



The Executive's Guide to Social Networks

Blogging

Drive Job & Consulting Opportunities with Social Technologies

Enterprise

Using economic disruption to get ahead

Facebook

LinkedIn

Twitter

Geosocial

Relationship

Brand

Agenda: Career Management's New Environment

- Not life as usual: think 1848
 - Disruption:
 - Work, organization and “job”
 - Family size, child raising, elder care
 - Culture in a blender; need for new boundaries
 - Politics, new level of participation.. nation state?
 - Globalization at the individual level
- Refocus yourself
 - On relationships because they are durable
 - We are our own safety net
- Learn the tools
 - This is the most important thing you can do for your career

1

2

3

Social networks are the new shop floor


Ecosystem: Chris Rollyson, 25 Years of Experience with Strategic Change

Profile: English Edit Public Profile Settings

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Christopher Rollyson

Strategy and Programs for Social Networks & Web 2.0
Greater Chicago Area | Management Consulting



Christopher Rollyson Making podcast version of "LinkedIn: Executives' 21st Century Business Accelerator" 51 minutes ago

Current	<ul style="list-style-type: none"> Managing Director at CSRA, Inc. Founder at The Executive's Guide To Social Networks Editor in Chief at The Global Human Capital Journal
Past	<ul style="list-style-type: none"> Vice President of Marketing & Alliances at nVISIA Principal Consultant at PricewaterhouseCoopers Management Consulting Services, Strategic Change Marketing Director, ICE Midwest at KPMG
Education	<ul style="list-style-type: none"> The University of Chicago - Booth School of Business The University of Chicago - Booth School of Business Université de Clermont-Ferrand
Recommendations	<ul style="list-style-type: none"> 17 people have recommended Christopher
Connections	<ul style="list-style-type: none"> 500+ connections
Websites	<ul style="list-style-type: none"> Personal Website Journal for CEOs, CMOs & CIOs Executive's Guide to Social Networks
Public Profile	<ul style="list-style-type: none"> http://www.linkedin.com/in/csrollyson

Profile: English ▾

[Send a message](#)

[Add Christopher to your network](#)

[Forward this profile to a connection](#)

Christopher's Connections (500+)

[Marc O. Goodman](#)
Social Networking Guru, Manager of Virtual Worlds & Director of University Innovations for Alcatel-Lucent

[Chris Gladwin](#)
President & CEO at Cleversafe Inc.

[Matt Preschern](#)
VP, Marketing for IBM

[Patrick Crane](#)
VP Marketing & Advertising at LinkedIn

[Mark Power](#)
Chief Procurement Officer, Hewitt Associates

[Karen Breen Vogel](#)
CEO at ClearGauge

Christopher's Q & A

Expertise in

- [Using LinkedIn \(6 best answers\)](#)
- [Internet Marketing \(2 best answers\)](#)

Ecosystem: New Level of Disruption, Risk and Opportunity

- Industrial Economy, an economy of things & long cycles
 - Technology of 18th, 19th, 20th centuries
 - Before we got there: culture: economy, family upheaval
 - Transaction costs, the rise of the large organization
- Knowledge Economy, an economy of experience & short cycles
 - The Internet is its infrastructure
 - Web 1.0: information & transactions
 - Web 2.0/Web 3.0: relationships, knowledge, geo, semantic, global
 - Organizations are exploding: it's called unbundling
- The people who get this will have exceptional advantage
 - The artisan carmaker in the shadow of Ford's production line
 - Many organizations will perish, others will grow
 - The half-life of knowledge is plummeting: relationships > durable

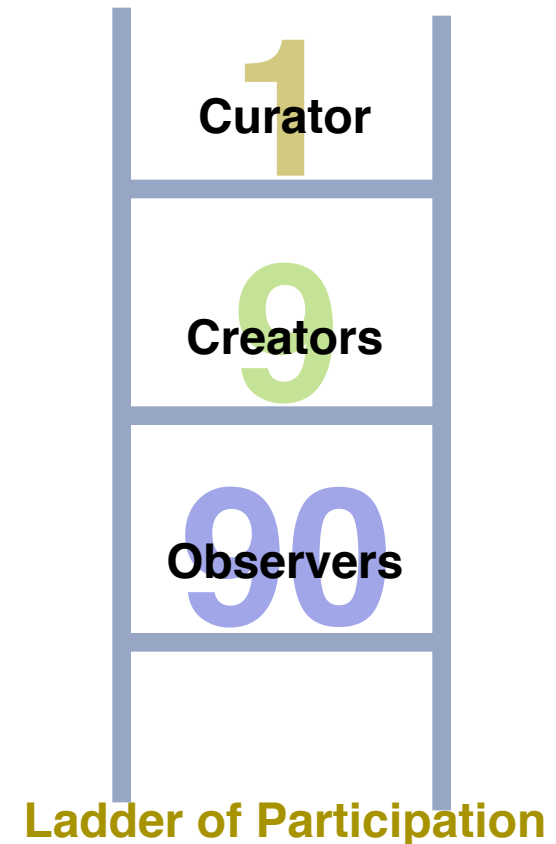
Ecosystem: Social Tech

- Many-to-many
- Rich asynchronous
- Social ecosystem
- Expertise economy
- Real-time, global
- Inexpensive
- Specific
- Digital, Fast



Ecosystem: The Numbers of Interaction

- 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



Toolbox: From Resumes and Job Search Scenarios & Social Networking

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

Imagine you were the first salesperson to use the telephone

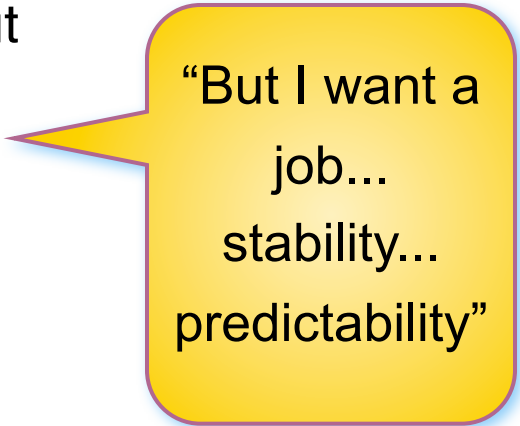
Toolbox: Skills, Experience, Network

- The “job-based” career model is outdated and 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 organization can’t keep up
 - This creates pent-up demand that you can tap
- When you focus on where the organization meets the market, you will create much more opportunity
 - You can address organization need as employee or consultant
 - The difference is only a question of packaging

Organization sluggishness is your competitive advantage

Toolbox: 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, not packaging
 - Consulting
 - Job
 - Interim



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

Focus on scenarios to discover more opportunities

Toolbox: Scenarios: How to Engage

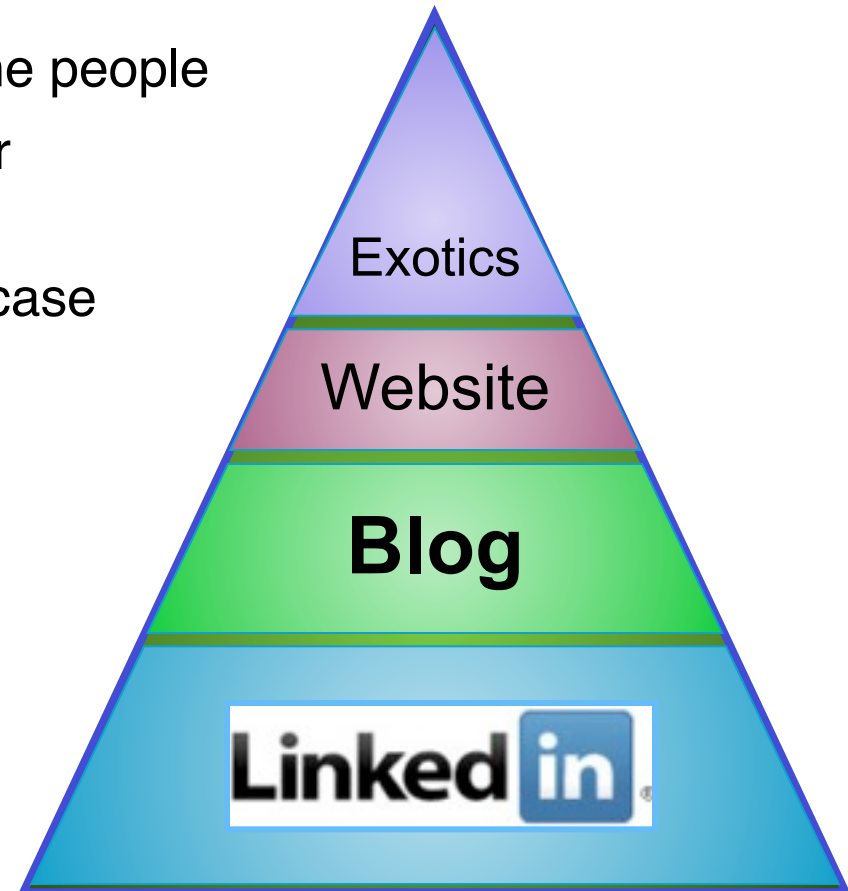
1. **Mission:** what you want to do and why. What does it mean to you, personally.. professionally?
2. **Business context:** are you more valuable in emerging situations or mature markets? After mergers? Clawing market share from established competitors? New product launches? Picking up after failure?
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

Toolbox: 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; either 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

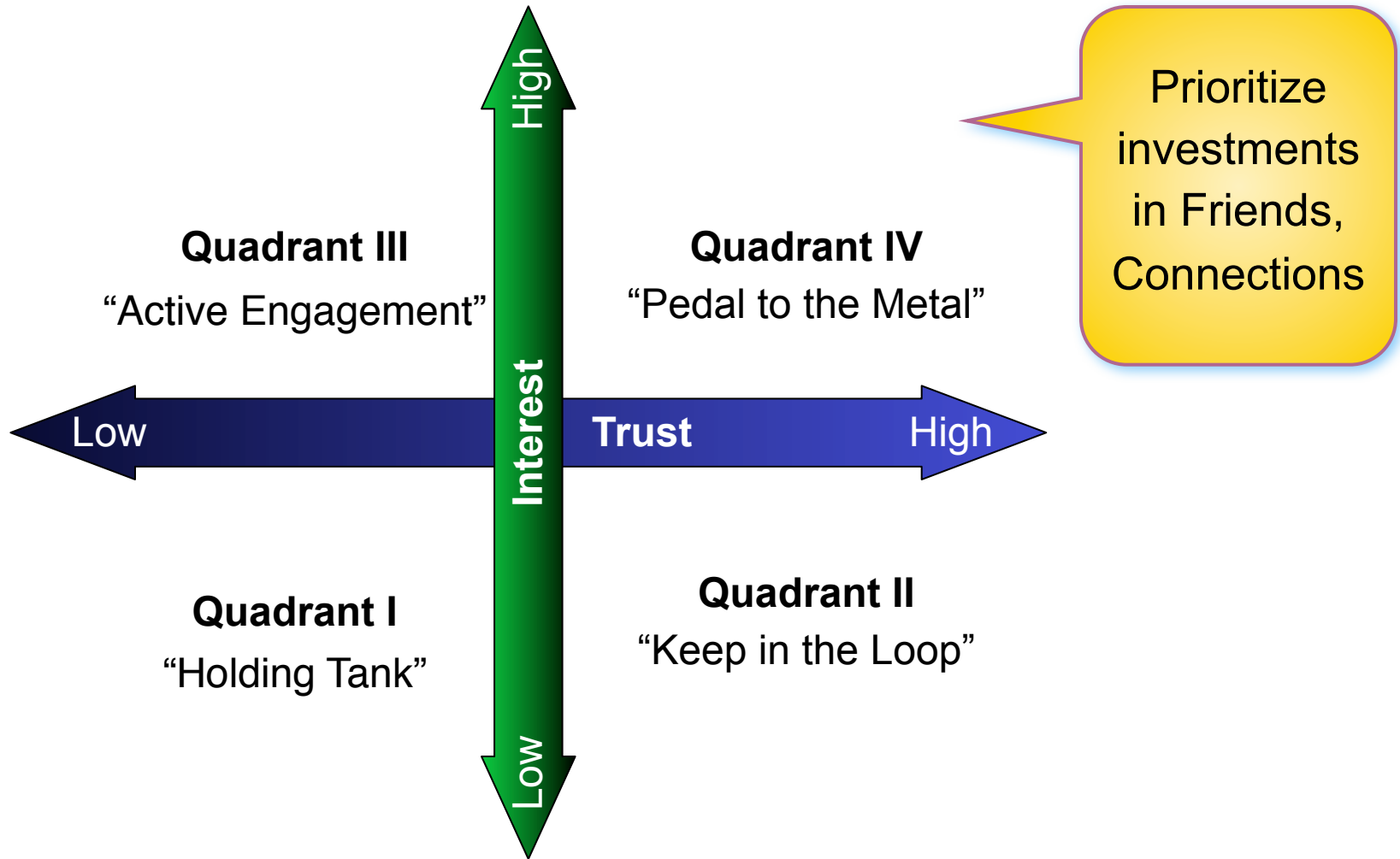
Toolbox: Think Beyond the Platform

- Don't get distracted, follow the people
- LinkedIn: global storefront for individuals and teams
- Blog/Twitter: expertise showcase
 - Relevant opinions, insights
 - Outreach, co-promotion
 - Twitter: get/share news
- Slideshare, Geosocial
- Facebook, Google+
- Podcasts, video



Where can you best engage the people you care about?

Toolbox: Use the Relationship Value Map



Workstreams: Focus LinkedIn on Interaction

1

- Answers
 - Search forums using keywords, note conversations and forums in which questions/answers appear that are relevant to your scenarios
 - Imagine you are talking to a prospective employer or consulting client
 - Choose “Ask a question” and post an important but simple question
 - 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
 - Support your topics in Answers with LI’s **Polls app**
- Groups
 - Start discussions in relevant Groups; do this regularly
- Twitter
 - Install LI’s Twitter app: select tweets will broadcast to your LI network

Workstreams: Blogging

2

- Step One: Create your vision
 - If you don't have a blog, see our guide to get going for free
 - Focus on your 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

Workstreams: 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 and Facebook sharing buttons
 - Copy any URL and paste into Twitter; it will shrink for you
- Install Selective Tweets in Facebook
 - Share tweets with your LinkedIn connections by appending “#li”
 - Share tweets with your Facebook friends by appending “#fb”

Create your professional news network

Leverage: Keywords Knit Together Your Ecosystem

- Interact: world no longer static
 - LinkedIn: Answers, 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-socialnetworks.com/linkedin>



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-socialnetworks.com/facebook>



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-socialnetworks.com/google>



Skate to where the puck will be

Conclusion: Careers Redefined

- “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**
 - Scenarios: keep focused and opportunities will come to you
 - Consistency: interacting in digital environments scales with time
 - Authenticity: your passions are good connectors and will lead you to other people and opportunity

Learning More: Contact

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



Microblogs & Video

<http://twitter.com/snroadmap>

<http://twitter.com/eglii>

<http://twitter.com/egtw>

<http://twitter.com/egfb>

<http://twitter.com/csrolllyson>

<http://identi.ca/csrolllyson>

<http://kwippy.com/csrolllyson>

<http://csrolllyson.tumblr.com/>

<http://plurk.com/user/csrolllyson>

<http://friendfeed.com/csrolllyson>

<http://youtube.com/user/csrolllyson>

Other

skype/IM - csrolllyson

iphone - chris@rolllyson.net

iphone +1.312.925.1549