

1. Record Nr.	UNINA9910139033703321
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Titolo	Return on impact : leadership strategies for the age of connected relationships // David Nour ; cover design by Beth Lower
Pubbl/distr/stampa	Washington, District of Columbia : , : ASAE, The Center for Association Leadership, , 2012 ©2012
ISBN	1-118-89126-0 1-118-83410-0 1-118-83416-X
Descrizione fisica	1 online resource (256 p.)
Collana	ASAE/Jossey-Bass Series
Disciplina	658 658.4092
Soggetti	Leadership Social networks - Economic aspects Strategic planning Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Return on Impact: Leadership Strategies For The Age of Connected Relationships; Copyright; Contents; Integrated QR Codes; QR Codes; Welcome to the Age of Empowered Customers!; "There are no shortcuts!"; Chapter 1: Do You Still Matter?; Storytelling as a Core Competency; They're Happy Because They're Eating Lard; Meet Sermo; The Rest of the Story...; What Got You Here Won't Get You There: Social's Impact on Growth, Jobs, and Prosperity; Can You Find Me Now? The Value of Search; Evolution of Value-Add Versus Value-Seek; There Is an App for That... Member/Customer-Centric Expectations: 1 to Everything7 Measures of Success, The Decision to Join, and Race for Relevance; Chapter 2: Develop a Robust Social Strategy, an Imperative First Step; The Best Possible Choices; Changing the Organization's Purpose; Painful Examples of What Not to Do; When the Strategy Is Wrong, Broken, or Weak; Why Social Should Influence Your Strategy; Listen to What They

Do; The Missing Link in Porter's Five Forces; The Evolution of Engagement; From Monologue to Dialogue to Community; Uncovering What's Holding You Back; Think Differently About Social with IMPACT Chapter 3: Embrace World-Class Engagement Getting Beyond Serving Us Versus Them; We Evaluate Logically and Buy Emotionally; The Ripple Effect of Buyer Behavior; Demographics Versus Psychographics; Meet Your New Buyer Types; Evolving to a Social Organization; Chapter 4: Build a Different Kind of Organization; Does Your Board Have What It Takes?; Making Decisions Differently; Social Is the Engine for Growth; Leadership Competencies and Growth Fueled by Social; 1. Distributed Accountability; 2. Governance Council; 3. Co-Opetition; 4. Heightened Insights and 5. Intense Social Analytics Chapter 5: "iTunify" Your Capabilities Modularize Based on Their Needs; On Air; Anticipate Member Evolutions; Thinking Beyond Membership Dues; Top of the Box Split with a Corner Strike; "iTunification" of Membership Models; Digital Migration of Human Knowledge; Three Initials After My Name for My Benefit or Yours?; Mobile Capabilities-Separating the Biz from the Buzz; Schema Disruption in Advocacy Marketing; Chapter 6: Attract and Develop Unparalleled Social Talent; From Best Practices to Best Practitioners; Beyond Mediocrity to Meritocracy; Time to get a CLOU Collective Intelligence, Social Creativity, and Problem Solving Misperceptions of Social Collaboration; Let's Convo; The Impact of Initiative, Intrapreneurship, and Pride; Meet Me with a Better Question in the LOFT; A Different Kind of Race for Relevance; Rewarding Social Behaviors; Chapter 7: Socially Enable Your Execution; Don't Lose Your Compass; High Adoption Leads to Organizational Anticipation; Getting to the Future State; Step 1-Enable open thinking in social applications; Step 2-Recruit unwavering champions; Step 3-Engage new users with hands-on activities Step 4-Integrate social as an enabler of their everyday functions

Sommario/riassunto

Strategies for setting your association apart in today's socially enabled world Access to information is instantaneous. Social tools put professional networks within arm's reach. What are the leadership strategies that will allow your organization to create and support differentiating value and nurture ongoing relationships with your members? In Return on Impact: Leadership Strategies for the Age of Connected Relationships, Nour charts the implications of a socially enabled world and the reinvention-in structure and governance, talent acquisition, listening practices, and business and revenue
