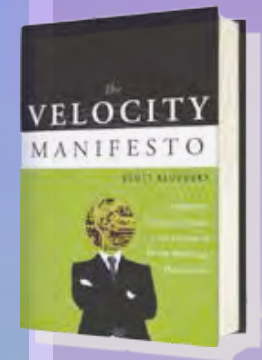
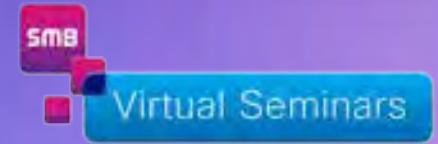


# Fuel your business engine: Burning up the technology

Scott Klososky



# Speaker



## **Scott Klososky**

*Keynote Speaker, Business Consultant & Writer, Future Point Of View*

Scott Klososky, a former CEO of three successful startup companies, specializes in looking over the horizon with how technology is changing the world.

Scott's vision and ability to see trends in emerging technologies allow him to be a thought leader who applies his skills to help organizations thrive, leaders prosper, and entire industries move forward. A technology entrepreneur, speaker and consultant, Scott works with senior executives from Fortune 500 corporations, universities and nonprofits on how to improve their utilization of technology as a tool. Apart from this, Scott is also an established author and blogger.

# Enterprise Social Technology

SMB

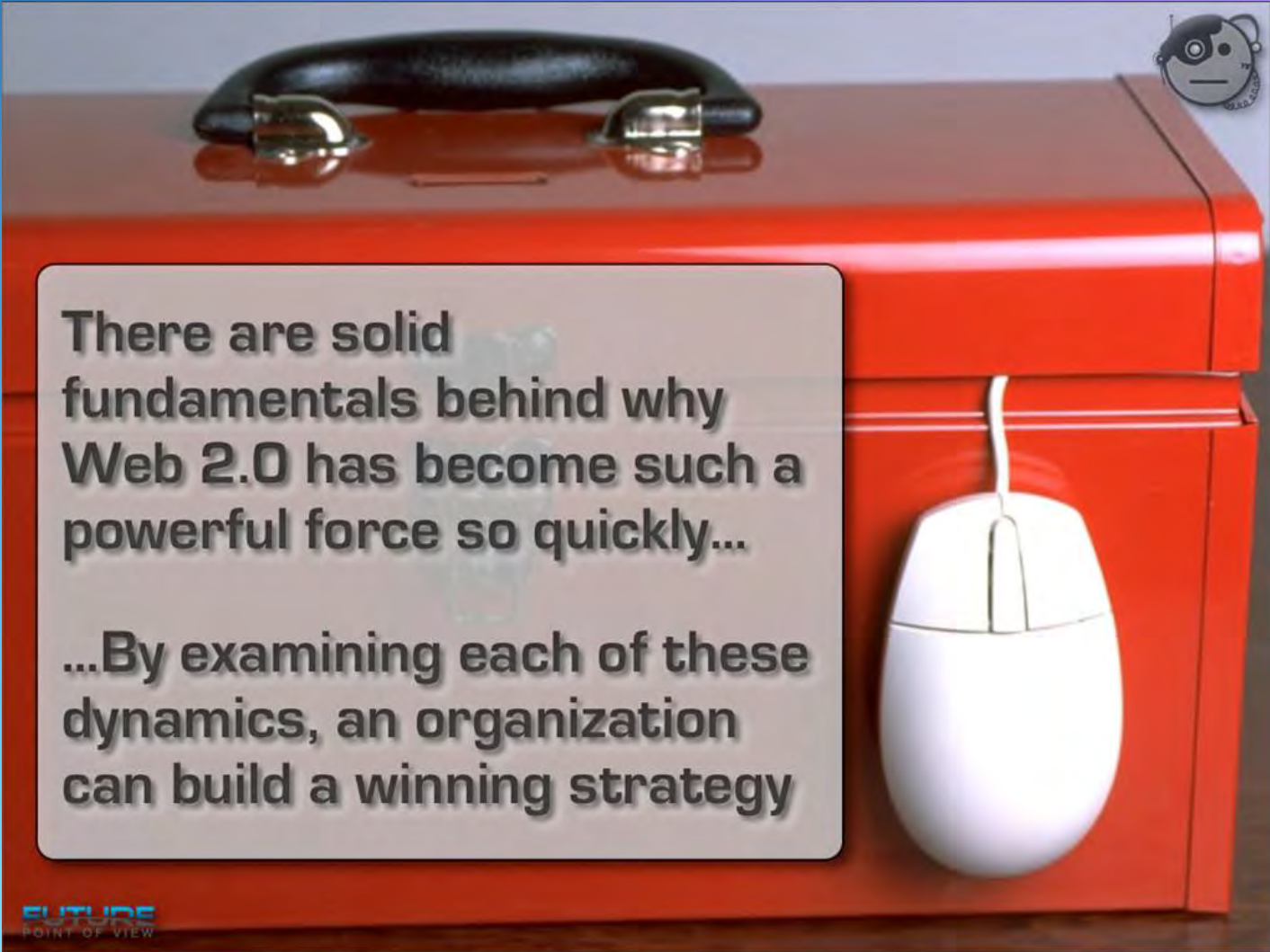
Virtual Seminars



# Understanding the dynamics...

SMB

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**There are solid fundamentals behind why Web 2.0 has become such a powerful force so quickly...**

**...By examining each of these dynamics, an organization can build a winning strategy**

# Amplification

SMB

Virtual Seminars



# Power of Connecting

SMB

Virtual Seminars

## Amplified Influence

A person or organization can connect with 2 billion people at will

FUTURE  
POINT OF VIEW

# Broadcasting Content

SMB

Virtual Seminars

## Amplified Influence

A person or organization can connect with 2 billion people at will

Content can be broadcasted across the world instantly - for free

# Online Reputation

SMB

Virtual Seminars

## Amplified Influence

A person or organization can connect with 2 billion people at will

Content can be broadcasted across the world instantly - for free

Reputations built, or destroyed with the press of a submit button



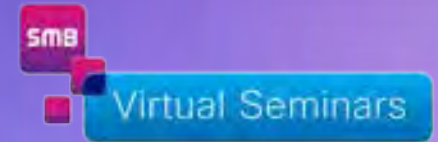
# The Social Technologies

SMB

Virtual Seminars



# Social Relevance



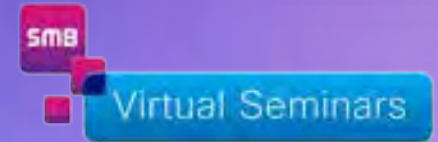
**Social Technologies**

socialmention<sup>+</sup> Social Relevance twInfluence Reputation Value

**FUTURE POINT OF VIEW**

The diagram features a large blue umbrella with the text 'Social Technologies' in white. A small 3D character is sitting at a table with a laptop. A white arrow points downwards from the character. At the bottom, a blue bar contains the text 'socialmention<sup>+</sup> Social Relevance twInfluence Reputation Value'. The background is a collage of text from a dictionary, including words like 'molybdenum', 'mom', and 'mom-and-pop'. The 'FUTURE POINT OF VIEW' logo is in the bottom left corner.

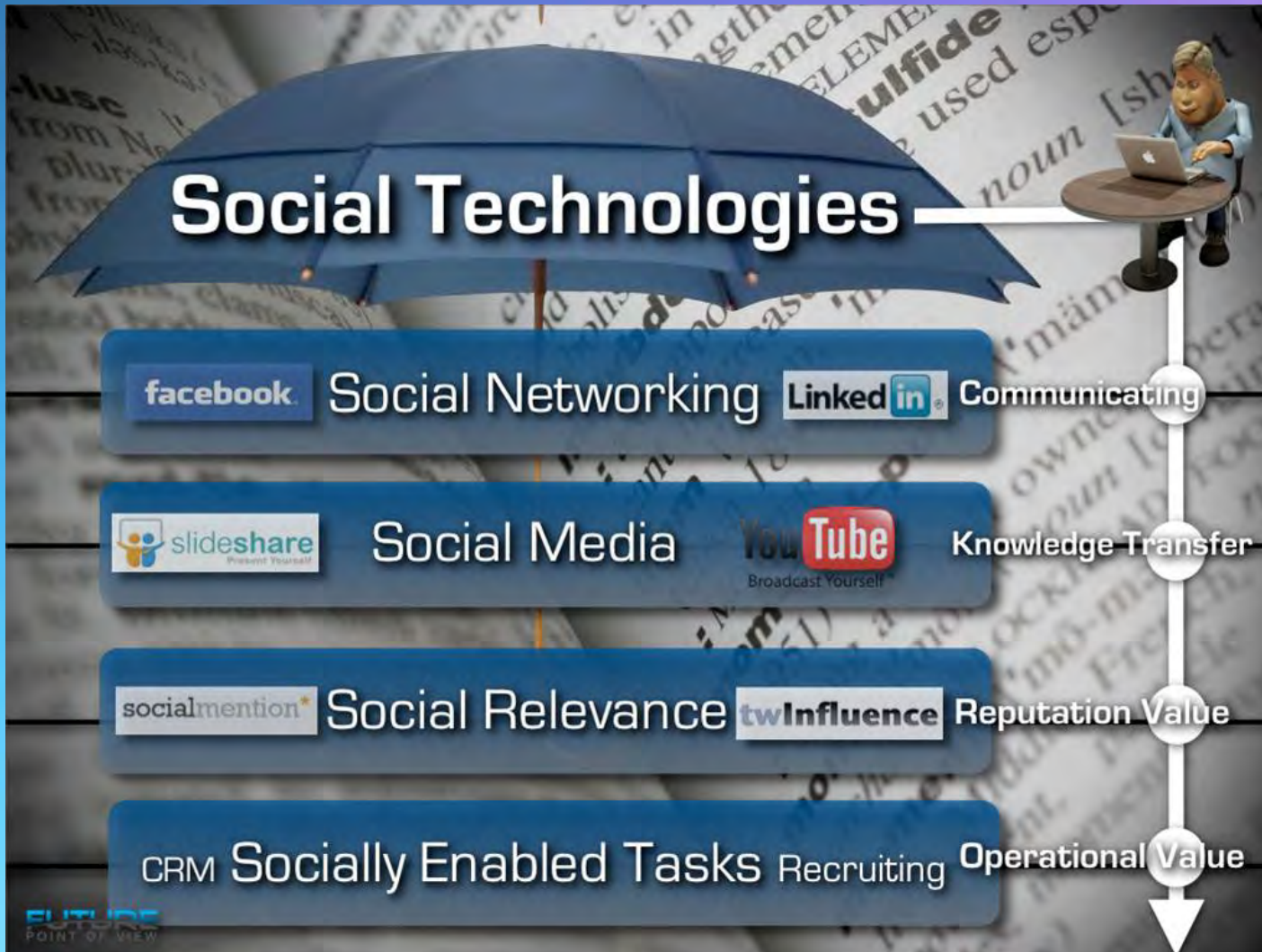
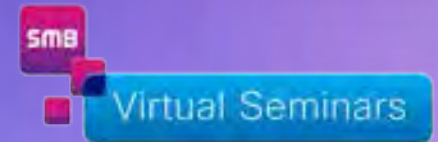
# The Social Media



# Social Networking



# Socially Enabled Task



# Web Properties

smb

Virtual Seminars



# Social Technology



# Mobile Apps





# Traffic



# One to One Digital Marketing



# One to One Digital Marketing



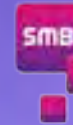
# One to One Digital Marketing



# One to One Digital Marketing



# Concept of Communication



# Power of Communication



# Power of Viral

SMB

Virtual Seminars





# Power of Viral

sme

Virtual Seminars

## Organizational Voice - The Process



Who are  
you talking  
to?

Audience

# Power of Viral

SME

Virtual Seminars

## Organizational Voice - The Process



**Who are you talking to?**

Audience



**What tone of Voice will they enjoy?**

Readability

# Power of Viral

SME

Virtual Seminars

## Organizational Voice - The Process



**Who are you talking to?**

Audience

**What tone of Voice will they enjoy?**

Readability

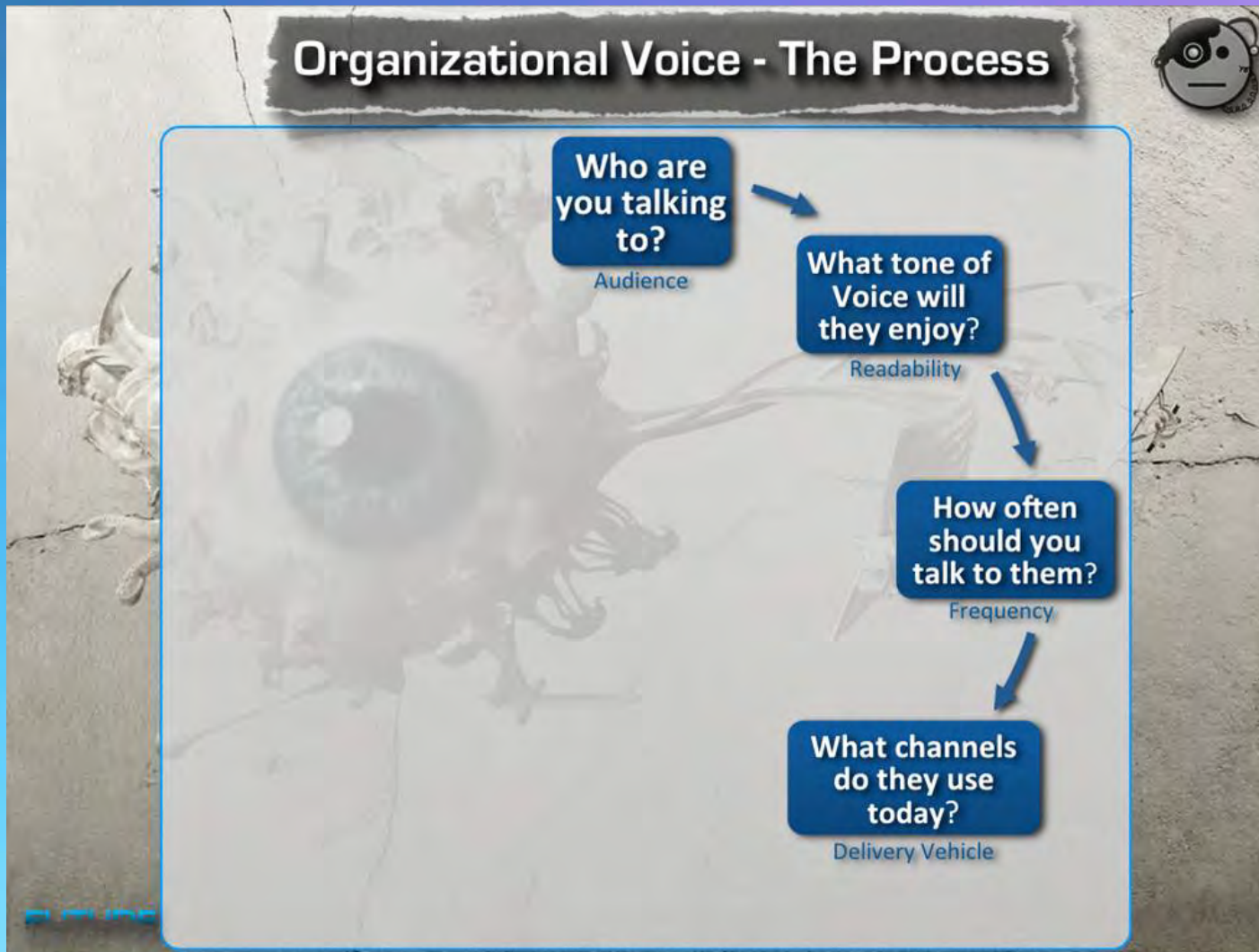
**How often should you talk to them?**

Frequency

# Power of Viral

SMB

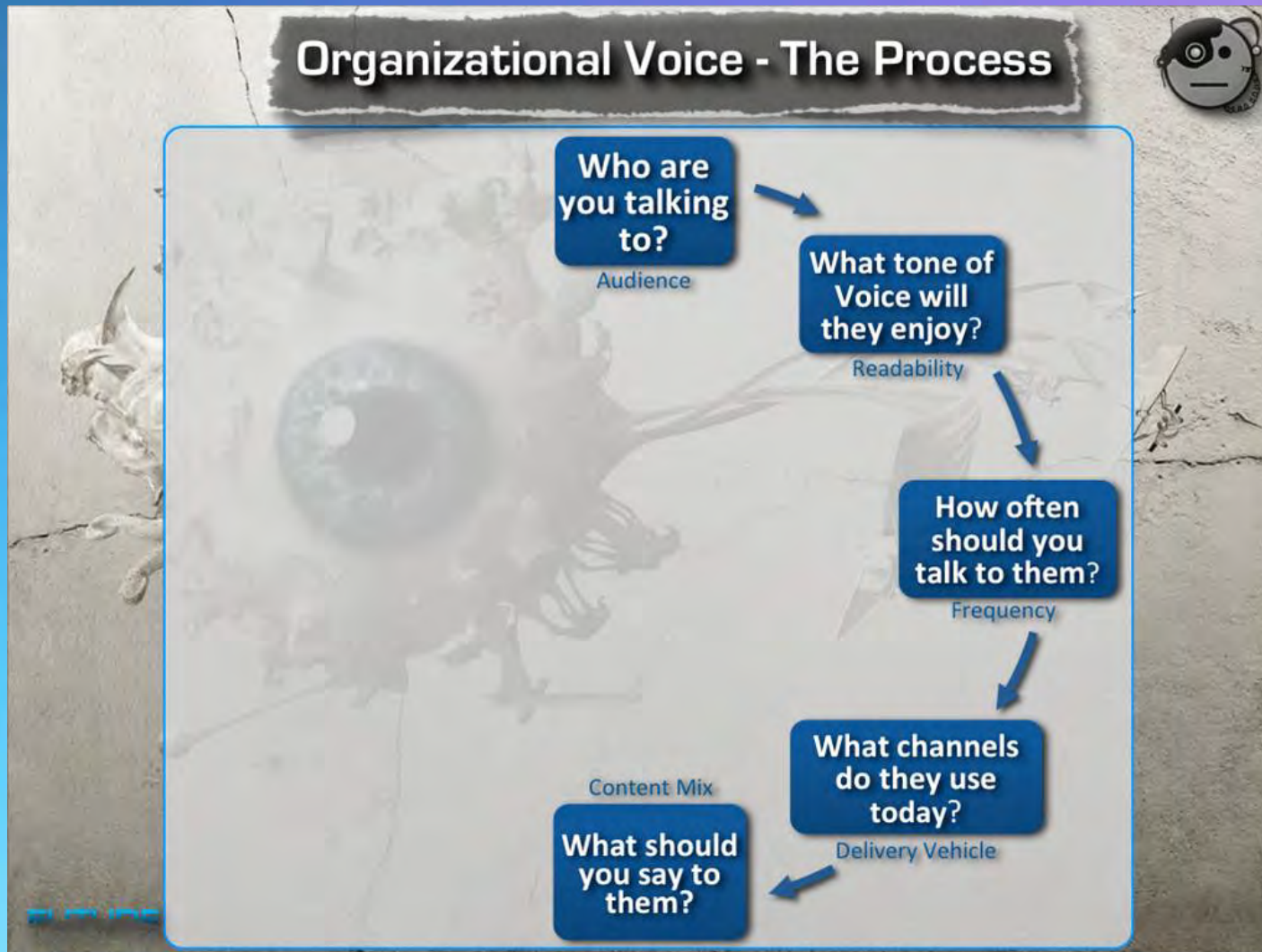
Virtual Seminars



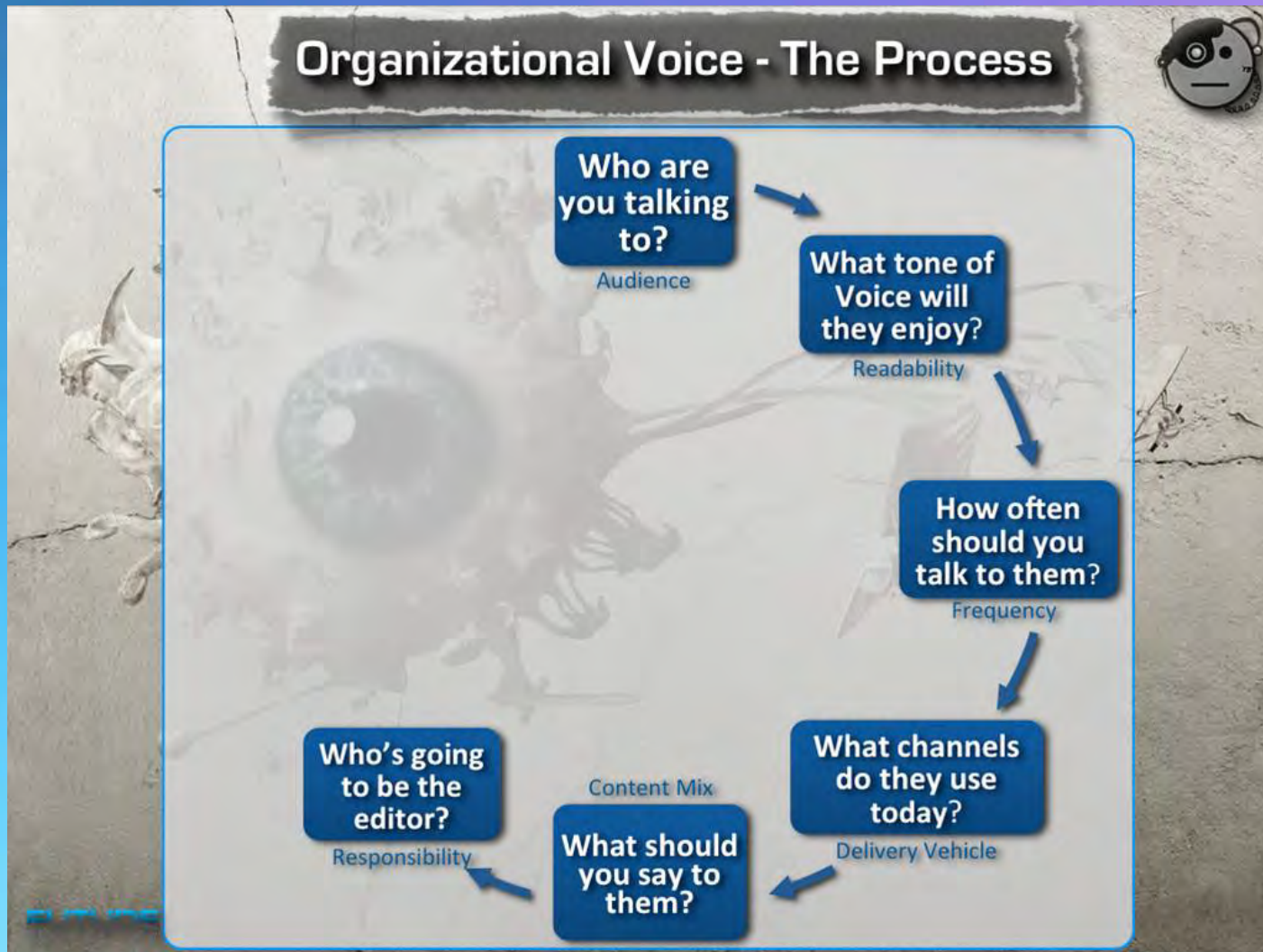
# Power of Viral

SMB

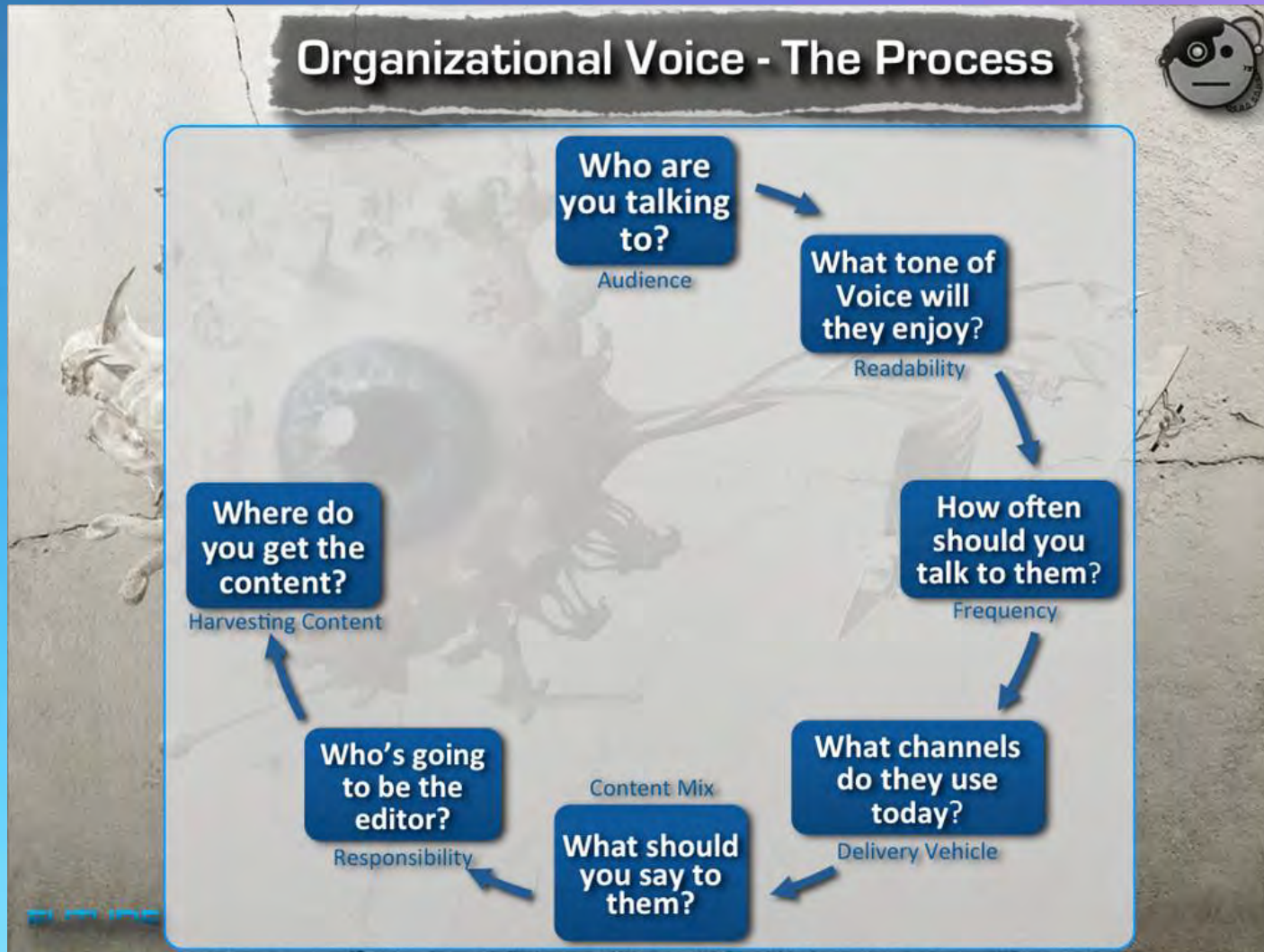
Virtual Seminars



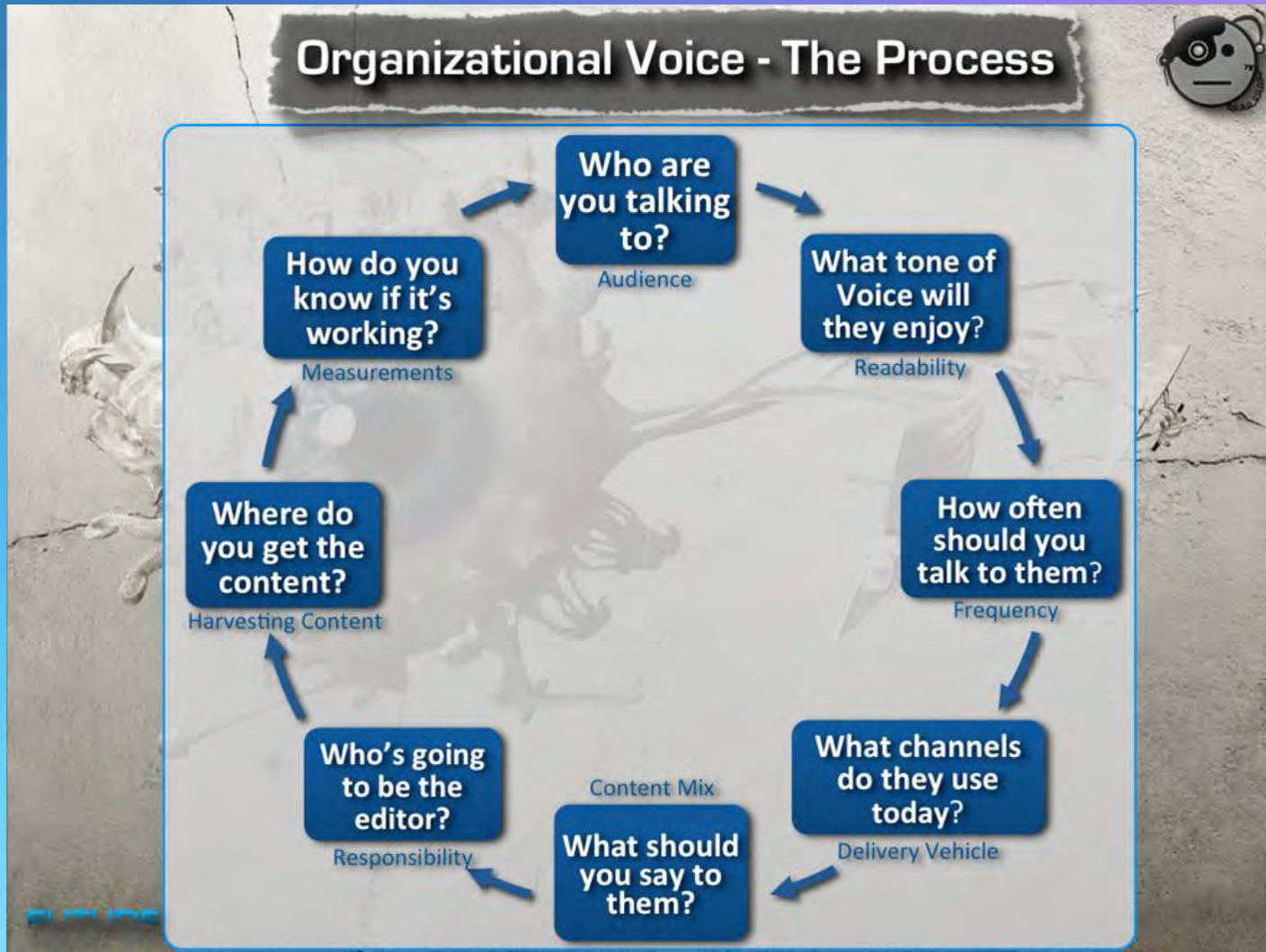
# Power of Viral



# Power of Viral



# Power of Viral

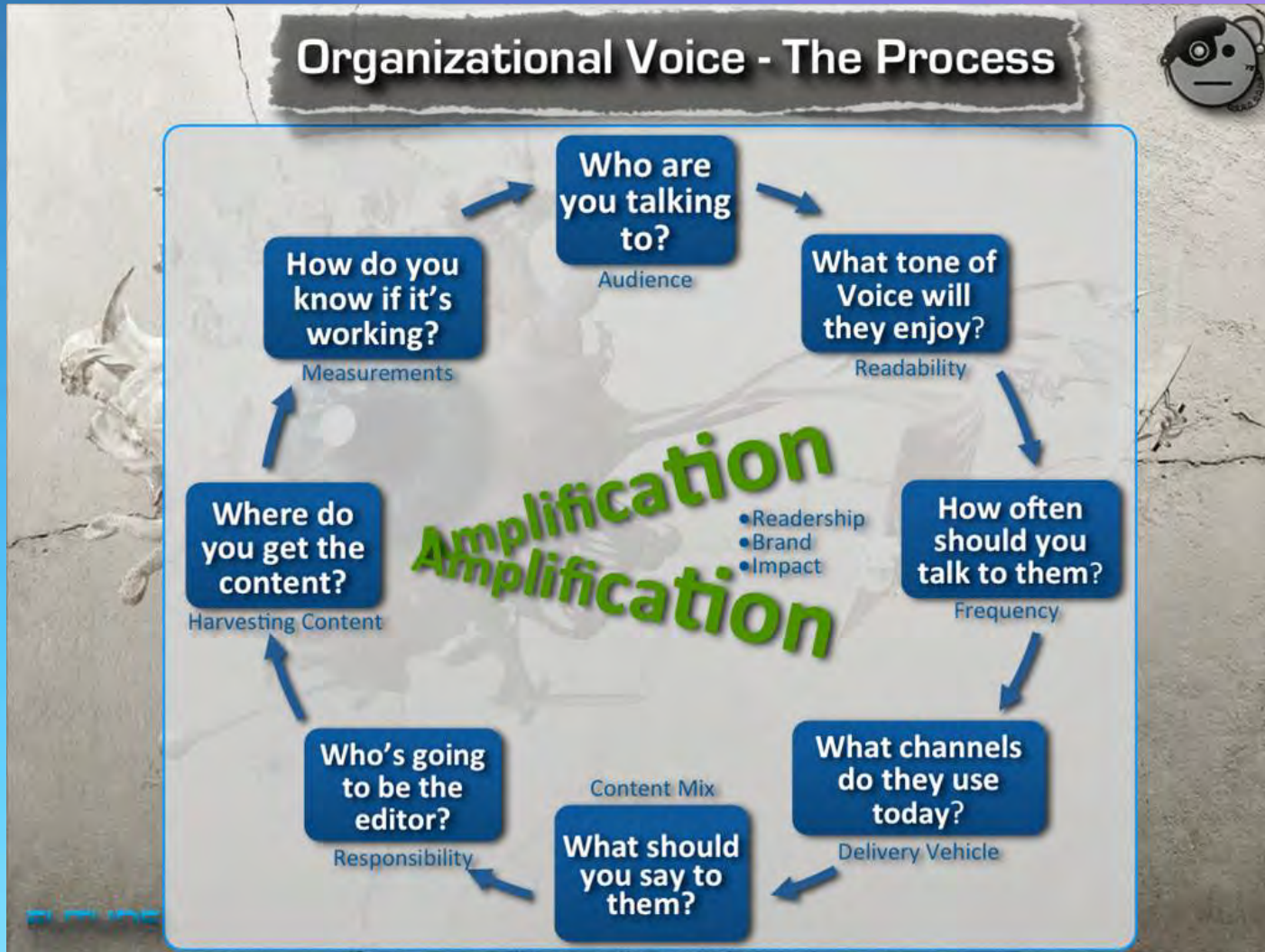




# Power of Viral

SMB

Virtual Seminars



# Example: SalesFX

The screenshot displays the 'Logotournament' website interface for a 'SalesFX Logo Design Contest'. The page features a dark navigation bar with the site logo and menu items: CONTESTS, PORTFOLIO, DESIGNERS, FORUM, MY ACCOUNT, and HELP. The contest title is 'SalesFX Logo Design Contest', with a breadcrumb trail 'Contests > SalesFX'. Key contest details are highlighted: a prize amount of \$375.00, 70 entries, and a deadline of 3 days and 9 hours. A 'Hide Contest Brief' button is visible. The contest brief includes the company name 'SalesFX', a slogan, a description of the company's services, the industry 'Consulting', and accepted file formats (.EPS only). It also lists three key communication goals for the logo and provides a 'Stylistic Sliders' section with four adjustable sliders for Feminine/Masculine, Simple/Complex, Gray/Colorful, and Subtle/Bright. The target audience is listed as Chief Sales Officer, Sales Leadership, Marketing, Product Marketing, Event Planners, Sales & Marketing professionals, and Entrepreneurs in Large and Small/Medium Businesses (SMB).

Start on your Logo | Signup | Login

LOGOTOURNAMENT

CONTESTS PORTFOLIO DESIGNERS FORUM MY ACCOUNT HELP

## SalesFX Logo Design Contest

Contests > SalesFX

\$375.00 Prize Amount 70 Entries 3 days and 9 hours is when the contest will end.

Hide Contest Brief

### Contest Brief

**Company Name:** SalesFX

**Slogan:** "Designers please feel free to come up with one to show your creativity..."

**What We Do:**  
SalesFX accelerates sales relationships, sales talent development, and revenue production by aligning sales, marketing, & social media best practices.

**Our Industry:** Consulting

**Formats Accepted:** .EPS only

**Top Three Things to Communicate through our Logo:**

- #1 - Edgy (Leading Edge)
- #2 - Professionalism
- #3 - Experience

**Our Target Audience:**

Chief Sales Officer, Sales Leadership, Marketing, Product Marketing, Event Planners (Speaking Engagements), Sales & Marketing professionals, Entrepreneurs... Large and Small/Medium Businesses (SMB) Male or

**Stylistic Sliders:**

Feminine	<input type="range"/>	Masculine
Simple	<input type="range"/>	Complex
Gray	<input type="range"/>	Colorful
Subtle	<input type="range"/>	Bright

# Example: Contest Entries

**Crowd Dynamics**

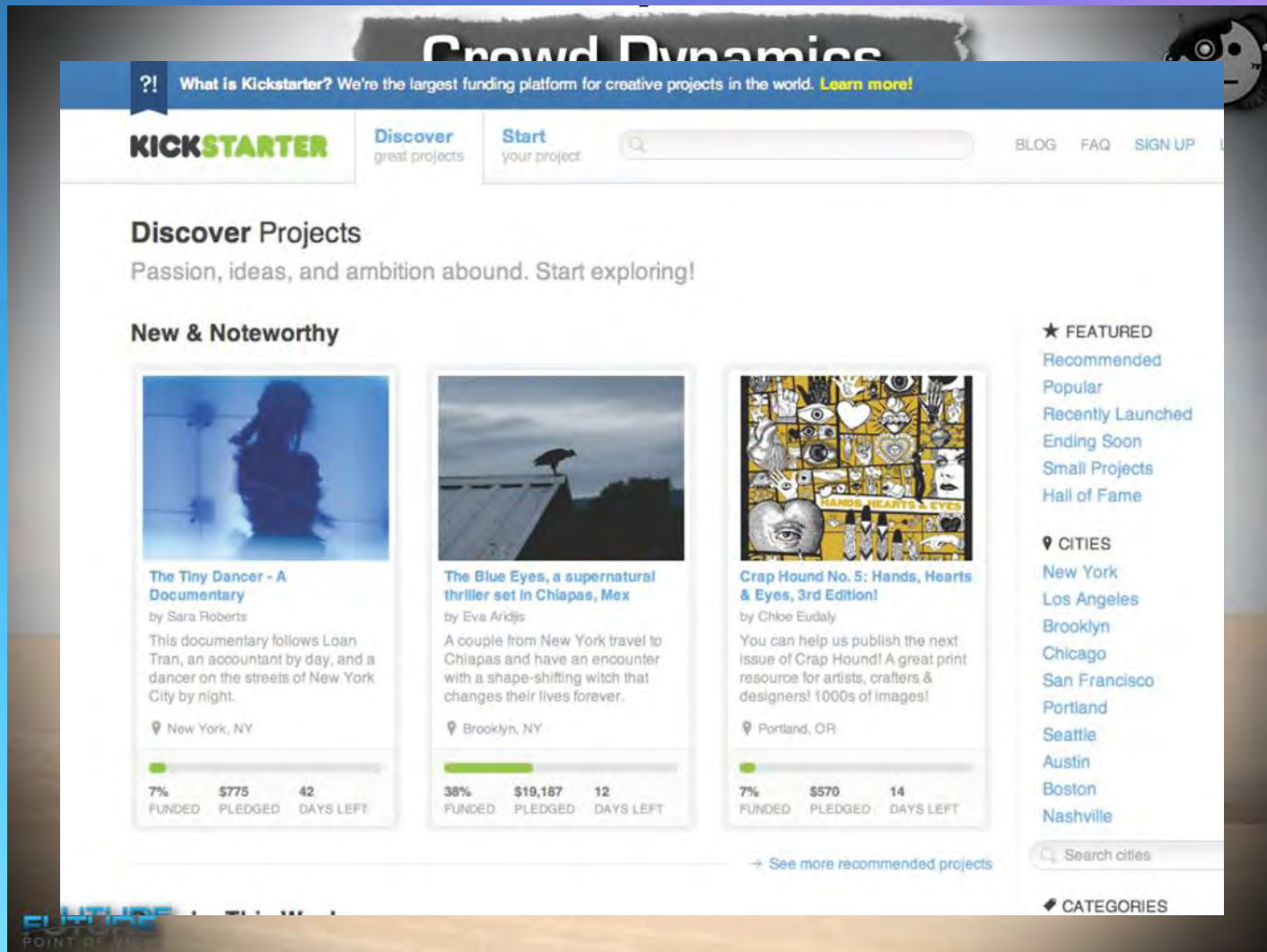
## Contest Entries

Order by ... Show ... 1 2 Next

Client Rank	Entry	User	Comments
1st		#41 by <a href="#">dlnou45</a>	4
2nd		#70 by <a href="#">Mental</a>	2
3rd		#65 by <a href="#">bluejet</a>	0
4th		#46 by <a href="#">RaspyDesign</a>	8
5th		#60 by <a href="#">heru</a>	0
6th		#2 by <a href="#">RaspyDesign</a>	8
7th		#37 by <a href="#">DesignLab</a>	2
8th		#44 by <a href="#">dlnou45</a>	4
9th			
10th			
11th			
12th			

**Future Point of View**

# Example: KickStarter



**Crowd Dynamics**

?! What is Kickstarter? We're the largest funding platform for creative projects in the world. [Learn more!](#)


**KICKSTARTER** Discover great projects Start your project

BLOG FAQ SIGN UP

## Discover Projects


Passion, ideas, and ambition abound. Start exploring!

### New & Noteworthy




**The Tiny Dancer - A Documentary**  
by Sara Roberts  
This documentary follows Loan Tran, an accountant by day, and a dancer on the streets of New York City by night.  
New York, NY

7%	\$775	42
FUNDED	PLEGGED	DAYS LEFT



**The Blue Eyes, a supernatural thriller set in Chiapas, Mex**  
by Eva Aridjis  
A couple from New York travel to Chiapas and have an encounter with a shape-shifting witch that changes their lives forever.  
Brooklyn, NY

38%	\$19,167	12
FUNDED	PLEGGED	DAYS LEFT



**Crap Hound No. 5: Hands, Hearts & Eyes, 3rd Edition!**  
by Chloe Eudaly  
You can help us publish the next issue of Crap Hound! A great print resource for artists, crafters & designers! 1000s of Images!  
Portland, OR

7%	\$570	14
FUNDED	PLEGGED	DAYS LEFT

★ FEATURED

- Recommended
- Popular
- Recently Launched
- Ending Soon
- Small Projects
- Hall of Fame

📍 CITIES

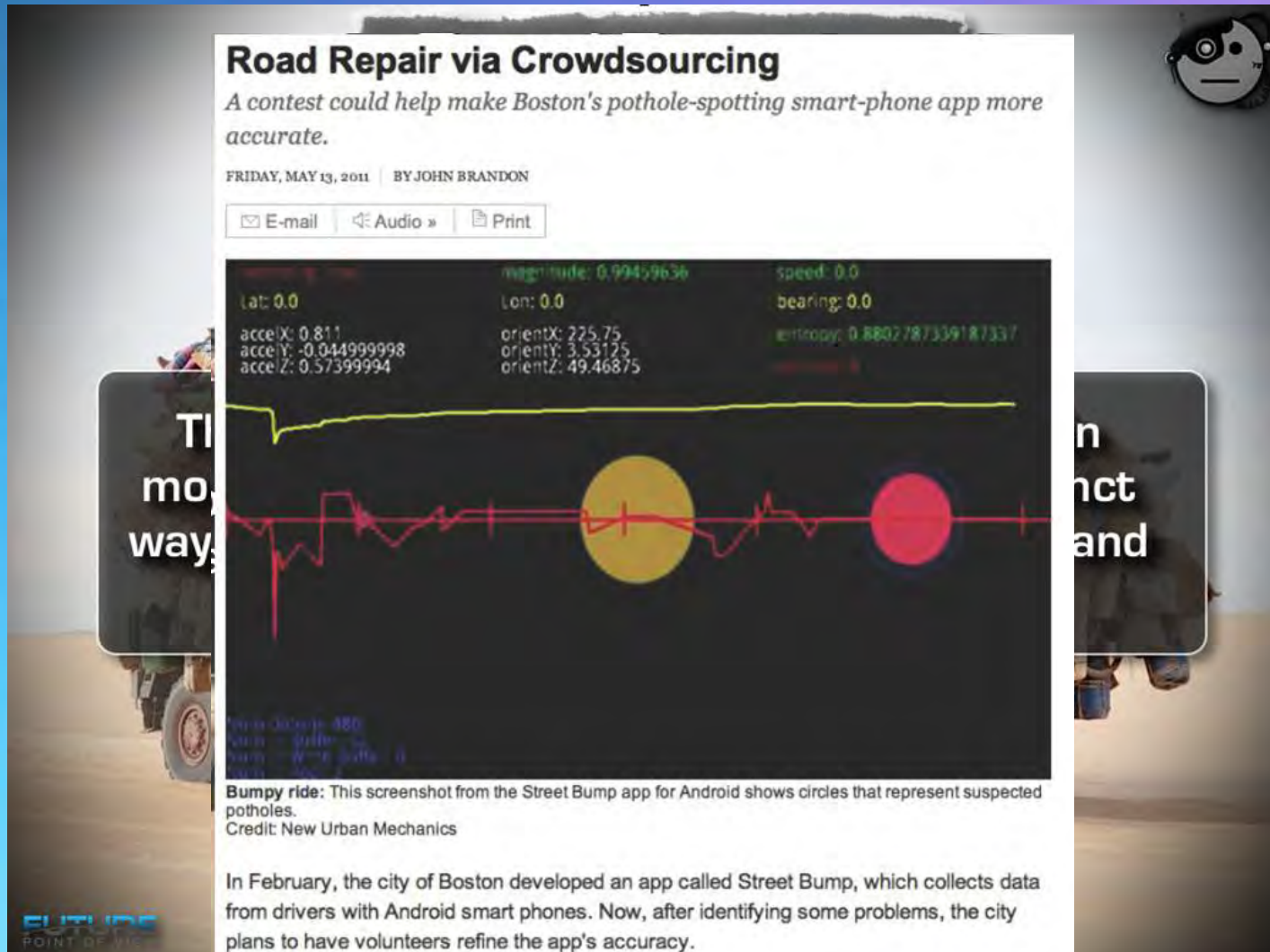
- New York
- Los Angeles
- Brooklyn
- Chicago
- San Francisco
- Portland
- Seattle
- Austin
- Boston
- Nashville

🔍 Search cities

➔ See more recommended projects

📁 CATEGORIES

# Example: Road Repair



**Road Repair via Crowdsourcing**  
*A contest could help make Boston's pothole-spotting smart-phone app more accurate.*

FRIDAY, MAY 13, 2011 | BY JOHN BRANDON

E-mail Audio Print

lat: 0.0	magnitude: 0.99459636	speed: 0.0
Lon: 0.0	bearing: 0.0	
acceX: 0.811	orientX: 225.75	entropy: 0.8802787339187337
acceY: -0.044999998	orientY: 3.53125	
acceZ: 0.57399994	orientZ: 49.46875	

**Bumpy ride:** This screenshot from the Street Bump app for Android shows circles that represent suspected potholes. Credit: New Urban Mechanics

In February, the city of Boston developed an app called Street Bump, which collects data from drivers with Android smart phones. Now, after identifying some problems, the city plans to have volunteers refine the app's accuracy.

# Example: Navy

## Navy Crowdsources Pirate Fight To Online Gamers

By Spencer Ackerman May 11, 2011 | 7:51 am | Categories: Terrorism, Guerrillas, Pirates



**THE SITUATION:**

Three pirate ships are holding the world hostage. Chinese oil tankers are blocked in the Red Sea and both countries have naval ships at sea. American and other warships and the United States coastline is blocked. The world is staring the US for planning African resources.

Transmissions will be by warships and the Coast Guard coalition is blocked. This world is turning the US for (shouting) African resources. Moreover, the movement through the area is blocked. US, since from Mozambique to Omani sea, already having the resources, equipment.

The year ago, a Navy sponsored event, a select group of participants and to make decisions of movement that would be used in game changing ways in the situation. You were part of that group. Now we need you to help them again to win. Help us create a legal for tomorrow of the best strategies in the industry.

OK, so it's not exactly *Call of Duty: Somali Coast*. Your avatar won't get its SEAL Team Six on and shoot pirates in the head. But the Navy still wants you — yes, you, gamer — to join in its online gaming effort to figure out what to do about the scourge of piracy.

Starting on Monday, the Navy will host one of the least likely online games ever: MMOWGLI, its Massive Multiplayer Online War Game Leveraging the Internet, something it's been building since 2009. In a literal sense, the game is about counterpiracy, as the game encourages players to offer about their best suggestions for clearing the seas of the resurgent maritime scourge. But the real point of MMOWGLI — pronounced like the *Jungle Book* protagonist — is a social experiment.

"We want to test this proposition: can you get a crowd to provide you with good information?" Larry Schuette, the director for innovation at the Office of Naval Research, the Navy's mad scientists, asks Danger Room. "Is the wisdom of the crowd really that wise?"

# Example

## Crowd Dynamics

The image displays a grid of 10 book covers related to Enterprise Social Technology. Each book cover is accompanied by a rating (stars) and the author's name. The books are arranged in two rows of five. The top row includes books by akinom, vlad\_alex, chrisbrid, chrisbrid, and chrisbrid. The bottom row includes books by Venanzio, AzureMe!, rembrand, Takumi, and rayspette. The background of the slide features a large truck in a desert setting and a stylized robot head icon in the top right corner.

Book ID	Author	Rating
#326	akinom	★★★★★
#323	vlad_alex	★★★★★
#308	chrisbrid	★★★★★
#301	chrisbrid	★★★★★
#297	chrisbrid	★★★★★
#287	Venanzio	★★★★★
#281	AzureMe!	★★★★★
#257	rembrand	★★★★★
#223	Takumi	★★★★★
#142	rayspette	★★★★★

**FUTURE POINT OF VIEW**

# Understanding the process...

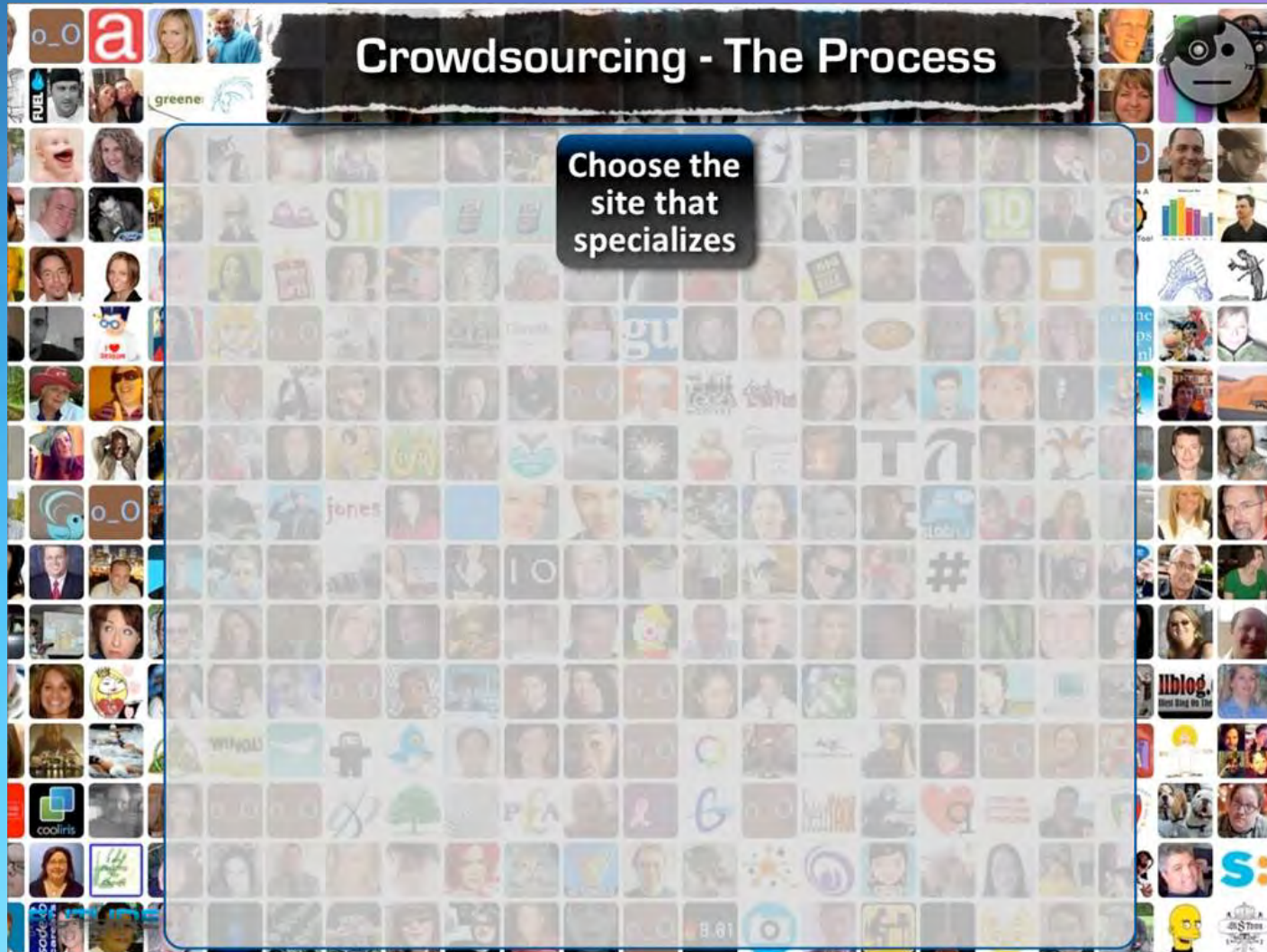




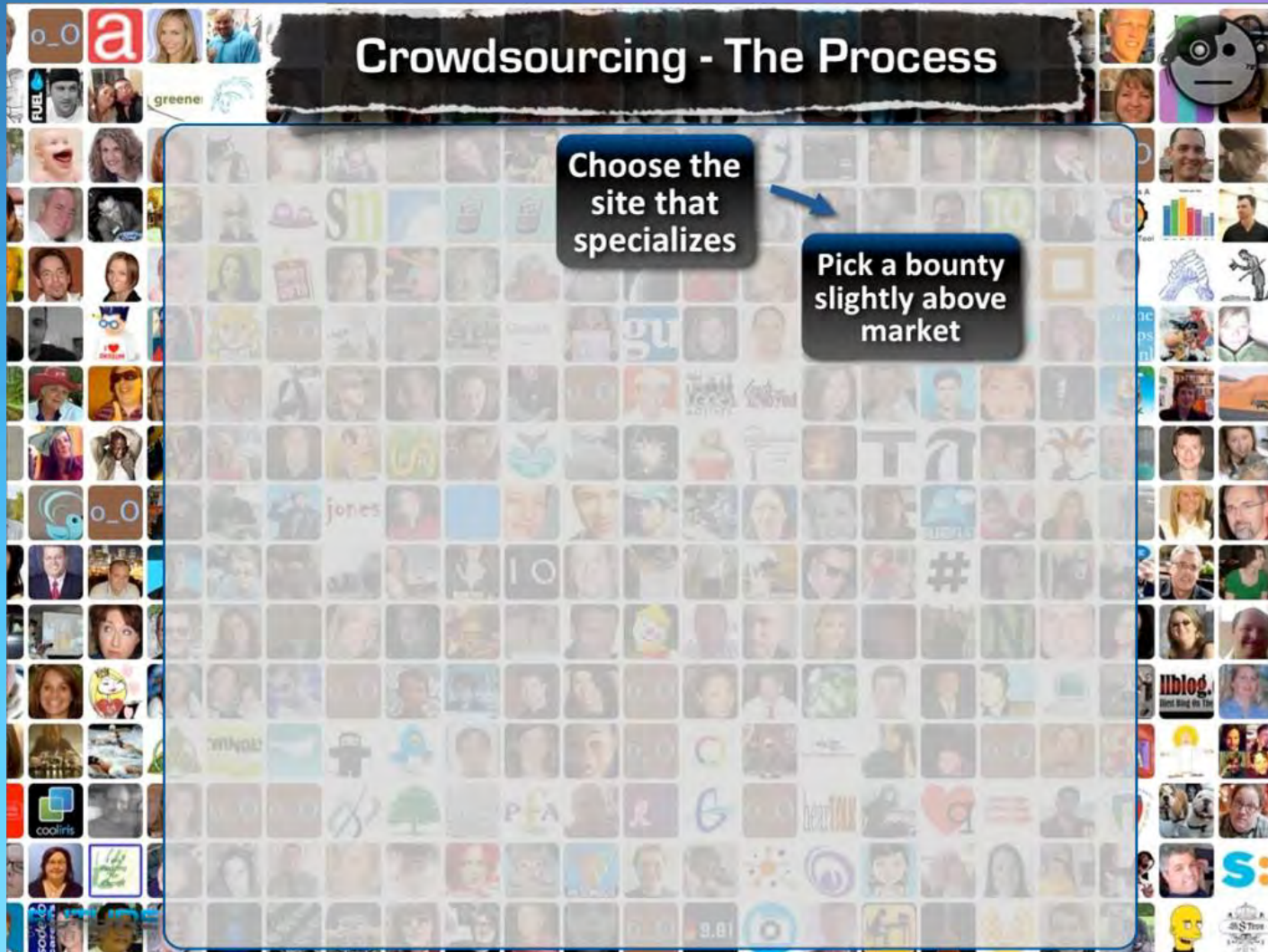
# Crowdsourcing

SMB

Virtual Seminars



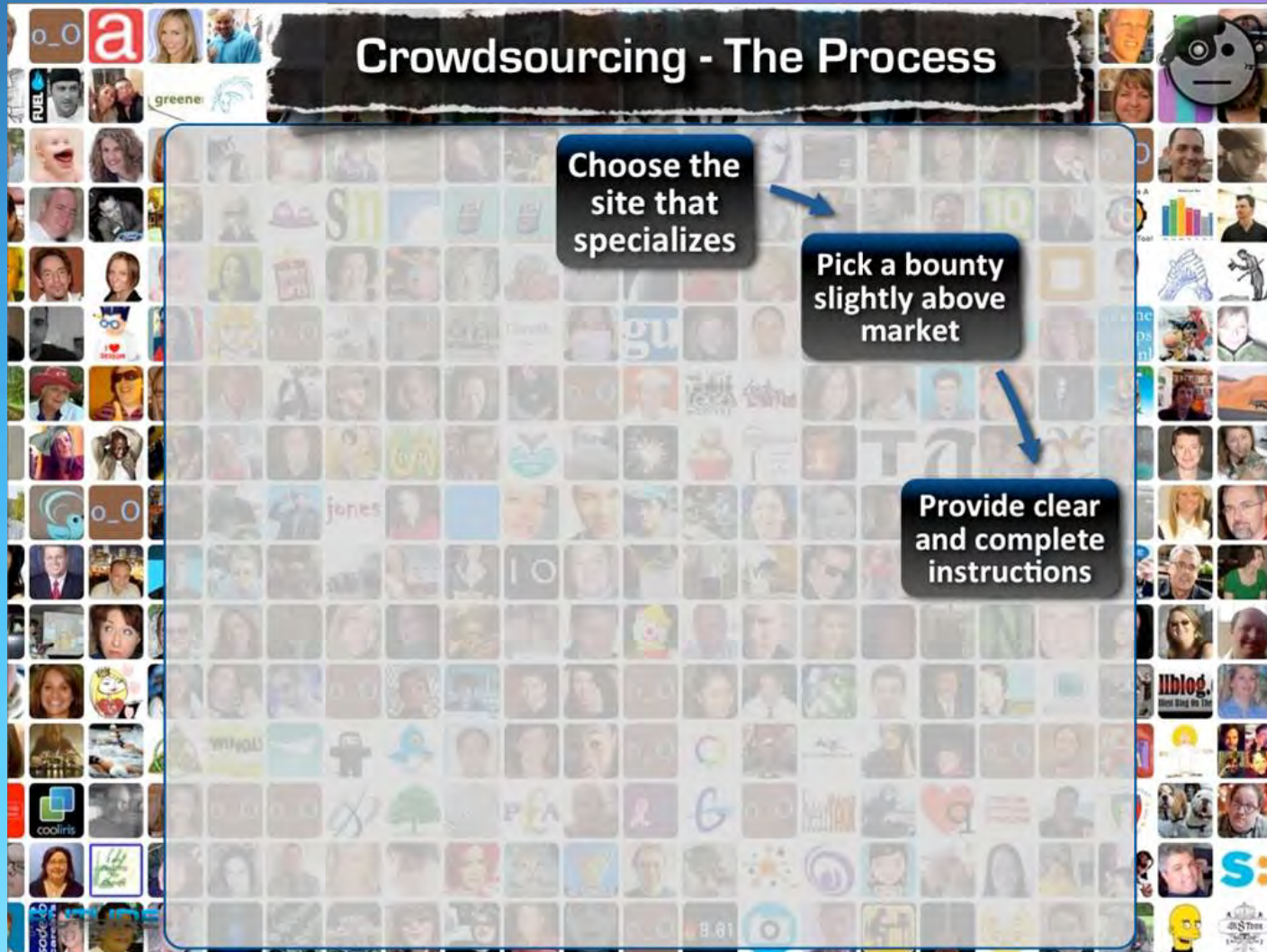
# Crowdsourcing



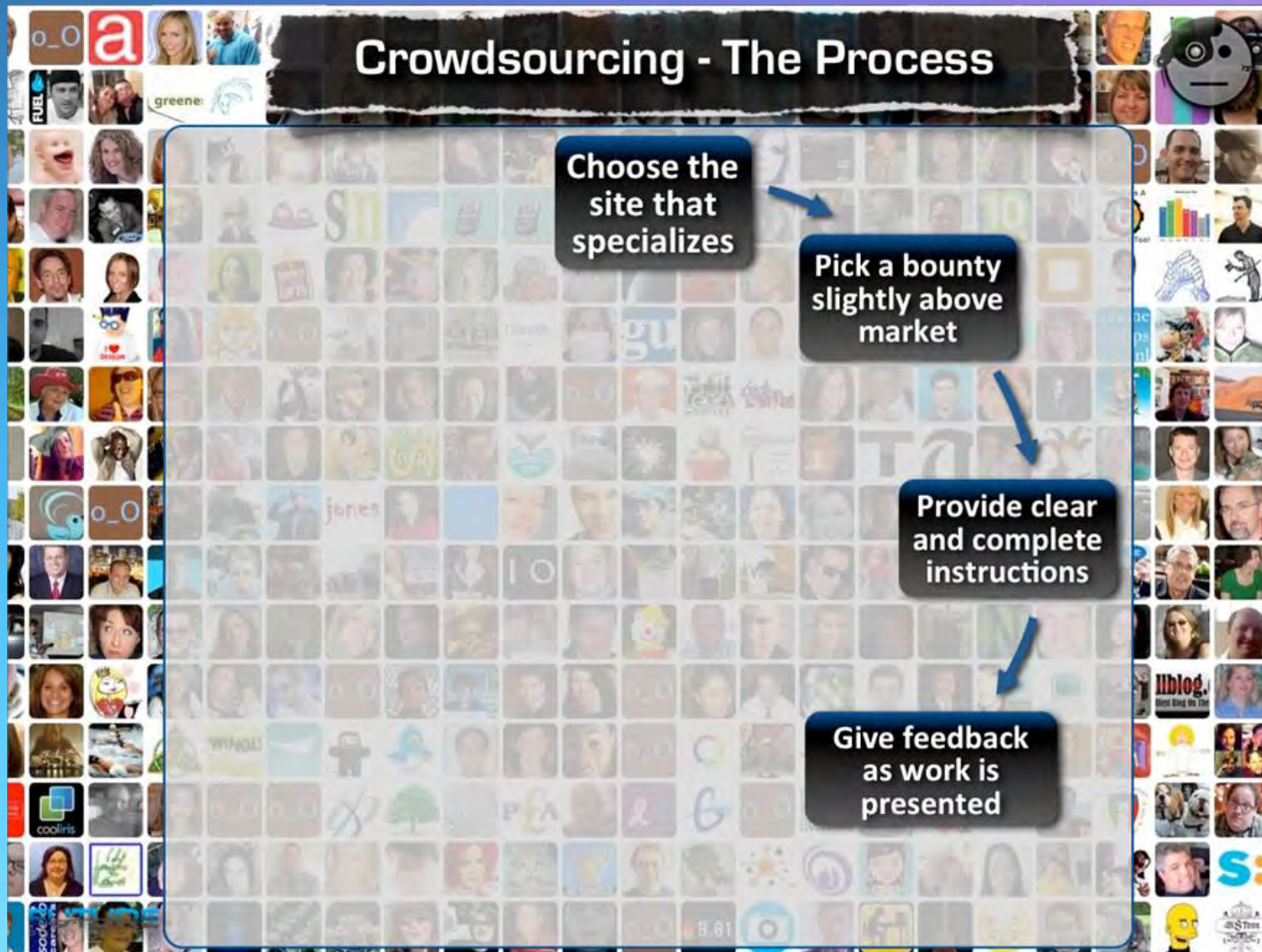
# Crowdsourcing

SMB

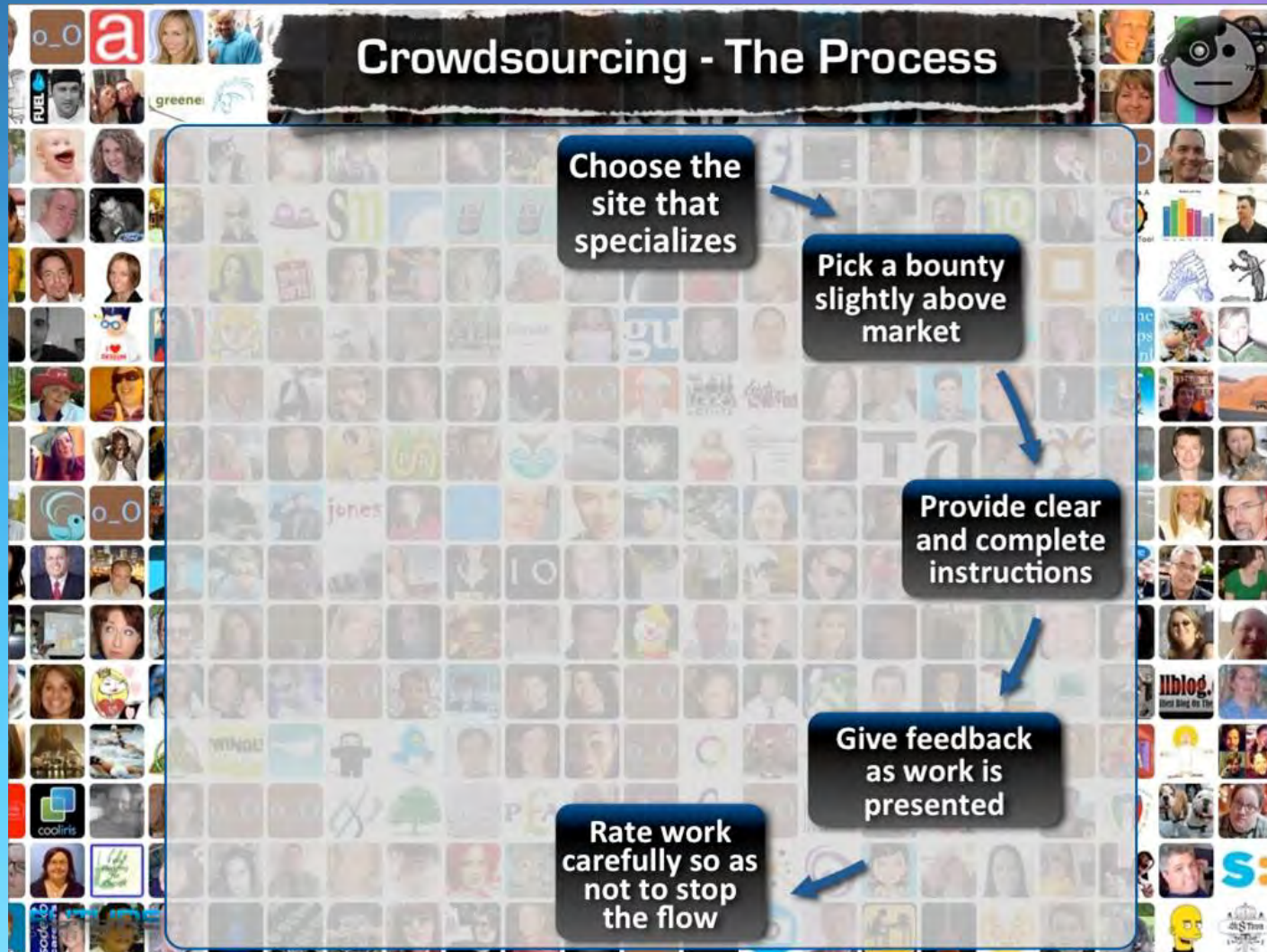
Virtual Seminars



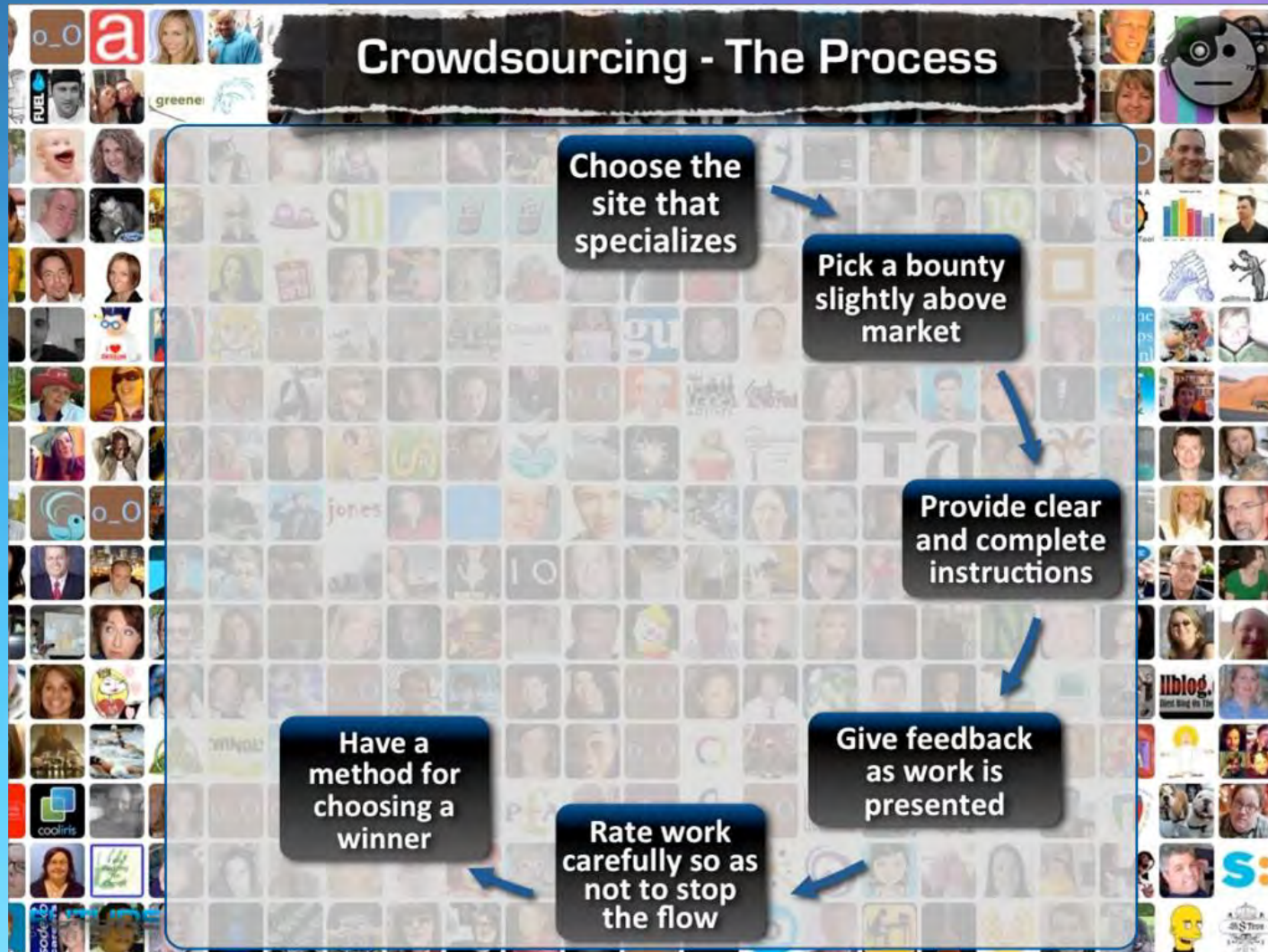
# Crowdsourcing



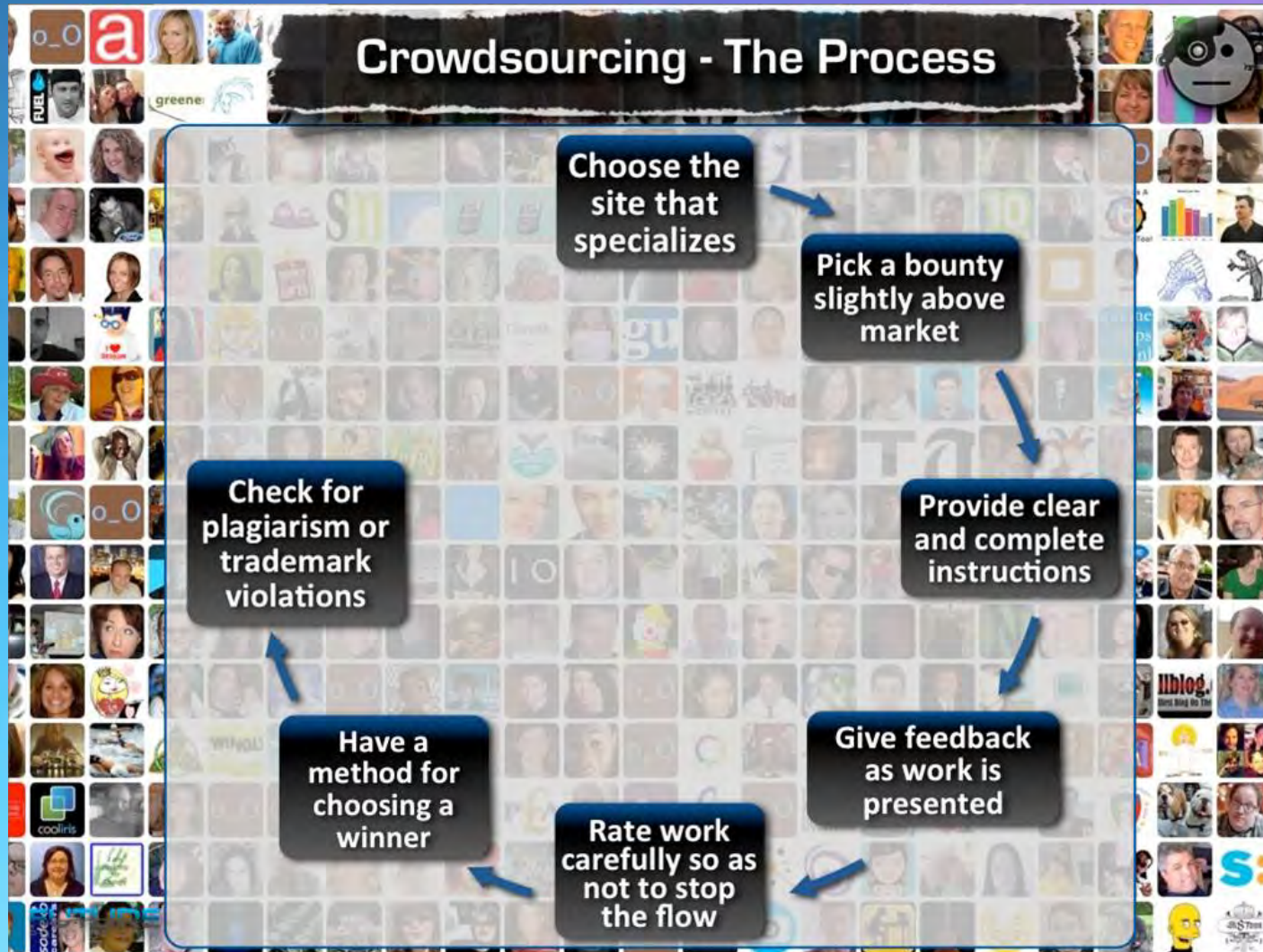
# Crowdsourcing



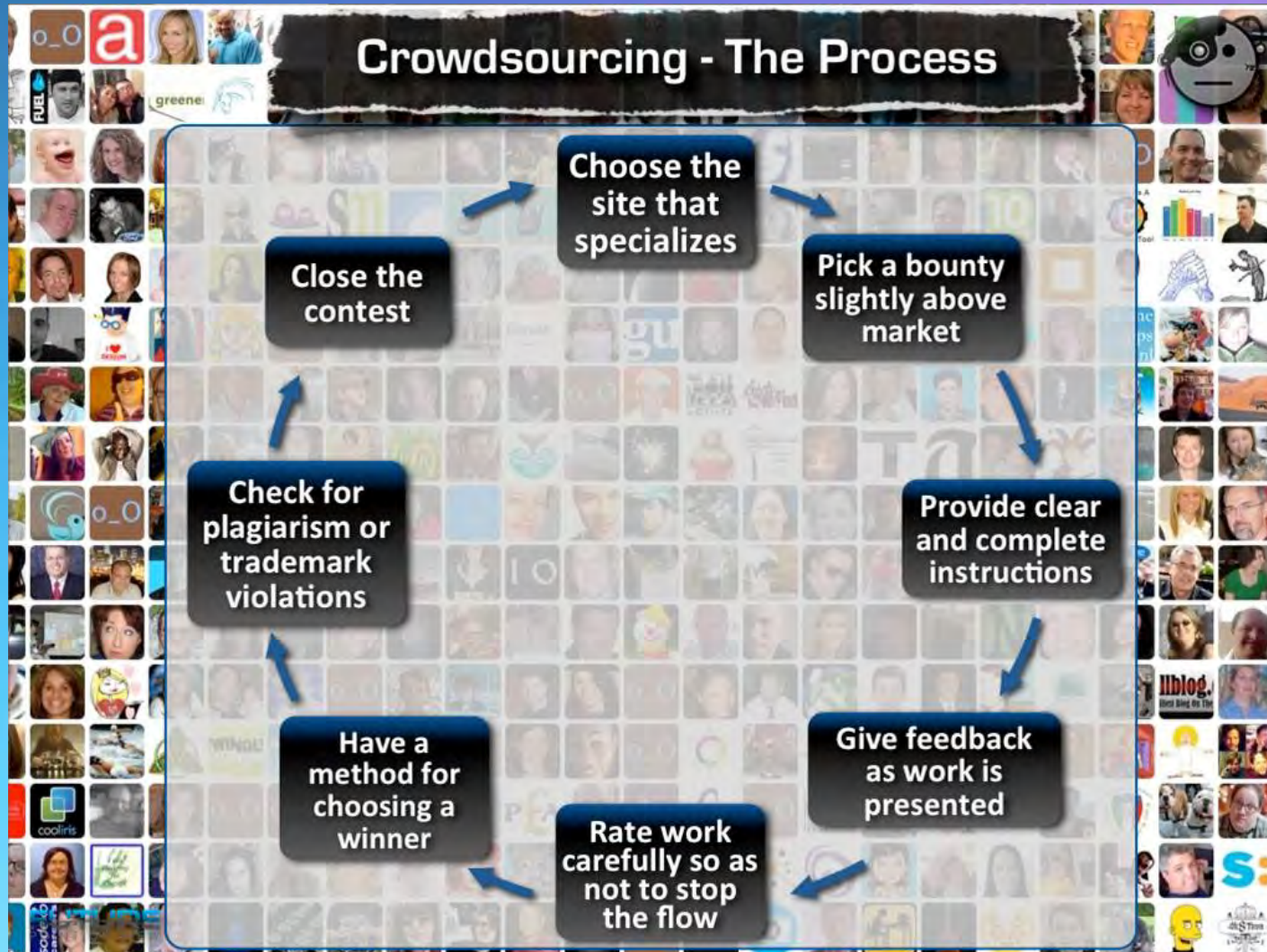
# Crowdsourcing



# Crowdsourcing

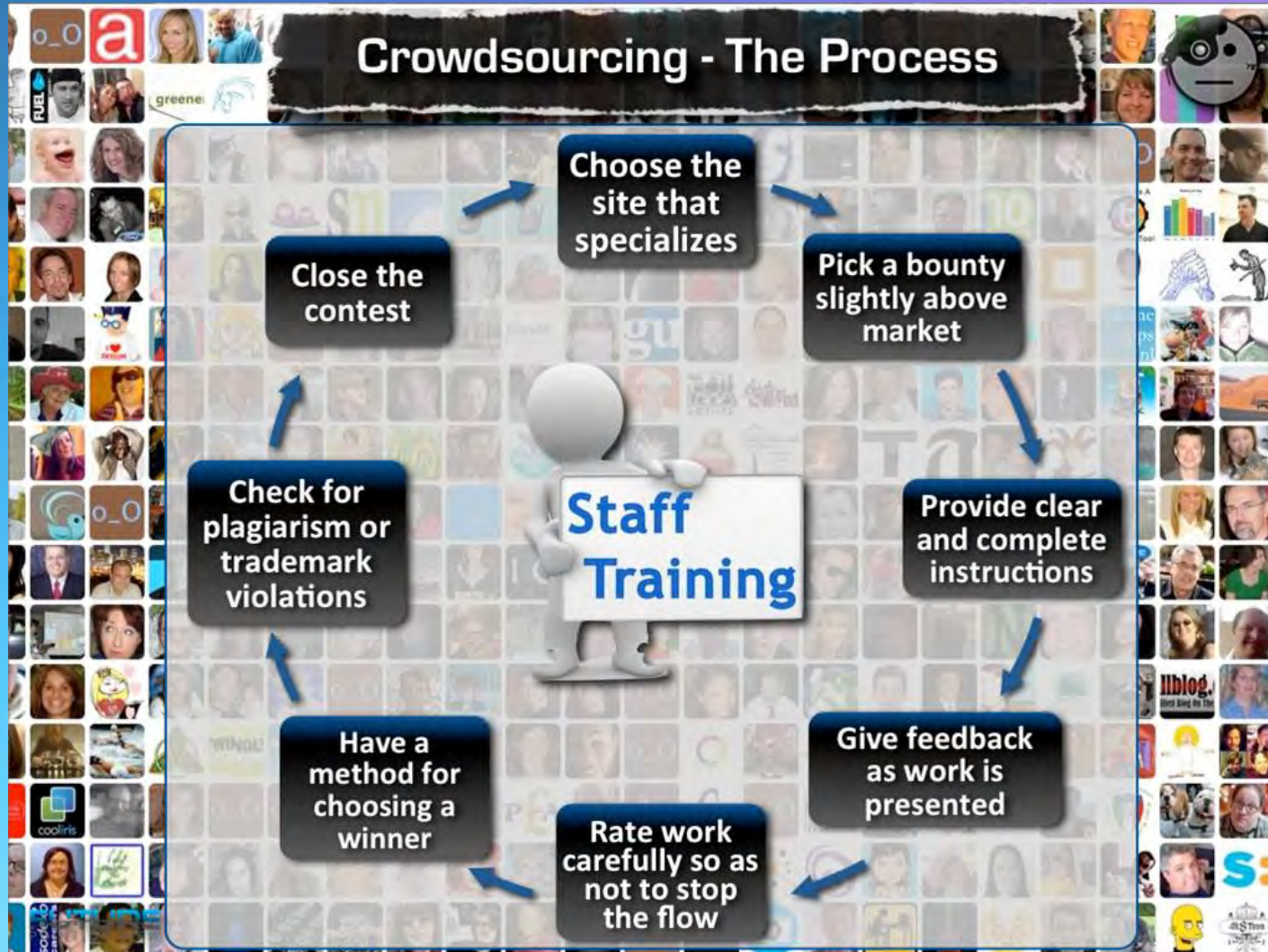


# Crowdsourcing



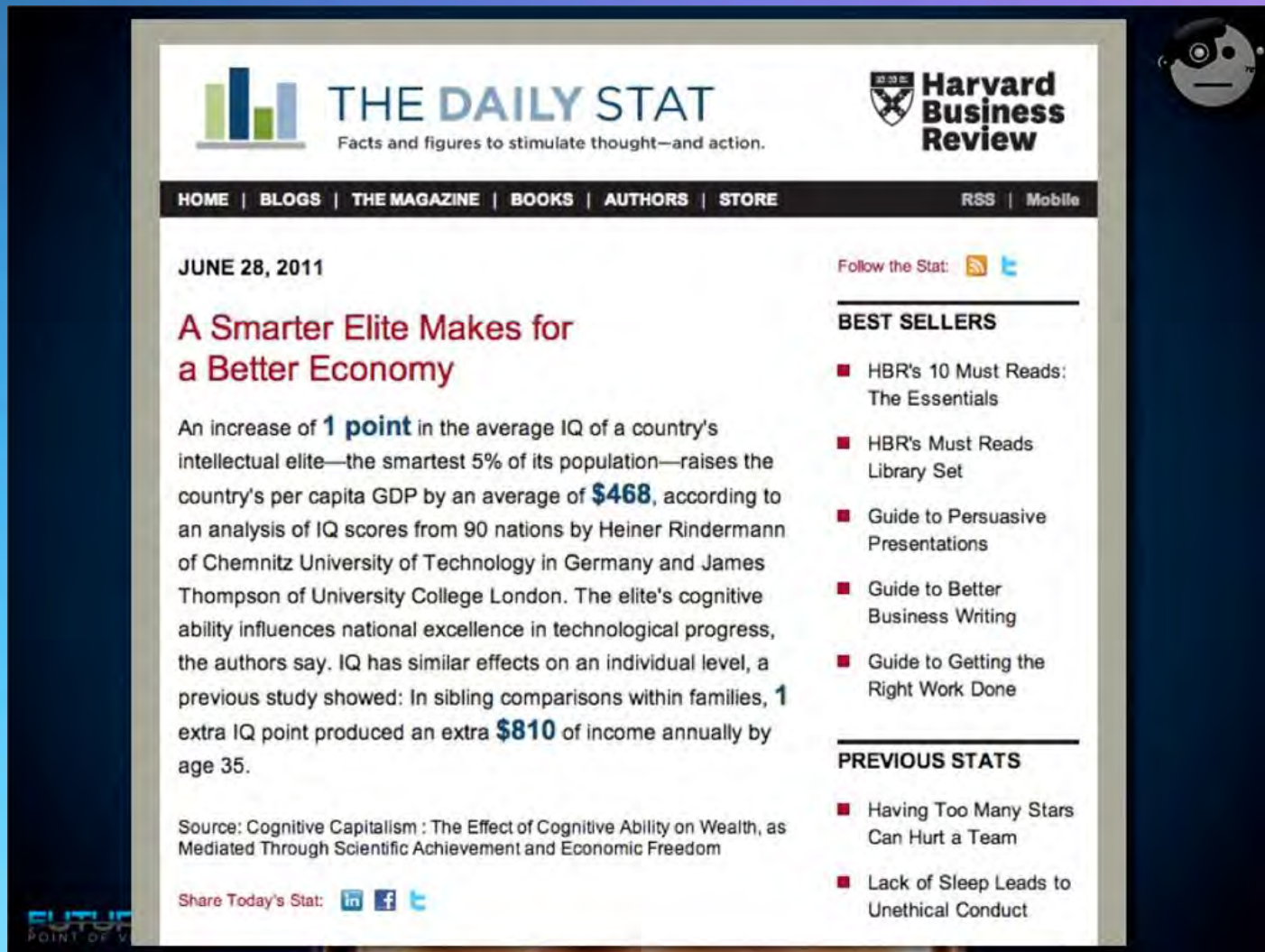


# Crowdsourcing





# Example



The screenshot shows a webpage for 'THE DAILY STAT' by Harvard Business Review. The page features a navigation bar with links to HOME, BLOGS, THE MAGAZINE, BOOKS, AUTHORS, and STORE, along with RSS and Mobile options. The main content area displays an article titled 'A Smarter Elite Makes for a Better Economy' dated June 28, 2011. The article text discusses the impact of IQ on GDP and income. A sidebar on the right lists 'BEST SELLERS' and 'PREVIOUS STATS'.

**THE DAILY STAT**  
Facts and figures to stimulate thought—and action.

**Harvard Business Review**

HOME | BLOGS | THE MAGAZINE | BOOKS | AUTHORS | STORE RSS | Mobile

JUNE 28, 2011

## A Smarter Elite Makes for a Better Economy

An increase of **1 point** in the average IQ of a country's intellectual elite—the smartest 5% of its population—raises the country's per capita GDP by an average of **\$468**, according to an analysis of IQ scores from 90 nations by Heiner Rindermann of Chemnitz University of Technology in Germany and James Thompson of University College London. The elite's cognitive ability influences national excellence in technological progress, the authors say. IQ has similar effects on an individual level, a previous study showed: In sibling comparisons within families, **1** extra IQ point produced an extra **\$810** of income annually by age 35.

Source: Cognitive Capitalism : The Effect of Cognitive Ability on Wealth, as Mediated Through Scientific Achievement and Economic Freedom

Share Today's Stat: [in](#) [f](#) [t](#)

Follow the Stat: [RSS](#) [t](#)

### BEST SELLERS

- HBR's 10 Must Reads: The Essentials
- HBR's Must Reads Library Set
- Guide to Persuasive Presentations
- Guide to Better Business Writing
- Guide to Getting the Right Work Done

### PREVIOUS STATS

- Having Too Many Stars Can Hurt a Team
- Lack of Sleep Leads to Unethical Conduct

# Building information...

SMB

Virtual Seminars

**Building a River of Information**

In a knowledge economy, the smarter people win...

Feed your brain

**FUTURE**  
POINT OF VIEW

# Building information...

SMB

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**Building a River of Information**

MIT Massachusetts Institute of Technology  
YouTube  
SIIA  
LinkedIn  
Scribd  
Yammer  
FAST COMPANY  
WIRED  
socialmention  
Google Analytics  
TechCrunch  
TED IDEAS WORTH SPREADING  
twitter  
facebook  
slideshare  
Google alerts beta

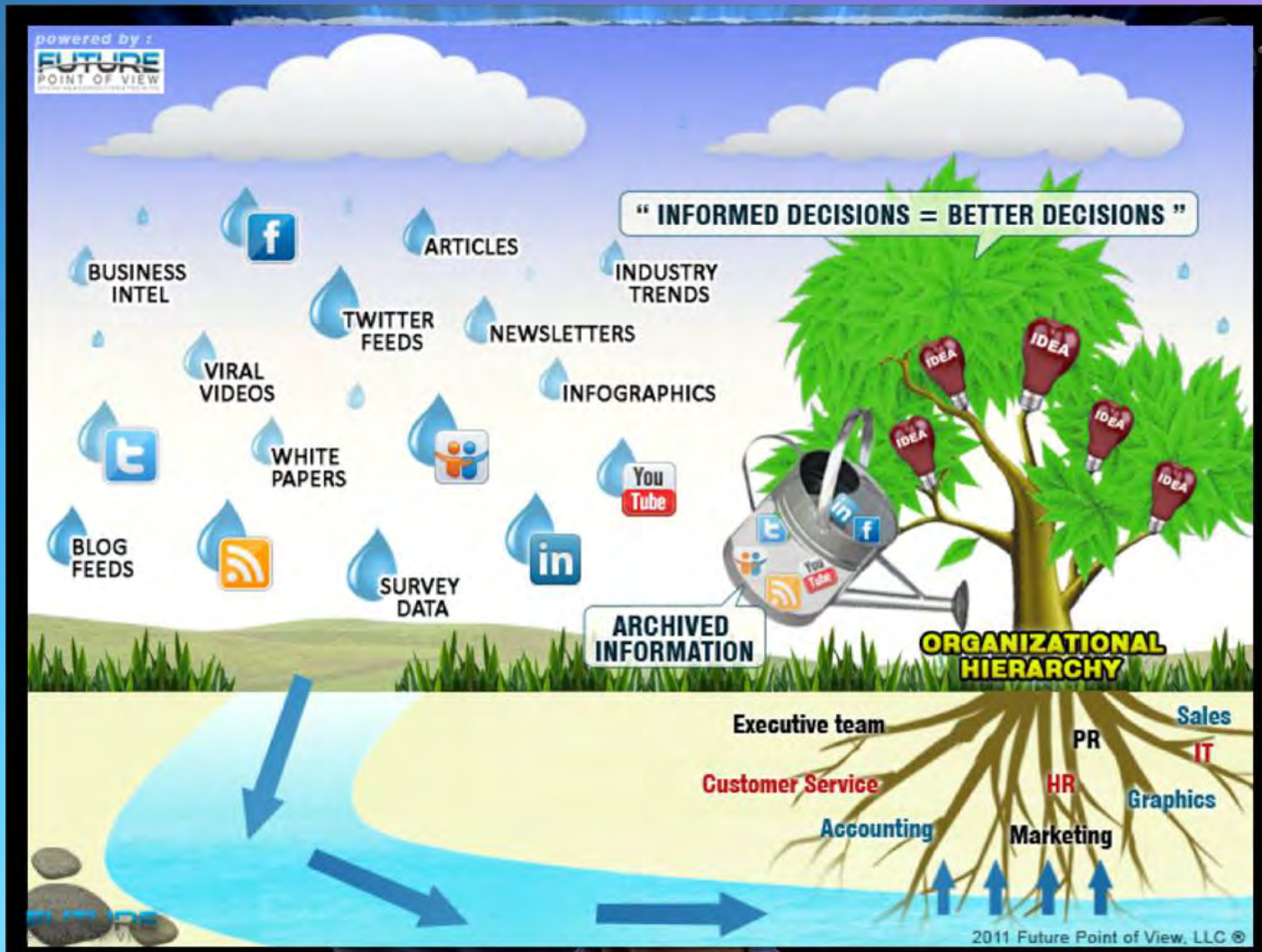
- 1 - Aggregating
- 2 - Filtering
- 3 - Storing

In a knowledge economy, the smarter people win...

Feed your brain

FUTURE POINT OF VIEW

# Building information...



# How to Build Information

sme

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## Rivers of Information - The Process



# How to Build Information

sme

Virtual Seminars

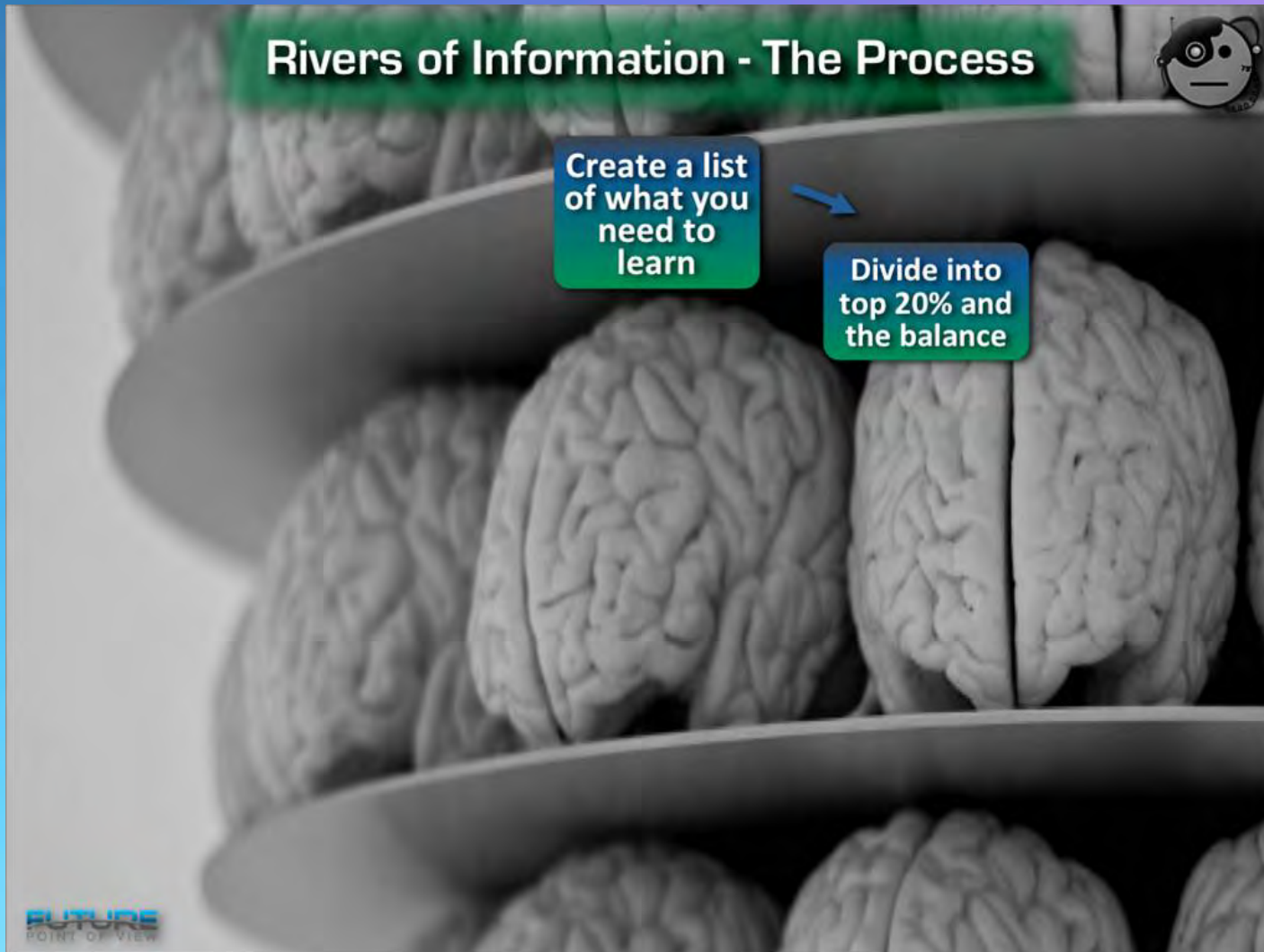
## Rivers of Information - The Process

Create a list  
of what you  
need to  
learn





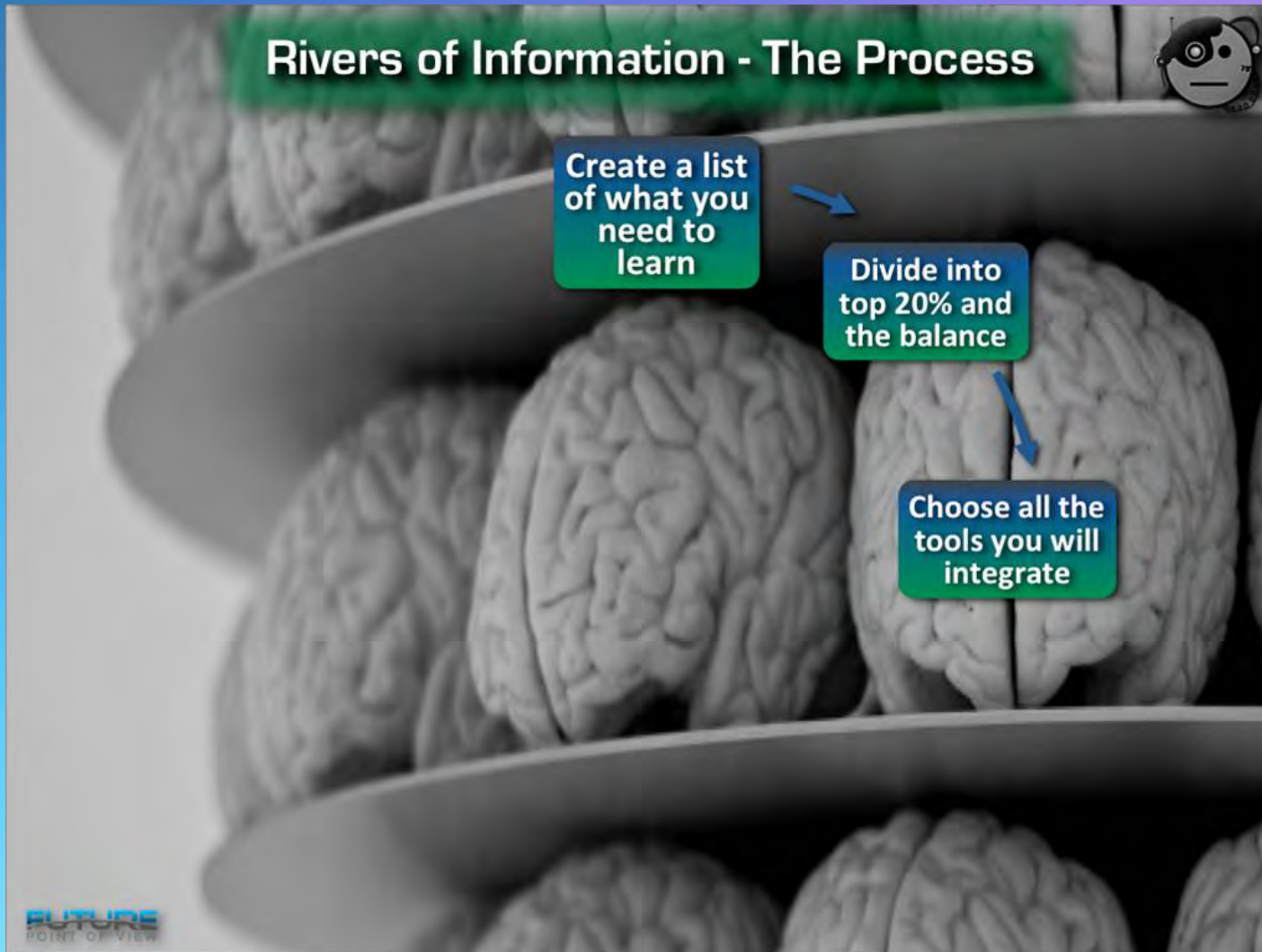
# How to Build Information



# How to Build Information

SMB

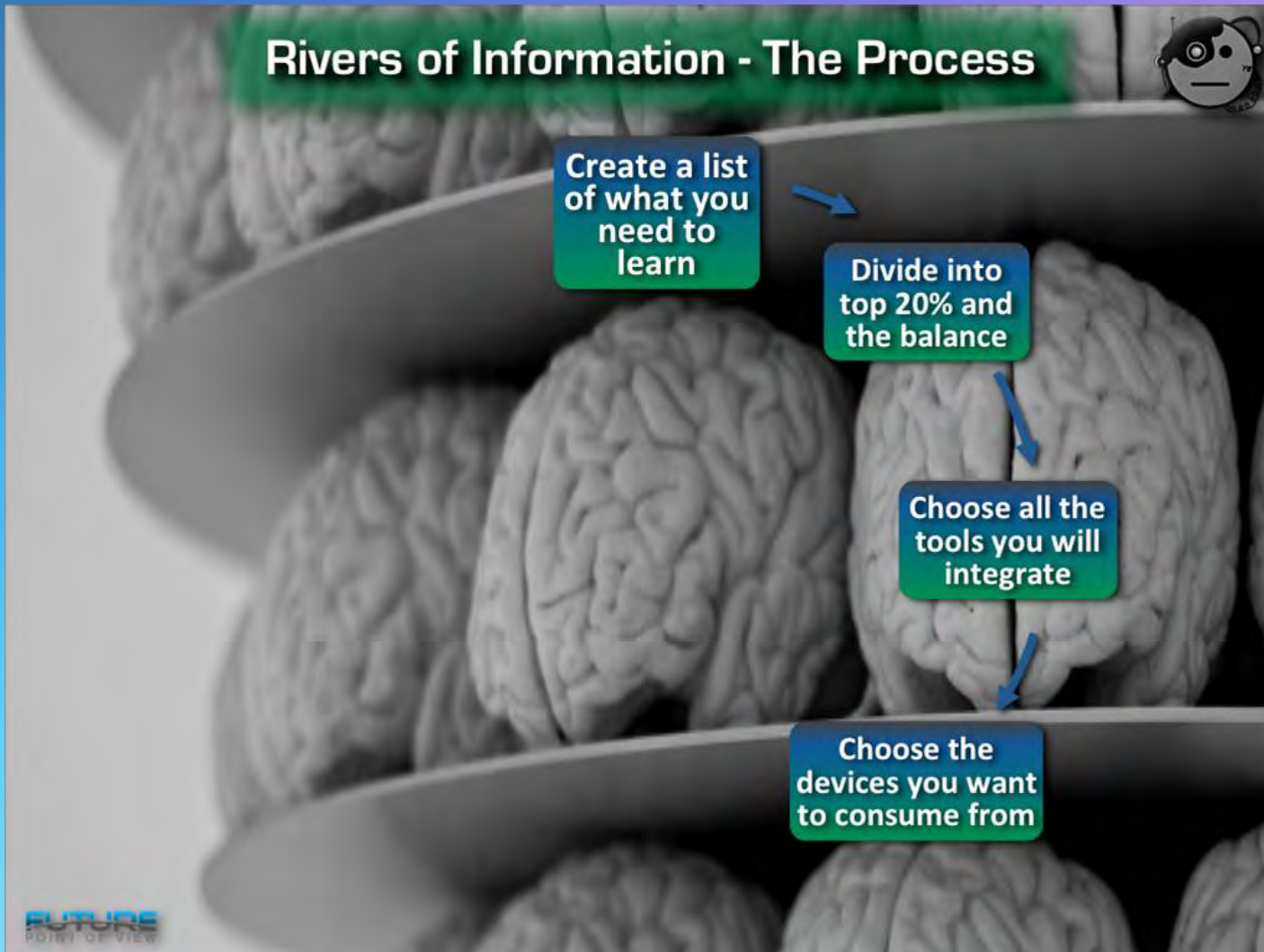
Virtual Seminars



# How to Build Information

SMB

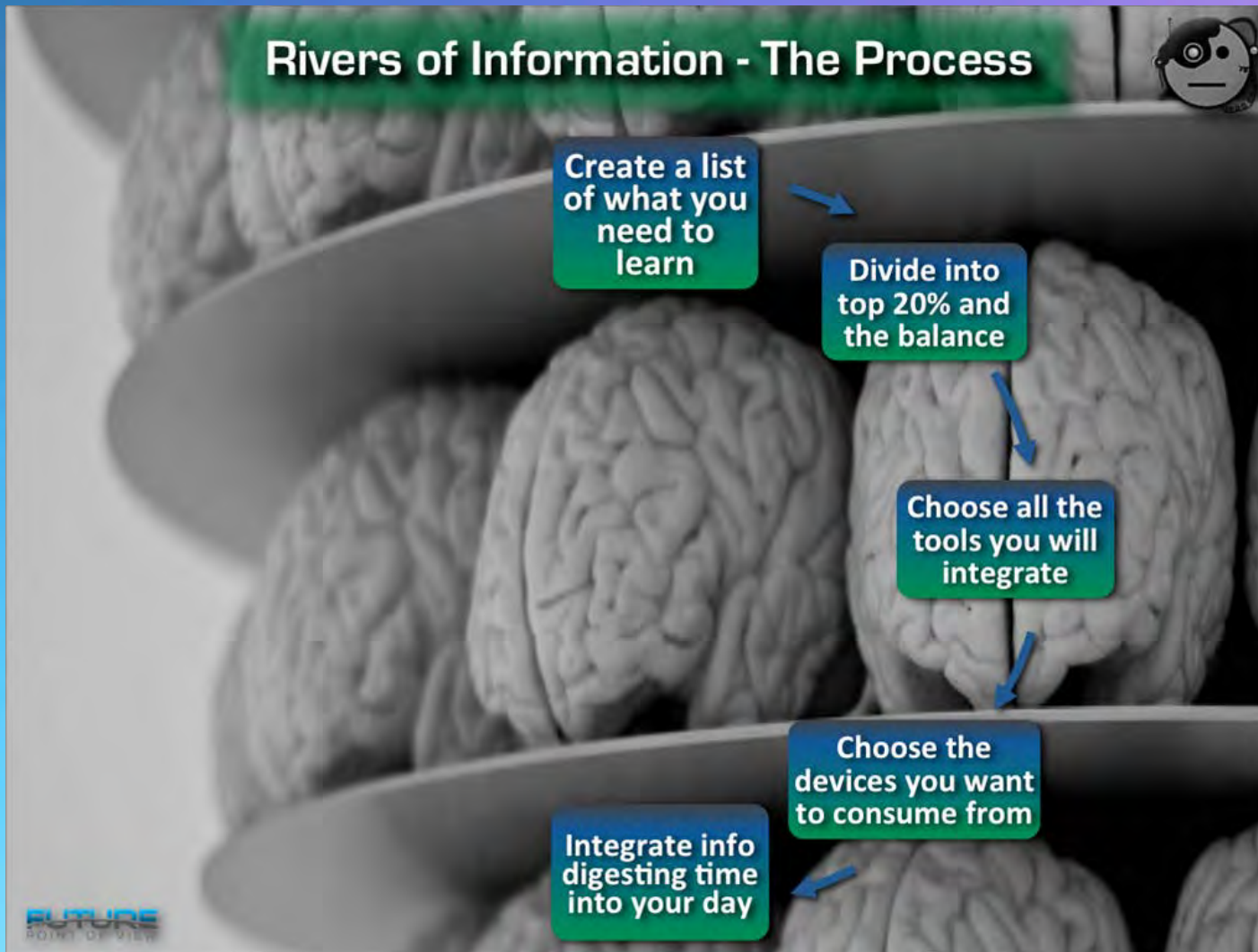
Virtual Seminars



# How to Build Information

SMB

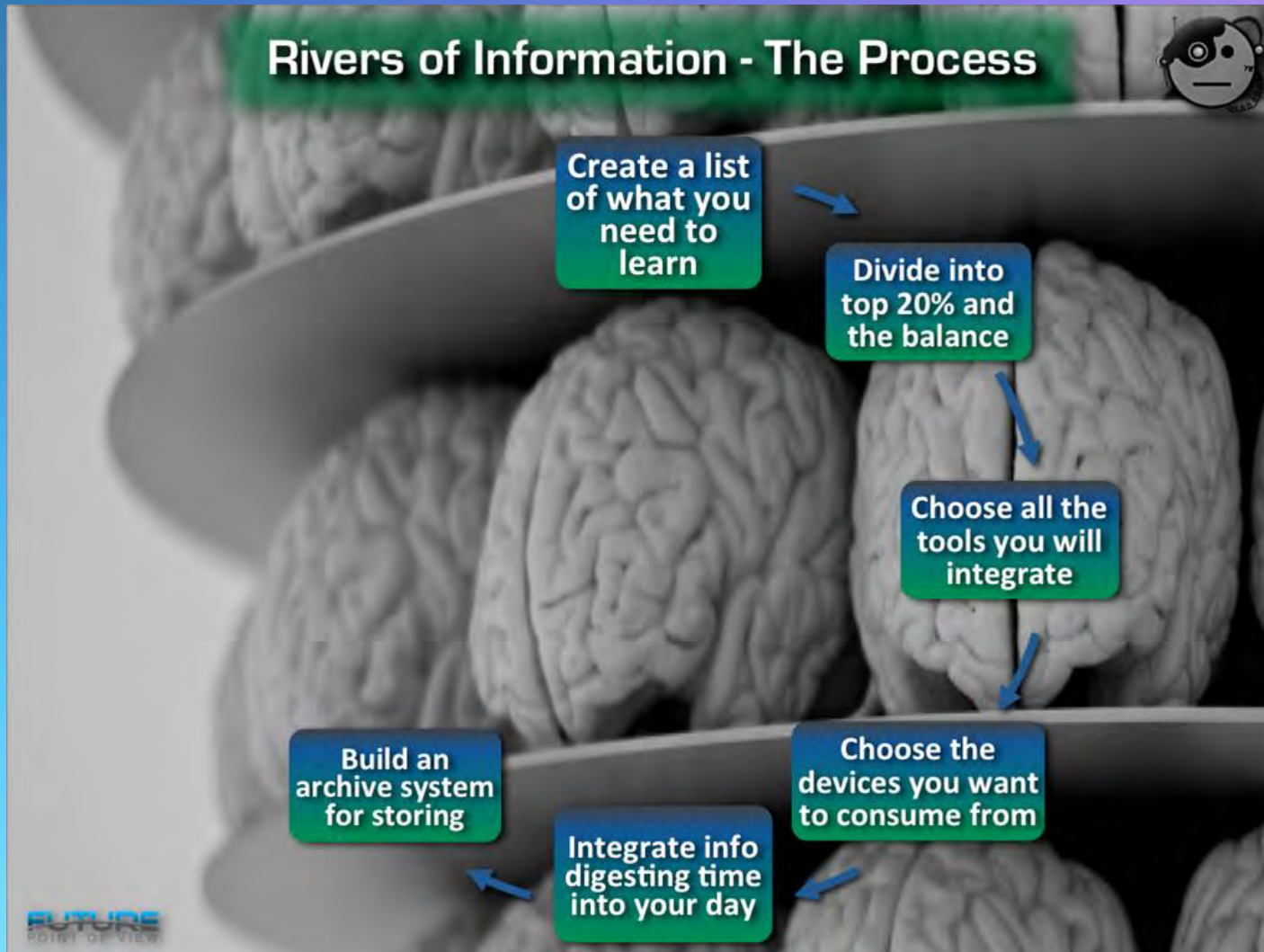
Virtual Seminars



# Architecting Great Digital Plumbing

SMB

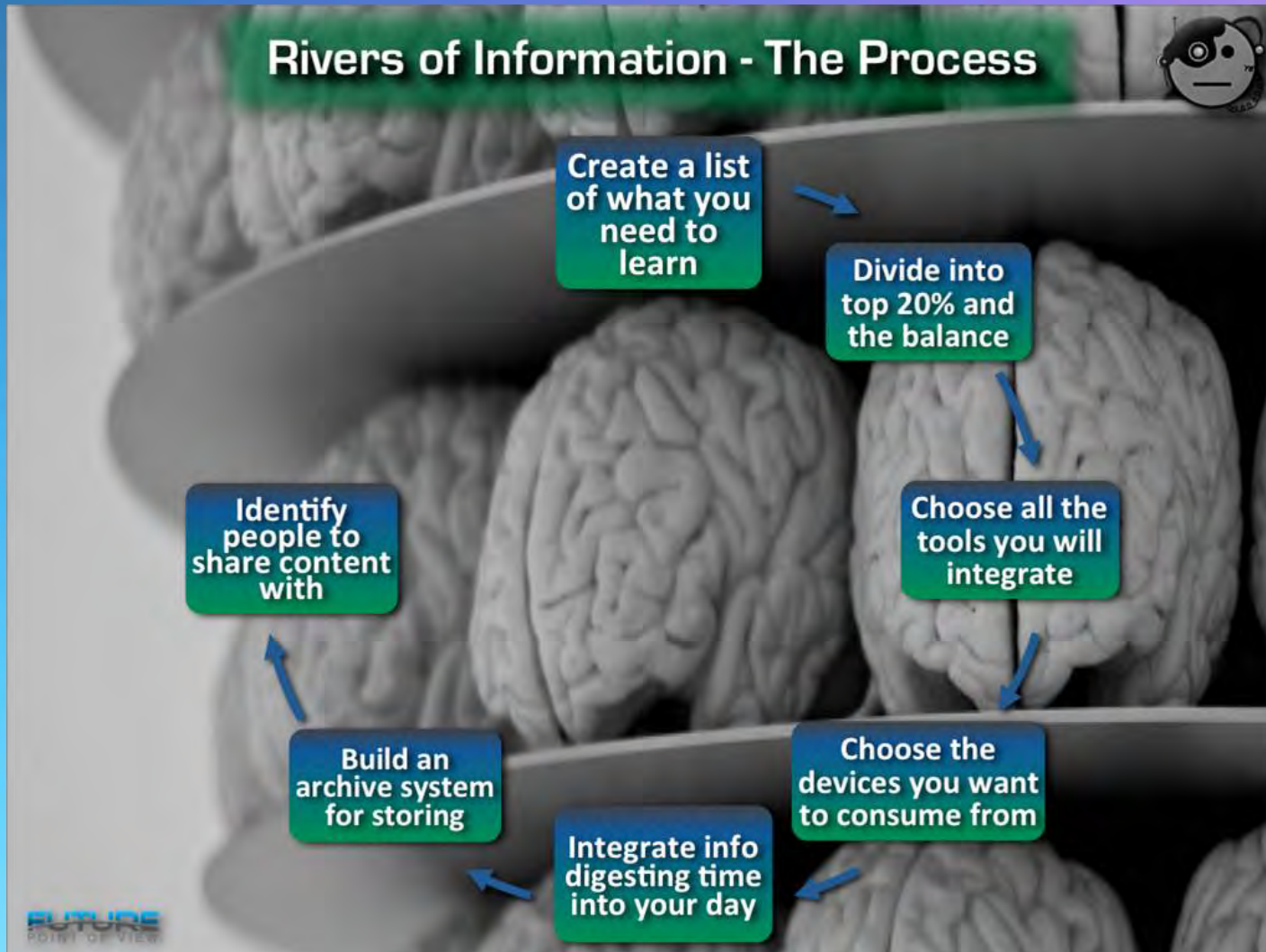
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# How to Build Information

SMB

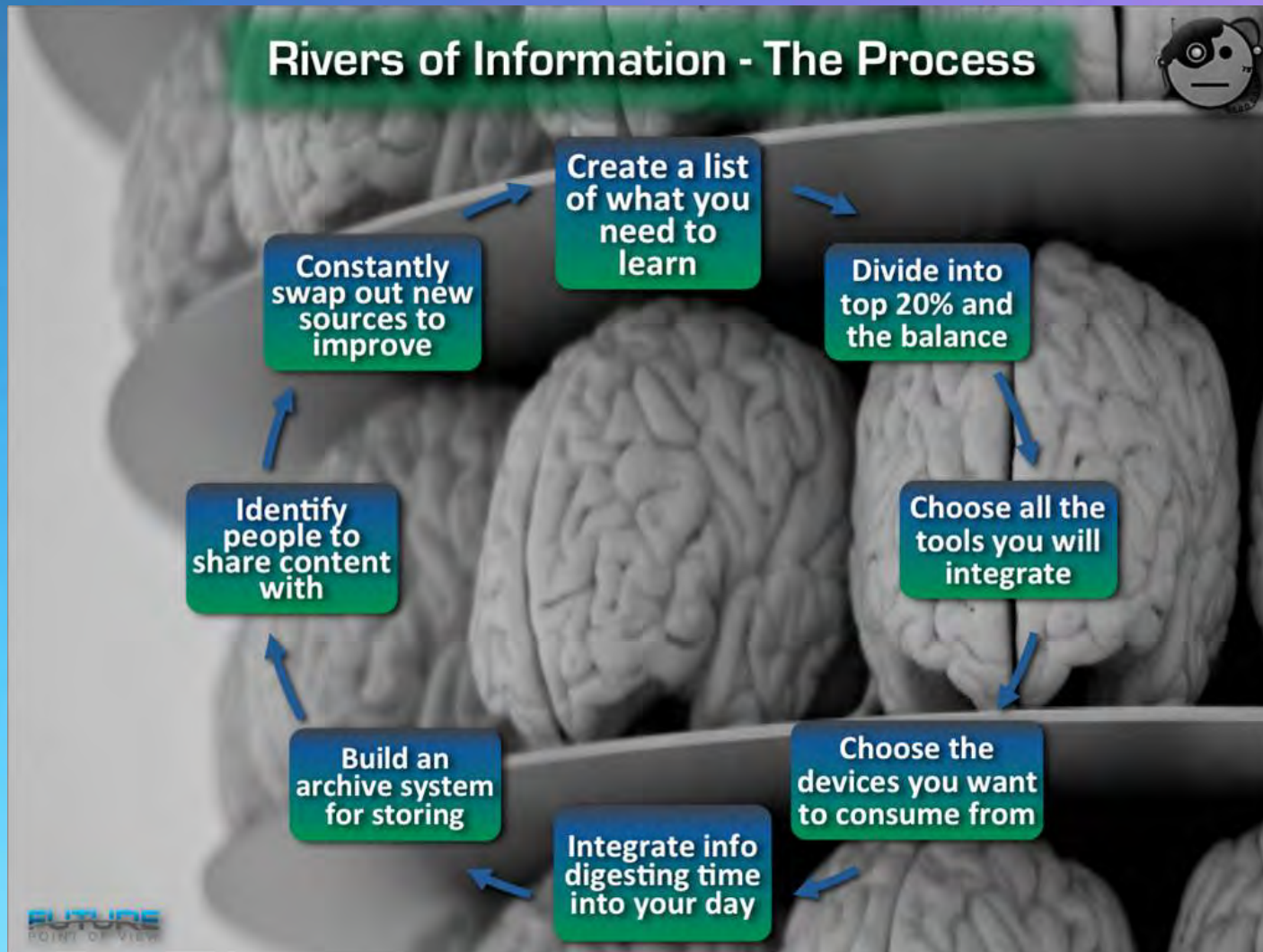
Virtual Seminars



# How to Build Information

SMB

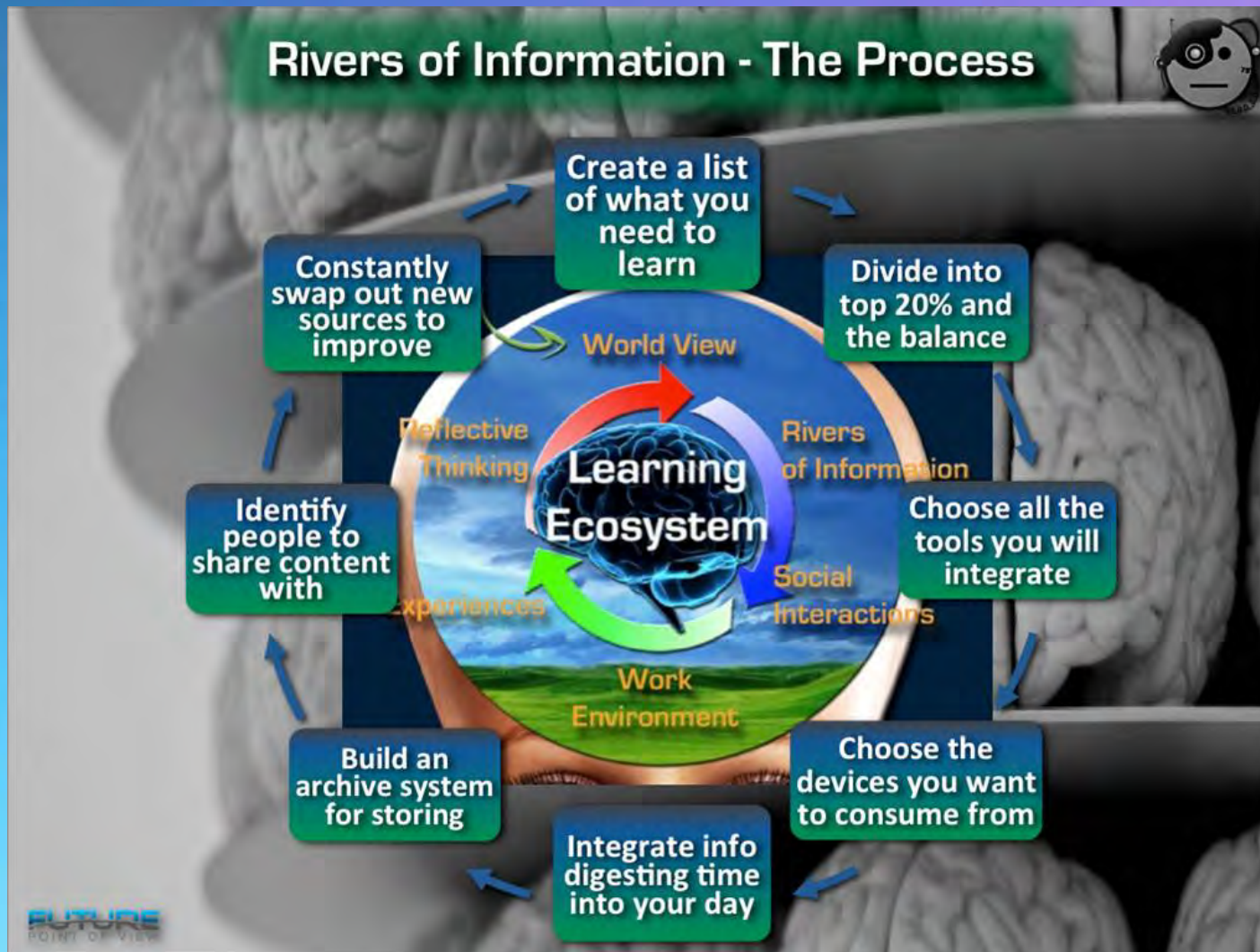
Virtual Seminars



# How to Build Information

SMB

Virtual Seminars





# Online Reputation

sme

Virtual Seminars




# Managing Online Reputation

SMB

Virtual Seminars

## Online Reputation



What I say  
online has  
impact - good  
and bad...

For the first time in history, reputations can be made and destroyed in a matter of hours. Corporate and personal reputations must be managed from this point forward

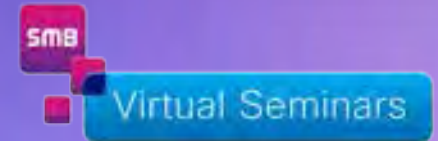
# Managing Online Reputation



# Managing Online Reputation



# Managing Online Reputation



**Online Reputation Management**

**Honesty.com** Truth in reputation.com

Scott | Sign out

Dashboard Leave reviews Build your reputation Search by name, company, or role

### Your dashboard

**Scott Klososky**  
Speaker @ FPOV  
Add location

17 reviews

Skill	10/10
Relationships	9/10
Productivity	10/10
Integrity	10/10

Your reviews have received 1 new vote.

### Reviews of me

Reviews I've written

My resume

Edit email preferences

### Awards

What's this?

### Reviews of me (17)

Request reviews

Sort by Recent reviews first Reviews w/descriptions first Share Facebook Share Twitter Like 7

★★★★★  
NOVICE reviewer on Mar, 2011  
Respond Request details Thank 1 0 0

Speaker @ FPOV

★★★★★  
NEW reviewer on Jan, 2011  
Respond Request details Thank 0 0 0

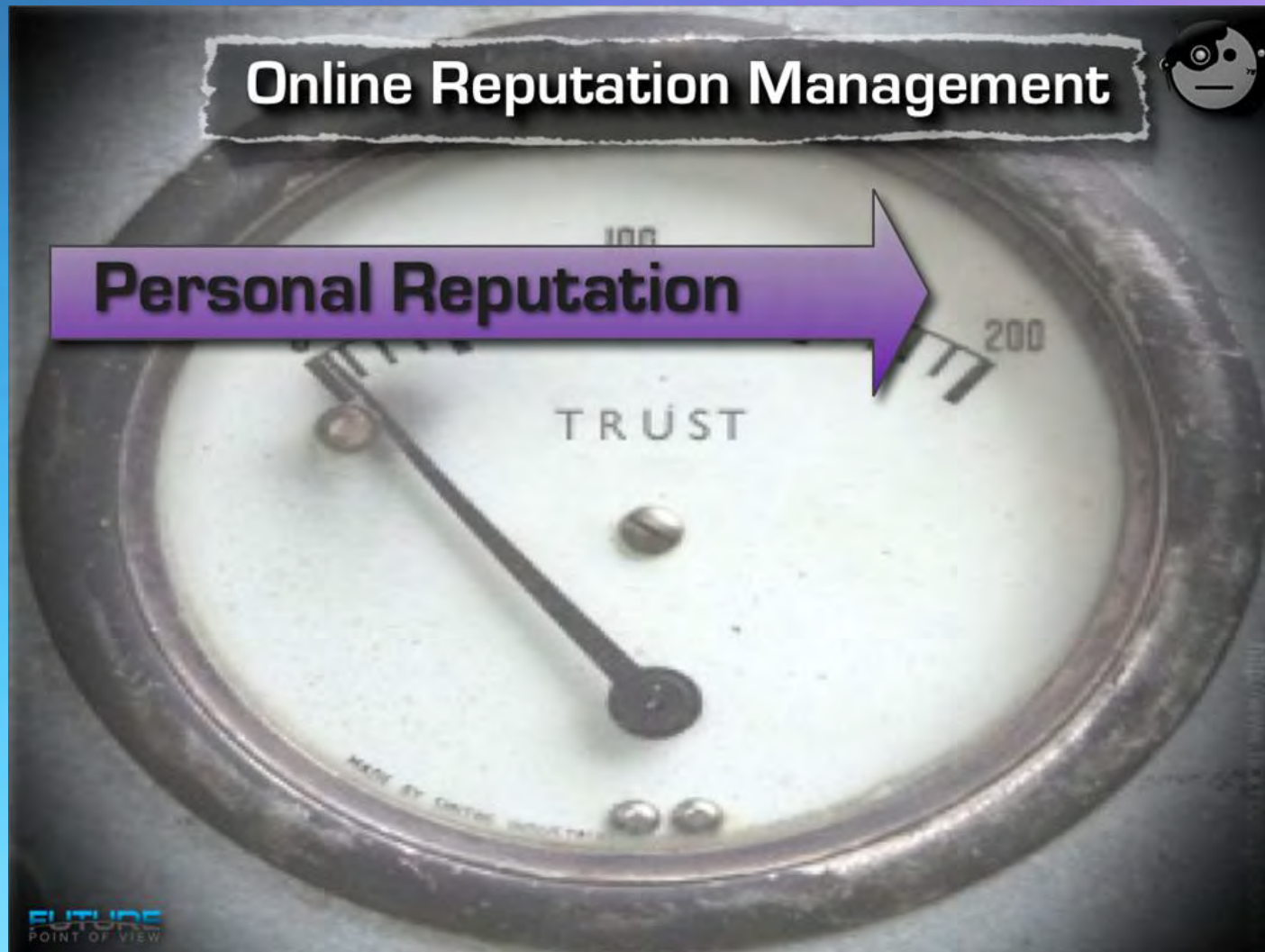
Speaker @ FPOV

★★★★★  
NEW reviewer on Dec, 2010  
Respond Request details Thank 1 0 0

Scott's ability to understand a problem, find a solution, and explain the path to success is unparalleled. He is an excellent communicator, a wonderful mentor, and exceptionally fair in thought, word, and deed.

**FUTURE POINT OF VIEW**

# Managing Online Reputation



# Managing Online Reputation


SMB

Virtual Seminars

## Online Reputation Management

[▶ RATE THIS LAWYER](#)

[▶ ADD LAWYER](#)

		KNOWLEDGE	COMMUNICATION	TENACITY	WORK QUALITY	VALUE	YOUR REVIEW
[KEY]							
Date							
 10/7/09	1	1	1	1	1	1	he was the worst. Will not return calls or e-mails. I had to do most of the work myself. In the end I had to finish the job for him. Just so I knew it got done. Before I paid the \$1300.00. he was great, after he got my money I never heard from him again. I am filing a formal complaint with the bar assc too. Stay away from this guy. 😞

Registered users can [respond to this rating](#)

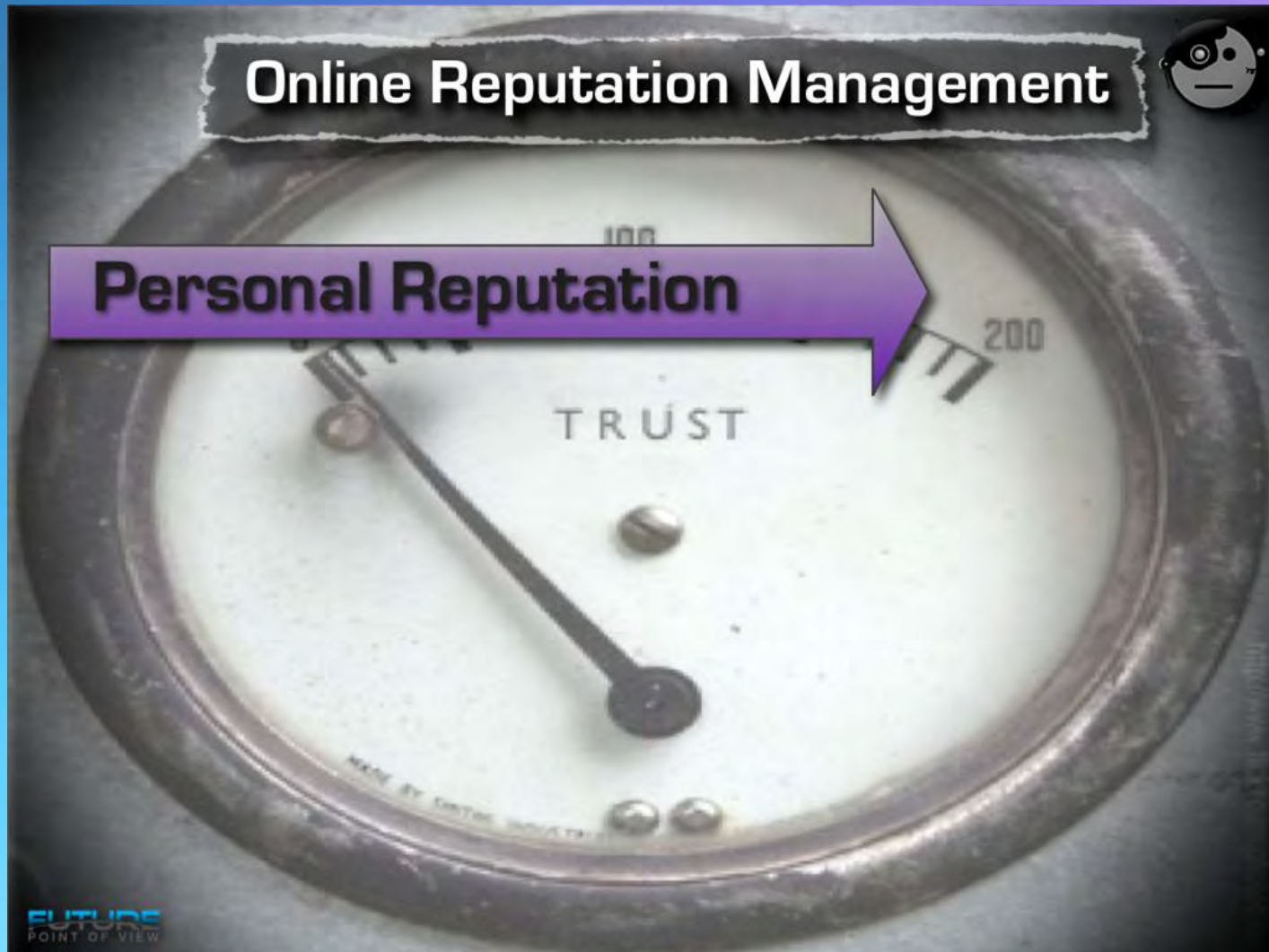
[▶ RATE THIS LAWYER](#)

[▶ BACK TO OK](#)

# Managing Online Reputation

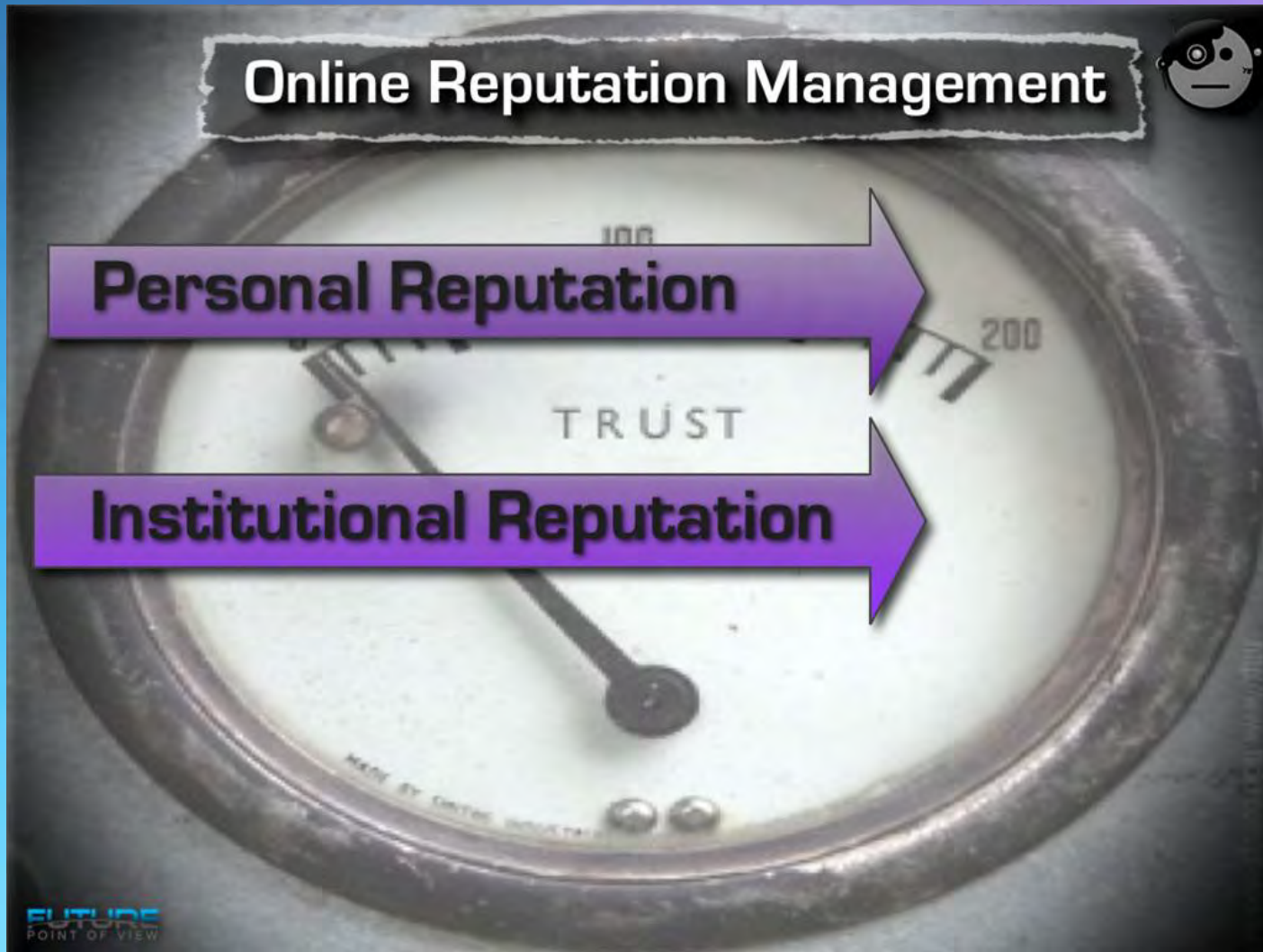
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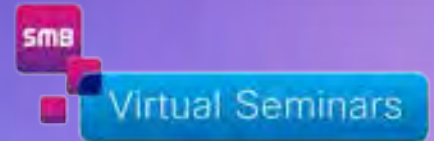




# Managing Online Reputation



# Managing Online Reputation



The screenshot displays the Pissed Consumer website interface. At the top, a large banner reads "Online Reputation Management" with a sad face icon. Below this, the site's logo "Pissed Consumer" is visible, along with a navigation menu including "Home", "Submit Complaint", "Latest Reviews", "Consumer Advocacy", "Reviews & Pictures", and "Sample Complaint".

Three featured articles are shown:

- Oklahoma City Coupons**: "1 ridiculously huge coupon a day. It's like doing OKC at 90% off!" with a link to [www.Groupon.com/Oklahoma-City](http://www.Groupon.com/Oklahoma-City).
- National Laser Institute**: "Reviews - Complaints - Testimonials Info on National Laser Institute" with a link to [NationalLaserInstituteReviews.com](http://NationalLaserInstituteReviews.com).
- Timeshare Fees Due Again?**: "Don't Pay Another Maintenance Fee! We Have a Guaranteed Exit Program..." with a link to [GivebackTimeshare.com](http://GivebackTimeshare.com).

The site includes a user login section with fields for "username" and "password", a "Remember Me?" checkbox, and buttons for "Login" and "Register". A "Post Complaint" button and a search bar are also present.

Below the login section, a horizontal menu lists various categories: "Submit Complaint", "Consumer Tips", "Reputation Management", "Hot Topics", "Citimortgage Complaints", "Lane Furniture", "Lending Club Complaints", and "Customer Satisfaction Index".

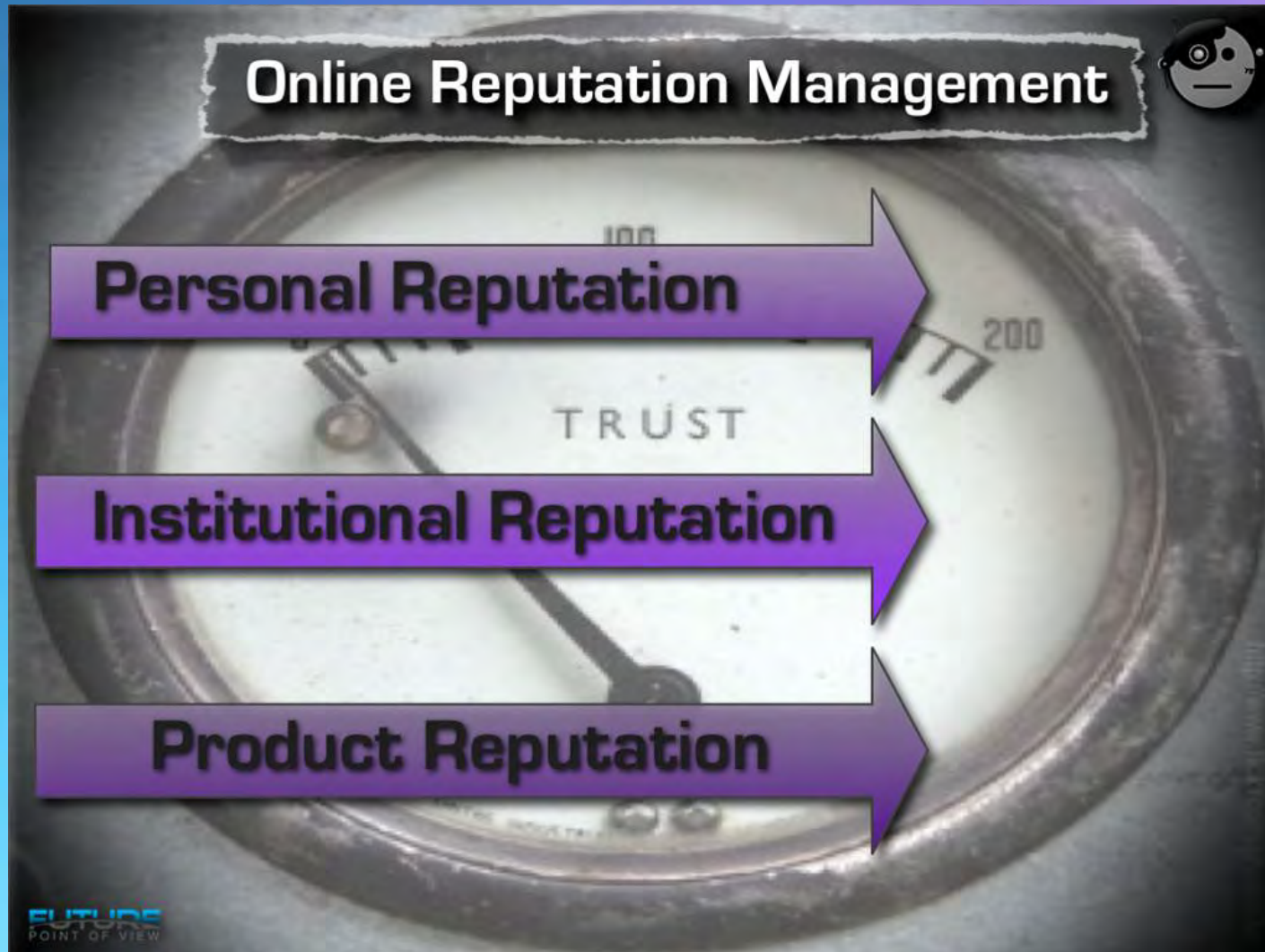
The main content area features a "Welcome to Pissed Consumer!" message, a "Recent Complaints" section with a "Why free?" article, and a "Recently Discussed" section. The "Why free?" article discusses a user's experience with a "free" credit report that turned out to be a monthly fee. The "Recently Discussed" section includes a complaint about Target's baby bottles and a Walmart-related complaint.

At the bottom, there are social media icons, a "Comments" section, and a "DON'T USE AG!! I'VE CONTACTED A LAWYER" warning. A small image of a person is visible in the bottom right corner.

# Managing Online Reputation

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# Managing Online Reputation

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## Online Reputation Management



### Personal Reputation



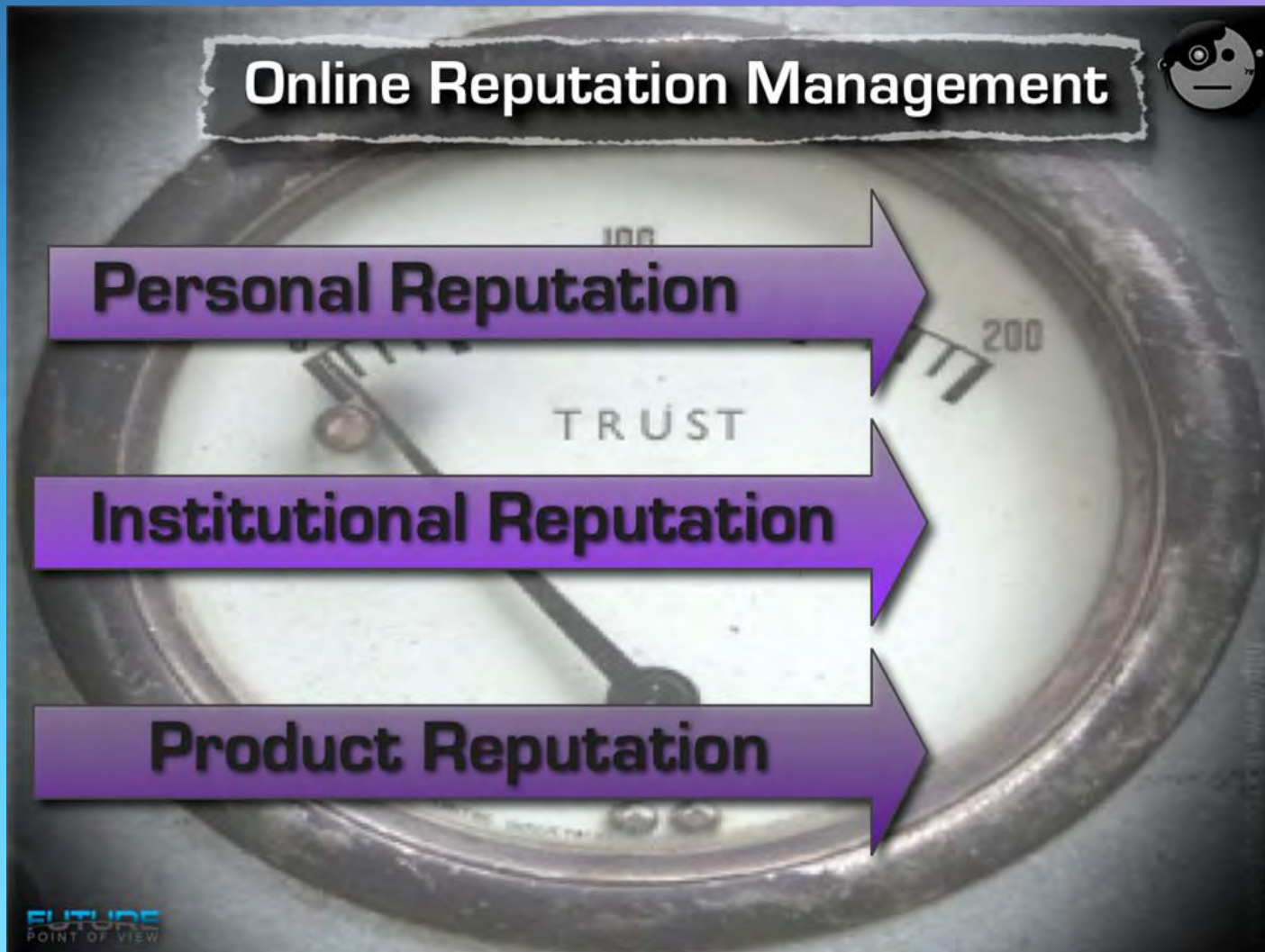
**holychic** Vesna Gerintes

RT @mosesjones: #ios5 installed successfully on #iphone & #ipad, #icloud working fine & generally u have 2 feel that Microsoft/Nokia r #fail

20 hours ago

### Product Reputation

# Managing Online Reputation



# Managing Online Reputation



# Managing Online Reputation

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## Online Reputation Mgmt - The Process



(212) 368-7272  
3989 01/06/2012 08:10pm  
\*\*\*\*\*

InStore Order

Name: lady chinky eyes

\*\*\*\*\* PIZZA \*\*\*\*\*

Restaurant Order #: 01



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## Online Reputation Mgmt - The Process



What do you need to listen for?

3989

(21 72

07/07/2012

08:10pm

\*\*\*\*\*

InStore Order

Name: lady chinky eyes

\*\*\*\*\* PIZZA \*\*\*\*\*

Restaurant Order #: 03





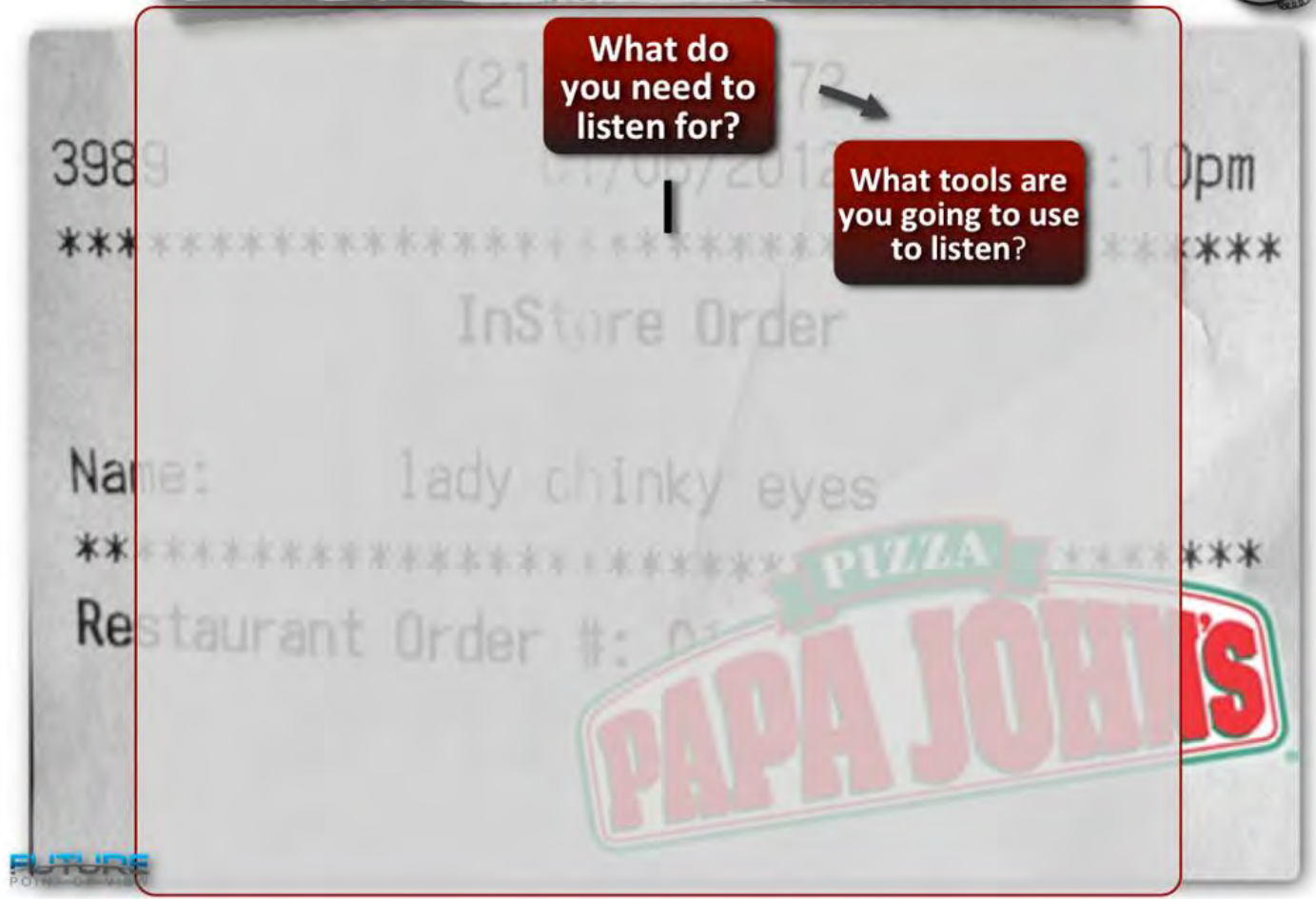
# Managing Online Reputation

## Online Reputation Mgmt - The Process



What do you need to listen for?

What tools are you going to use to listen?



# Managing Online Reputation

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## Online Reputation Mgmt - The Process



What do you need to listen for?

What tools are you going to use to listen?

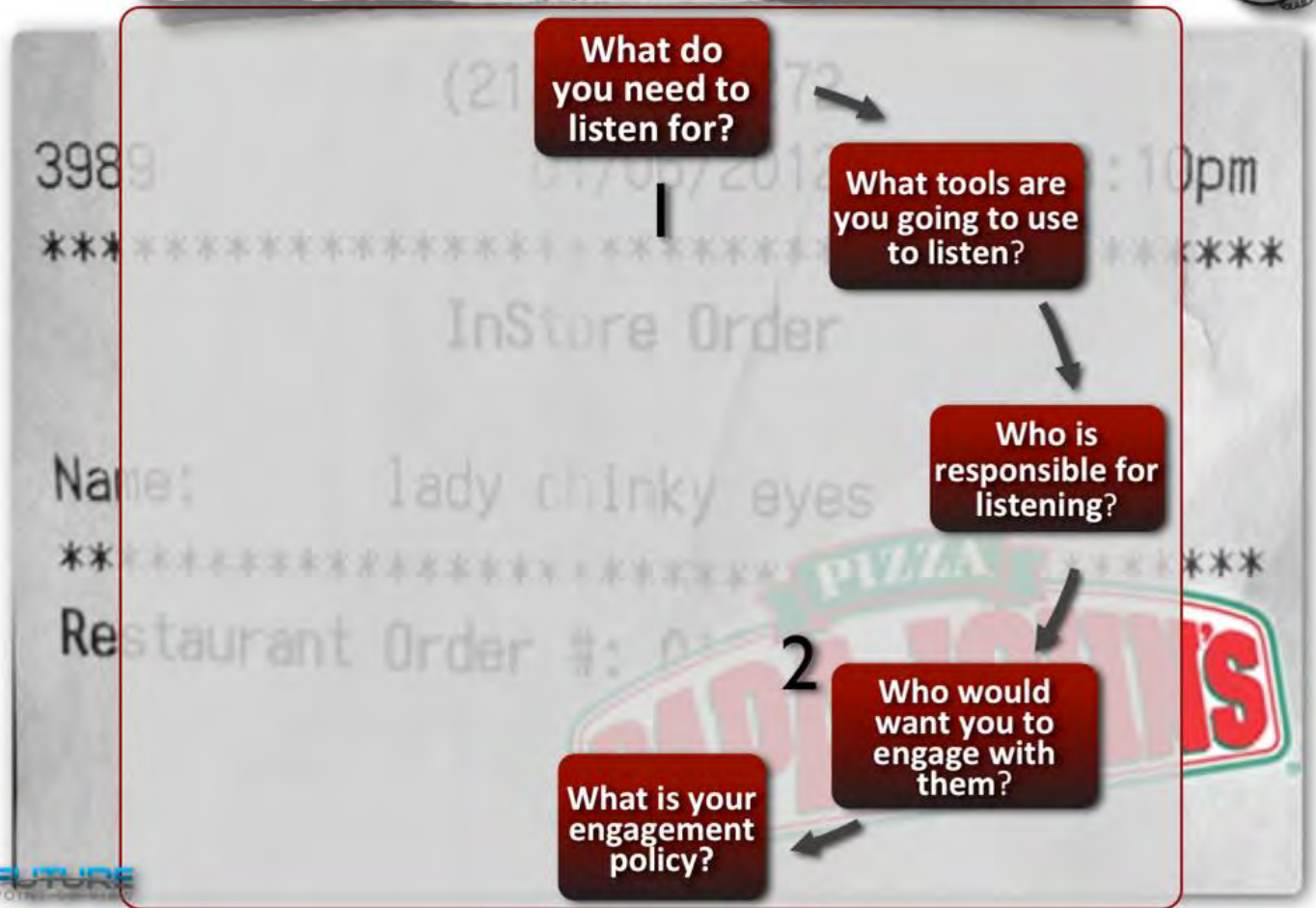
Who is responsible for listening?

# Managing Online Reputation

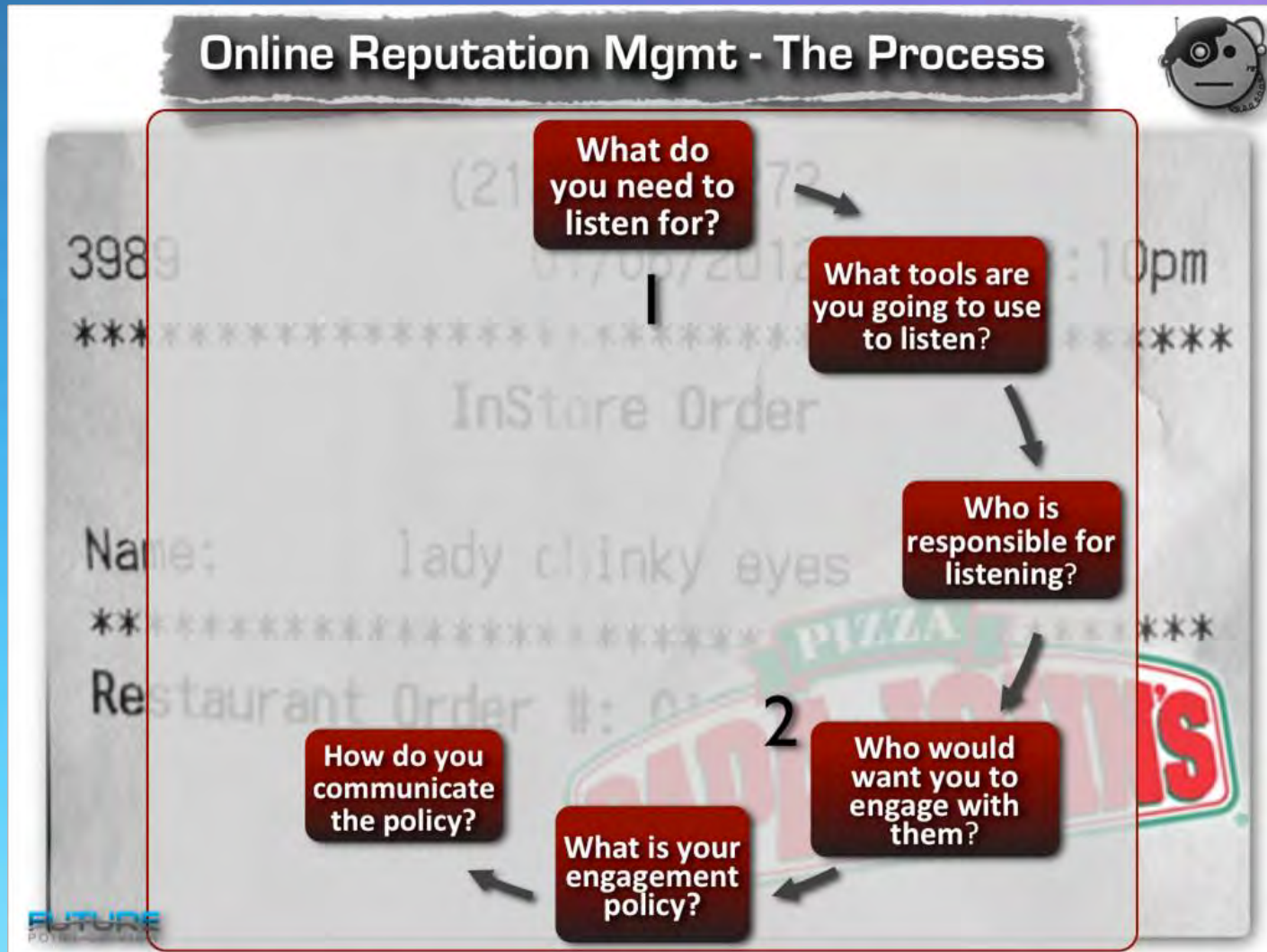
SMB

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## Online Reputation Mgmt - The Process



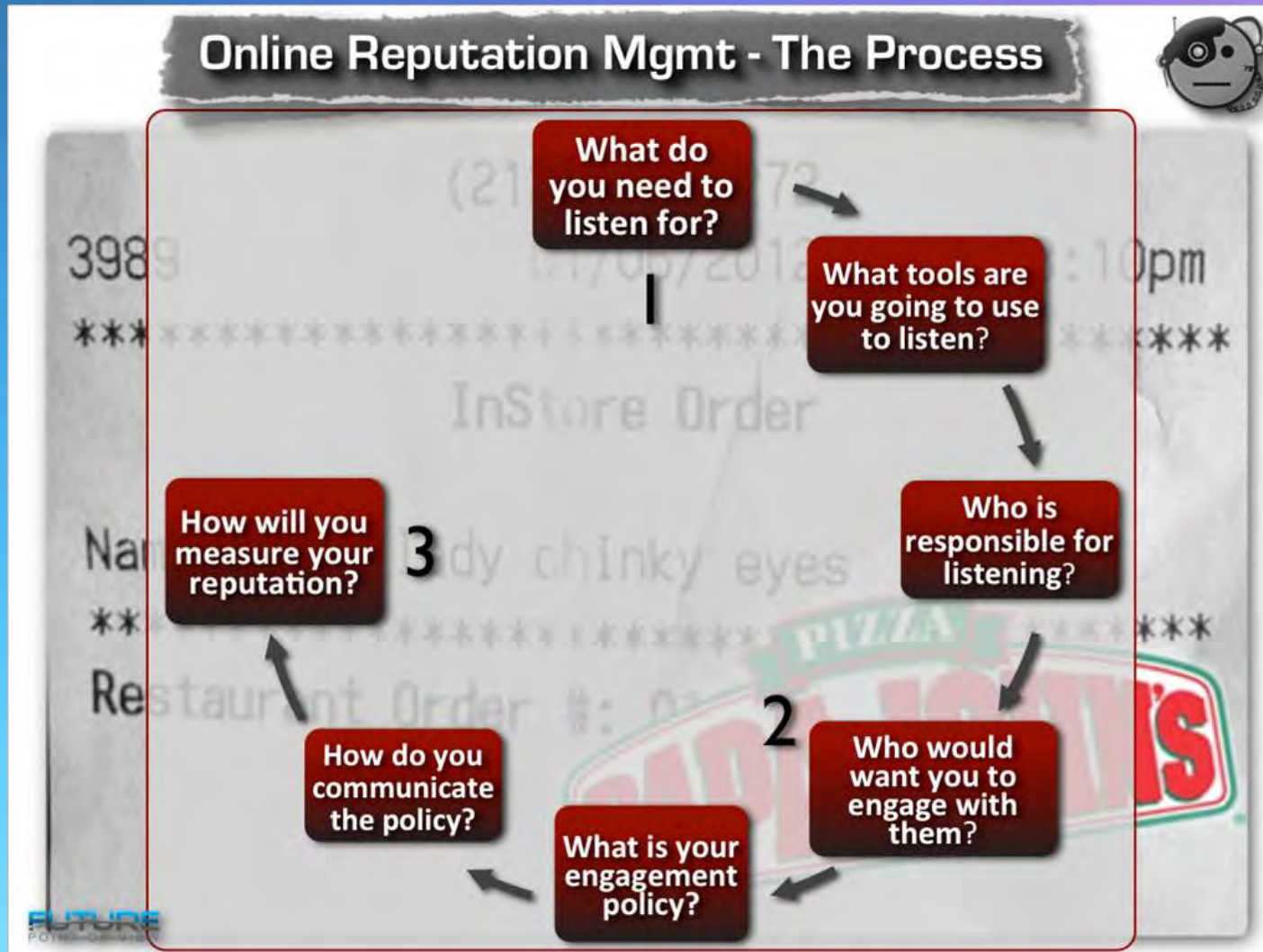
# Managing Online Reputation



# Managing Online Reputation

SMB

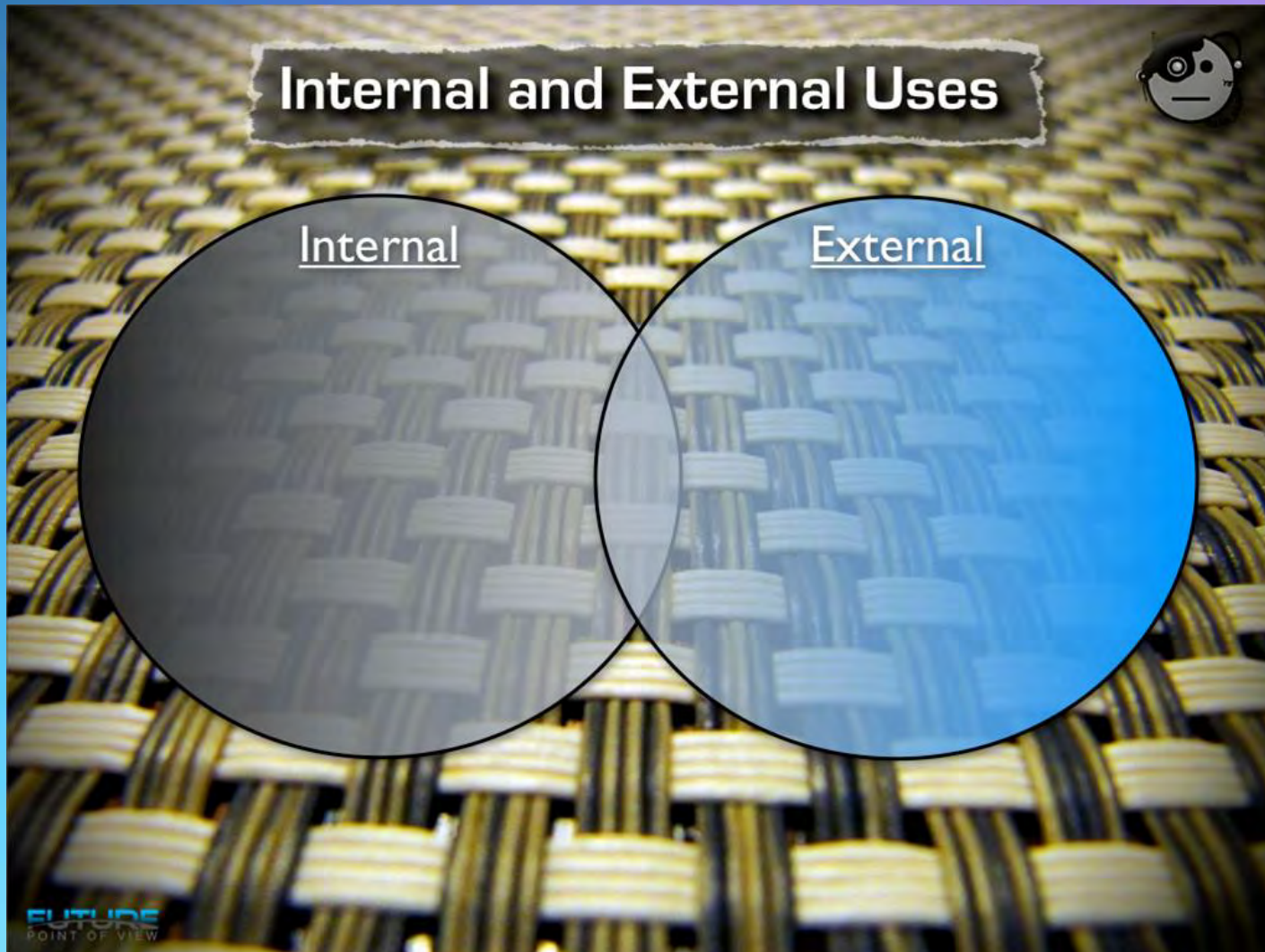
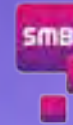
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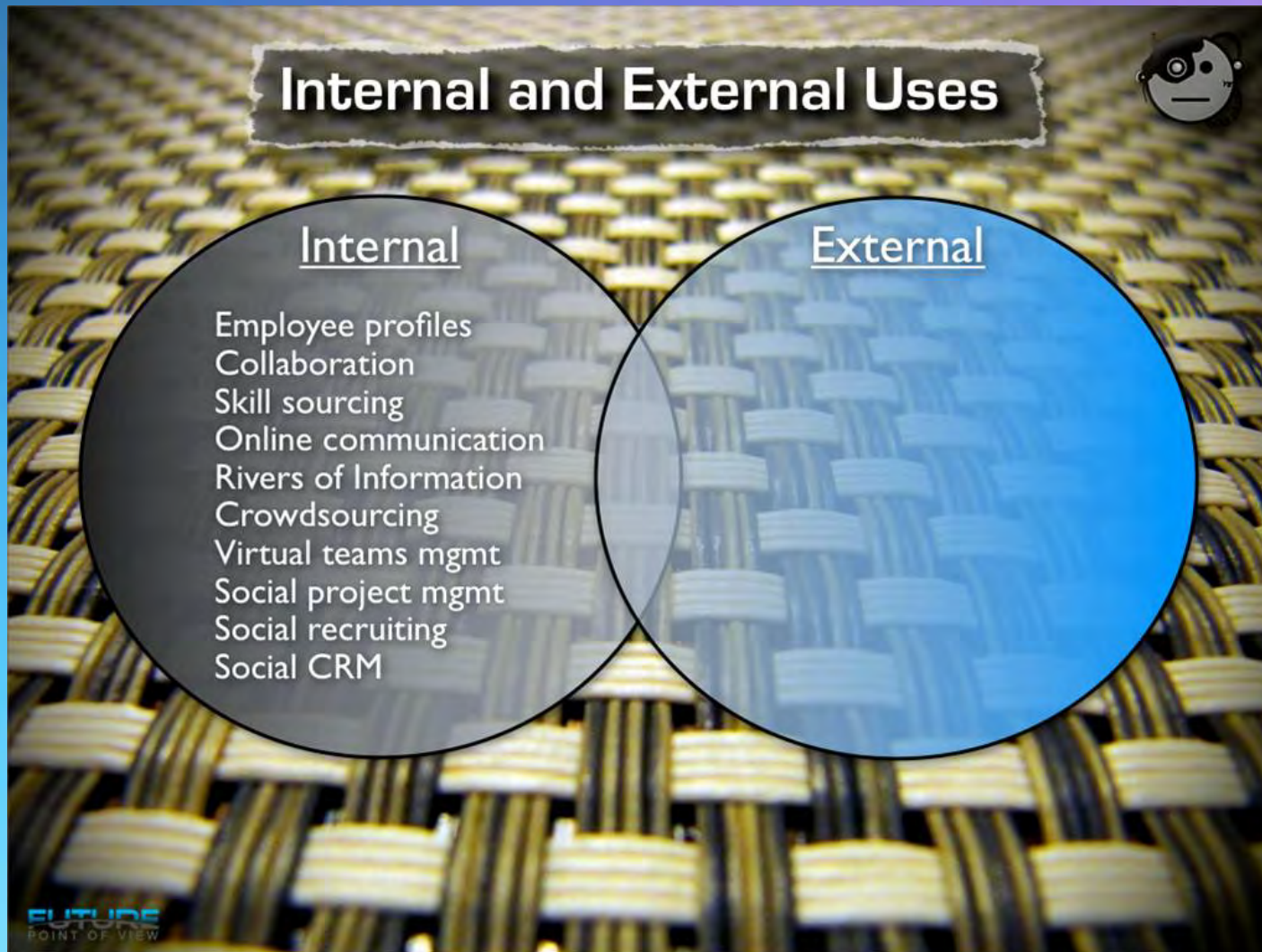
# Managing Online Reputation



# Type of Usages



# Type of Usages: Internal

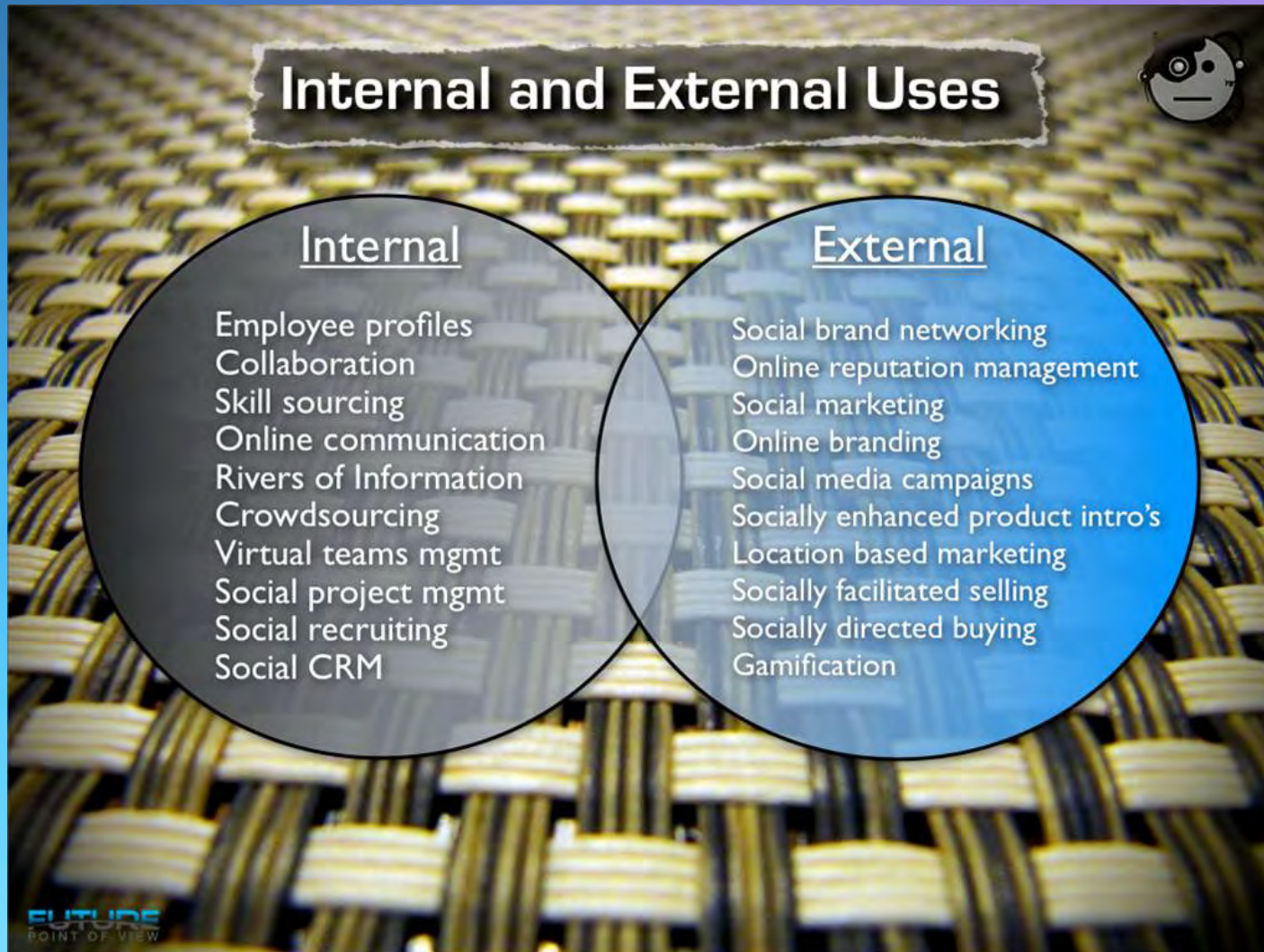




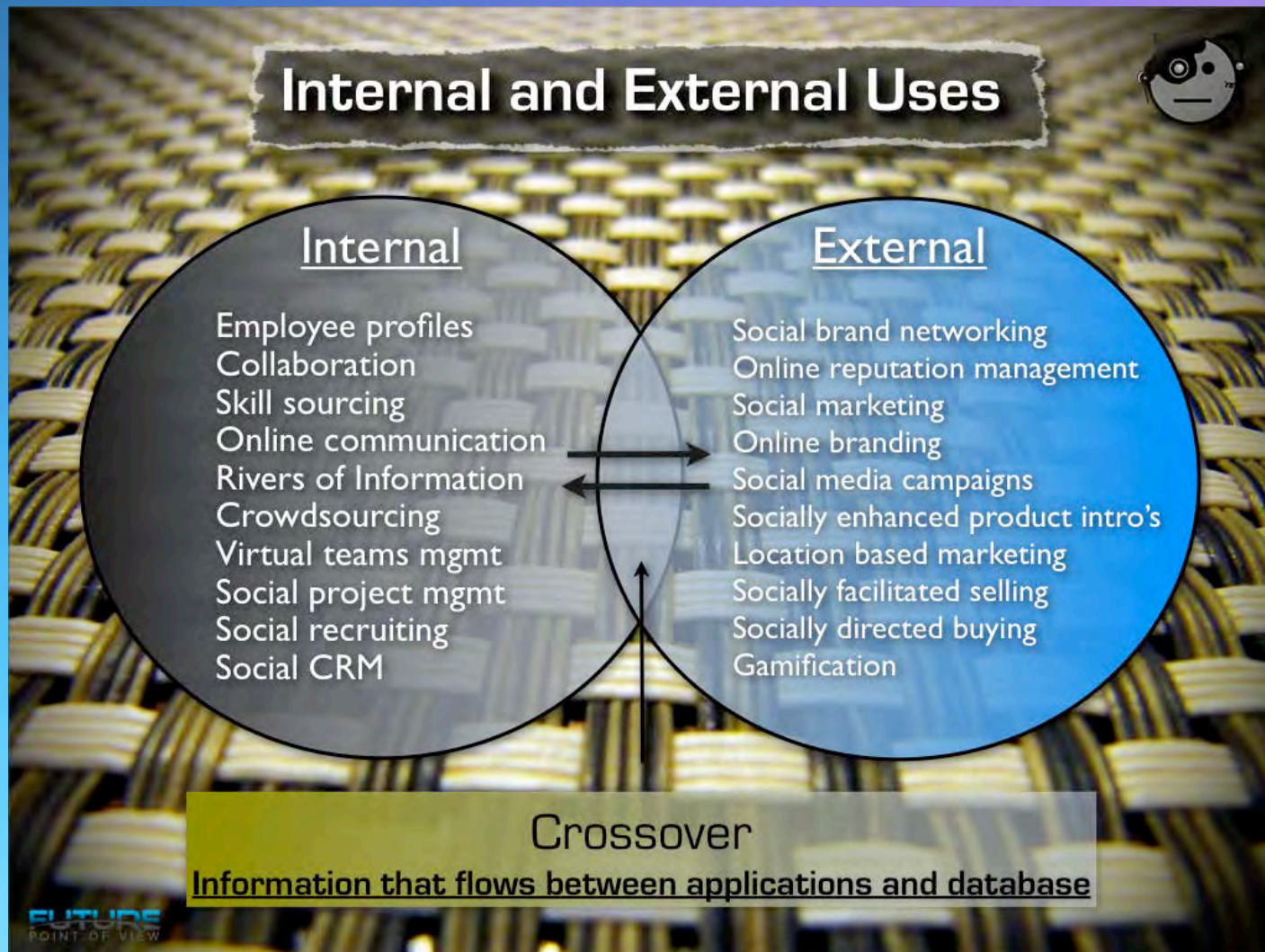
# Type of Usages: External

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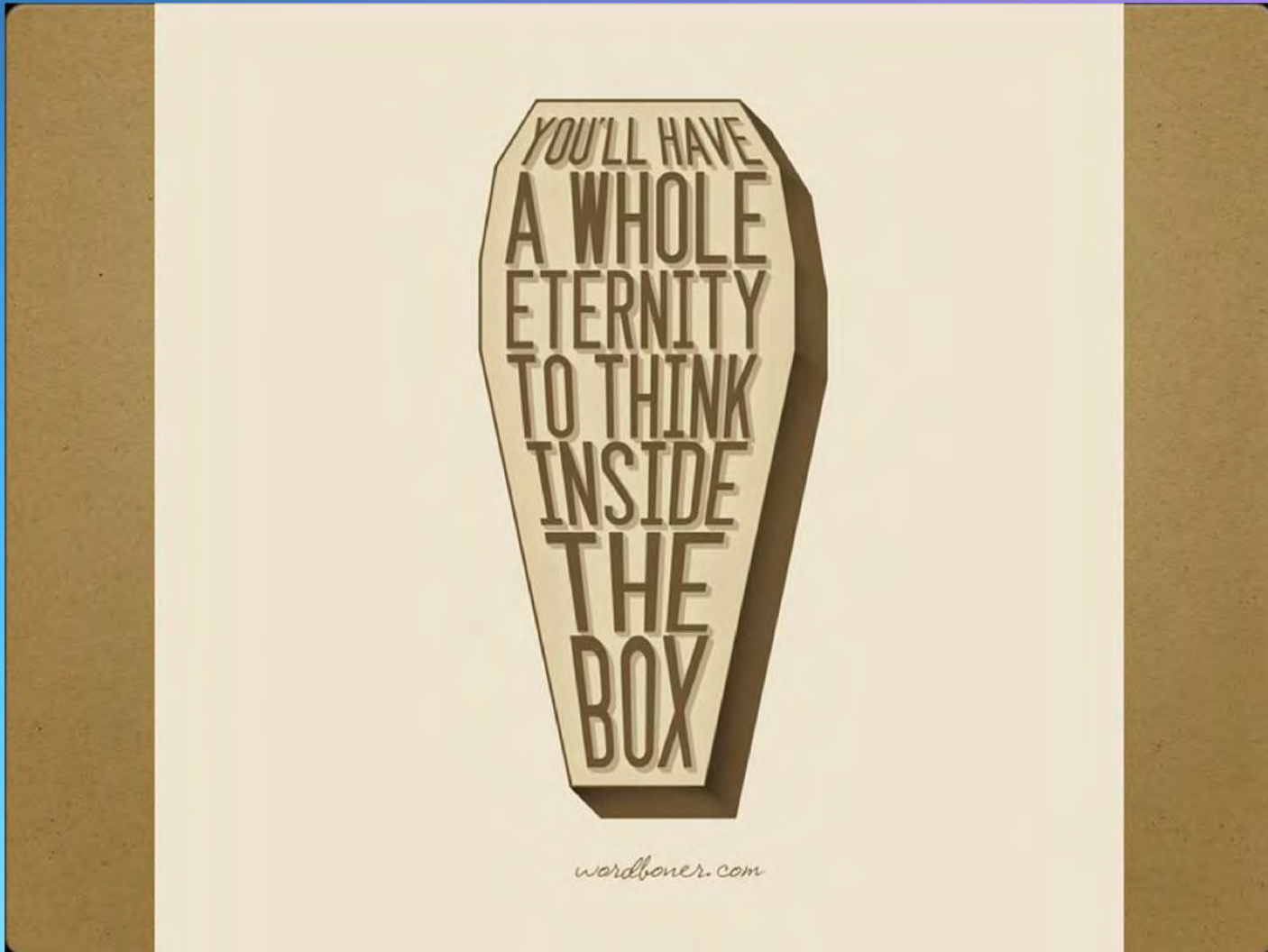


# Type of Usages



# Conclusion

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# Q&A Session

# Disclaimer

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**Thank you**