

# The Social Imperative



How do you decide to buy a book?



How do you decide to watch a film?

"Extremely funny . . . Inspired lunacy . . .  
over much too soon."

-*The Washington Post Book World*

Seconds before the Earth is demolished to make way for a galactic freeway, Arthur Dent is plucked off the planet by his friend Ford Perfect, a researcher for the revised edition of *The Hitchhiker's Guide to the Galaxy* who, for the last fifteen years, has been posing as an out-of-work actor.

Together this dynamic pair begin a journey through space aided by quotes from *The Hitchhiker's Guide to the Galaxy* and a galaxy-full of fellow travelers.



Frequently Asked Questions About Time Travel Trailer - Out on DVD NOW

What you do on social media is your...

...‘personal brand’ book’s back cover!

...own trailer!



Our personal brand is our business.

So, we are all in the B2C business!



The communications landscape has changed  
forever.

# Organizations communicate with people

...via advertising (one-way communication)

...via journalists (one-way communication)



Now, organizations communicate with people...  
directly.

And, it's a two-way communication!



People in an organization communicate  
with people directly too!



As business leaders,

beyond influencing your organization and  
peers (that you are directly in touch with),

you now have an opportunity  
to build and nurture your own image.

Without filters.

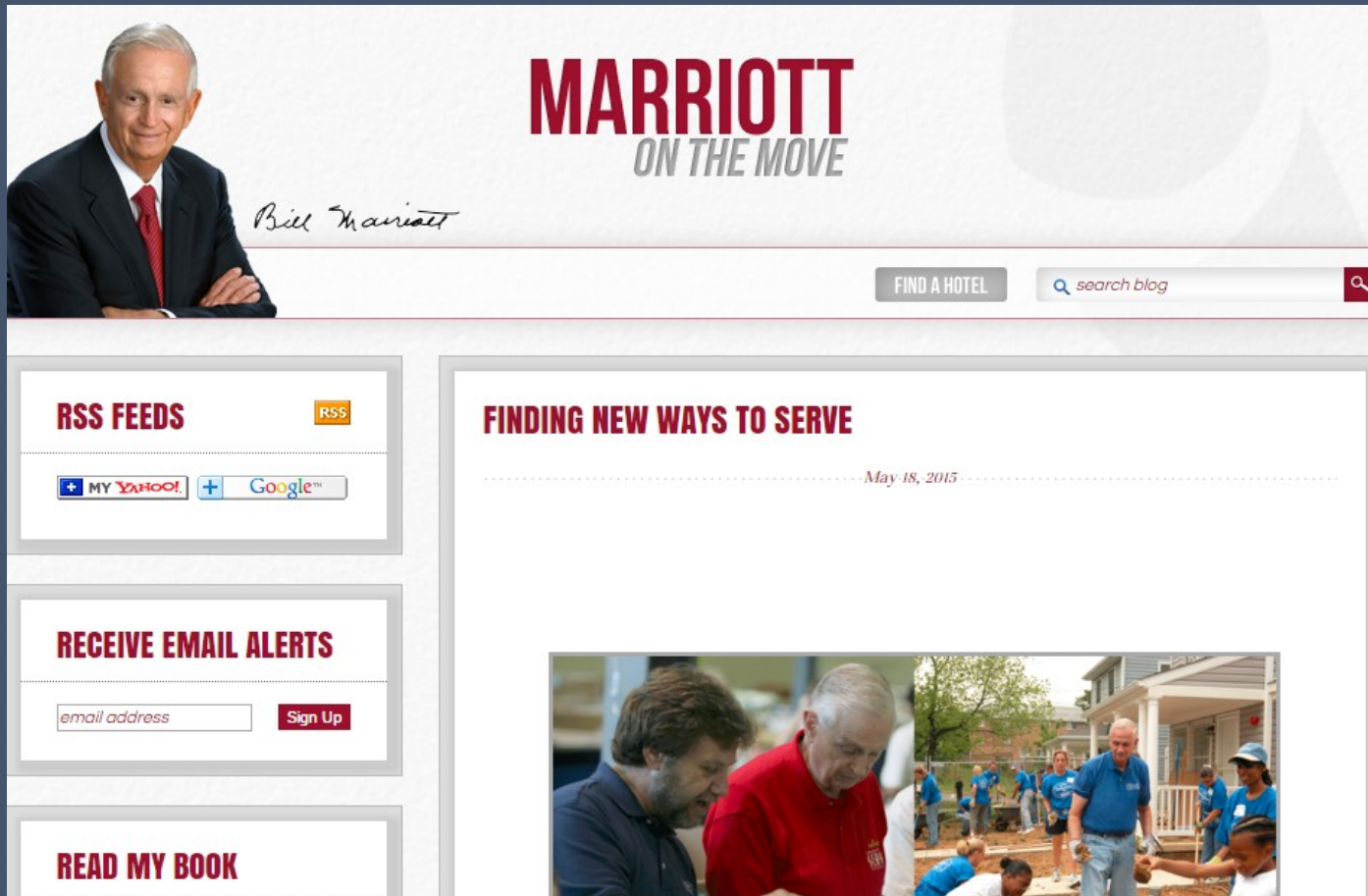
How?

By expressing your thoughts and  
points of view on social media.

But it is not easy.

Prepare for it as if an audience is waiting  
for you to start speaking from a stage.

Inspiration?



Bill Marriott  
 Executive Chairman and  
 Chairman of the Board Marriott  
 International, Inc.

### Themes

1. Marriott properties
2. Personal, emotional stories
3. CSR efforts
4. Organizational culture
5. Willingness to learn

### Platforms

6. Blog

*Sincere apologies to the the folks from Park Hyatt who may be looking at this slide* **7** *with* Just started on LinkedIn

*Agilony*



**Arne Sorenson**

See the World

**Peggy Fang Roe**

Capturing the Flags

**David Beebe**

Connecting with Creative + Content

**Kathleen Matthews**

Elevating the Mission

**Bill Marriott**

Putting People First

**Erika Alexander**

Mentoring as Leading

**George Corbin**

Strategic Journeys

**Wolfgang Lindbauer**

Be the Tastemaker

**Amanda Waks**

Conversation Generation

**Craig Smith**

Exploit the Differences

**David Rodriguez**

Wellbeing Matters

**Matthew Von Ertfelda**

Living Innovation



**Overheard@Marriott**

2,304 followers

**Follow**



Dispatches From the World of Travel

Follow and be part of the conversation with some of Marriott International's most interesting voices.

**Website**

<http://www.marriott.com>

**Industry**

Leisure, Travel & Tourism

**Followers**



See more

**Overheard@Marriott**

**Overheard@Marriott**





MENU **Virgin** Richard

3.6k Shares  
19 May 2015  
44 years of the failed war on drugs - but the taboo is breaking

3.7k Shares  
19 May 2015  
Get on your bike

@RICHARDBRANSON  
f t in  
ig+ YouTube  
Get personalised content recommendations based on your Facebook Likes  
Connect with Facebook

Tweets  
Richard Branson  
@richardbranson  
How motorised bicycles could cut commute times &

4.9k Shares  
4.9k Shares

in Search for people, jobs, companies, and more... Advanced 899+ 800

Home Profile Connections Jobs Interests Business Services Try Premium for free

**Richard Branson** **in**fluencer  
Founder at Virgin Group  
7,922,181 followers Follow

Posts (61) Recent Activity (103)

**Everyone Should Have a Second Chance**  
May 4, 2015  
104,785 2,904 420

**How To Create Fantastic Company Culture**  
April 20, 2015  
92,234 4,637 347

**How My Elaborate Plans Backfired and Landed Me**  
April 6, 2015  
170,907 2,703 547

**YOUR PITCH TO RICH GOES HERE\_**

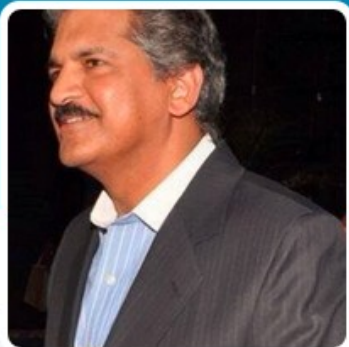
my Sale

Richard Branson  
<do you really want me to add his designation?>

Themes  
<you name it, it's there!>

- Platforms
1. Virgin blog
  2. LinkedIn
  3. Twitter

*Agiloy*



**anand mahindra** ✓

@anandmahindra

Chairman and Managing Director,  
Mahindra Group

Mumbai, India

[mahindra.com](http://mahindra.com)

Joined April 2009

TWEETS 9,731 FOLLOWING 187 FOLLOWERS 1.9M FAVORITES 38

Tweets Tweets &



**anand mahindra** ✓  
@anandmahindra

anand mahindra retweeted  
**Naandi Foundation**  
WE ARE HIRING!  
Over the last nine y  
Education Departm

Before this guy came along, when you googled 'Musk,' all you got was perfume & melons.... [pic.twitter.com/Uvglgmh26S](http://pic.twitter.com/Uvglgmh26S)



12:11pm · 20 May 2015 · Twitter for iPad

133 RETWEETS 139 FAVORITES



Search for people, jobs, companies, and more

**Anand Mahindra**

Chairman, Mahindra Group

Mumbai, Maharashtra, India | Automotive

Current Mahindra Group

Previous Mahindra & Mahindra

Education Harvard Business School

Send Anand InMail

Background



Summary

Anand Mahindra is currently the Chairman of the Mahindra Group. Founded as a step in 1945, the Group today is a global federation of companies united by a common purpose: to help people to 'Rise'.

Anand was born on May 1, 1955 in Mumbai to Harish and Indira Mahindra. Anand's father, a well-known industrialist, always emphasized the importance of using businesses to benefit society. Over the years,

# Anand Mahindra Chairman and Managing Director, Mahindra Group

## Themes

1. All-things-Mahindra
2. Topical things he has a pov on
3. Normal. Human things he does!

## Platforms

4. Only Twitter!

*Agilvy*



# The Kiruba incident

Hrush Jun 16, 2009

81 responses

About a week ago, a Twitter user, @kiruba, posted a [status update](#) with a link to a post he created on the [Cleartrip Forum](#). His Twitter update said:

ClearTrip.com took my money and DID NOT book my ticket to Malaysia. Had a harrowing experience at airport. <http://is.gd/TtH6>

Within a short period of time, 40 new Twitter status updates were posted. Some were simply 'retweeting' Kiruba's update; while others were demanding explanations, crucifying Cleartrip or pushing their own personal agendas.

As a customer-centric company, we are on Twitter to help our customers. We're also a company that places a very high premium on being transparent and honest with our customers; and this blog post is a blow-by-blow explanation of everything that happened here.

We'd like to state at the outset that we're not holding anything back here and even though there were various parties that contributed to the screw-up, we took complete ownership for resolving our customer's problem. That said, here goes...

As soon as we noticed Kiruba's original post, we swung into action. We apologised to Kiruba on Twitter and informed him that we were looking into the issue immediately.

Search the blog

940,048 fans  
Become a fan

10826 followers  
Follow us

### Recent Posts

- Cleartrip now supports Now Cards from Google
- More power to you on Cleartrip for Windows Phone
- Mobile traffic surpasses Desktop on Cleartrip (Quarterly Mobile Insight for Q4'14)
- Cleartrip gets a makeover on Mobile Web
- Presenting Cleartrip for Apple Watch

### Cleartrip on Twitter

RT @Satyajeeet: This sums it up brilliantly :)  
#Google #Nest via @sampullara  
<http://t.co/VwHTwxD66C>  
1 year ago

@sksinhkr Also, we are working to get the offer redemption option on Windows app.  
1 year ago

Hrush Bhatt  
Founder, Cleartrip

Themes & platforms  
None! Not active on Twitter and  
not on LinkedIn!  
But... is active, when needed,  
hands-on on Cleartrip blog!

Thought-starters to kick-start!



Think of your personal brand as a magazine.  
How will you fill 'your' pages? How often?

# Mine?

1. Social media, communications
2. Parenting
3. Music, movies
4. Science fiction
5. E-commerce, digital disruption

What are the 4-5 themes you'd want to be known for, sought after?



# 5-step thumb rule



The End

Fin