to use social business strategically.

*I could be your secret weapon.*

What We Do

CSRA serves clients across all phases of **social business adoption life cycle**. I create a collaborative engagement team with your employees (and partners) and people from my network. We use the **Social Network Roadmap**(SM) to mitigate all kinds of risks that plague other firms that begin social business with insufficient due diligence and agile project management.

- In Feasibility, we assess the digital social web to determine whether the people you care about ("stakeholders") are interacting on topics relevant to you. We often measure social business adoption among your peer group and adjacent firms in your value chain.
- In Strategy, we determine your firm's Top30 digital social venues as a function of your highest priority stakeholders and their relevant workstreams. These venues enable you to generate the highest quality interactions at the lowest cost. Then we assess your unique ability to add value to them based on your core competencies. Your Social Business Strategy will recommend several pilots.
- In Pilot, we mentor your team in interacting in social venues, so you achieve business-relevant results. That usually means increasing trust and relationship with your stakeholders. We iterate pilots, and the most successful morph into programs. Most pilots have the explicit goal to build your team's skills in improving relationships by interacting online.
- In Scale, we advise you on growing social business and building its support infrastructure. This often includes more governance processes, formalizing your **Social Business Competency Team** and standardizing your internal procedures to empower managers across your firm to sponsor successful projects.
- In Integration, we advise you on evaluating your legacy communication, marketing and relationships processes and help you unplug legacy processes in favor of social business, which is far more efficient in many ways.
- More on this in **How We Work**.

> *CSRA excels at mentoring to teach new hands-on social business skills to your team and firm.*
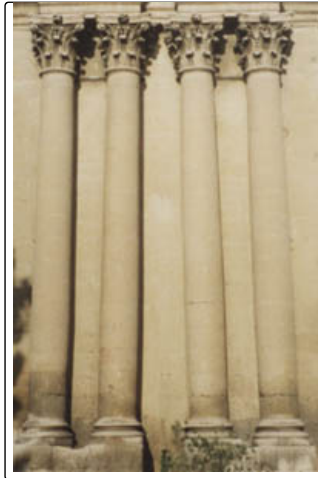
How We Work

When I consider working with a client, the most important thing to me is, "How can changing your relationships with your key stakeholders serve your business strategy? How important is this to you? How do you serve people or firms?" Because CSRA operates as a virtual firm, I have unusual flexibility that we can use to our advantage when our missions are in alignment:

- Consulting is a highly collaborative but arms length relationship that's ideal for figuring out how to use social business to change the rules in discrete steps, at a relatively low commitment.
- Interim enables you to hire me to achieve certain milestones but with no other strings attached.
- Employment lets us work together more exclusively; in these cases, I typically lead "social business evolution" or operations at your firm, according to the **social business life cycle**.
- More on how I use flexibility in "**Career Mission**."

In all of these arrangements, I leverage CSRA's (mine and my network's) experience, approach and tools but approach each situation without preconception. Here is a very broad, select sample of social business engagements:

- **Executive workshops** facilitate your understanding of emerging trends and your business. I use a variety of fast-cycle techniques such as scenario envisioning. I often supplement my research with subject matter experts.
- The **Ecosystem Audit** produces your firm's Ecosystem Map according to SNR Analytics, a toolset that quantitatively determines the optimal digital social venues for you to develop relationships most efficiently. Hint: they usually aren't the major platforms.
- The **Organization Audit** examines your firm's unique ability to add value to people in your ecosystem based on your core competencies and other assets. It enables you to practice social business most efficiently and to outperform rivals. It also produces your social business strategy.
- **Social business pilots** have us mentoring your employees while proving out/adjusting your strategy. Examples include: private social networks/communities, blogs, social applications, website integration, video presences, forum outreach, LinkedIn presences (firm/employee profiles, groups, polls, interactions), Facebook Page (re)launches, Twitter (re)launches, Google+ (re)launches, mobile/geosocial initiatives…
- **Social Business Policy** (social media policy) empowers your firm by identifying social business risk and developing policies and guidance for interacting online.
- **Social Media Monitoring Tool Selection** is a structured process to help your team select a toolset that provides *actionable* data; we also help you create efficient workstreams so you make best use of the data you collect

- Social Business Team Development advises your CEO or CMO on assessing your needs and developing a roadmap for building a social business team. Too many firms hire VPs of social media without knowing what they need and when. We assess your needs and measure the potential of social business *before* you hire anyone, saving you thousands in costs and management cycles.
- **Social Business Governance** develops several major areas of social business infrastructure: policies for various classes of employees and proxies, social business training & certifications, social business competency teams and others.

Here is a sample of other general things we offer:

- Guidance on using social technologies, processes and approaches for business development, marketing research, product/service development, customer service, recruiting, partnering.
- Strategy and launch programs for new revenue streams.
- Mentoring for your employees and business partners on the new "social graces" in digital social venues. Relating online takes most people a lot of practice. Your people learn how to act in all kinds of situations.
- Primary research into emerging trends among customer and prospect groups.
- Staged plans for engaging customers to create community and passion around the experience that your offerings enable. Create situations in which customers advise each other and collaborate with you to create new offerings.
- Initiatives to maximize word of mouth marketing; how to help customers to help you.
- Launch wikis, blogs, social bookmarking and other social technologies. Help you meet the providers of these new services.
- Integration of new initiatives with your existing relationship practices and processes. We show you how to get your activities with print, multimedia, online, sales and customer service to synch with your activity with social networks.

> *My experience and tools enable us to manage risk and reduce engagement length.*

Services

CSRA's social business consulting services help CEOs, CMOs and CIOs to use disruptions like social business and Web 3.0 to seize unusual advantage. We guide clients in applying social networks to their business processes. Our risk mitigation approach helps clients pursue daring initiatives and achieve their goals more often by avoiding mistakes. Due to the strategic nature of our work, we usually serve as facilitators and partner with our client's management. We have three categories of services that address all parts of the **social business life cycle**.

Social Business Services (business performance)	Social Network Roadmap (social business strategy)	Executive's Guide to Social Networks (platform execution)
Focus • Business services to transform performance • B2B Sales, Marketing, Client/Customer Service, Product Development, IT, Human Resources	**Focus** • Methodology and tools for strategy, design and management of social networking initiatives • Helps select platforms; offered in 3 tracks	**Focus** • Tools for design, execution and management of social networking using major platforms • Enterprise 2.0 initiatives using white label solutions

Social Business Services (SBS)
 	
SBS modernizes core enterprise functions by focusing an optimal mix of strategy & execution services (see right) on "fast evolution"
 	
• B2B Sales & Business Development cuts prospecting & engagement costs 33-66%
• B2B Marketing cuts outbound marketing costs 25-75% by engaging targets online
• Client/Customer Service can use social business to transform itself as a profit center
• Product (Service) Development uses crowdsourcing to engage key customers and prospects with your product and service
	Social Network Roadmap: Preliminary track
	
	• Executive briefings and workshops
	• Ideal for making your team smart about social business trends and how they are affecting your industry
	• Features exercises, concrete goals and materials
	• Usually 1/2 day to 2 days
	• Occasionally offered publicly
	
	Social Network Roadmap: Pilot track
	
	• **Ecosystem Audit** (external analysis)
	• **Organization Audit** (internal analysis)
	• Social Business Pilot(s)
		Executive's Guide to LinkedIn
		
		• **Enterprise**
		  ◦ 3-phase services delivery framework
		  ◦ Select services & deliverables
		  ◦ Enterprise Process Innovation
		• **Individual**
		  ◦ Customized programs
		  ◦ Public seminars
		  ◦ Profile Builder
		• **Discussions & thought leadership**
		
		Executive's Guide to Twitter
		
		• **Strategy, implementation & methodology**
		• **Discussions & thought leadership**

development professionals
- Human Resources uses social business to realign the firm with the new "labor market" through "alumni" engagement
- IT uses social business for productivity increases; what degree of "consumerization" is appropriate

More details here

Other corporate strategy

Social Network Roadmap: Enterprise track

- Feasibility
  - Due diligence
  - Baseline
  - Governance
- Strategy
  - **Ecosystem Audit** (external analysis)
  - **Organization Audit** (internal analysis)
  - **Social Business Competency Team**
- Execution
  - Pilot
  - Scale
  - Integrate

Executive's Guide to Facebook

- **3-phase services delivery framework**
- Enterprise Process Innovation
- **Discussions & thought leadership**

Executive's Guide to Google+

- **3-phase delivery framework**
- **Discussions & thought leadership**

Executive's Guide to Blogging

- 3-phase services delivery framework
- **Discussions & thought leadership**