It’s Not you. It’s You.
Aligning in the Digital Age

#socialens #newfluencies
@briggzay  Note to self: add animals to tomorrow's presentations. @allisoncooke @hbeery @mightyfinewine

14 hours ago

in reply to @briggzay

@hbeery
Heather Beery

@briggzay Must be mythical creatures with fabulous eye contact!

14 hours ago via TweetDeck

Twitter is great for listening. Listening is great for responding.
Web 2.0 Benefits

30% increased in speed of knowledge access

20% increase in marketing effectiveness (awareness)

18% increase in customer satisfaction

*McKinsey Quarterly* (December 2010) — 3,249 survey responses
Fully-networked organizations

50% more likely to report having market share gains against competitors and higher profit margins

*McKinsey Quarterly* (December 2010) — 3,249 survey responses
Where this all started..
Ready to Succeed!

☑ Focused on community
☑ Strong national brand
☑ History of innovation
☑ Thousands of young, loyal members
☑ Lots of consumer-generated media
Did Not Ready to Succeed!

- Focused on community
- Strong national brand
- History of innovation
- Thousands of loyal, young members
- Lots of consumer-generated media already

Why?
1. Best to start big

**Purpose**
strategy + structure

**People**
skills + relationships

**Tools**
media + computing

**Principle 1**
1. Best to start big
2. Alignment is key

Principle 2
Principle 3

1. Best to start big
2. Alignment is key
3. Everything is interdependent
3 Case Studies

- Global management consulting firm serving the Fortune 500
- 7k person Interactive professional services firm
- Large non-profit
**Purpose**
Strategy: Global collaboration
Structure: Global organization w/cross-functional teams

**People**
Smart, social, collaborative, low innovation fluency

- Global management consulting firm serving the Fortune 500
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**Case Study 1**
Case Study 2

**Purpose**
- Strategy: Not terribly clear
- Structure: Global organization w/cross-functional teams

**People**
- Young, smart. Mistaking tech-savvy for digital fluency. Leadership low strategic fluency w/digital media

**Tools**
- Sharepoint Portals

**Additional Notes**
- Global management consulting firm serving the Fortune 500
- 7k person Interactive professional services firm
- Large non-profit
**Purpose**
Strategy: National community development
Structure: Centralized national brand

**People**
Digitally fluent locations and customers promoting the brand, lack of strategic fluency by leadership, trying to “get brand under control”

**Tools**
Digital tools misunderstood and avoided

- Global management consulting firm serving the Fortune 500
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Case Study 3
What Could Be Done?

- Global management consulting firm serving the Fortune 500
- 7k person Interactive professional services firm
- Large non-profit
1. **Explore each area**

What **strategies and structures** does our organization have today? Are we a distributed organization? How much are we co-creating value with external stakeholders? What is our overall strategy?

What **digital tools** are we using or trying to use? How are we using them? What tools are our external stakeholders using?

How **digitally fluent** are our employees? Our leaders? Our audiences and other external stakeholders? What sorts of **relationships** do all of these people maintain?

2. **How do they affect each other today?**

Are the **tools** we are using really supporting our **strategic goals**? Do we have specific enough strategic goals to answer this question?

How has the way we’ve **structured** our organization affected the **relationships** between people in our organization?

How does our use of **communication tools** affect the **relationships** of people within our organization?

3. **What would happen to one area if another changed?**

Would adding a new social network to our organization change things? What if it included external stakeholders?

Would an influx of digitally fluent employees or external stakeholders change our strategy? Would an influx of participatory GenY employees?

If our communications strategy shifted from controlling messages to curating them and building community around our organization, what skills would we need to develop or hire for and what sorts of tools would we need to use?

4. **Get practical!**

Talk to us afterwards about how we can help your organization to improve alignment!
Moving into the digital age can be complex for organizations. It is manageable when we start with the big picture. If you would like help with this process, we would like to help.
Thanks!