



Six Conversations for Leading a Social Business Executive Briefings and Workshops

Someone needs to lead the enterprise wide initiative on social business strategy formulation. Marketing uses social tools to engage customers and extend, and defend, the brand. Human resources uses social tools to identify, recruit, research, and engage potential new employees. Current employees use social tools to collaborate and identify expert colleagues throughout the enterprise. Research and Development uses social tools to capture and evaluate new innovations. Conversations are happening whether there is a coherent strategy or not.

It is no longer acceptable to allow point solutions throughout the enterprise. As social tools proliferate, and applications grow, enterprise-level issues become clear. Who manages the community? Does the Facebook page belong to marketing, HR, or employee discussions? Corporate policies must be established. Security, liability, compliance, and privacy must be addressed. Leadership in a social business isn't about command and control. Rather it's about conversations and engagement. Therefore, there are six conversations to be had by the leadership team to craft a social business strategy:

- **Social Media** – Managing the brand
- **Social Networking** – Collaboration both inside and outside the organization
- **Social Support** – Providing customer support
- **Social Innovation** – Sourcing new ideas from the community
- **Social Infrastructure** – Deciding on platforms
- **Social Liability** – Setting up policies and procedures

KP Partners offers executive briefings and full-day workshops at your location and we customize them for your team. We build interactive, content-full sessions for executives and senior leadership teams. We work with you to create a unique training and orientation session that will gently introduce your leadership team to socio-collaborative philosophies and methods and draw out ideas that will change the game for your company.

Sample Agenda for 2-4 hour briefing:

- Introduction and overview of the social business space (define the space, examine and differentiate components such as blogs, wikis, microblogging, social media and social networks)
- Discussion of the six conversations including case study examples
- Where to next (facilitated discussion about what this might mean/how it might impact your company, how to proceed, next steps)

CIOs can take a leadership role in initiating the formulation of the social business strategy. They have the insight and perspective to see information management across the enterprise. They can, and must, lead this strategy formulation process. Let us help you initiate that process.