



# The Executive's Guide to Social Networks

Blogging

Facebook

## How to Transform Executive Job Search with a Career Mission

Enterprise

LinkedIn

People

Relationship

## Avoiding the "Job v. Consulting" Trade-off

Twitter

Brand

Geosocial

# Agenda: Perspective



- 25 years experience as management consultant and line executive
- Advised B2Bs on strategy and execution for game-changers: Java, e-business, SOA, Web 3.0, social business
- Founded CSRA in 2006 to advise commercial, government and nonprofit enterprises on social business



# Agenda: The Knowledge Economy

- No "bad" economy—it's different
- The Industrial Economy differentiated with products
- The Knowledge Economy differentiates with experience (cause, impact, outcomes)
- New means of production
- **Experience created in the Social Channel**

1

2

3

*The Social Channel is the new arena for building business*

# Agenda: The 21st Century Career

- Products in decline, organizations in turmoil
  - Communication consumes novelty
  - Ultra-short life cycles & getting shorter
  - Work and "jobs"
- **Refocus yourself**
  - **On relationships because they're durable**
  - Your network is your safety net
- Learn the Social Channel's tools
  - The critical career enablers

1

2

3

*The Social Channel is where opportunity is created*

# Agenda: Skills, Experience, Network

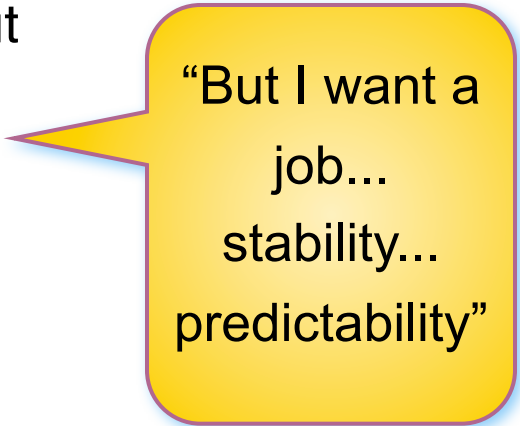
box

- The “job-based” careers outdated—not coming back
  - A “job” is a slot created by organization to meet persistent need
  - “Jobs” are bundles
    - Mission, goals, within a defined context
    - Needs, skills, requirements
    - Economic exchange (pay, performance)
  - The market moves too fast, and organizations can’t keep up
    - This creates pent-up demand that you can tap
- **Jobs are the organization's hope that problems will be solved**
  - It's hard work—and slow—to create jobs
  - What problem do you want to solve? Bring solutions to prospects

*Organization sluggishness is your competitive advantage*

# Agenda: Confronting Mental Resistance

- “Permanent” jobs will continue to exist, but as a lower portion of the total
  - Competition will be higher, pay lower
  - At VP/CxO levels, long search times
  - Choose the kind of risk you want to incur
  - It’s not “the economy”
- **Focus on organizational need and how you can add value**
  - Solve problems and create opportunity for organizations
  - Job/Interim/Consulting is only packaging



“But I want a  
job...  
stability...  
predictability”

*Focus on scenarios to discover more opportunities*

# Agenda: Most Jobs Don't Exist

70% of management  
jobs are *created*

# Career Mission: Free Yourself from "Work"

- A mission is higher than work
  - "Work" becomes just another way you pursue your mission
  - There's no "trade-off" because the focus is cause and impact
  - **Work arrangements are packaging**
- This is liberating
  - Your work is more meaningful
  - You inspire other people
  - Social platforms spread your message
- I help companies relate to people who drive their businesses



*What do you care about?*

# Career Mission: Revisiting the Trade-off

- Employers' typical fears
  - "You have no 'direction'"
  - "Will you stay? (until I want you to go)"
- Clients' reservations
  - "This is only 'second best'"
  - "Will you ditch me for a job?"
- **When you are committed to your mission, prospects want to be part of it**
  - You care—and prospects trust you
  - Social platforms play a key role in telling the world



*Your mission shows direction & commitment at a gut level*

# Career Mission: "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?”
- **CSRA operates as a virtual firm so I have unusual flexibility that we can use to our advantage when our missions align:**
  - **Consulting** is a highly collaborative but arm's 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"...

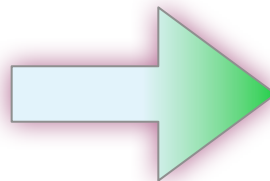


\* see: <http://rollyson.net/about-csra/how-we-work/>

## Career Mission: Your Calling Card

**The Knowledge Economy  
is personal**

**Machines**



**People**

# Social Channel: Resumes/Jobs are out, Mission, Scenarios & Social are in

	20th Century	21st Century
Structure	Job	Job, consulting, interim...
Who	Human Resources, Career Services	Your network
Tools	Resumes, cover letters	<b>Mission, scenarios, social networks</b>
Focus	Department, within silo	Company, business drivers
Organization Model	Structured, inflexible	Emergent, agile

*Imagine you were the first salesperson to use the telephone*

# Social Channel: Specialist v. Generalist

- "Fitting in" made sense (20th c)
- Mission & specialty go together (21st c)
  - Specialty is more commitment
  - In a pervasive network, specialists shine
  - Your specialty serves your mission
- The social network effect
  - Interacting with people who care about your mission builds your reputation
  - **Specialists are more noticeable on the Social Channel**



**Generalists  
are  
invisible  
online**

*A specialist can be flexible & adaptable, but always committed*

# Social Channel: How Scenarios Engage



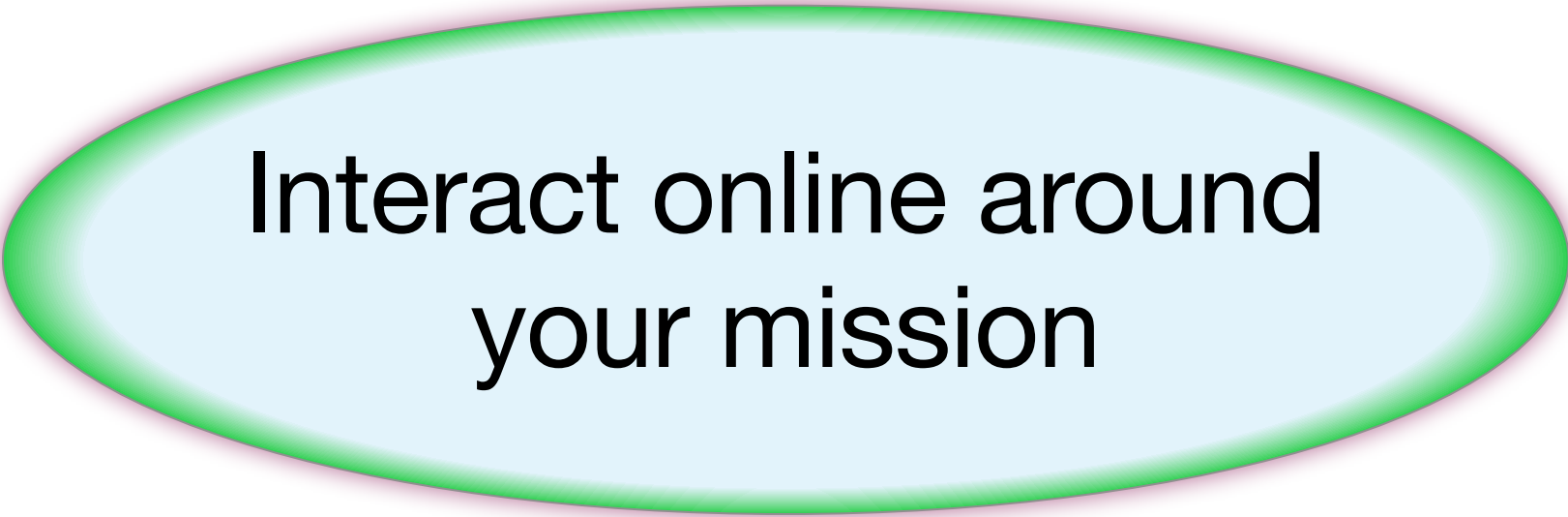
1. **Mission:** what you want to do and why. What does it mean to you, personally.. professionally?
2. **Business context:** are you more valuable in emerging situations or mature markets? After mergers? Clawing market share from established competitors? New product launches? Picking up after failure?
3. **Unusual skill combinations:** chef and supply chain executive, chess and interior designer... but understand how the mashup makes you more valuable. Look on LinkedIn for those keywords and see how many others have them in similar combinations or contexts
4. **Roles:** the scope of what you want to do, including results you want to produce, why you will be important to the org or market

# Social Channel: Example Scenario



1. My passion is helping risk averse organizations to understand disruptive technology, so they can use it to change the rules; I love it because disruption seems threatening, but it elevates opportunity; most people see the risk side and draw away.
2. The firms I work with are usually brave or desperate; they want to try socialtech because they are committed to being in front—or all else has failed.
3. I've led transformation from both sides of the desk: as an executive at KPMG, I transformed marketing by building one of the first intranets; as a Principal at PwC Consulting, I advised clients on using the Internet to change their businesses.
4. I thrive in white space, so building teams to discover, test and scale socialtech capability is my goal; my main requirement is organizational commitment to explore aggressively.

## **Social Channel: Show You Care**



**Interact online around  
your mission**

# Toolbox: Use LinkedIn to Interact

1

- Answers: RIP January 2013 ;~{
- Groups
  - **Start and hold discussions** in relevant Groups
    - Use the option to invite people in your network to respond
    - Monitor your question daily, thank people for responding, ask them follow-on questions based on their responses
    - Do this regularly: once a month or once a week
  - **Use search in Groups** to find links and discussions in which to engage
    - Imagine you are talking to an employer or consulting prospect
  - **Use LinkedIn Polls** to ping your network regularly
    - Use results for a blog post—and share it with respondents
- Twitter
  - Install LI's Twitter app: select tweets will broadcast to your LI network

*Draw attention by interacting around your mission*

# Toolbox: Blogging (Yes, You Can)

## 2

- Step One: Create your vision
  - If you don't have a blog, see our guide to get going for free
  - Focus on your mission and scenarios! Share & comment on situations, case studies, challenges & what you would do
  - One post/period about what you're already doing
- Step Two: Who else is writing about this?
  - People you admire: use the blogroll to comment on their posts
  - Once/period
- Step Three: Expand outside
  - Keyword searches: who's doing interesting things
  - Bring into your blog by commenting

***Make part of your existing work public: not new work***

# Toolbox: Twitter

3

- Create a small, focused following
  - Search Twitter in 2/3 keyword combinations relevant to scenarios
  - Follow people who tweet about those topics
  - Join LinkedIn's Twitter group; find people to follow in Twitter
  - Complete the Twitter profile; include your LinkedIn URL
- Share relevant news articles
  - Most MSM has Twitter, Facebook & Google+ sharing buttons
  - Copy any URL and paste into Twitter; it will shrink for you
- Install Selective Tweets in Facebook
  - Share tweets with your Facebook friends by appending “#fb”

*Create your professional news network*

# Toolbox: How to Serve People



- Find people talking about your scenario(s)
- Help them by asking further questions & offering ideas
- Bookmark the interaction: you can build a portfolio of the best
  - Example: <http://pinboard.in/u:csrolllyson/t:csrblogcomment>
- Copy parts of the text and do a short blog post
  - Even better, do a Google+ post
- Focus on high quality venues & conversations
  - Blogs
  - Forums
  - Mainstream media (MSM)

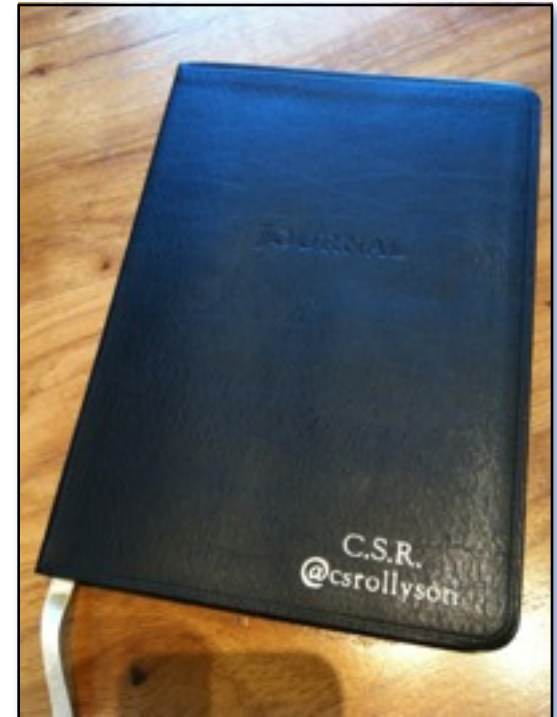
*When you serve publicly, you're immortal in a good way*

## **Toolbox:** Interactions Get You Noticed

Show You Care, Digital Is  
Forever

# Leverage: Keywords Knit Together Your Ecosystem

- Interact: world is no longer static
  - LinkedIn: Discussions, Polls, Search
  - Facebook: Questions, personal interests
  - Twitter/Foursquare: what you're doing
- Blog
  - Engaging thought leadership about business drivers, problems, solutions
- Rich media
  - Slideshare, podcasts
  - YouTube
- Juice SEO by standardizing your brand
  - Unique, professional
  - csrolllyson



# Leverage: Using LinkedIn Apps

- Practical way to extend your profile
- Invoke existing content: no extra work!
- Share relevant information with your network
- Automatic interaction with your network
- Free guide: <http://executivesguide-linkedin.com/blog/>



# Leverage: Extend LinkedIn with Facebook

- Get to know your Connections' personal side
  - People you know fairly well
  - People you barely know
- Keep things tidy with Friend Lists
  - The Wall, photos, videos and more
  - It's complicated, but decent documentation
- Cross-connect
  - Invite some of your Facebook friends on LinkedIn & Twitter
  - Invite some LinkedIn connections on Facebook
- Supplement LinkedIn relationship building
- Free guide: <http://executivesguide-facebook.com>



***Business + personal = faster path to trust***

# Leverage: Be a Leader with Google+

- It will push pureplay social networks to transform
  - Combines search with friends
  - Monetizes at *completely* new level
- Populated by digerati, techies, leading edge people
  - Are they among the people whom you want to engage?
  - Is your career affected by the development of Web 3.0?
  - Do you use other Google products? (Docs, Gmail, Picasa..)
- Integrates other Google products seamlessly
- As with others, build your network with purpose; small, quality
- Free guide: <http://executivesguide-googleplus.com/>



***Skate to where the puck will be***

# Conclusion: Careers in the Social Channel

- “The economy” is not coming back, but it will be...
  - Even better for those who understand and adapt
  - Worse for those who try to hold onto the past
- Social networks open relationships
  - Connect, share and form relationships
  - Most people don’t know how: you can take the lead
- The tools drive down the transaction costs of relationship
  - Ford’s production line for the Knowledge Economy
- **Keys to success**
  - Mission & scenarios: be focused—opportunities will come to you
  - Consistency: interacting in digital environments scales with time
  - Authenticity: passions lead you to people and opportunity



## Conclusion: Learn More Here

- Executive career resources
  - <http://tinyurl.com/execcajoreces>
- The Power of Specialization
  - <http://tinyurl.com/pwrspec>
- The Social Channel
  - <http://bit.ly/sochanexecsum>



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