

WHAT'S YOUR SOCIAL NETWORKING STRATEGY?

"Your program was outstanding and you added an *infectious blend of energy, enthusiasm and practical advice.*"

- David Grucza, Director,
Strategy and Business Development,
Siemens Energy and Automation, Inc.

"Your program enriched the overall experience and provided the caliber content we needed to push the team *towards a world class environment.*"

- Crystal Snoddy, Director,
Franchise Operations & Strategy,
InterContinental Hotels Group



Are you LinkedIn® for business development or due diligence best practices? Are you leveraging Twitter, Naymz, QAlias, and Xing to build your portfolio of trusted relationships and extend your market reach? In the New Year, will you get a Second Life?

In an unprecedented fashion, web-based social networking technologies are changing the very essence of many industries. Blogs and forums are being used to create awareness while social networking applications can be leveraged to create dialogue with customers, suppliers, investors, media and the like. These enabling technologies can create enduring and highly differentiated strategic success.

Social Networking is enhancing the basic tenets of business-to-business interactions. Many of the processes and technologies you need to embrace as a leader are not only the future of delivering exceptional experiences tomorrow, but also best practices in how to engage a very diverse group of constituents today; diversity in mindset, toolset and roadmap! Social networking tools are helping clients such as Disney, Siemens, and KPMG to name a few, facilitate strong and meaningful collaboration, communication and relationships within and external to their teams and organizations.

relationship economics®
the art & science of relationships