



Transcript from March 7, 2011 to March 13, 2011

All times are Pacific Time

March 7, 2011

- 11:16 am **driessen:** Booked my flight to the Social Business Summit in London #sbs2011
- 11:19 am **theparallaxview:** RT @driessen: Booked my flight to the Social Business Summit in London #sbs2011 >yay, see you there!
- 11:22 am **AnneBB:** Checking out the venue for Singapore Social Business Summit 6 April #sbs2011 (@ Boathouse) <http://4sq.com/dW8qM7>
- 11:36 am **aakelley:** The week ahead for me: a few days in the office to catch up. Off to Austin for #sbs2011 on Weds. A day in Plano & then to Louisville for VB.
- 1:13 pm **ronnypot:** Updated my SBS 2011 Index file <http://bit.ly/hkH6wn> with links to all kind of SBS resources. #sbs2011 #sbs11
- 1:17 pm **NGTJason:** Walkthrough for #SBS2003 to #SBS2011 migration: <http://bit.ly/f6UaHi>
- 2:16 pm **erikverwer:** New Blogpost: Shared Folders in Remote Web Access SBS2011 shows all shares <http://tinyurl.com/4h493c3> #SBS2011
- 4:10 pm **cdangson:** Social Psychological Principles of Change <http://t.co/CauSTos> >>> Join us for #sbs2011 March 10 in Austin | <http://t.co/wJOMfDQ> #socabiz
- 5:19 pm **nasirudanbaba:** Where #Microsoft Partners can download Windows Small Business Server 2011: <http://bit.ly/gMOLMR> #sbs2011 #m
- 6:09 pm **dachisgroup:** Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 6:10 pm **jennymurphy13:** RT @dachisgroup: Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 6:30 pm **mijori23:** RT @dachisgroup: Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 6:48 pm **natanyap:** RT @dachisgroup: Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 6:54 pm **keepaustinwierd:** Social Business Summit 2011 AUSTIN this Thurs | Limited seating - Register ASAP | <http://t.co/stEYCiu> @dachisgroup #SBS2011
- 6:55 pm **oscardavila:** Social Business Summit 2011 AUSTIN this Thurs | Limited seating - Register ASAP | <http://t.co/TLKxtkv> @dachisgroup #SBS2011
- 7:24 pm **livioh:** RT @dachisgroup: SBS 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 7:35 pm **dogwonder:** RT @livioh: RT @dachisgroup: SBS 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 8:25 pm **vssupport:** To track the Social Business Summit 2011 in Austin use @dachisgroup #SBS2011
- 10:01 pm **jeffdachis:** Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 10:02 pm **Melissa YoungATX:** RT @jeffdachis: Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011

- 10:28 pm **tomcummings:** RT @jeffdachis: Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- March 8, 2011**
- 12:09 am **seandaniel:** Webcast Alert! - #SBS2011 Launch better together with #HP tomorrow at 8am (PST) - <http://bit.ly/gq2Bdk> #Productivity #Migration #Success
- 12:09 am **WindowsSBS:** Webcast Alert! - #SBS2011 Launch better together with #HP tomorrow at 8am (PST) - <http://bit.ly/gq2Bdk> #Productivity #Migration
- 12:19 am **YoshihiroOkabe:** RT @seandaniel: Webcast Alert! - #SBS2011 Launch better together with #HP tomorrow at 8am (PST) - <http://bit.ly/gq2Bdk> #Productivity #Migration #Success
- 12:53 am **janelle_amet:** Inspiring conversations from the Dachis Social business Summit #sbs2011: <http://wp.me/p1m7YE-5>
- 1:05 am **AtosOriginBlog:** RT @livioh: Social Business Summit 2011: 1 week AUSTIN, 4 weeks LONDON. Get invite/register ASAP! <http://bit.ly/70rO2V> #dachisgroup #headshift #sbs2011
- 3:05 am **archrival:** RT @jeffdachis: Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 6:48 am **mikehandes:** RT @janelle_amet: Inspiring conversations from the Dachis Social business Summit #sbs2011: <http://wp.me/p1m7YE-5>
- 7:11 am **ronnypot:** RT @WindowsSBS: Webcast Alert! #SBS2011 Launch better together with #HP tomorrow at 8am (PST) <http://bit.ly/gq2Bdk> #Productivity #Migration
- 8:18 am **FuzzyAUS:** #smbitpro Sydney twilight session on Friday 25th March.. 2 sessions, 1 on VOIP and the other on #SBS2011 Essentials
- 10:02 am **nieronet:** Neuer Blog-Beitrag: <http://tinyurl.com/6j43z5t> - Susan Bradley (@SBS2011): ? Migrate to #sbs2011 STD from Windows Small Business Server 2003?
- 10:20 am **nieronet:** Neuer Blog-Beitrag: <http://tinyurl.com/5tyfw4u> - ?und es wir doch von #Microsoft unterstützt: ?Migrating SBS 2003 to #SBS2011 Essentials?
- 11:43 am **jimworth:** So glad I'm going to #SBS2011 Thursday. Something to take my attention off my iPad 2 purchase planned for Friday ,^)
- 11:47 am **jimworth:** @jeffdachis Did you realize your hashtag competes with a Microsoft thing? #sbs2011 How about #sbs2011a (austin)
- 1:01 pm **gustavjonsson:** Just registered for Social Business Summit in London. @Podio will take over the world that week! See you there. #SBS2011
- 2:36 pm **dhinchcliffe:** RT @jeffdachis Social Business Summit 2011 AUSTIN | <http://t.co/V5pfENR> @dachisgroup #SBS2011 Looking forward to seeing everyone!
- 2:39 pm **glfceo:** ?@dhinchcliffe: RT @jeffdachis Social Business Summit 2011 AUSTIN | <http://t.co/V5pfENR> @dachisgroup #SBS2011 Looking4ward 2seeing everyone!
- 2:44 pm **mijori23:** RT @dhinchcliffe: RT @jeffdachis Social Business Summit 2011 AUSTIN | <http://t.co/V5pfENR> @dachisgroup #SBS2011 Looking forward to seeing everyone!
- 2:57 pm **jeffdachis:** Social Business Summit 2011 AUSTIN | <http://dach.is/8lO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 2:57 pm **theparallaxview:** RT @gustavjonsson: Just registered for Social Business Summit in London. @Podio will take over the world that week! See you there. #SBS2011
- 2:57 pm **jennymurphy13:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8lO2JQ> @dachisgroup #SBS2011 | KILLER line up!

- 2:58 pm **bkotlyar:** Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 2:58 pm **Stuzo:** RT @bkotlyar: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 3:00 pm **socialmediaftr:** RT @jeffdachis Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 3:00 pm **marketingftr:** RT @jeffdachis Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 3:01 pm **KaydiRavel:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 3:02 pm **C_Blomberg:** RT @gustavjonsson: Just registered for Social Business Summit in London. @Podio will take over the world that week! See you there. #SBS2011
- 3:19 pm **chuckdizzle78:** RT @bkotlyar: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 3:20 pm **smfarr:** I'll be there! @jeffdachis Social Biz Summit 2011AUSTIN | <http://t.co/V5pfENR> @dachisgroup #SBS2011 Looking forward to seeing everyone!
- 3:53 pm **cdangson:** RT @jeffdachis: Social Business Summit 2011 AUSTIN this Thurs | Limited seating available - Register ASAP | <http://bit.ly/70rO2V> @dachisgroup #SBS2011
- 4:07 pm **akjnc:** Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 4:38 pm **seanwood:** Looking forward to it! RT @@jeffdachis Social Business Summit 2011 <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 4:48 pm **AustinBusiness:** RT @akjnc: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 6:26 pm **hulthin:** RT @gustavjonsson: Just registered for Social Business Summit in London. @Podio will take over the world that week! See you there. #SBS2011
- 6:51 pm **gordonr:** Sadly won't be in Austin this March. Look for @dgibbons at #SBS2011 and #SXSW in his @thoughtfarmer t-shirt instead.
- 8:23 pm **andyjankowski:** Your Top Social Business Questions Answered <http://bit.ly/hstCMh> #SocialBiz #Collaboration #e20 #sbs2011
- 11:01 pm **HeadshiftOZ:** Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | ON this Week! | Singapore 6 April
- 11:01 pm **AnneBB:** Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | ON this Week! | Singapore 6 April
- 11:01 pm **HeadshiftASIA:** Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | ON this Week! | Singapore 6 April
- 11:03 pm **dachisgroup:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!
- 11:35 pm **jeffdachis:** Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!
- 11:35 pm **thinkoutloud:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!
- 11:45 pm **ellenreynolds:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!
- 11:46 pm **joshua_d:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!
- 11:51 pm **dogwonder:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!

March 9, 2011

- 12:34 am **IIZLIZ:** '@dachisgroup may have topped itself with this line-up for #SBS2011 on Thurs <http://dach.is/8IO2JQ> - excited to learn from these luminaries
- 12:42 am **tomcummings:** RT @IIZLIZ: '@dachisgroup may have topped itself with this line-up for #SBS2011 on Thurs <http://dach.is/8IO2JQ> - excited to learn from these luminaries
- 12:46 am **smaxson:** RT @IIZLIZ: '@dachisgroup may have topped itself with this line-up for #SBS2011 on Thurs <http://dach.is/8IO2JQ> - excited to learn from these luminaries
- 12:53 am **jennymurphy13:** RT @iizLiz: '@dachisgroup may have topped itself with this line-up for #SBS2011 on Thurs <http://dach.is/8IO2JQ>
- 1:20 am **mostew:** In route to Seattle for #marketmix, then back to Austin for @DachisGroup #sbs2011 - exciting & sleepless 48 hrs ahead!
- 2:11 am **AustenTX:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!
- 2:23 am **zackolantern:** Yup. Excited for round 2 RT @iizLiz: '@dachisgroup may have topped itself with this line-up for #SBS2011 on Thurs <http://dach.is/8IO2JQ>
- 2:32 am **abickerstaff:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!
- 2:38 am **jennfuller:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!
- 3:33 am **jeffdachis:** RT @IIZLIZ: '@dachisgroup may have topped itself with this line-up for #SBS2011 on Thurs <http://dach.is/8IO2JQ> - excited to learn from these luminaries
- 3:38 am **190east:** RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | Excited to explore and learn with everyone!
- 3:39 am **leebryant:** RT @IIZLIZ: '@dachisgroup may have topped itself with this line-up for #SBS2011 on Thurs <http://dach.is/8IO2JQ> - excited to learn from these luminaries
- 3:40 am **bradkenney:** RT @iizLiz @dachisgroup may have topped itself with this line-up for #SBS2011 on Thurs <http://dach.is/8IO2JQ> < stream this pls
- 6:56 am **TechmoTim:** techNet Webcast: #SBS2011 Standard Launch Better Together with #HP on March 15th @ 8am Pacific <http://bit.ly/gLGfoi>
- 6:57 am **TechmoTim:** techNet Webcast: Maximizing the Value of #SBS2011 Standard with #DellSolutions on March 22nd @ 8am Pacific <http://bit.ly/fjLeqU>
- 7:55 am **rokory:** Ich bin dann ab 9:30 dran. #sbs2011
- 8:03 am **rokory:** Gleich geht's los. <http://twitpic.com/47q11y> Live Stream <http://katapult.tv/partner> #sbs2011
- 8:12 am **rokory:** Es verzögert sich um etwa 15 Minuten. Warteschlange bei der Registrierung. <http://katapult.tv/partner> #sbs2011
- 8:15 am **TechGuyat:** Small Business Server 2011 Partner Launch - #Live Tweets - #SBS2011
- 8:16 am **rokory:** Los geht's <http://twitpic.com/47q462> Stream <http://katapult.tv/partner> #sbs2011
- 8:18 am **ntx:** RT @rokory Los geht's <http://twitpic.com/47q462> Stream <http://katapult.tv/partner> #sbs2011
- 8:19 am **rokory:** Ich bin dann um ca. 9:40 dran. <http://katapult.tv/partner> #sbs2011
- 8:20 am **TechGuyat:** #SBS2011 in 2 Versionen, Essentials und Standard
- 8:20 am **ntx:** RT @rokory Ich bin dann um ca. 9:40 dran. <http://katapult.tv/partner> #sbs2011

3/13/2011

Transcript for #sbs2011 - What the Has...

8:27 am

TechGuyat: #SBS2011 enthält #Exchange2010, Sharepoint Foundation

9:55 am

livioh: RT @iizLiz: @dachisgroup may have topped itself with this line-up for #SBS2011 <http://dach.is/8IO2JQ> -excited to learn from these luminaries

10:12 am

smfarr: Getting ready to head out for #SBS2011 tomorrow!

10:30 am

andyjankowski: Top Social Business Questions & Answers <http://bit.ly/hstCMh> #SocialBiz #Collaboration #e20 #sbs2011

10:41 am

olga_nk: RT @livioh: RT @iizLiz: @dachisgroup may have topped itself with this line-up for #SBS2011 <http://dach.is/8IO2JQ> -excited to learn from these luminaries

11:47 am

mijori23: RT @jeffdachis: Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 | KILLER line up!

11:58 am

jimworth: @the_spinmd I'm in and out for a meeting Thursday #sbs2011 Arrive tonight, return Friday morning. W hotel

1:04 pm

jimworth: Heading to the office this AM then EWR-AUS this PM for #sbs2011 tomorrow. High impact #socabiz gathering ahead :^)

2:07 pm

andyjankowski: In flight to #SBS2011 Austin. Looking forward to blogging the event <http://bit.ly/hstCMh> #SocialBiz #Collaboration #e20

2:10 pm

peterschra: Super leuk project voor de boeg.. #HyperV #SBS2011 #Terminal Server 2008

2:19 pm

andyjankowski: #SBS2011 Anyone have any recommendations for an "authentic Austin" lunch downtown? Hoping to experience a locals-only type place.

2:27 pm

jwillie: Me too RT @jimworth: Heading to the office this AM then MDW-AUS this PM for #sbs2011 tomorrow. High impact #socabiz gathering ahead :^)

3:33 pm

TheCoolProjectT: RT @oscardavila: Social Business Summit 2011 AUSTIN this Thurs | Limited seating - Register ASAP | <http://t.co/TLKxtkv> @dachisgroup #SBS2011

3:47 pm

jeffdachis: Less than 24 hours to Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 with the gracious support of IBM !

3:48 pm

Greg2dot0: @jeffdachis @dachisgroup Good Luck Guys! Wish I was going to be there...maybe next year. #sbs2011

3:49 pm

jennymurphy13: RT @jeffdachis: Less than 24 hours to Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011

4:35 pm

THEROCKSINN: RT @TechGuyAT: #SBS2011 Essentials nur noch für die #Cloud

4:45 pm

Greg2dot0: @ITSinsider Are you feeling better? Going to make #sbs2011?

5:27 pm

drewmattison: Social Business Summit is starting up - #sbs2011 Time to get social calibrated.

5:52 pm

himmlischeit: RT @TechGuyAT: #SBS2011 Essentials nur noch für die #Cloud

6:52 pm

jimworth: EWR-AUS Next stop #sbs2011 (@ Newark Liberty International Airport (EWR) ? w/ 29 others) <http://4sq.com/hy7JUA>

7:11 pm

smfarr: @russjohnson in Austin! Off to visit @kali1313 and to attend conference #sbs2011

8:00 pm

EmilyCarterS: En route- BOS to AUS for #SBS2011 and the kickoff to #SXSW! #geektweet

8:07 pm

rawn: Heads down cleaning up my presentation for Dachis #sbs2011 in Austin tomorrow

8:16 pm

jimworth: .@rawn looking forward to a meetup. How about the W at 8pm tonight? #sbs2011

8:34 pm

dmeiselman: Off to Austin to learn, have fun, and see colleagues + friends, new + old. #sxsw #sbs2011

8:42 pm

vssupport: We can't wait to meet everyone at #SBS2011 in AUS tomorrow!

8:46 pm

andyjankowski: So far Austin is exactly as advertised. <http://twitpic.com/47wf2u> Very cool!

- 8:56 pm **katmandelstein:** Love it! #sbs2011
RT @jeffdachis: Less than 24 hours to Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 with the gracious support of IBM !
- 8:58 pm **leighpbailey:** Social Business Summit 2011 AUSTIN | <http://dach.is/8IO2JQ> @dachisgroup #SBS2011 #twitter
- 9:50 pm **cdangson:** Lots of @dachisgroup folks arriving into town today for our big event tomorrow #sbs2011 (@ Dachis Group Office) <http://4sq.com/fF13Pd>
- 9:59 pm **IIZLIZ:** @zackolantern excellent! Glad you will be at #sbs2011... I remember I had your Twtr list from '10 as a column in tweetdeck for months after
- 10:26 pm **zackolantern:** Hey #sbs2011 - I've made a Twitter list of attendees/presenters. Not on it? Let me know. <http://bit.ly/dVVxVY>

March 10, 2011

- 12:15 am **jwillie:** MDW-AUS #sbs2011 #sxswi anyone else on SWA 7 (@ Chicago Midway International Airport (MDW) ? w/ @contessagibson) <http://4sq.com/gWDYjm>
- 12:30 am **andyjankowski:** Thanks Zach! RT @zackolantern: Hey #sbs2011 ... Twitter list of attendees/presenters. Not on it? Let me know. <http://bit.ly/dVVxVY>
- 12:37 am **jwillie:** RT @andyjankowski: RT @zackolantern: Hey #sbs2011 ... Twitter list of attendees/presenters. Not on it? Let me know. <http://bit.ly/dVVxVY>
- 1:00 am **jimworth:** Impromptu tweetup organizing at the W for #sbs2011 arrivals tonight. Starting soon. 4 are confirmed already. Cc:@rawn
- 1:06 am **jwillie:** I will be there @10 RT @jimworth: Impromptu tweetup organizing at the W for #sbs2011 arrivals tonight. Starting soon. Cc: @rawn
- 1:10 am **vssupport:** RT @zackolantern: Hey #sbs2011 - I've made a Twitter list of attendees/presenters. Not on it? Let me know. <http://bit.ly/dVVxVY>
- 1:15 am **dhinchcliffe:** At the Red Carpet Club in O'Hare, waiting for my flight to Austin for #SBS2011. Looking forward to meeting old friends and making new ones.
- 1:32 am **akjnc:** #Sbs2011 run-through!!! So pumped for tomorrow:) (@ W Austin w/ 5 others) <http://4sq.com/fNDGTt>
- 1:43 am **jimworth:** Heading to moonshine with chris s for pretweetup dinner #sbs2011
- 1:50 am **joshua_d:** cool. Count me in RT @zackolantern: Hey #sbs2011 - I've made a Twitter list of attendees/presenters. Not on it? <http://bit.ly/dVVxVY>
- 1:55 am **tomcummings:** RT @zackolantern: Hey #sbs2011 - I've made a Twitter list of attendees/presenters. Not on it? Let me know. <http://bit.ly/dVVxVY>
- 1:58 am **jimworth:** Dinner with @cslemp for #sbs2011 (@ Moonshine Patio Bar & Grill) <http://4sq.com/enV6nZ>
- 2:23 am **mrcruce:** Provider sponsored patient social medical networks tapping into clinical records, by IBM - nice. #SBS2011 <http://Ez.com/socmedical>
- 2:30 am **mrcruce:** Looking forward to knowledge sharing among the social business thought leaders at #SBS2011 tomorrow at the W ahead of SXSWi. Fun brains.
- 2:41 am **joekunter:** In DIA waiting to board my flight for #SBS2011 in Austin. Looking forward to it!
- 3:08 am **andyjankowski:** Just had some awesome bar-b-que at Stubb's. May have to shower before tonight's #sbs2011 tweetup.
- 3:54 am **jwillie:** Next stop #sbs2011 W Austin (@ Austin Bergstrom International Airport (AUS) ? w/ 60 others) <http://4sq.com/fUEse2>
- 4:41 am **jwillie:** Cool hotel alert. #sbs2011 #sxswi (@ W Austin w/ @jimworth) <http://4sq.com/hUGSFc>
- 4:54 am **jimworth:** @csrollson I'm here with @jwillie at the W. He stays, but I return fri AM.

We're here for #sbs2011

- 5:20 am **jimworth:** #sbs2011 "there's an app for that". Search "Dachis" on the Apple app store for the official 2011 Social Business Summit app.
- 5:23 am **vzrvjv:** RT @jimworth: #sbs2011 "there's an app for that". Search "Dachis" on the Apple app store for the official 2011 Social Business Summit app.
- 5:29 am **rashaproctor:** @zackolantem. Zack, My dog ate my laptop (no really :-)). I just registered #sbs2011, can you add me to the list pls. Thx.
- 5:42 am **rashaproctor:** Attending #sbs2011 followed by SXSW. Great lineup. Amazing 11days with amazing people.
- 6:03 am **jwillie:** First check in to # sbs2011 (@ Dachis Social Business Summit (#sbs2011)) <http://4sq.com/h8Ydol>
- 6:20 am **lawrencecoburn:** Fired up to hear @pud speak about radical sharing tmw #SBS2011
- 9:01 am **livioh:** RT @jimworth: #sbs2011 "there's an app for that". Search "Dachis" on the Apple app store for the official 2011 Social Business Summit app.
- 9:01 am **Annemcx:** RT @livioh: RT @jimworth: #sbs2011 "there's an app for that". Search "Dachis" on the Apple app store for the official 2011 Social Business Summit app.
- 10:18 am **driessen:** RT @jimworth: #sbs2011 "there's an app for that". Search "Dachis" on the Apple app store for the official 2011 Social Business Summit app.
- 10:24 am **driessen:** @zackolantem Ah, great. Thx. I'll be at the London Summit. #sbs2011
- 11:57 am **jimworth:** @zackolantem I turned your #sbs2011 list into a Daily: <http://paper.li/Zackolantem/sbs2011> It will have a great editorial staff
- 12:07 pm **Melissa YoungATX:** Great lineup today @DachisGroup #sbs2011! <http://lnkd.in/DeAzE3>
- 12:07 pm **joeknowsjo:** DJ Jazzy Jeff & Fresh Prince remix for @DachisGroup: Summit, Summit, Summit-TIME! #SBS2011
- 12:34 pm **smfarr:** no app for droid users? sigh. #sbs2011 "there's an app 4 that". Search "Dachis" on Apple app store for 2011 Social Biz Summit app. @jimworth
- 12:36 pm **zackolantem:** RT @jimworth: @zackolantem I turned your #sbs2011 list into a Daily: <http://paper.li/Zackolantem/sbs2011> It will have a great editorial staff
- 12:48 pm **jillianf:** Looking forward to today's Social Business Summit cc: @dachisgroup #sbs2011
- 12:54 pm **jwillie:** I just became the mayor of Dachis Social Business Summit (#sbs2011) on @foursquare! <http://4sq.com/gqNSwx>
- 12:54 pm **jwillie:** I'm at Dachis Social Business Summit (#sbs2011) (200 Lavaca St., Austin) <http://4sq.com/dToApr>
- 1:01 pm **jwillie:** @jimworth always need to be on top of my game #sbs2011
- 1:02 pm **mashalpa:** SAD RT @smfarr no app for droid users? sigh. #sbs2011 "there's an app 4 that". Search "Dachis" on Apple app st? (cont) <http://deck.ly/~XGep6>
- 1:13 pm **kendomen:** RT @peterkim: Follow @dachisgroup #sbs2011 today for updates (@ W Austin) <http://4sq.com/h3DeQZ>
- 1:14 pm **drewmattison:** #sbs2011 today. Conversations about the connected company from @dachisgroup and other thought leaders.
- 1:14 pm **jimworth:** Austin #sbs2011 @ W Hotel <http://instagr.am/p/Cljoo/>
- 1:17 pm **jimworth:** Austin sunrise at #sbs2011 @ W Hotel <http://instagr.am/p/Cljw5/>
- 1:30 pm **jwillie:** <http://ow.ly/i/90c6> where I will be post #sbs2011
- 1:42 pm **zackolantem:** #sbs2011 (@ W Austin w/ 6 others) <http://4sq.com/f8xDf0>
- 1:42 pm **jimworth:** I'm at Dachis Social Business Summit (#sbs2011) w/ @jwillie <http://4sq.com/gUP02R>

- 1:45 pm **joshua_d:** On the way to #sbs2011 but stuck in traffic :(
- 1:50 pm **MeanRachel:** On my way to #SBS2011, having fun trying out my soon-to-be 1.8 mile "commute."
- 1:53 pm **tomcummings:** Follow #sbs2011 today for updates on the Dachis Group Social Business Summit!
- 1:54 pm **deancruise:** #sbs2011 @ W Austin Hotel & Residence <http://gowal.la/c/3Hwxo>
- 1:55 pm **jennymurphy13:** RT @tomcummings: Follow #sbs2011 today for updates on the Dachis Group Social Business Summit! @dachisgroup
- 2:03 pm **tmuellernyc:** In Austin at DachisGroup 2011 Social Business Summitt #SBS2011
- 2:04 pm **KozComm:** Getting ready for #sbs2011 - Social Business Summit - to begin. Will prob be tweeting like crazy.
- 2:04 pm **powersla:** Getting ready for the Dachis Group Social Business Summit in Austin, TX. Should be an interesting day. #SBS2011
- 2:05 pm **vssupport:** Ready to get started at #SBS2011 here in Austin!
- 2:09 pm **HMHJoe:** #sbs2011 looking forward to some thought-provoking discussion.
- 2:11 pm **rashaproctor:** Great lineup of speakers #sbs2011- getting ready to start.
- 2:14 pm **cslemp:** #sbs2011 great lineup about to start. sitting next to @dhinchcliffe and @andyjankowski
- 2:15 pm **tstaley:** At Dachis Social Business Conference #sbs2011 ... So far so good
- 2:15 pm **leebryant:** here we go! Peter Kim is kicking off the Austin summit - fantastic location and great event #sbs2011
- 2:15 pm **JasonFalls:** Settling into the #sbs2011. @peterkim kicking it off.
- 2:15 pm **ashbrown77:** I'm at Dachis Social Business Summit (#sbs2011) (200 Lavaca St., Austin) w/ 9 others <http://4sq.com/gVDkQr>
- 2:15 pm **twwebb:** Happy to be here (@ Dachis Social Business Summit (#sbs2011) w/ 9 others) <http://4sq.com/eCrDxm>
- 2:15 pm **seanwood:** I'm at Dachis Social Business Summit (#sbs2011) w/ @pfasano <http://4sq.com/elAKWL>
- 2:15 pm **jenvandermeer:** I'm at Dachis Social Business Summit (#sbs2011) (200 Lavaca St., Austin) w/ 10 others <http://4sq.com/hSX4sW>
- 2:15 pm **dhinchcliffe:** Huge crowd and plenty of buzz in Austin right now as the Social Business Summit kicks off. #sbs2011 #socbiz <http://t.co/tRBgOVq>
- 2:15 pm **MeanRachel:** Social Business Summit #SBS2011 (@ W Austin w/ 12 others) <http://4sq.com/eemfow>
- 2:16 pm **jackiehuba:** #sbs2011 (@ Dachis Social Business Summit (#sbs2011) w/ 12 others) <http://4sq.com/ecPE5P>
- 2:16 pm **tmuellernyc:** I'm at Dachis Social Business Summit (#sbs2011) (200 Lavaca St., Austin) w/ 13 others <http://4sq.com/gDAVnn>
- 2:16 pm **cdangson:** Let's get started! #sbs2011 (@ Dachis Social Business Summit (#sbs2011) w/ @ellenreynolds) <http://4sq.com/hYahQA>
- 2:16 pm **mlmasterson:** At the kick off for the Social Business Summit in ATX. #sbs2011
- 2:16 pm **AustenTX:** @dachisgroup #sbs2011 #ATX opening remarks with peterkim and @jeffdachis
- 2:16 pm **Sarbasays:** #SBS2011
- 2:16 pm **vzrvjv:** #sbs2011 (@ W Austin w/ @peterkim @tomcummings) <http://4sq.com/ePOwJ>
- 2:16 pm **bmenell:** Kicking off with @peterkim here at #sbs2011 (@ Dachis Social Business Summit (#sbs2011) w/ @cdangson @ellenreynolds) <http://4sq.com/hUGhK1>

- 2:16 pm **rashaproctor:** Great venue for #SBS2011 (@ Dachis Social Business Summit (#sbs2011) w/ 16 others) <http://4sq.com/hQntJn>
- 2:16 pm **ANewCLOUD:** Totally thrilled to be at Dachis Group at #sbs2011
- 2:16 pm **RobinGrant:** I'm at Dachis Social Business Summit (#sbs2011) (200 Lavaca St., Austin) w/ 16 others <http://4sq.com/gAxnMv>
- 2:16 pm **andyjankowski:** #sbs2011 great lineup about to start. Sitting next to @cslemp @dhinchcliffe and team Dachis.
- 2:16 pm **davegray:** @peterkim kicking off the Social Business Summit in Austin #sbs2011 <http://t.co/ncO95MM>
- 2:17 pm **natanyap:** Kicking off the @dachisgroup #sbs2011 social business summit. @ W Austin Hotel & Residence <http://gowal.la/c/3HwZy>
- 2:17 pm **engle:** Dachis #sbs2011 (@ W Austin w/ @monstro @ebclosmore) <http://4sq.com/hS9jSI>
- 2:17 pm **katmandelstein:** The #SBS2011 sponsored by @IBMSoftware is about to start #getsocial11 @ W Austin Hotel & Residence <http://gowal.la/c/3HwZC>
- 2:17 pm **dhinchcliffe:** We also have an official iPhone/iPad app for #SBS2011, you can find it in the App Store under the name 'Dachis'.
- 2:17 pm **MichaelDonnelly:** Attending #SBS2011 Looking forward to sharing, learning and meeting lots of gr8 people...Best! (@ W Austin) <http://4sq.com/eUcgvU>
- 2:18 pm **JanetWenzel:** Ready to kick it off #sbs2011 @dachisgroup at the W!
- 2:18 pm **turbotodd:** @peterkim kicking off the Social Business Summit in Austin #sbs2011 #whyaustin
- 2:18 pm **dokhtar110:** Excited to be at the Social Business Summit! #sbs2011
- 2:18 pm **ehuddleston:** Getting underway at Social Business Summit 2011 #sbs2011 @ W Austin Hotel & Residence <http://gowal.la/p/c8j9> #photo
- 2:18 pm **katerushsheehy:** Excited for #SBS2011 and #ed4good #AUS today!
- 2:19 pm **jillianf:** I'm at Dachis Social Business Summit (#sbs2011) (200 Lavaca St., Austin) w/ 21 others <http://4sq.com/i59cXY>
- 2:19 pm **beckyparker:** Watching @jeffdachis kick off the Social Business Summit #SBS2011
- 2:19 pm **chickfoxgrover:** happy to be here at #sbs2011 #ed4good #aus
- 2:19 pm **rawn:** RT @chickfoxgrover: happy to be here at #sbs2011 #ed4good #aus << same here
- 2:20 pm **laurenpicarello:** Excited for today's @dachisgroup Social Business Summit #sbs2011
- 2:20 pm **MegaJustice:** Just rolled tape for #sbs2011 - I love the speakers at this event. @Dachis is such a great company to work for. #eventprofs
- 2:20 pm **ashbrown77:** Ready to kick off #sbs2011 with @seanwood & @MichaelDonnelly !
- 2:20 pm **db:** Dachis Group 2011 Social Business Summit #SBS2011 (@ W Austin) #EightBit
- 2:21 pm **ellenreynolds:** RT @davegray: @peterkim kicking off the Social Business Summit in Austin #sbs2011 <http://t.co/ncO95MM>
- 2:21 pm **ANewCLOUD:** @PeterKim suggested that #sbs2011 attendees 'check-in' with #Gowalla or #foursquare. Shouldn't they check-in with me? <http://ow.ly/4bDJW>
- 2:21 pm **johndeo:** At Social Business Summit #SBS2011 in Austin
- 2:22 pm **DeeceX:** Not #TribLive? RT @dokhtar110: Excited to be at the Social Business Summit! #sbs2011
- 2:22 pm **dmeiselman:** Kicking off #sbs2011 (@ Dachis Social Business Summit (#sbs2011) w/ 23 others) <http://4sq.com/hDvBAJ>

3/13/2011

Transcript for #sbs2011 - What the Has...

- 2:22 pm **VirginiaMiracle:** .@jeffdachis discusses the evolution from social media being for marketing to a cross-silo enabler and organizing principle #SBS2011
- 2:22 pm **CeciliaNY:** @jeffdachis welcoming attendees to @dachisgroup #sbs2011 at W in Austin. Went to 1st one last year, many insights & knowledge shared.
- 2:23 pm **chuckhemann:** RT @VirginiaMiracle: .@jeffdachis discusses the evolution from social media being for marketing to a cross-silo enabler and organizing principle #SBS2011
- 2:23 pm **chuckhemann:** nice being able to follow the #sbs2011 tweets, and the #Ed4good tweets at the same time
- 2:24 pm **markdowds:** At the Dachis Group Social Business Summit listening to the shameless IBM plug #sbs2011
- 2:24 pm **jobsworth:** Listening to Jeff Dachis introduce the Social Business Summit in Austin #SBS2011
- 2:24 pm **NMCurtis:** RT @katerushsheehy: Excited for #SBS2011 and #ed4good #AUS today!
- 2:25 pm **benlucier:** @markdowds IBM used to be cool. Before that 1984 video woke snapped everybody out of it. #sbs2011
- 2:25 pm **rawn:** @jobsworth is coming up on stage at #sbs2011 next
- 2:25 pm **vzrvjv:** up next...@jobsworth at #sbs2011
- 2:25 pm **cslemp:** @jobsworth going on stage... #sbs2011 still thinking about his keynote from #e20 last year
- 2:26 pm **jevon:** At the Dachis Group Social Business Summit. Really great crowd here today. #sbs2011
- 2:26 pm **jevon:** "It's no longer a joke to be talking about Social Business as if it is a new term" -@jobsworth #sbs2011
- 2:27 pm **TheCR:** The Dachis Social Business Summit is going on today. Follow #sbs2011 - worth lurking.
- 2:27 pm **lizasperling:** RT @TheCR: The Dachis Social Business Summit is going on today. Follow #sbs2011 - worth lurking.
- 2:28 pm **rashaproctor:** What a great title"chief scientist" #sbs2011 @jobsworth
- 2:28 pm **jeffmacarthur:** RT @jevon: "It's no longer a joke to be talking about Social Business as if it is a new term" -@jobsworth #sbs2011
- 2:28 pm **LanaMcGilvray:** #sbs2011 kicks off in #aus. Packed room at #waustin. Peter Kim and Jeff Dachis open the day.
- 2:28 pm **mlmasterson:** "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:29 pm **chuckdizzle78:** Jeffrey Dachis kicking off #sbs2011 and supporting #ed4good #AUS !!
- 2:29 pm **dgibbons:** Help > Slip > Franks - apparently @jobsworth is a dead fan #sbs2011
- 2:29 pm **tmuellernyc:** When relationships were lost, transactional ruled the day and conversations were lost #SBS2011
- 2:29 pm **lizasperling:** RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:29 pm **mrcruce:** Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 2:29 pm **datranmedia:** #sbs2011 kicks off in #aus. Packed room at #waustin. Peter Kim and Jeff Dachis open the day.
- 2:30 pm **doug_kern:** "why social?" @jobsworth kicking off #sbs2011 (go #ed4good #aus)
- 2:30 pm **kevinmarks:** RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:30 pm **cpflaum:** A packed house at @dachisgroup #sbs2011 - looking forward to all the great

- 2:30 pm **dhinchcliffe:** Now JP Rangaswami (@[jobsworth](#)) is up on stage at #SBS2011 talking about #socabiz roots. Great photo from today: <http://t.co/yi7acQ0>
- 2:30 pm **mathewi:** RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:31 pm **VirginiaMiracle:** Social business is a renaissance not an invention. We engineered being social out of transactions long ago @[jobsworth](#) #sbs2011
- 2:31 pm **TheCR:** RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami/@[jobsworth](#) #sbs2011
- 2:31 pm **kirkcreations:** At social business summit in Austin #sbs2011
- 2:31 pm **dantronic:** Markets Are (still and always) Conversations. #[cluetrain](#) alive and well at #sbs2011
- 2:31 pm **katmandelstein:** RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:31 pm **vzrjvy:** "our generation will be remembered for creating the spreadsheet document" | @[jobsworth](#) on the de-personalization of business #sbs2011
- 2:31 pm **joekuntner:** JP Rangaswami on the stage at #SBS2011 - "We've moved from relationships first to business transaction first"
- 2:31 pm **johnmatthews:** RT @[mathewi](#): RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:31 pm **TanMcG:** RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:31 pm **katmandelstein:** RT @[mrcruce](#): Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 2:31 pm **mercerthompson:** the younger generation won't accept email as THE great collaboration tool - #socabiz #SBS2011
- 2:32 pm **dhinchcliffe:** "We are talking about a change in our environment that is going to be imposed on us." - @[jobsworth](#) #consumerization #socabiz #sbs2011
- 2:32 pm **lizasperling:** RT @[vzrjvy](#): "our generation will be remembered for creating the spreadsheet document" | @[jobsworth](#) on the de-personalization of business #sbs2011
- 2:32 pm **kirkcreations:** RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:32 pm **jeffdachis:** Social Business Summit 2011 AUSTIN @[dachisgroup](#) #SBS2011 @ W Austin Hotel & Residence <http://gowal.la/c/3Hxkm>
- 2:32 pm **mlmasterson:** "The generation coming through business now is not going to deal with this." - JP M #sbs2011
- 2:32 pm **20tonideas:** @[jobsworth](#) says that business is inherently social - but we managed to engineer the social element out over the last 40-50 years. #sbs2011
- 2:32 pm **glenda:** RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:32 pm **stacyonfire:** New generations are not going to take crap from organizations! Rangaswami, #sbs2011 #sxswi
- 2:33 pm **jeffjarvis:** RT @[mathewi](#): RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:33 pm **andyjankowski:** "Social Business is not new, but now necessary because we have somehow engineered the social out of business." @[jobsworth](#) #sbs2011
- 2:33 pm **jenspencercoach:** We have to think of social as a renaissance versus something new - @[jobsworth](#) #SBS2011
- 2:33 pm **cslemp:** RT @[stacyonfire](#): New generations are not going to take crap from organizations! Rangaswami, #sbs2011 #sxswi

- 2:33 pm **katmandelstein:** RT @jevon: "It's no longer a joke to be talking about Social Business as if it is a new term @jobsworth #SBS2011 #getsocial11"
- 2:33 pm **umairh:** RT @mathewi: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:34 pm **JasonFalls:** Interesting points by @jobsworth kicking off #sbs2011 - Social business study is a result of us recognizing what we've lost. Business=social
- 2:34 pm **maggielmcg:** RT @TheCR: The Dachis Social Business Summit is going on today. Follow #sbs2011 - worth lurking.
- 2:34 pm **christiansarkar:** RT @mathewi: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:34 pm **nancygiordano:** "future generations won't believe that email is the peak of collaboration" @jobsworth #SBS2011
- 2:35 pm **rskin11:** RT @jeffjarvis @mathewi @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:35 pm **lizasperling:** RT @nancygiordano: "future generations won't believe that email is the peak of collaboration" @jobsworth #SBS2011
- 2:35 pm **leebryant:** RT @andyjankowski: "Social Business is not new, but now necessary because we have somehow engineered the social out of business." @jobsworth #sbs2011
- 2:35 pm **jwillie:** RT @andyjankowski: "Socbiz is not new, but now necessary because we have somehow engineered the social out of business." @jobsworth #sbs2011
- 2:35 pm **madamtoussaint:** RT @umairh: RT @mathewi: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" -JP Rangaswami #sbs2011
- 2:35 pm **markdowds:** RT @stacyonfire: New generations are not going to take crap from organizations! Rangaswami, #sbs2011 #sxswi
- 2:35 pm **rawn:** @jobsworth "Touch is now normal. ... The keyboard is dying" #sbs2011
- 2:36 pm **medienarbeit:** RT @umairh: RT @mathewi: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:36 pm **ehuddleston:** The keyboard is dying as we speak @jobsworth #SBS2011
- 2:36 pm **dogwonder:** RT @leebryant: here we go! Peter Kim is kicking off the Austin summit - fantastic location and great event #sbs2011
- 2:36 pm **davidwenger:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011 the keyboard is dying as we speak. #SBS2011 (written on a touch screen)
- 2:36 pm **MegaJustice:** RT @ehuddleston: The keyboard is dying as we speak @jobsworth #SBS2011
- 2:36 pm **derekhkan:** RT @datranmedia: #sbs2011 kicks off in #aus. Packed room at #waustin. Peter Kim and Jeff Dachis open the day.
- 2:37 pm **dhinchcliffe:** RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:37 pm **kirkcreations:** RT @rawn: @jobsworth "Touch is now normal. ... The keyboard is dying" #sbs2011
- 2:37 pm **vzrvjv:** RT @mercerthompson: the younger generation won't accept email as THE great collaboration tool - #socbiz #SBS2011
- 2:37 pm **LanaMcGilvray:** #SBS2011 JP Rangaswami on the pace technology shifts everyday paradigms - 3 year olds EXPECT to touch screens and drive experience.
- 2:37 pm **zackolantern:** re: touchscreens - I have 'paw prints' on my MacBook screen from trying to click a link with my finger yesterday. #notmyipad #sbs2011

3/13/2011

Transcript for #sbs2011 - What the Has...

2:37 pm

cdangson: OH @jobsworth a teenager is someone who can send a text without taking a phone out of the pocket #sbs2011

2:37 pm

cslemp: keyboard is dying, touch is normal, and voice is next @jobsworth #sbs2011

2:38 pm

mijori23: RT @TheCR: The Dachis Social Business Summit is going on today. Follow #sbs2011 - worth lurking.

2:38 pm

petervan: RT @dhinchcliffe: "We are talking about a change in our environment that is going to be imposed on us." - @jobsworth #consumerization #sbs2011

2:38 pm

ehuddleston: All firms have always been about reducing transaction cost -> friction reduction. What friction will social reduce? @jobsworth #SBS2011

2:38 pm

joshua_d: RT @ehuddleston: All firms have always been about reducing transaction cost -> friction reduction. What friction will social reduce? @jobsworth #SBS2011

2:38 pm

MgnKly: next gen won't think that "email is the peak of collaboration" JP - chief scientist Salesforce #sbs2011

2:38 pm

ebclosmore: RT @mercethompson: the younger generation won't accept email as THE great collaboration tool - #sbs2011

2:38 pm

datranmedia: #SBS2011 JP Rangaswami on the pace technology shifts everyday paradigms - 3 year olds EXPECT to touch screens and drive experience.

2:38 pm

davidwenger: RT @cslemp: keyboard is dying, touch is normal, and voice is next @jobsworth #sbs2011

2:38 pm

vssupport: RT @andyjankowski: "Social Business is not new, but now necessary because we have somehow engineered the social out of business." @jobsworth #sbs2011

2:38 pm

mijori23: RT @andyjankowski: "Social Business is not new, but now necessary because we have somehow engineered the social out of business." @jobsworth #sbs2011

2:39 pm

tek_fin: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011

2:39 pm

CeciliaNY: JP Rangaswami, Chief Scientist Salesforce.com. Goal of enterprise software is eliminate friction so we have more time to be social. #sbs2011

2:39 pm

fake_vzrvjv: Is that a Grateful Dead t-shirt @jobsworth is wearing on stage? #sbs2011

2:39 pm

ashbrown77: @jobsworth: "The keyboard is dying as we speak" #sbs2011

2:39 pm

ANewCLOUD: @jobsworth takes stage at #SBS2011. Author of Clue Train Manifesto w/ @dweinberger. Weinberger's Everything is Miscellaneous a must read!

2:39 pm

andyjankowski: A focus on how touch screens, GPS, etc. effect business Inside the Enterprise is needed. @jobsworth #sbs2011

2:39 pm

cpflaum: @jobsworth "We need to understand what ppl are actually trained to do with the enterprise " w/ spec skills play 2 prof strengths #sbs2011

2:40 pm

EFMoriarty: RT @mathewi: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011

2:40 pm

rashproctor: #sbs2011 change in the enterprise affected by technology to reduce people's friction and increase social interaction

2:41 pm

davidwenger: Ha! There is a big difference between #SBS2011 and #SB2011. Searching for socbiz I found SPRING BREAK in preparation. Whoop!

2:41 pm

LiesorTruth: RT @umairh: RT @mathewi: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011

2:41 pm

davidwenger: RT @dhinchcliffe: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011

2:41 pm

cslemp: KM = active collection of failures, which are just attempts that didn't work in

- 2:41 pm **ehuddleston:** Knowledge management is the active collection of failures (friction reduction) @jobsworth #SBS2011
- 2:41 pm **vzrvjv:** "always make new mistakes" | @jobsworth #sbs2011
- 2:41 pm **bgaryjr:** RT @mathewi RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:41 pm **chuckdizzle78:** Knowledge management is a collection of failures #sbs2011
- 2:41 pm **Annemcx:** RT @JasonFalls: @jobsworth kicking off #sbs2011 - Social business study is a result of us recognizing what we've lost. Business=social
- 2:41 pm **averghese:** "Knowledge management is the active collection of failures" - @jobsworth <- so is #entrepreneurship #sbs2011
- 2:41 pm **shoogie:** At #sbs2011, watching @Jobsworth (Chief Scientist of @Salesforce). "reduce friction in business by allowing mistakes."
- 2:42 pm **averghese:** RT @cdangson: OH @jobsworth a teenager is someone who can send a text without taking a phone out of the pocket #sbs2011
- 2:42 pm **tmuellernyc:** KM is an active collection of failures, done right you are storing knowledge as a seed for future innovation #SBS2011
- 2:42 pm **ANewCLOUD:** @jobsworth says keyboard has died at #sbs2011. Actually, the keyboard hasn't died. It has just been virtualized...
- 2:42 pm **kirkcreations:** #sbs2011. There is no such thing as wrong , it's just in a different context . The right context may come along later
- 2:42 pm **VirginiaMiracle:** RT @tmuellernyc: KM is an active collection of failures, done right you are storing knowledge as a seed for future innovation #SBS2011
- 2:42 pm **larsz:** "There is no such thing as a bad customer, just customers that are wrong for your business model" says @jobsworth at #sbs2011
- 2:42 pm **dantronic:** #sbs2011 (@ W Austin w/ @ebclosmore) <http://4sq.com/e4umLD>
- 2:43 pm **katmandelstein:** RT @rashaproctor: #sbs2011 change in enterprise affected by technology to reduce people's friction & increase social interaction...
- 2:43 pm **lotusknows:** RT @rashaproctor: #sbs2011 change in enterprise affected by technology to reduce people's friction & increase social interaction...
- 2:43 pm **ravn:** "Redefine management as an active collection of failures" @jobsworth "Always make new mistakes" #sbs2011 #socbiz
- 2:43 pm **dgibbons:** "I haven't failed, I found 10,000 things that didn't work" - @jobsworth #sbs2011
- 2:43 pm **mrcruce:** @jobsworth title is Chief Scientist at salesforce.com; He brings organic biology, philosophy, and far-reaching vision to the role. #SBS2011
- 2:43 pm **jimworth:** Follow #sbs2011 on TweetChat at: <http://tweetchat.com/room/Sbs2011> for constant updates today. @jobsworth on stage now #Sbs2011
- 2:43 pm **cslemp:** we need to raise our game: all these "ipad" realizations could've been foreseen years ago with the first tablets #sbs2011
- 2:44 pm **themaria:** I'm at Dachis Social Business Summit (#sbs2011) w/ @pfasano @jwillie <http://4sq.com/idHxa>
- 2:44 pm **ehuddleston:** it's hard to intellectually imagine a desktop when you no longer have a desk... @jobsworth #SBS2011
- 2:44 pm **vssupport:** RT @ehuddleston: The keyboard is dying as we speak @jobsworth #SBS2011
- 2:44 pm **ehuddleston:** Future of the office looks like a less crappy airport business lounge. @jobsworth #SBS2011
- 2:45 pm **markdowds:** It's hard to imagine a desktop when we don't have a desk #sbs2011
- 2:45 pm **dhinchcliffe:** "The idea that we can now store failure as future proofing is very important." -

@jobsworth #sbs2011 #socabiz "Now we can make new mistakes."

- 2:45 pm **laurenpicarello:** "Hard to imagine a desktop when you don't have a desk." - JP Rangaswami, Salesforce #sbs2011
- 2:45 pm **chobani:** Our tweets are live today from a social media conference in #ATX. What should we learn? Anything you want to know, CHOiks? #sbs2011
- 2:45 pm **gregverdino:** RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:45 pm **jenspencercoach:** It's ok for you to enjoy yourself at work. - @jobsworth #SBS2011
- 2:45 pm **jeffdachis:** RT @ehuddleston: it's hard to intellectually imagine a desktop when you no longer have a desk... @jobsworth #SBS2011
- 2:46 pm **ANewCLOUD:** @jobsworth discussing return of social to business at #sbs2011. It is indeed about the power of #linkedpeople and doing what you enjoy.
- 2:46 pm **chickfoxgrover:** RT @LanaMcGilvray #SBS2011 @jobsworth - pace technology shifts everyday paradigms - 3 year olds EXPECT to touch screens and drive experience
- 2:46 pm **jwillie:** "Hard to imagine a desktop when you don't have a desk." ~ JP Rangaswami #sbs2011 via @jobsworth
- 2:46 pm **jeffdachis:** RT @dhinchcliffe: "The idea that we can now store failure as future proofing is very important." - @jobsworth #sbs2011 #socabiz "Now we can make new mistakes."
- 2:46 pm **mlmasterson:** "We're moving from 'stops' (looking in the mirror) to 'flows' (acting on what's happening at this moment)." #sbs2011
- 2:46 pm **andyjankowski:** "Think of knowledge management as an active collection of failures." @jobsworth #sbs2011 [I really like that]
- 2:46 pm **shoogie:** @mhandy1 You'd love it here. Follow this hashtag #sbs2011
- 2:46 pm **cpflaum:** In business, change has become a constant, but we still work off a static view of what we have in front of us @jobsworth #sbs2011
- 2:46 pm **FatGirlsCanRun:** @Chobani you guys do some great social media, nice relationship building, super responsive, fun. Hey you know what, hire me! #ATX #sbs2011
- 2:46 pm **kirkcreations:** RT @dhinchcliffe: "The idea that we can now store failure as future proofing is very important." - @jobsworth #sbs2011 #socabiz "Now we can make new mistakes."
- 2:46 pm **vzrvjy:** move from stocks to flows | @jobsworth on the heightened importance of context (cc @tj_theodore) #sbs2011
- 2:46 pm **chickfoxgrover:** RT @rawn: "Redefine management as an active collection of failures" @jobsworth "Always make new mistakes" #sbs2011 #socabiz
- 2:46 pm **TinoKuehnel:** RT @cslemp: keyboard is dying, touch is normal, and voice is next @jobsworth #sbs2011
- 2:46 pm **vssupport:** :) RT @ehuddleston: it's hard to intellectually imagine a desktop when you no longer have a desk... @jobsworth #SBS2011
- 2:47 pm **chickfoxgrover:** RT @jimworth: Follow #sbs2011 on TweetChat at: <http://tweetchat.com/room/Sbs2011> for constant updates @jobsworth on stage now #Sbs2011
- 2:47 pm **HMHJoe:** #sbs2011 failure as future proofing - future book?
- 2:47 pm **stacyonfire:** @ryanwynia JP Rangaswami just described our office. No desks here! And where is the printer? #sbs2011 #sxswi cc: @jwillie
- 2:47 pm **TinoKuehnel:** RT @mathewi: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:47 pm **katmandelstein:** RT @cslemp: keyboard is dying, touch is normal, and voice is next @jobsworth #sbs2011 #getsocial11

3/13/2011

Transcript for #sbs2011 - What the Has...

- 2:48 pm **pfasano:** @themaria what a great surprise! // : I'm at Dachis Social Business Summit (#sbs2011) w/ @pfasano @jwillie <http://t.co/FfKSfLB?>
- 2:48 pm **jimworth:** @jobsworth on stage at #sbs2011 @ W Hotel <http://instagr.am/p/Clp0r/>
- 2:48 pm **rashaproctor:** @jobsworth "the future is sitting @ desk without desk...changing process to pattern"#sbs2011
- 2:48 pm **mlmasterson:** "We've been trying to force fit processes to uniformity. In fact processes are mostly series of exceptions and adjustments." #sbs2011
- 2:48 pm **TinoKuehnel:** RT @cslemp: KM = active collection of failures, which are just attempts that didn't work in that context #sbs2011
- 2:48 pm **chiprodgers:** RT @TheCR: The Dachis Social Business Summit is going on today. Follow #sbs2011 - worth lurking.
- 2:48 pm **jwillie:** @jasonfalls @jimworth whats the over/under on how many times #SharePoint is mentioned #sbs2011 with IBM as sponsor
- 2:49 pm **rwang0:** RT @TheCR: The Dachis Social Business Summit is going on today. Follow #sbs2011 - worth lurking.
- 2:49 pm **ejectEject:** RT @andyjankowski: "Social Business is not new, but now necessary because we have somehow engineered the social out of business." @jobsworth #sbs2011
- 2:49 pm **katmandelstein:** RT @rawn: "Redefine management as an active collection of failures" @jobsworth "Always make new mistakes" #sbs2011 #getsocial11
- 2:49 pm **JasonFalls:** Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 2:49 pm **smack416:** "Always make new mistakes." ~ @edyson via @jobsworth #sbs2011
- 2:49 pm **cdangson:** RT @mlmasterson: "We've been trying 2 force fit processes to uniformity. .processes are mostly series of exceptions & adjustments." #sbs2011
- 2:49 pm **KatharineS84:** RT @chobani Our tweets are live from a social media conference in #ATX. What should we learn? Anything you want to know, CHOiks? #sbs2011
- 2:50 pm **blackp2:** ?@mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011? /cc @jobsworth
- 2:50 pm **april Downing1:** Change in how business is being done is being driven by the generations behind us @jobsworth #sbs2011
- 2:50 pm **MichaelDonnelly:** RT @cslemp: keyboard is dying, touch is normal, and voice is next @jobsworth #sbs2011 #getsocial11
- 2:50 pm **mrcruce:** Building processes to standard force-fit uniformity only sets up continuous management of exceptions. @jobsworth #SBS2011
- 2:50 pm **gautamghosh:** RT @rawn: "Redefine management as an active collection of failures" @jobsworth "Always make new mistakes" #sbs2011 #socab
- 2:50 pm **shoogie:** Failure is not something to worry about. But something valuable to learn from. - @jobsworth #sbs2011
- 2:50 pm **joshua_d:** having white space during the day is good @jobsworth #SBS2011.
- 2:50 pm **TinoKuehnel:** There is no such thing as a bad customer, just customers that are wrong for your business model v/ @jobsworth #sbs2011
- 2:50 pm **samhenry:** RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011 #in
- 2:51 pm **ehuddleston:** Knowledge work is not like working on an assembly line...no standardized processes and lots of peaks and troughs. @jobsworth #SBS2011
- 2:51 pm **dmeiselman:** RT @mlmasterson: "We've been trying to force fit processes to uniformity. In fact processes are mostly series of exceptions and adjustments." #sbs2011
- 2:51 pm **rwang0:** RT @GautamGhosh: RT @rawn: "Redefine management as an active

- 2:51 pm **KozComm:** What if customer complaints became a blog post, at least internally, to internally crowdsource answers or identify process issues #sbs2011
- 2:51 pm **ChadNorthrup:** RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 2:51 pm **katmandelstein:** #sbs2011 Knowledge work is "lumpy", we fill up the whitespace with meetings
- 2:51 pm **kirkcreations:** RT @shoogie: Failure is not something to worry about. But something valuable to learn from. - @jobsworth #sbs2011
- 2:51 pm **andyjankowski:** Why workstream? As Knowledge Workers we've been force fitting processes into standards. Workstreaming solves this. @jobsworth #sbs2011
- 2:51 pm **AustenTX:** RT @ehuddleston: it's hard to intellectually imagine a desktop when you no longer have a desk... @jobsworth #SBS2011
- 2:51 pm **laurenpicarello:** Capture the essence of failure - "We have to document the context in which something didn't work." @jobsworth talking at #sbs2011
- 2:51 pm **ehuddleston:** Our side job is meetings. :-) @jobsworth #SBS2011
- 2:51 pm **VanillaWorks:** RT @mlmasterson: "We've been trying to force fit processes to uniformity. In fact processes are mostly series of exceptions and adjustments." #sbs2011
- 2:52 pm **beckyparker:** "Concentrate on capturing the essence of failure" - J. Rangaswami on future proofing #SBS2011
- 2:52 pm **kateneder:** Workstreaming, solving the "static view" problem for constant change in business via @jobsworth cc @samhuleatt #sbs2011
- 2:52 pm **TinoKuehnel:** RT @jwillie: "Hard to imagine a desktop when you don't have a desk." ~ JP Rangaswami #sbs2011 via @jobsworth
- 2:52 pm **ashbrown77:** My first action item from @jobsworth: build white space into my day #sbs2011
- 2:52 pm **tmuellernyc:** Tagging, sharing, storing need to become part of workstreaming. Today's failures will become tomorrow's innovation. #SBS2011, @jobsworth
- 2:52 pm **jdavidhobbs:** RT @dhinchcliffe: "The idea that we can now store failure as future proofing is very important." - @jobsworth #sbs2011 #socabiz "Now we can make new mistakes."
- 2:52 pm **joshua_d:** RT @katmandelstein: #sbs2011 Knowledge work is "lumpy", we fill up the whitespace with meetings
- 2:52 pm **rwang0:** Oldie but goodie. 5 Simple Rules for Social Business <http://bit.ly/f3yUy0> #sbs2011 #socabiz #dachis
- 2:53 pm **dmeiselman:** RT @dhinchcliffe: "The idea that we can now store failure as future proofing is very important." - @jobsworth #sbs2011 #socabiz "Now we can make new mistakes."
- 2:53 pm **socialeccentric:** Imagine! RT @jasonfalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 2:53 pm **oscarberg:** RT @dhinchcliffe: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 2:53 pm **carolannpearson:** RT @rwang0: Oldie but goodie. 5 Simple Rules for Social Business <http://bit.ly/f3yUy0> #sbs2011 #socabiz #dachis
- 2:53 pm **drewmattison:** Failure is cognitive surplus for the community - @jobsworth #sbs2011 #socabiz
- 2:53 pm **chickfoxgrover:** @jobsworth. failure is documentation of what happened, what is not working. #sbs2011 #ed4good #aus
- 2:53 pm **VirginiaMiracle:** Sentiment from @jobsworth: Your own time is your most scarce resource. Don't waste it on crap. | That should be a t-shirt #sbs2011
- 2:53 pm **rwang0:** MyPOV: Curation and information governance will be elements of successful

- 2:53 pm **db:** None of you want your children to make the same mistakes you do. Why don't you do that with your colleagues? #sbs2011 ~@jobsworth
- 2:53 pm **vzrvjv:** @jobsworth getting into systems-of-record & systems-of-engagement #sbs2011
- 2:53 pm **RotmanExecutive:** RT @rwan0: Oldie but goodie. 5 Simple Rules for Social Business <http://bit.ly/f3yUy0> #sbs2011 #socabiz #dachis
- 2:53 pm **rashaproctor:** @jobsworth "we don't like white space. It scares us"#sbs2011
- 2:53 pm **rwan0:** RT @drewmattison: Failure is cognitive surplus for the community - @jobsworth #sbs2011 #socabiz
- 2:53 pm **TinoKuehnel:** RT @andyjankowski: "Think of knowledge management as an active collection of failures." @jobsworth #sbs2011 [I really like that]
- 2:53 pm **cpflaum:** RT @laurenpicarello: Capture the essence of failure - "We have to document the context in which something didn't work." @jobsworth #sbs2011
- 2:53 pm **rhape:** RT @joshua_d: RT @katmandelstein: #sbs2011 Knowledge work is "lumpy", we fill up the whitespace with meetings
- 2:54 pm **joeknowsjo:** Teenager - 'Someone who can send a text message without taking their mobile out of their pocket.' via @salesworth #sbs2011
- 2:54 pm **davidwenger:** RT @jwillie: "Hard to imagine a desktop when you don't have a desk." ~ JP Rangaswami #sbs2011 via @jobsworth
- 2:54 pm **raesmaa:** RT @GautamGhosh: RT @rawn: "Redefine management as an active collection of failures" @jobsworth "Always make new mistakes" #sbs2011 #socabiz
- 2:55 pm **dmeiselman:** Some of @jobsworth's aside comments could make whole speeches/articles... Great stuff #sbs2011
- 2:55 pm **ashbrown77:** RT @dmeiselman: Some of @jobsworth's aside comments could make whole speeches/articles... Great stuff #sbs2011
- 2:55 pm **mercorthompson:** RT @VirginiaMiracle: from @jobsworth: Your own time is your most scarce resource. Don't waste it on crap| That should be a t-shirt #sbs2011
- 2:56 pm **mlmasterson:** "Sys of record are like Ft Knox. Sys of engagement are like rivers.They are coming together and conflicting.Sharing or not sharing" #sbs2011
- 2:56 pm **rwan0:** +1 RT @jobsworth: Your own time is your most scarce resource. Don't waste it on crap| That should be a t-shirt #sbs2011
- 2:56 pm **jwillie:** Work is pleasure and as i say, I make my work play, and my play work... #sbs2011
- 2:56 pm **chickfoxgrover:** @jobsworth the systems of engagement and the systems of record have converged. #sbs2011
- 2:56 pm **joshua_d:** for sure! RT @dmeiselman: Some of @jobsworth's aside comments could make whole speeches/articles... Great stuff #sbs2011
- 2:56 pm **lexrex05:** RT @ehuddleston: it's hard to intellectually imagine a desktop when you no longer have a desk... @jobsworth #SBS2011
- 2:56 pm **chuckdizzle78:** Work will become pleasure again #sbs2011
- 2:56 pm **rashaproctor:** @jobsworth "change from fear of failure to learning from mistakes and documenting for future gen to learn from"#sbs2011
- 2:57 pm **shoogie:** Moving away from fear to sharing, mentoring, collaboration. We're approaching an age of associating work with pleasure - @jobsworth #sbs2011
- 2:57 pm **ellenreynolds:** RT @mercorthompson: RT @VirginiaMiracle: from @jobsworth: Your own time is your most scarce resource. Don't waste it on crap| That should be a t-shirt #sbs2011
- 2:57 pm **cslemp:** RT @chickfoxgrover: @jobsworth the systems of engagement and the

- 2:57 pm **jeffdachis:** RT @shoogie: Moving away from fear to sharing, mentoring, collaboration. We're approaching an age of associating work with pleasure - @jobsworth #sbs2011
- 2:57 pm **gregverdino:** RT @rwang0: +1 RT @jobsworth: Your own time is your most scarce resource. Don't waste it on crap| That should be a t-shirt #sbs2011
- 2:57 pm **micromktg:** RT @rwang0: +1 RT @jobsworth: Your own time is your most scarce resource. Don't waste it on crap| That should be a t-shirt #sbs2011
- 2:57 pm **joekuntner:** Great talk by JP Rangaswami at #SBS2011 - key to the future and central to the entire discussion...how do we share the right things?
- 2:57 pm **JohnMLee:** Failure is future proofing. I have not failed, I have found 10,000 methods that do not work. There is a way that will work. #sbs2011
- 2:57 pm **katerushsheehy:** "Work will become pleasure again" -@jobsworth #sbs2011
- 2:57 pm **rwang0:** RT @joekuntner: Great talk by JP Rangaswami at #SBS2011 - key to future and central to entire discussion...how do we share the right things?
- 2:57 pm **TinoKuehnel:** RT @mlmasterson: "We've been trying to force fit processes to uniformity. In fact processes are mostly series of exceptions and adjustments." #sbs2011
- 2:57 pm **jackiehuba:** RT @joshua_d: RT @katmandelstein: #sbs2011 Knowledge work is "lumpy", we fill up the whitespace with meetings
- 2:57 pm **dmeiselman:** @rhappe are you here at #sbs2011?
- 2:57 pm **prem_k:** RT @rwang0: +1 RT @jobsworth: Your own time is your most scarce resource. Don't waste it on crap| That should be a t-shirt #sbs2011
- 2:57 pm **tmuellernyc:** We are at an inflection point, a social generation replaces spreadsheet generation. @jobsworth, #SBS2011
- 2:58 pm **jhagel:** Preparing to give talk in Austin on cascades of change at Social Business Summit #SBS2011
- 2:58 pm **johnrmatthews:** RT @rwang0: MyPOV: Curation and information governance will be elements of successful deployments. #sbs2011 #socabiz #dachis
- 2:58 pm **denboston:** RT @rwang0: +1 RT @jobsworth: Your own time is your most scarce resource. Don't waste it on crap| That should be a t-shirt #sbs2011
- 2:58 pm **johnrmatthews:** RT @rwang0: Oldie but goodie. 5 Simple Rules for Social Business <http://bit.ly/f3yUy0> #sbs2011 #socabiz #dachis
- 2:58 pm **rhappe:** Something we should all strive for RT @jwillie: Work is pleasure and as i say, I make my work play, and my play work... #sbs2011
- 2:59 pm **woolism:** RT @katmandelstein: #sbs2011 Knowledge work is "lumpy", we fill up the whitespace with meetings
- 2:59 pm **deancruse:** Collecting, storing and socializing failures helps future proof against what doesn't work. via @jobsworth #sbs2011
- 2:59 pm **MeanRachel:** My notes on @jobsworth's excellent #SBS2011 talk. Degradation of my print since HS is its own example of change. <http://t.co/QBMTObj>
- 2:59 pm **ebclosmore:** "Repeatable processes aren't wrong it's that the processes we've had aren't repeatable." @jobsworth #sbs2011
- 2:59 pm **KozComm:** The problem isn't processes, it's processes that further remove us from interactions key to connecting with each other. #sbs2011
- 2:59 pm **timekord:** RT @raesmaa: RT @GautamGhosh: RT @rawn: "Redefine management as an active collection of failures" @jobsworth "Always make new mistakes" #sbs2011 #socabiz
- 2:59 pm **TheCR:** RT @shoogie: Moving away from fear to sharing, mentoring, collaboration. We're approaching an age of associating work with pleasure - @jobsworth #sbs2011

- 2:59 pm **jenvandermeer:** RT @tmuellernyc: We are at an inflection point, a social generation replaces spreadsheet generation. @jobsworth, #SBS2011
- 2:59 pm **rwang0:** Oldie but Goodie. Applying The Seven Deadly Sins To Successful #Gamification <http://bit.ly/guyNxg> #sbs2011 #socbiz #scrm
- 2:59 pm **mrcruce:** Marry systems of engagement with systems of record. @jobsworth #SBS2011
- 3:00 pm **markpiening:** At Dachis Social Business Summit. #sbs2011 @ W Austin Hotel & Residence <http://gowal.la/c/3HxWF>
- 3:00 pm **zackolantern:** Business-changing work is unpredictable, not procedural. So we fill up xtra space w/ meetings, which hog work time. Paradoxical. #sbs2011
- 3:00 pm **dhinchcliffe:** "Systems of record are Fort Knox. Systems of engagement are like a river & they've come together. That bird has flown."- @jobsworth #sbs2011
- 3:00 pm **ehuddleston:** RT @jhagel: Preparing to give talk in Austin on cascades of change at Social Business Summit #SBS2011
- 3:00 pm **JessNotJazz:** RT @FatGirlsCanRun: @Chobani you guys do some great social media, nice relationship building, super responsive, fun. Hey you know what, hire me! #ATX #sbs2011
- 3:00 pm **dgibbons:** @jobsworth comparing systems of record to those of engagement. This concept frames a lot of discussions in our office. #sbs2011
- 3:00 pm **cpflaum:** RT @ebclosmore: "Repeatable processes aren't wrong it's that the processes we've had aren't repeatable." @jobsworth #sbs2011
- 3:01 pm **rashaproctor:** @jobsworth "look @ process to see the pattern and allow for change instead of accepting process as standard"#sbs2011
- 3:01 pm **KozComm:** Up next - Dave Gray, Founder of XPLANE, co-author of Gamestorming - #sbs2011
- 3:01 pm **timekord:** RT @dhinchcliffe: "We are talking about a change in our environment that is going to be imposed on us." - @jobsworth #consumerization #socbiz #sbs2011
- 3:01 pm **cdangson:** RT @jhagel: Preparing to give talk in Austin on cascades of change at Social Business Summit #SBS2011
- 3:01 pm **WebDesignFltr:** RT @rwang0 Oldie but Goodie. Applying The Seven Deadly Sins To Successful #Gamification <http://bit.ly/guyNxg> #sbs2011 #socbiz #scrm
- 3:01 pm **jwillie:** You had me a "connected company" #SharePoint #sbs2011
- 3:01 pm **smack416:** Paraphrasing @jobsworth: We've been trying to define processes for knowledge work and end up struggling through constant exceptions #sbs2011
- 3:01 pm **nancygiordano:** "growing friction btwn systems of engagement (a river) vs trad. systems of record (Ft Knox)." @jobsworth #SBS2011
- 3:01 pm **ConstellationRG:** RT @rwang0 Oldie but Goodie. Applying The Seven Deadly Sins To Successful #Gamification <http://bit.ly/guyNxg> #sbs2011 #socbiz #scrm #sxsw
- 3:02 pm **JanetWenzel:** RT @jenvandermeer: RT @tmuellernyc: We are at an inflection point, a social generation replaces spreadsheet generation. @jobsworth, #SBS2011
- 3:02 pm **rawn:** @davegray's napkin sketch of The Connected Company up next #sbs2011 #socbiz
- 3:02 pm **chickfoxgrover:** very happy to see dave gray, now speaking, check out his paintings on flickr at #sbs2011
- 3:02 pm **shoogie:** @jobsworth - Great presentation. Thank You. I'm honored to be in your audience. #sbs2011
- 3:02 pm **TheCR:** RT @dhinchcliffe: "Systems of record are Fort Knox. Systems of engagement are like a river & they've come together. That bird has flown."- @jobsworth #sbs2011
- 3:02 pm **rwang0:** RT @smack416: Paraphrasing @jobsworth: We've been trying to define processes for knowledge work and end up struggling through constant exceptions #sbs2011

- 3:02 pm **themaria:** Dave Gray, XPLANE, is talking about the connected company -- oh music to my ears #sbs2011
- 3:02 pm **kated04:** Revelation from JP Rangaswami: It's ok to love your job. #sbs2011
- 3:02 pm **dokhtar110:** @jobsworth we work hard to make sure our kids don't make the same mistakes. Why don't we do the same w our workers? Mentor! #sbs2011
- 3:02 pm **ckieff:** RT @db: None of you want your children to make the same mistakes you do. Why don't you do that with your colleagues? #sbs2011 ~@jobsworth
- 3:03 pm **ckieff:** RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 3:03 pm **joshua_d:** life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 3:03 pm **davidwenger:** No kidding. RT @nancygiordano: "friction btwn systems of engagement (a river) vs trad. systems of record (Ft Knox)." @jobsworth #SBS2011
- 3:03 pm **ehuddleston:** @life expectancy of a person 67 yrs and rising, life expectancy of s&p 500 company is 10 yrs and dropping #SBS2011
- 3:03 pm **rwang0:** RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 3:03 pm **jimworth:** Now at social business summit, @davegray: life expectancy of a s&p 500 company is dropping fast #Sbs2011
- 3:04 pm **rashaproctor:** #sbs2011 "life expectancy of Corp is now ave. 15 yes"
- 3:04 pm **katerushsheehy:** RT @kated04: Revelation from JP Rangaswami: It's ok to love your job. #sbs2011
- 3:04 pm **teens4acause:** RT @markdowds: It's hard to imagine a desktop when we don't have a desk #sbs2011
- 3:04 pm **ANewCLOUD:** @davegray discussing idea of connected company. @Petervan on connected self, teams, value, cos from @petervan <http://ow.ly/4bGa4> #sbs2011
- 3:05 pm **rawn:** @davegray Profit per employee drops by half as you grow by 3x #sbs2011
- 3:05 pm **teens4acause:** @markdowds mardi gras? Where is your Top? #sbs2011
- 3:05 pm **DrMeaningful:** RT @umairh: RT @mathewi: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 3:05 pm **jackiehuba:** RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 3:05 pm **jdistad:** RT @katmandelstein: #sbs2011 Knowledge work is "lumpy", we fill up the whitespace with meetings
- 3:06 pm **rwang0:** RT @rawn: @davegray Profit per employee drops by half as you grow by 3x #sbs2011
- 3:06 pm **april Downing1:** Profit per employee shrinks as companies grow @davegray #sbs2011
- 3:06 pm **cslemp:** as num of employees grows, profit per employee drops, but num of patents grows #sbs2011
- 3:06 pm **doug_kern:** @davegray post your #sbs2011 notes here? pretty pls? #beer4xplanenotes
- 3:06 pm **drewmattison:** 3/2 rule: as a company expands 3x, profit per employ drops by half - #sbs2011 @davegray
- 3:06 pm **joekuntner:** Dave Gray at #SBS2011 - "as companies scale in size, profitability per employee drops"
- 3:06 pm **cdiamand:** RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011

3/13/2011
3:06 pm

Transcript for #sbs2011 - What the Has...

andajankowski: RT @jimworth: @davegray: life expectancy of a S&P 500 company is dropping fast #Sbs2011 [Graph is startling]

3:06 pm **D_Hock:** This. RT @smack416 We've been trying to define processes for knowledge work and end up struggling through constant exceptions #sbs2011

3:06 pm **tmuellernyc:** We are moving from an age of technology to an age of physics. From stable and static environments to adaptive and changing systems. #SBS2011

3:07 pm **chickfoxgrover:** the techniques devised to meet the challenges of writing software are inspiring new ways of looking at human activity overall #sbs2011

3:07 pm **jobsworth:** Enjoying listening to David Gray of xplane at Social Business Summit #sbs2011 been an admirer and electronic follower for many years..

3:07 pm **KozComm:** Most companies have processes, but that assumes stability. Companies are made out of people who are constantly changing #sbs2011

3:07 pm **ashbrown77:** @davegray took a funny swipe at the @microsoft org chart at #sbs2011 - in fairness, DOM does more than update the org chart

3:07 pm **themaria:** Unfortunate truth! RT @rwan0: RT @rawn: @davegray Profit per employee drops by half as you grow by 3x #sbs2011

3:07 pm **ebclosmore:** Ok who is the vendor that does @Microsoft's org chart? They better use Visio. #SBS2011

3:08 pm **rwan0:** Hmm. what's the answer? RT @ebclosmore: Ok who is the vendor that does @Microsoft's org chart? They better use Visio. #SBS2011

3:08 pm **dflyonthefly:** Companies are organisms not machines #sbs2011

3:08 pm **chickfoxgrover:** RT @doug_kern: @davegray post your #sbs2011 notes here? pretty pls? #beer4xplanenotes

3:08 pm **nancygiordano:** "moving from physics (predictive models) to biology (organic systems) view of business". @jobsworth #SBS2011 -- love that idea!!

3:08 pm **ehuddleston:** Capturing the essence of @davegray ideas is impossible without a camera phone. :-) #SBS2011

3:08 pm **rawn:** "Companies are made out of people. They figure workarounds to everything we do to make them seem like a machine." @davegray #sbs2011 #socabiz

3:08 pm **april Downing1:** RT @doug_kern: @davegray post your #sbs2011 notes here? pretty pls? #beer4xplanenotes

3:08 pm **kirkcreations:** RT @tmuellernyc: We are moving from an age of technology to an age of physics. From stable and static environments to adaptive and changing systems. #SBS2011

3:08 pm **rashaproctor:** @davegray "machines react in predictable ways, people are not and react different...companies and cities r made of people"#sbs2011

3:09 pm **gautamghosh:** RT @rawn: "Companies R made out of ppl They figure workarounds 2 everything we do 2 make them seem lk a machine." @davegray #sbs2011 #socabiz

3:09 pm **VirginiaMiracle:** Cities have taught us a lot about social interactions at scale. We have 6,000 years of history to learn from @davegray #sbs2011

3:09 pm **seanwood:** RT @ehuddleston: @life expectancy of a person 67 yrs and rising, life expectancy of s&p 500 company is 10 yrs and dropping #SBS2011

3:09 pm **katenieder:** Companies are made out of people, says @davegray (sometimes vampires and bionics too, right @peterkim @jenvandermeer ?) #sbs2011

3:10 pm **dmeiselman:** Great idea RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011

3:10 pm **dflyonthefly:** Cities and companies...both have projects. interesting thought. #sbs2011

3:10 pm **cslemp:** RT @dflyonthefly: Cities and companies...both have projects. interesting thought. #sbs2011

3/13/2011

Transcript for #sbs2011 - What the Has...

- 3:10 pm **rashaproctor:** #davegray "can't run company as you run the machine" #sbs2011
- 3:10 pm **rhape:** RT @nancygiordano: "moving from physics (predictive models) to biology (organic systems) view of business". @jobsworth #SBS2011 -- love that idea!
- 3:11 pm **lelaine:** Here at #SBS2011 and the energy of good ideas in the room is palpable. Thanks so much @dachisgroup for the opportunity #ED4good #AUS #social
- 3:11 pm **jenspencercoach:** @sunnibrown thinking of u this am as I'm watching Dave Gray at #SBS2011
- 3:11 pm **ANewCLOUD:** @davegray of Xplane discussing cities at #sbs2011 like our discussion yesterday @ #innotribe at SWIFT SOFA in NYC!
- 3:11 pm **dhinchcliffe:** Now @davegray is on stage talking The Connected Company & complex systems of people. Post: <http://t.co/gobahbA> #sbs2011 <http://t.co/O36w6tc>
- 3:11 pm **jenvandermeer:** RT @katenieder: Companies are made out of people, says @davegray (sometimes vampires and bionics too, right @peterkim @jenvandermeer ?) #sbs2011
- 3:11 pm **andyjankowski:** Why is S&P life expectancy of S&P 500 companies dropping fast? Look at their org charts @davegray #sbs2011
- 3:11 pm **apriI Downing1:** When will the hash key become part of the first page of my touch keypad on my iPhone? Following #sbs2011
- 3:11 pm **chickfoxgrover:** @davegray- machine model won't scale to "complex" systems like cities. not only too many parts, it's the dynamic interdependencies #sbs2011
- 3:12 pm **markdowds:** @teens4acause I like being topless #sbs2011
- 3:12 pm **jenspencercoach:** You can't run complex systems the way you work machines (re: enterprise) - Dave Gray #SBS2011
- 3:12 pm **jwillie:** I think this is #hashtag @peterkim mentioned #SBS2011 #ED4good #AUS #social
- 3:12 pm **KozComm:** Companies built on processes are like machines. When they grow, the machine/processes break, and you have to re-org #sbs2011
- 3:13 pm **cdangson:** RT @ellenreynolds: How we're supporting Sustainable Food Center & using Social Media 4 Social Good <http://dach.is/hFxNYB> #ed4good #sbs2011
- 3:13 pm **joekuntner:** RT @rawn: "Redefine management as an active collection of failures" @jobsworth "Always make new mistakes" #sbs2011 #socbiz
- 3:13 pm **katerushsheehy:** #SBS2011 #ed4good #AUS A post from Ellen and I @dachisgroup on using social media for social good: <http://dach.is/hFxNYB> (cc: @cakeaustin)
- 3:13 pm **chickfoxgrover:** RT @jwillie: I think this is #hashtag @peterkim mentioned #SBS2011 #ED4good #AUS #social
- 3:13 pm **katmandelstein:** RT @themaria: Dave Gray, XPLANE, is talking about the connected company -- oh music to my ears #sbs2011
- 3:14 pm **jenvandermeer:** Some of my favorite things: local food, sustainability, @DachisGroup #ed4good #AUS #SBS2011
- 3:14 pm **Rob_Gordo:** RT @seanwood: RT @ehuddleston: @life expectancy of a person 67 yrs and rising, life expectancy of s&p 500 company is 10 yrs and dropping #SBS2011
- 3:14 pm **rhape:** RT @KozComm: Companies built on processes are like machines. When they grow, the machine/processes break, and you have to re-org #sbs2011
- 3:14 pm **tobyd:** It's a great concept. RT @themaria: Dave Gray, XPLANE, is talking about the connected company -- oh music to my ears #sbs2011
- 3:14 pm **jobsworth:** Long lived companies are decentralised, have a strong identity and are active listeners... David Gray of xplane at #sbs2011
- 3:14 pm **ANewCLOUD:** @davegray on right track @ #sbs2011 on idea of city as complex adaptive system. Now, we need language for people to make the connections.
- 3:14 pm **IIZLIZ:** RT @dmeiselman: Great idea RT @JasonFalls: Love this suggestion from

@jobsworth: What if every customer complaint became a blog post. #sbs2011

- 3:14 pm **andyjankowski:** @gordonr You would like @davegray 's correlation of city planning to socialbiz. City planners as Intranet managers? #sbs2011
- 3:14 pm **katmandelstein:** RT @rawn: @davegray Profit per employee drops by half as you grow by 3x #sbs2011 #getsocial11
- 3:14 pm **joshua_d:** if you want to be proactive to new business opportunities, you need the funds to act @davegray #sbs2011
- 3:14 pm **ehuddleston:** Properties of long lived companies are decentralized, strong identity, active listening...and cash :-) @davegray #SBS2011
- 3:14 pm **VirginiaMiracle:** Long-Lived company characteristics: Decentralized (porous boundaries, eccentric edges), Strong Identity, Active Listening @davegray #SBS2011
- 3:15 pm **ashbrown77:** Glad to see @CocaColaCo excels at all the traits of a long-lived company - especially since they pay my bills #sbs2011
- 3:15 pm **KozComm:** Posting for #ed4good in #austin while at the #sbs2011
- 3:15 pm **jimworth:** Long lived companies: decentralized, strong identity, active listening (and cash) - @davegray at #SBS2011
- 3:15 pm **chuckdizzle78:** RT @katerushsheehy: #SBS2011 #ed4good #AUS A post from Ellen and I @dachisgroup on using social media for social good: <http://dach.is/hFxNYB> (cc: @cakeaustin)
- 3:15 pm **yrncIndymn:** RT @jobsworth: Long lived companies are decentralised, have a strong identity and are active listeners... David Gray of xplane at #sbs2011
- 3:15 pm **jenvandermeer:** RT @tobyd: It's a great concept. RT @themaria: Dave Gray, XPLANE, is talking about the connected company -- oh music to my ears #sbs2011
- 3:15 pm **gautamghosh:** RT @jimworth: Long lived companies: decentralized, strong identity, active listening (and cash) - @davegray at #SBS2011
- 3:15 pm **jeffdachis:** Ellen and KRS @dachisgroup on using social media for social good: <http://dach.is/hFxNYB> (cc: @cakeaustin) #SBS2011 #ed4good #AUS
- 3:15 pm **samdecker:** RT @jimworth: Long lived companies: decentralized, strong identity, active listening (and cash) - @davegray at #SBS2011
- 3:15 pm **beckyparker:** Long-lived companies are decentralized, have strong identities, practice active listening #SBS2011
- 3:15 pm **seanwood:** Long-Lived Companies have strong identity: values, culture, beliefs #sbs2011
- 3:16 pm **yrncIndymn:** RT @ANewCLOUD: @davegray on right track @ #sbs2011 on idea of city as complex adaptive system. Now, we need language for people to make the connections.
- 3:16 pm **IIZLIZ:** thank you @zackolantem for creating a Twitter list for #SBS2011 <http://bit.ly/fcgiEH> - it's nice to follow the convo
- 3:16 pm **rashaproctor:** @davegray"long lived companies decentralized their systems, have strong identity and are active listeners in their environment"#sbs2011
- 3:16 pm **sparkandco:** RT @nancygiordano: "moving from physics (predictive models) to biology (organic systems) view of business". @jobsworth #SBS2011 -- love that idea!
- 3:16 pm **ANewCLOUD:** In dynamic world, distinction b/w divisions & connections disappears. When virtual, one can rapidly reassemble groups as needed #sbs2011
- 3:17 pm **KozComm:** Division of labor creates territory/turf, connections create flocking -what learns faster territorial animals or flocking animals? #sbs2011
- 3:17 pm **andyjankowski:** "What happens when we divide work into tasks is that we disconnect people from the purpose." @davegray #sbs2011
- 3:17 pm **jimworth:** Design companies by connection (flocking) rather than by division (territory) - Dave Gray of XPLANE at #SBS2011

3:17 pm **yrncIndymn:** RT @jimworth: Long lived companies: decentralized, strong identity, active listening (and cash) - @davegray at #SBS2011

3/13/2011
3:17 pm

Transcript for #sbs2011 - What the Has...

cslemp: RT [@jimworth](#): Long lived companies: decentralized, strong identity, active listening (and cash) - [@davegray](#) at #SBS2011

3:17 pm **gautamghosh:** RT [@jimworth](#): Design companies by connection (flocking) rather than by division (territory) - Dave Gray of XPLANE at #SBS2011

3:17 pm **cslemp:** RT [@KozComm](#): Division of labor creates territory/turf, connections create flocking -what learns faster territorial animals or flocking animals? #sbs2011

3:17 pm **mijori23:** RT [@andyjankowski](#): Why workstream? As Knowledge Workers we've been force fitting processes into standards. Workstreaming solves this. [@jobsworth](#) #sbs2011

3:17 pm **leslie:** RT [@kozcomm](#): Companies built on processes are like machines. When they grow, the machine/processes break, and you have to re-org #sbs2011

3:18 pm **jeffdachis:** "We make the work more efficient but we disconnect the people from the purpose" [@davegray](#) [@dachisgroup](#) #SBS2011

3:18 pm **ikoneco:** RT [@nancygiordano](#): "moving from physics (predictive models) to biology (organic systems) view of business". [@jobsworth](#) #SBS2011 – love that idea!

3:18 pm **chickfoxgrover:** RT [@lzliz](#): thank you [@zackolantem](#) for creating a Twitter list for #SBS2011 <http://bit.ly/fcgiEH> - it's nice to follow the convo

3:18 pm **katmandelstein:** #sbs2011 Design by connection, not the division. Division creates Turf. [@davegray](#) [@XPLANE](#) #getsocis11

3:18 pm **dgibbons:** 100+ yr old companies have three things in common: decentralized, strong identity, active listening #sbs2011 /via [@davegray](#)

3:18 pm **samdecker:** There is no best way of doing anything. The best way is to be changing. #sbs2011

3:18 pm **joshua_d:** RT [@ANewCLOUD](#): In dynamic world, distinction b/w divisions & connections disappears. When virtual, one can rapidly reassemble groups as needed #sbs2011

3:18 pm **jwillie:** Rock star ALERT: #SBS2011 [@davegray](#) from up close Division (territory) to Connection(flocking) <http://ow.ly/ii90q2>

3:18 pm **april Downing1:** RT [@katerushsheehy](#): #SBS2011 #ed4good #AUS A post from Ellen and I [@dachisgroup](#) on using social media for social good: <http://dach.is/hFxNYB> (cc: [@cakeaustin](#))

3:18 pm **cslemp:** [@davegray](#) of xplane division -> dogma, connection -> learning #sbs2011

3:18 pm **chuckdizzle78:** Flocking animals learn faster than territorial animals. Who's doing better, the wolf or the squirrel? [@davegray](#) #sbs2011

3:18 pm **katmandelstein:** RT [@rashaproctor](#): [@davegray](#) "machines react in predictable ways, people are not and react different...companies and cities r made of people"#sbs2011

3:18 pm **dflyonthefly:** Animals that flock survive more than animals that are territorial. How's the wolf doing v the squirrel? #sbs2011 Fran would hate this!

3:18 pm **vzrvjy:** this is how companies should be connected via [@davegray](#) | #sbs2011 <http://bit.ly/g6T5r3>

3:19 pm **kirkcreations:** #sbs2011 there is no best way . The best way is to be changing , rapidly.

3:19 pm **keithprivette:** RT [@dflyonthefly](#): Animals that flock survive more than animals that are territorial. Hows the wolf doing v the squirrel? #sbs2011

3:19 pm **TinoKuehnel:** I also [@shoogie](#): [@jobsworth](#) - Great presentation. Thank You. I'm honored to be in your audience. #sbs2011

3:20 pm **mercerthompson:** Flocking species learn more quickly than territorial species - companies should flock more to get better, faster [@davegray](#) #SBS2011

3:20 pm **shoogie:** Who learns faster - Flocking or Territorial animals/companies? Connection or division? Stable or change? [@davegray](#) #sbs2011

3:20 pm **joshua d:** RT [@chuckdizzle78](#): Flocking animals learn faster than territorial animals.

Who's doing better, the wolf or the squirrel? @davegray #sbs2011

- 3:20 pm **leebryant:** RT @chickfoxgrover: @davegray- machine model won't scale to "complex" systems like cities. not only too many parts, it's the dynamic interdependencies #sbs2011
- 3:20 pm **nancygiordano:** Average lifespan of S+P company is declining -- down to 10 yrs?!? Those that thrive: connection + adaptability @Davegray #SBS2011
- 3:20 pm **rhappe:** Interesting RT @dfiyonthefly: Animals that flock survive more than animals that are territorial. How's the wolf doing v squirrel? #sbs2011
- 3:20 pm **rashaproctor:** @davegray" moving away from territorial to flatter/connected/flocking style org to succeed and survive..."#sbs2011
- 3:20 pm **dhinchcliffe:** @davegray: Companies can choose Design by Division (task-based dogma) or Design by Connection (shared learning & adaptation) #sbs2011
- 3:21 pm **dmeiselman:** RT @chuckdizzle78: Flocking animals learn faster than territorial animals. Who's doing better, the wolf or the squirrel? @davegray #sbs2011
- 3:21 pm **rawn:** @davegray: We move from Dogma to Learning. We move from process-orientation to variable-but-standard protocols #sbs2011 #socabiz
- 3:21 pm **webtechman:** RT @dhinchcliffe: @davegray: Companies can choose Design by Division (task-based dogma) or Design by Connection (shared learning & adaptation) #sbs2011
- 3:21 pm **zackolantern:** Relevant: world's oldest companies. @davegray says common thread: decentralized, ear-to-ground, strong identity <http://bit.ly/b3FKP> #sbs2011
- 3:21 pm **chuckdizzle78:** I'm at Dachis Social Business Summit (#sbs2011) w/ @jenvandermeer <http://4sq.com/dIM3kF>
- 3:21 pm **tmuellernyc:** Efficiency and purpose are at odds. @davegray #SBS2011 @siegelgale
- 3:21 pm **markdowds:** @vanderwal you are getting a kind mention here at #sbs2011 by Dave Xplane.
- 3:21 pm **chickfoxgrover:** @davegray: design by connection vs design by decision, territorial vs flocking, learning vs dogma #sbs2011 #ed4good
- 3:21 pm **rwang0:** Amen! RT @rawn: @davegray: We move fr Dogma to Learning. We move fr process-orientation to variable-but-standard protocols #sbs2011 #socabiz
- 3:22 pm **jwillie:** Create a (social)space(with owner) that can hold a lot of people-starting from the bottom, up #sbs2011
- 3:23 pm **ashbrown77:** When you plan digital strategy, create a street - even a small street - but one that is full of people. #sbs2011
- 3:23 pm **jeffdachis:** RT @rawn: @davegray: We move from Dogma to Learning. We move from process-orientation to variable-but-standard protocols #sbs2011 #socabiz
- 3:23 pm **glennbantou:** ?@samdecker: There is no best way of doing anything. The best way is to be changing. #sbs2011? #protip
- 3:24 pm **jobsworth:** Spaces need "owners". And every person needs a place. A public face. A private space. David Gray #sbs2011
- 3:24 pm **kirkcreations:** #sbs2011 we have protocols for allowing people to link to websites What are the protocols for letting people connect to people ?
- 3:24 pm **jacklynneh:** One more exam until #sbs2011 and #SXSWi fun!
- 3:24 pm **rhappe:** Interesting to see the connection being made at #sbs2011 between city planning and digital strategy
- 3:24 pm **andyjankowski:** RT @rawn: @davegray: We move from Dogma to Learning. We move from process-orientation to variable-but-standard protocols #sbs2011 #socabiz
- 3:25 pm **april Downing1:** Animals that flock learn a lot faster. Would you rather be a wolf or a squirrel? @davegray #sbs2011 | Ha!
- 3:25 pm **CRMStrategies:** RT @rwang0: RT @TheCR: The Dachis Social Business Summit is going on today. Follow #sbs2011

- 3:25 pm **leebryant:** RT @jobsworth: Spaces need "owners". And every person needs a place. A public face. A private space. David Gray #sbs2011
- 3:25 pm **mlmasterson:** "When designing a connected company, take lessons from Urban Design. Start small and create busy streets that people drive on." #sbs2011
- 3:25 pm **rhappe:** RT @jobsworth: Spaces need "owners". And every person needs a place. A public face. A private space. David Gray #sbs2011
- 3:25 pm **justinhayward:** RT @jobsworth: Spaces need "owners". And every person needs a place. A public face. A private space. David Gray #sbs2011
- 3:25 pm **cdiamand:** @jobsworth thank you for today at #sbs2011. enlightening, enriching, energizing.
- 3:25 pm **TEDxAustin:** RT @jeffdachis: Ellen and KRS @dachisgroup on using social media for social good: <http://dach.is/hFxNYB> (cc: @cakeaustin) #SBS2011 #ed4good #AUS
- 3:26 pm **shoogie:** Biz lessons from urban design: build from bottom up, not top down. @davegray #sbs2011
- 3:26 pm **KozComm:** Think about hierarchies vs the web... if a link in the chain breaks, does the system break? Connected companies are a web #sbs2011
- 3:26 pm **joekuntner:** Dave Gray at #SBS2011 - "flocking animal species learn faster than territorial animal species" division vs. Connection
- 3:26 pm **iamseanmcdonald:** Animals that flock learn faster than territorial. Biz tend to be territorial. Dave Grey #sbs2011
- 3:26 pm **dhinchcliffe:** RT @rwang0: RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 3:26 pm **joekuntner:** RT @jeffdachis: "We make the work more efficient but we disconnect the people from the purpose" @davegray @dachisgroup #SBS2011
- 3:26 pm **jwillie:** My schedule this week: #sbs2011 ~ #SXSWi ~ #SharePointFest / #SPFest
- 3:27 pm **jimworth:** Dave Gray at #sbs2011 "Spaces need owners" #e20 #socabiz <http://plixi.com/p/82979191>
- 3:27 pm **joekuntner:** RT @shoogie: Biz lessons from urban design: build from bottom up, not top down. @davegray #sbs2011
- 3:27 pm **katmandelstein:** #sbs2011 Love the role of "Wiki Gardener" who helps maintain and grow your wikis #getsocial11
- 3:27 pm **shoogie:** Top down process is not realistic, does not stand up IRL. Bottom up processes actually captures what we really do. @jobsworth #sbs2011
- 3:27 pm **TheCR:** RT @shoogie: Biz lessons from urban design: build from bottom up, not top down. @davegray #sbs2011
- 3:27 pm **JohnMLee:** Keys to success for long lived companies: decentralized, strong identity, active listening. #sbs2011
- 3:27 pm **20tonideas:** @davegray says that we should build companies like cities, not in org structures. Encourage organic change. #sbs2011
- 3:27 pm **chickfoxgrover:** @davegray- looking at urban design lessons. new yorkers have lived these through the last 30 years! #sbs2011
- 3:28 pm **deancruse:** Think at the level of the street. Lessons from urban design. via @davegray #sbs2011
- 3:28 pm **Roebot:** RT @rwang0: RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 3:28 pm **TinoKuehnel:** RT @nancygiordano: "moving from physics (predictive models) to biology (organic systems) view of business". @jobsworth #SBS2011 -- love that idea!
- 3:28 pm **Roebot:** RT @iamseanmcdonald: Animals that flock learn faster than territorial. Biz tend to be territorial. Dave Grey #sbs2011

- 3:28 pm **jimworth:** Dave Gray at #sbs2011 "every person needs a place" #e20 #socbiz <http://plixi.com/p/82979475>
- 3:28 pm **rashaproctor:** @davegray "design from bottom up, wide functionality w/cross functionality, need ownership w/private places n public faces..."#sbs2011
- 3:28 pm **jenvandermeer:** RT @iamseanmcdonald: Animals that flock learn faster that territorial. Biz tend to be territorial. Dave Gray #sbs2011
- 3:29 pm **katmandelstein:** The W Meeting Room Wireless Network is slowing to a crawl. Guess they were not prepared for social! #sbs2011
- 3:29 pm **samdecker:** RT @iamseanmcdonald: Animals that flock learn faster that territorial. Biz tend to be territorial. Dave Gray #sbs2011
- 3:29 pm **davidwenger:** Hey Sean. You're everywhere. RT @iamseanmcdonald: Animals that flock learn faster than territorial. Biz tend to be territorial. #sbs2011
- 3:29 pm **charlienb:** Be like water - Bruce Lee @glennbantou RT: @samdecker ?There is no best way of doing anything. The best way is to be changing. #sbs2011?
- 3:30 pm **jeffdachis:** RT @rhappe: Interesting to see the connection being made at #sbs2011 between city planning and digital strategy
- 3:30 pm **katmandelstein:** RT @20tonideas: @davegray says that we should build companies like cities, not in org structures. Encourage organic change. #sbs2011
- 3:30 pm **katmandelstein:** RT @mlmasterson: "We've been trying to force fit processes to uniformity. In fact processes are mostly series of exceptions and adjustments." #sbs2011
- 3:30 pm **tmuellernyc:** In the digital world you can be anywhere, nowhere and everywhere all at the same time. Brands need to consider the implications. #SBS2011
- 3:31 pm **rhappe:** @ashbrown77 here it is: Applying ?A Pattern Language? To Online Community Design <http://bit.ly/a2rUMB> Relevant to #sbs2011 convo
- 3:31 pm **cslemp:** @davegray Shame to build a global company and then not be able to realize the global connections that it provides. #sbs2011
- 3:32 pm **TinoKuehnel:** RT @jobsworth: Spaces need "owners". And every person needs a place. A public face. A private space. David Gray #sbs2011
- 3:32 pm **DT:** RT @katmandelstein: The W Meeting Room Wireless Network is slowing to a crawl. Guess they were not prepared for social! #sbs2011
- 3:32 pm **lelaine:** "Long lived companies are decentralized, have strong identities, and are active listeners" @davegray @dachisgroup #sbs2011 #ED4good #AUS
- 3:32 pm **KozComm:** Connections betwn companies r just as imp as connections within companies. If connection doesn't work it's destructive to both #sbs2011
- 3:32 pm **cdiamand:** #ed4good #aus from #sbs2011
- 3:32 pm **rashaproctor:** @davegray "you Can't control complex systems...management need to think of their org as complex systems" #sbs2011
- 3:32 pm **samdecker:** I saw screening of "I AM" documentary last week. <http://bit.ly/ePTfkv> Community / collaboration concepts in life. Relevant for #sbs2011
- 3:33 pm **TweetRich:** RT @jevon: "It's no longer a joke to be talking about Social Business as if it is a new term" -@jobsworth #sbs2011
- 3:33 pm **jobsworth:** Next up, Philip Kaplan. Personal tagline. Getting people to share information for fun and profit. #sbs2011
- 3:34 pm **ANewCLOUD:** Worth reading the early seminal work from Jane Jacobs on Llife and Death of Cities (from 1961) <http://ow.ly/4bl1c> #sbs2011 #innotribe
- 3:34 pm **garyleethompson:** Worth reading the early seminal work from Jane Jacobs on Llife and Death of Cities (from 1961) <http://ow.ly/4bl46> #sbs2011 #innotribe
- 3:34 pm **tomwilliams:** Looking forward to hearing from @pud first two speakers at #sbs2011 were good but felt very intro'ish.

- 3:34 pm **jwillie:** RT @peterkim: If you like local food, please RT #ed4good #AUS <http://goo.gl/fb/W5JTi> #sbs2011
- 3:34 pm **rhappe:** RT @rashaproctor: @davegray "you Can't control complex systems...management need to think of their org as complex systems" #sbs2011
- 3:35 pm **larsz:** RT @rwang0: RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 3:35 pm **jobsworth:** @pud on stage now, founded fuckedcompany.com AdBrite Blippy and so on. Didn't follow him before. My bad. #sbs2011
- 3:35 pm **jimworth:** And now @pud, Philip Kaplan at #SBS2011
- 3:35 pm **chickfoxgrover:** @davegray - Talking about disconnected org design and processes. Wondering about the unofficial connections people always form... #sbs2011
- 3:35 pm **ashbrown77:** RT @rhappe: RT @rashaproctor: @davegray "you Can't control complex systems...management need to think of their org as complex systems" #sbs2011
- 3:35 pm **amadeoplaza:** RT @katerushsheehy: #SBS2011 #ed4good #AUS A post from Ellen and I @dachisgroup on using social media for social good: <http://dach.is/hFxNYB> (cc: @cakeaustin)
- 3:36 pm **rhappe:** It turns out my politics major and complex organization minor in college actually *were* useful. lol. #sbs2011
- 3:36 pm **chickfoxgrover:** RT @jimworth: And now @pud, Philip Kaplan at #SBS2011
- 3:37 pm **JasonFalls:** As I attend the #sbs2011, @intersection1 has a great post and graphic on social business leadership frameworks today: <http://44d.me/werv>
- 3:38 pm **playbiginc:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 3:38 pm **dmeiselman:** Awesome to see @pud presenting at #sbs2011. He (and fd company) was a huge part of the dot com culture in an earlier life...
- 3:38 pm **larsz:** had to google @jobsworth's t-shirt "Help > Slip > Frank", clearly I am uninitiated #sbs2011
- 3:38 pm **20tonideas:** Adbrite founder @pud wins the award for most personal info shared: @pudweight tweets his dieting progress every morning. #sbs2011
- 3:39 pm **dgibbons:** So far @pud isn't disappointing, with references to attention whoring, porn sites and onanism in the first 5 minutes. #sbs2011
- 3:39 pm **jwillie:** @pud i know you #justsayin #sbs2011
- 3:39 pm **xplane:** Here's @davegray talking about 'the connected company' @ #SBS2011. Look at co's as complex organisms not machines <http://twitpic.com/485r0e>
- 3:39 pm **ehuddleston:** Who cares about privacy? Old people via pud at #SBS2011
- 3:39 pm **dflyonthefly:** Who cares about privacy? Old people. #sbs2011
- 3:39 pm **zackolantern:** Agree with @pud here: putting your personal information out there has few repercussions, and a ton of benefits. Simple as that. #sbs2011
- 3:39 pm **jobsworth:** Philip Kaplan (@pud) "you know who cares about privacy? Old people" #sbs2011
- 3:40 pm **dgibbons:** "Who cares about privacy? Old people" - @pud #sbs2011
- 3:40 pm **leylandrichard:** RT @jobsworth: Philip Kaplan (@pud) "you know who cares about privacy? Old people" #sbs2011
- 3:40 pm **markivey:** Awesome! @intersection1 has a great post, graphic on social business leadership frameworks today #sbs2011: <http://44d.me/werv> RT@JasonFalls
- 3:40 pm **chickfoxgrover:** @pud talking oversharing. "we didn't have any problems signing people up" for blippy #sbs2011

- 3:40 pm **jwillie:** RT @JasonFalls #sbs2011 @intersection1 has great post + graphic on social business leadership frameworks today: <http://44d.me/werv>
- 3:41 pm **ebclosmore:** "Who cares about privacy? Old people." @pud #SBS2011
- 3:41 pm **mercercerthompson:** RT @dgibbons: "Who cares about privacy? Old people" - @pud #sbs2011 | so funny
- 3:41 pm **AustenTX:** Companies grow/reorg/constantly rebuilding the machine. At what point do we wake up & say: this isn't an F'ng machine @davegray #sbs2011
- 3:41 pm **KozComm:** Only old people care about privacy via @pud at #sbs2011 - When phone came out, people were concerned about others listening in (privacy)
- 3:41 pm **gregverdino:** "do you know who cares about privacy? old people" - @pud #sbs2011
- 3:41 pm **sclosmore:** RT @ebclosmore: "Who cares about privacy? Old people." @pud #SBS2011
- 3:41 pm **vzrjvy:** "Know who cares about privacy? Old people" - @pud #sbs2011
- 3:42 pm **AustenTX:** RT @jobsworth: Philip Kaplan (@pud) "you know who cares about privacy? Old people" #sbs2011
- 3:42 pm **shoogie:** You know who cares about privacy? Old People. - @pud #sbs2011
- 3:42 pm **themaria:** RT @JasonFalls: As I attend the #sbs2011, @intersection1 has a great post & graphic on social biz leadership frameworks <http://44d.me/werv>
- 3:42 pm **ConferenceBites:** RT @vzrjvy: "Know who cares about privacy? Old people" - @pud #sbs2011
- 3:42 pm **laurenpicarello:** RT @gregverdino: "do you know who cares about privacy? old people" - @pud #sbs2011
- 3:42 pm **katmandelstein:** #sbs2011 @pud controversial comment of the day "Old people never learn." he has not met my Dad or @SherryLowry who know more than he does.
- 3:42 pm **jenvandermeer:** Old people never learn @pud #sbs2011
- 3:42 pm **kated04:** Blippy's Phillip Kaplan: you know who cares about privacy? Old people. #sbs2011
- 3:43 pm **andyjankowski:** RT @chickfoxgrover: @pud talking oversharing. "we didn't have any problems signing people up" for blippy #sbs2011
- 3:43 pm **akjny:** RT @gregverdino: "do you know who cares about privacy? old people" - @pud #sbs2011
- 3:43 pm **ashbrown77:** Well, this is some talk. #sbs2011
- 3:43 pm **dhinchcliffe:** "Flocking animals learn faster than territorial animals. Who's doing better, the wolf or the squirrel?" - @davegray #sbs2011 #socbiz
- 3:43 pm **joshua_d:** Friendster doesn't get the credit it deserves for getting people to use their real name online @pud #SBS2011
- 3:43 pm **dmeiselman:** The focus of @pud on privacy shift really calls out how digital/social shift is all about culture, not tech... #sbs2011
- 3:43 pm **katmandelstein:** RT @katerushsheehy: #SBS2011 #ed4good #AUS Post from Ellen and I @dachisgroup on using social media for social good: <http://t.co/ZUBzYy5>
- 3:43 pm **xplane:** RT @jobsworth: Enjoying listening to David Gray of xplane at Social Business Summit #sbs2011 been an admirer and electronic follower for many years..
- 3:44 pm **KozComm:** 2 years ago, many thought Facebook was "creepy" - now there's 500 million out there - anything new is scary for privacy #sbs2011
- 3:44 pm **averghese:** RT @dmeiselman: Awesome to see @pud presenting at #sbs2011. He (and fd company) was a huge part of the dot com culture in an earlier life.
- 3:44 pm **dgibbons:** Flickr, Foursquare, Friendster - all companies that have base their model on taking private info and making it public. @pud #sbs2011
- 3:44 pm **dantronic:** RT @rawn: @davegray Profit per employee drops by half as you grow by 3x #sbs2011

- 3:45 pm **InternetVIZ:** How about contacting company? RT @jasonfalls: suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 3:45 pm **rhappe:** RT @dmeiselman: The focus of @pud on privacy shift really calls out how digital/social shift is all about culture, not tech... #sbs2011
- 3:45 pm **joshua_d:** RT @KozComm: 2 years ago, many thought Facebook was "creepy" - now there's 500 million out there - anything new is scary for privacy #sbs2011
- 3:45 pm **cdangson:** @pud maybe I am old but I just want to know how my information is being used #trust #privacy #sbs2011
- 3:45 pm **CiscoCollab:** RT @kated04: Blippy's Phillip Kaplan: you know who cares about privacy? Old people. #sbs2011
- 3:45 pm **katmandelstein:** #sbs2011 People will share if you give them a reason to. says @pud
- 3:45 pm **chickfoxgrover:** @pub - a million dollars a day shared on Blippy, but not really that interesting ;) #sbs2011 privacy? this story is not over.
- 3:45 pm **joekuntner:** People will share if you give them a reason to. @pud #SBS2011
- 3:45 pm **gregverdino:** RT @dhinchcliffe: "Flocking animals learn faster than territorial animals. Who's doing better, the wolf or the squirrel?" - @davegray #sbs2011 #socbiz
- 3:45 pm **rashaproctor:** @pud "bc ppl in past didn't have means 2 public share their lives, they freak now about sharin online vs young ppl is all they know"#sbs2011
- 3:45 pm **rcauvin:** RT @kozcomm: 2 years ago, many thought Facebook was "creepy" - now there's 500 mil out there - anything new is scary for privacy #sbs2011
- 3:46 pm **katmandelstein:** RT @rwang0: RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #SBS2011
- 3:46 pm **ehuddleston:** People will share if you give them a reason to. @pud #SBS2011
- 3:46 pm **tomcummings:** RT @dhinchcliffe: "Flocking animals learn faster than territorial animals. Who's doing better, the wolf or the squirrel?" - @davegray #sbs2011 #socbiz
- 3:46 pm **iamseanmcdonald:** Over \$1million in transactions per day on Blippy- but the sharing is not that interesting. P.Kaplan #sbs2011
- 3:46 pm **cpflaum:** If you give people a relevant reason to share, they will @pud #sbs2011
- 3:46 pm **ANewCLOUD:** Interesting comment from @cdangson on #privacy from #sbs2011. It's not privacy as much as it is not knowing what parts of ME I am sharing.
- 3:46 pm **vdimauro:** RT @TheCR: RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami/@jobsworth #sbs2011
- 3:46 pm **emote_branding:** RT @ashbrown77: When you plan digital strategy, create a street - even a small street - but one that is full of people. #sbs2011
- 3:47 pm **cslemp:** @pud and @jobsworth contrast: do old people not share b/c they're used to it, or do they know better the right things to share? #sbs2011
- 3:47 pm **jillianf:** People will share if you give them a reason to. @pud #sbs2011
- 3:47 pm **joshua_d:** Word of mouth never gets old! RT @ehuddleston: People will share if you give them a reason to. @pud #SBS2011
- 3:47 pm **jobsworth:** "we made it very easy to share, lots of people do it, but they're not sure why" ... @pud at #sbs2011
- 3:48 pm **jwillie:** Make it easy to share and give them a way to..... #sbs2011 @pud
- 3:48 pm **jeffdachis:** "Lots of people sharing, but they don't know why yet" @pud @dachisgroup #SBS2011 #ed4good #AUS
- 3:48 pm **dgibbons:** People will share if you give them a reason. People will share if you give them a WAY to. So just ask them. @pud, #sbs2011
- 3:48 pm **maycotte:** RT @iamseanmcdonald: Over \$1million in transactions per day on Blippy- but the sharing is not that interesting. P.Kaplan #sbs2011

- 3:48 pm **rhappe:** I don't think we are on an endless march to open everything. Niche, private communication methods are all the rage right now #sbs2011
- 3:48 pm **cslemp:** RT @jobsworth: "we made it very easy to share, lots of people do it, but they're not sure why" ... @pud at #sbs2011
- 3:48 pm **ehuddleston:** People will share if you give them a WAY to @pud #SBS2011
- 3:48 pm **VirginiaMiracle:** I heart @pud's honesty. Blippy successfully gets people to share credit card transactions, but its not that interesting. #sbs2011
- 3:48 pm **Mr_____X:** Wow wow RT @dhinchcliffe: RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 3:48 pm **ccarchitect:** Wow wow RT @dhinchcliffe: RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 3:49 pm **ebclosmore:** Is it more interesting that they bought a \$0.05 HDMI cable or that they were able to charge for it? cc @pud #SBS2011
- 3:49 pm **andyjankowski:** People will share if you give them a reason and an easy way to. [Apply to internal collab challenges] @pud #sbs2011
- 3:49 pm **stacyonfire:** Philip Kaplan, you rock! People will share if you give them a way to. Just ask. #SBS2011 #sxswi
- 3:50 pm **dokhtar110:** People will share(info) if you give them a WAY to. So just ask. @pud #sbs2011
- 3:50 pm **nancygiordano:** Phillip Kaplan of Blippy key takeaway: privacy is for old people. Hmmm?? #SBS2011
- 3:50 pm **ashbrown77:** RT @ebclosmore: Is it more interesting that they bought a \$0.05 HDMI cable or that they were able to charge for it? cc @pud #SBS2011
- 3:50 pm **katenieder:** I just realized we gave out the equivalent of jegging hoodies at #SBS2011 cc@bkotlyar naming ideas? @mercerthompson thoughts?
- 3:50 pm **zackolantern:** Blippy built on philosophy that people share opportunistically. Provide a compelling mechanism, and sharing will develop. #sbs2011
- 3:51 pm **openroadies:** Look for our man @dgibbons tweeting from Austin Tx at the Dachis Social Biz Summit #sbs2011
- 3:51 pm **IIZLIZ:** RT @andyjankowski: People will share if you give them a reason and an easy way to. [Apply to internal collab challenges] @pud #sbs2011
- 3:51 pm **jimworth:** @themaria try hashtag #sbs2011 :^)
- 3:51 pm **BuzzMonkeysPR:** RT @JasonFalls: As I attend the #sbs2011, @intersection1 has a great post and graphic on social business leadership frameworks today: <http://44d.me/werv>
- 3:52 pm **ITSinsider:** Home (sick) watching the tweet stream from #sbs2011. It's like being there.
- 3:52 pm **MegaJustice:** RT @andyjankowski: People will share if you give them a reason and an easy way to. [Apply to internal collab challenges] @pud #sbs2011
- 3:52 pm **mercerthompson:** @katenieder @bkotlyar joodies? #sbs2011
- 3:52 pm **MegaJustice:** RT @ebclosmore: Is it more interesting that they bought a \$0.05 HDMI cable or that they were able to charge for it? cc @pud #SBS2011
- 3:52 pm **JohnMLee:** Philip Kaplan talk at #sbs2011 considerable step down from Dave Gray and JP Rangaswami.
- 3:52 pm **Greg2dot0:** @ITSinsider I was just going to ask if you were able to get to the event #sbs2011
- 3:52 pm **bikespoke:** RT @nancygiordano: "moving from physics (predictive models) to biology (organic systems) view of business". @jobsworth #SBS2011 -- love that idea!!
- 3:52 pm **MegaJustice:** RT @nancygiordano: Phillip Kaplan of Blippy key takeaway: privacy is for old people. Hmmm?? #SBS2011

- 3:52 pm **MegaJustice:** RT @VirginiaMiracle: I heart @pud's honesty. Blippy successfully gets people to share credit card transactions, but its not that interesting. #sbs2011
- 3:52 pm **dmeiselman:** RT @zackolantern: Blippy built on philosophy that people share opportunistically. Provide a compelling mechanism, and sharing will develop. #sbs2011
- 3:53 pm **jwillie:** @ITSinsider will see you at #e2conf get well soon! #sbs2011
- 3:53 pm **ashbrown77:** This talk is like mining: if you sift long enough you'll find some nuggets of gold #sbs2011
- 3:53 pm **nancygiordano:** So what is it u want to know about your customers? Just ask?? Hmmm!! #SBS2011
- 3:53 pm **KozComm:** People will share if given a reason to. Blippy - people see paying different for same things. Still discovering reasons #sbs2011
- 3:53 pm **caribrooke:** RT @tmuellernyc: In the digital world you can be anywhere, nowhere and everywhere all at the same time. Brands need to consider the implications. #SBS2011
- 3:53 pm **IIZLIZ:** how I feel abt LBS, too -> RT @jeffdachis "Lots of people sharing, but they don't know why yet" - Blippy's @pud #SBS2011
- 3:53 pm **rashaproctor:** @pud "what do u have that ppl will find useful and easy to share is key to success of ur site/product" #sbs2011
- 3:55 pm **mccurtin:** @nancygiordano Yeah, not buying that one...privacy is for "private people". #SBS2011
- 3:55 pm **woolism:** great speakers this morning at #sbs2011. Stay connected and good luck to #ed4good #aus
- 3:55 pm **jwillie:** Rockstar ALERT: Will @rawn mention #SharePoint #sbs2011 #socbiz
- 3:55 pm **rashaproctor:** #ed4g #aus...great morning @ #sbs2011
- 3:55 pm **joekuntner:** #ed4good #AUS doing right by the community in Austin at #SBS2011
- 3:55 pm **seanwood:** RT @joekuntner: #ed4good #AUS doing right by the community in Austin at #SBS2011
- 3:55 pm **jobsworth:** Rawn Shah from IBM is now up, talking about the maturity of social business #sbs2011
- 3:56 pm **dmeiselman:** Good cause. RT @jeffdachis: Ellen and KRS @dachisgroup on using social media for social good: <http://t.co/89v5cLL> #SBS2011 #ed4good #AUS?
- 3:56 pm **cdangson:** LOL OH: @rawn now that we know why old people suck I'm here to talk about maturity #sbs2011
- 3:56 pm **jimworth:** And now @Rawn of IBM on maturity at #SBS2011
- 3:56 pm **RichardRashty:** @jobsworth Rawn is an excellent Speaker! Wish I was there at #SBS2011
- 3:56 pm **theparallaxview:** ~ @ITSinsider but that's a real swizzle, maybe you could come over to the London #sbs2011 to make up for it...
- 3:56 pm **akjnc:** RT @jeffdachis: "Lots of people sharing, but they don't know why yet" @pud @dachisgroup #SBS2011 #ed4good #AUS
- 3:56 pm **mercერთhompson:** Ditto! RT @IIZLIZ: how I feel abt LBS, too -> RT @jeffdachis "Lots of people sharing, but they don't know why yet" - Blippy's @pud #SBS2011
- 3:56 pm **jillianf:** Go @katerushsheehy! #edu4good #aus #sbs2011
- 3:57 pm **seanwood:** oops! Not @davegray ... that last quote was via @pud #sbs2011
- 3:57 pm **shoogie:** Next up: @rawn - IBM's Business Transformation Consultant - on Social Business Maturity. #sbs2011
- 3:57 pm **deancruse:** RT @nancygiordano: Phillip Kaplan of Blippy key takeaway: privacy is for old people. Hmmm?? #SBS2011

- 3:57 pm **20tonideas:** @pud is fully aware of the fact that there is no real reason for people to share credit card info on Blippy. But they do it anyway. #sbs2011
- 3:57 pm **pud:** Finished my talk at Dachis Social Business Summit. Now it's party time in Austin #sbs2011?
- 3:57 pm **Daria:** RT @dhinchcliffe: "Flocking animals learn faster than territorial animals. Who's doing better, the wolf or the squirrel?" - @davegray #sbs2011 #soccbiz
- 3:57 pm **Roebot:** @rawn "social is the fifth shift in biz tech." mainframe, dept computing, PC, Internet, now Social. #sbs2011
- 3:57 pm **dhinchcliffe:** @rawn is up talking about enterprise #soccbiz. "People are transforming the way they act. This is changing how business is done." #sbs2011
- 3:58 pm **rhape:** Nice! RT @cdangson: LOL OH: @rawn now that we know why old people suck I'm here to talk about maturity #sbs2011
- 3:58 pm **ANewCLOUD:** @rawn from IBM discusses "How Do I Find Anything" & Fifth Shift @ #sbs2011. CLOUD agrees & talked about new model for Internet @ #tedxaustin
- 3:58 pm **garyleethompson:** @rawn from IBM discusses "How Do I Find Anything" & Fifth Shift @ #sbs2011. CLOUD agrees & talked about new model for Internet @ #tedxaustin
- 3:58 pm **jwillie:** RT @peterkim: If you like local food, please RT #ed4good #AUS <http://goo.gl/fb/W5JTi> #sbs2011
- 3:58 pm **RichardRashty:** @ITSinsider Will they publish some of the presentations from #SBS2011?
- 3:58 pm **ConferenceBites:** RT @jeffdachis "Lots of people sharing, but they don't know why yet" - Blippy's @pud #SBS2011
- 3:58 pm **ashbrown77:** RT @joekuntner: #ed4good #AUS doing right by the community in Austin at #SBS2011
- 3:58 pm **elsua:** Enjoying a cup of coffee on a mid-afternoon break, while browsing through the über-awesome live tweeting coming along from #sbs2011
- 3:59 pm **VirginiaMiracle:** 140,000 of IBM's workforce are 100% remote. (via @rawn) Definitely high demands on using technology to connect a workforce #sbs2011
- 3:59 pm **laurenpicarello:** RT @jeffdachis: "Lots of people sharing, but they don't know why yet" @pud @dachisgroup #SBS2011 #ed4good #AUS
- 3:59 pm **themaria:** .@rawn says social business is 5th shift: mainframes, departmental computing, personal computing, internet, social business #sbs2011
- 3:59 pm **wattsteve:** @ehuddleston @johndeo make sure you get a chance to meet my good friend @mlmasterson at #sbs2011. He's on IBM's Soc Biz Strategy Team.
- 3:59 pm **RichardRashty:** RT @VirginiaMiracle: 140,000 of IBM's workforce are 100% remote. (via @rawn) Definitely high demands on using technology to connect a workforce #sbs2011
- 3:59 pm **RichardRashty:** RT @themaria: .@rawn says social business is 5th shift: mainframes, departmental computing, personal computing, internet, social business #sbs2011
- 3:59 pm **andyjankowski:** RT @jeffdachis: Ellen and KRS @dachisgroup on using social media for social good: <http://t.co/89v5cLL> #SBS2011 #ed4good #AUS
- 3:59 pm **AustenTX:** @davegray great graphics #sbs2011 <http://moby.to/pva38n>
- 4:00 pm **cslemp:** @pud if people are sharing and don't know why, what happens when they learn why? will sharing go up or down? #sbs2011
- 4:00 pm **shoogie:** 140k of IBMs 400k employees are 100% remote. @rawn #sbs2011 Wow. That's awesome.
- 4:00 pm **elsua:** Looks like @jobsworth's and @davegray's sessions have been quite a smash hit so far! // Still catching up on those live tweets #sbs2011

- 4:00 pm **ashbrown77:** Love that @rawn just touched on the importance of social in internal comms #sbs2011
- 4:01 pm **katmandelstein:** #sbs2011 @rawn Maturity is not a number.
- 4:01 pm **dhinchcliffe:** Great visual from @rawn on industry progression: mainframe, dept. computing, PCs, Internet, and #socabiz. #sbs2011 <http://t.co/G1QjwDz>
- 4:01 pm **infocloud:** I'm really enjoying seeing the responses to the @davegray presentation at #sbs2011 on Connected Companies
- 4:01 pm **IIZLIZ:** RT @dgibbons: Flickr, Foursquare, Friendster - all companies that have base their model on taking private info and making it public. @pud #sbs2011
- 4:01 pm **chickfoxgrover:** @rawn from IBM on the challenges and "maturity" of collaboration. a review of social systems in place. #sbs2011
- 4:01 pm **RichardRashty:** RT @dhinchcliffe: Great visual from @rawn on industry progression: mainframe, dept. computing, PCs, Internet, and #socabiz. #sbs2011 <http://t.co/G1QjwDz>
- 4:01 pm **SixDegreesPGH:** @gregverdino I know what #sws is, but what is the #sbs2011 tag for?
- 4:01 pm **allysquires:** RT @cpflaum: If you give people a relevant reason to share, they will @pud #sbs2011
- 4:01 pm **ebclosmore:** Questionable and yet interesting use of the @foursquare API - www.wheretheladiesat.com #sbs2011 cc: @pud
- 4:02 pm **ANewCLOUD:** @rawn on connecting talent @ IBM & social business maturity. Could Internet that starts with people change this? <http://ow.ly/4bJH8> #sbs2011
- 4:02 pm **CLOUDPeople:** @rawn on connecting talent @ IBM & social business maturity. Could Internet that starts with people change this? <http://ow.ly/4bJKO> #sbs2011
- 4:02 pm **CLOUDTalent:** @rawn on connecting talent @ IBM & social business maturity. Could Internet that starts with people change this? <http://ow.ly/4bJKQ> #sbs2011
- 4:02 pm **zackolantern:** boggling % for any company, much less a giant RT @shoogie: 140k of IBMs 400k employees are 100% remote. @rawn #sbs2011 Wow. That's awesome.
- 4:02 pm **katmandelstein:** RT @themaria: @rawn says social business is 5th shift: mainframes, departmental computing, personal computing, internet, social business #sbs2011
- 4:03 pm **rhappe:** Glad to see @rawn at #sbs2011 - we need to do more to link the #e2conf crowd and the #sxsw crowd. Both have something to teach each other.
- 4:03 pm **Roebot:** Dear conf organizers. 9am should be earliest start time. I'll get to Whitehouse Summit for 8am start, but that's about it. #sbs2011
- 4:03 pm **themaria:** ..@rawn talks about characteristics of a social business: transparent, engaged, nimble, collaborative, innovative #sbs2011
- 4:03 pm **jwillie:** Social Business maturity: #verbs connect, decide, learn, optimize #sbs2011
- 4:03 pm **katmandelstein:** RT @VirginiaMiracle: 140,000 of IBM's workforce are 100% remote. (via @rawn) Definitely high demands on using technology to connect a workforce #sbs2011
- 4:03 pm **cslemp:** RT @themaria: ..@rawn talks about characteristics of a social business: transparent, engaged, nimble, collaborative, innovative #sbs2011
- 4:04 pm **katmandelstein:** RT @shoogie: Next up: @rawn - IBM's Business Transformation Consultant - on Social Business Maturity. #sbs2011
- 4:04 pm **Roebot:** RT @dhinchcliffe: Great visual from @rawn on industry progression: mainframe, dept. computing, PCs, Internet, and #socabiz. #sbs2011 <http://t.co/G1QjwDz>
- 4:04 pm **davegray:** RT @dmeiselman: Good cause. RT @jeffdachis: Ellen and KRS @dachisgroup on using social media for social good: <http://t.co/89v5cLL> #SBS2011 #ed4good #AUS?

- 4:04 pm **katmandelstein:** RT @dhinchcliffe: Great visual from @rawn on industry progression: mainframe, dept. computing, PCs, Internet, and #socabiz. #sbs2011 <http://t.co/G1QjwDz>
- 4:04 pm **cakeaustin:** thanks for all your support for SFC @jeffdachis @dachisgroup - social media for social good: <http://dach.is/hFxNYB> #SBS2011 #ed4good #AUS
- 4:04 pm **davegray:** RT @jwillie: RT @peterkim: If you like local food, please RT #ed4good #AUS <http://goo.gl/fb/W5JTi> #sbs2011
- 4:04 pm **themaria:** Trust is essential in encouraging ppl 2 share their information & contribute to internal co. network - absolutely! culture first! #sbs2011
- 4:04 pm **chickfoxgrover:** will oversharing may lead to the commodification of personality? #sbs2011
- 4:04 pm **EvolveSystemsUS:** RT @zackolantem: boggling % for any company, much less a giant RT @shoogie: 140k of IBMs 400k employees are 100% remote. @rawn #sbs2011 Wow. That's awesome.
- 4:05 pm **katmandelstein:** RT @rhappe: Glad to see @rawn at #sbs2011 - we need to do more to link the #e2conf crowd and the #sxsw crowd. Both have something to teach each other.
- 4:05 pm **joshua_d:** At #sbs2011, @rawn speaking on the 5th shift @ W Hotel <http://instagr.am/p/Clu4c/>
- 4:05 pm **rcauvin:** RT @pud: Finished my talk at Dachis Social Business Summit. Now it's party time in Austin #sbs2011?
- 4:05 pm **katmandelstein:** RT @themaria: ..@rawn talks about characteristics of a social business: transparent, engaged, nimble, collaborative, innovative #sbs2011
- 4:06 pm **Nelsonb:** RT @VirginiaMiracle: 140,000 of IBM's workforce are 100% remote. (via @rawn) Definitely high demands on using technology to connect a workforce #sbs2011
- 4:06 pm **yammer:** We are at the Dachis Group Social Business Summit #sbs2011 - here to meet, learn, listen ^mo
- 4:06 pm **joshua_d:** RT @jwillie: Social Business maturity: #verbs connect, decide, learn, optimize #sbs2011
- 4:06 pm **joe kuntner:** @rawn speaking at #SBS2011 about social business maturity. Social business verbs-connect, learn, decide, optimize. Good stuff.
- 4:06 pm **RichardRashty:** @themaria questions to ask yourself to measure your own company #SocBiz levels #SBS2011
- 4:06 pm **leebryant:** RT @jwillie: RT @peterkim: If you like local food, please RT #ed4good #AUS <http://goo.gl/fb/W5JTi> #sbs2011
- 4:06 pm **katmandelstein:** RT @jwillie: RT @peterkim: If you like local food, please RT #ed4good #AUS <http://goo.gl/fb/W5JTi> #sbs2011
- 4:06 pm **bkrentler:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 4:06 pm **VanillaWorks:** Like the concept of JAMS in a corporate environment - #sbs2011
- 4:07 pm **terrigriffith:** RT @rawn: "Companies are made out of people. They figure workarounds to everything we do to make them seem like a machine." @davegray #sbs2011 #socabiz
- 4:07 pm **katmandelstein:** RT @themaria: Trust is essential in encouraging ppl 2 share their information & contribute to internal co. network - absolutely! culture first! #sbs2011
- 4:07 pm **markdowds:** This is the worst presentation ever #sbs2011
- 4:07 pm **TimWMalone:** RT @rawn: "Companies are made out of people. They figure workarounds to everything we do to make them seem like a machine." @davegray #sbs2011 #socabiz
- 4:07 pm **kirkcreations:** RT @themaria: ..@rawn says social business is 5th shift: mainframes,

- 4:07 pm **cslemp:** @chickfoxgrover commodification of personality? or cult? overshareers are performing, not communicating #sbs2011
- 4:07 pm **jdistad:** RT @dhinchcliffe: Great visual from @rawn on industry progression: mainframe, dept. computing, PCs, Internet, and #socabiz. #sbs2011 <http://t.co/G1QjwDz>
- 4:08 pm **katmandelstein:** RT @jwillie: Social Business maturity: #verbs connect, decide, learn, optimize #sbs2011
- 4:08 pm **allysquires:** Connect, learn, decide, optimize @rawn #sbs2011
- 4:08 pm **mijori23:** RT @dhinchcliffe: Great visual from @rawn on industry progression: mainframe, dept. computing, PCs, Internet, and #socabiz. #sbs2011 <http://t.co/G1QjwDz>
- 4:08 pm **Greg2dot0:** RT @themaria: Trust is essential in encouraging ppl 2 share their information & contribute to internal co. network - absolutely! culture first! #sbs2011
- 4:08 pm **xplane:** RT @leebryant: RT @jwillie: RT @peterkim: If you like local food, please RT #ed4good #AUS <http://goo.gl/fb/W5JTi> #sbs2011
- 4:08 pm **jenspencercoach:** Maturity can= resourceful asset in social business. IBM shares how400k+ empl 2 knowledge share & service their clients & potentials.#SBS2011
- 4:09 pm **ITSinsider:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 4:09 pm **mrcruce:** Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 4:10 pm **Roebot:** @markdowds dude the WORST ppts are made by IBM. IBMers have an odd knack for shitty PPTs. #sbs2011
- 4:10 pm **webtechman:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 4:10 pm **jwillie:** @jimworth looking for list of #sbs2011 tweeters :)
- 4:10 pm **ebclosmore:** Q: How do we develop learning in a future state where we're encouraging individuals to just ask instead of figure out? #SBS2011
- 4:10 pm **znh:** RT @cpflaum: If you give people a relevant reason to share, they will @pud #sbs2011
- 4:11 pm **chickfoxgrover:** @rawn terrific overview of a practical social capabilities framework for a large organization. oh and why it's important... #sbs2011
- 4:11 pm **leebryant:** RT @chickfoxgrover: @rawn terrific overview of a practical social capabilities framework for a large organization. oh and why it's important... #sbs2011
- 4:11 pm **Signal:** RT @jobsworth: Spaces need "owners". And every person needs a place. A public face. A private space. David Gray #sbs2011
- 4:12 pm **Roebot:** Deliciously awful PPT from...guess it...an IBMer. #sbs2011 (I did like the fifth shift slide tho) <http://t.co/3e6K0FL>
- 4:12 pm **joshua_d:** @garyleethompson hey Gary, I am #sbs2011, let's meet up at the break.
- 4:12 pm **IIZLIZ:** @jwillie @jimworth here you go (from @zackolantern) <http://bit.ly/fcgiEH> #sbs2011
- 4:12 pm **NMCurtis:** Juxtaposition of start-up v corporate minds at #SBS2011
- 4:12 pm **Sprezzatura:** RT @mrcruce +1 Business is inherently social, we've engineered the heart out of it the last 50 yrs. Social biz is a Renaissance #SBS2011
- 4:12 pm **dgibbons:** @rawn is sharing some great figures on quantifiable and anecdotal benefits of social tools within IBM #sbs2011
- 4:13 pm **RichardRashty:** RT @Sprezzatura: RT @mrcruce +1 Business is inherently social, we've engineered the heart out of it the last 50 yrs. Social biz is a Renaissance

- 4:13 pm **katmandelstein:** RT @jenspencercoach: Maturity can= resourceful asset in social business. IBM shares how400k+ empl 2 knowledge share & service their clients & potentials.#SBS2011
- 4:13 pm **katmandelstein:** RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 4:13 pm **dhinchcliffe:** Another visual: #socabiz Maturity Qualities - Transparent, Engaged, Nimble, Collaborative, and Innovative #sbs2011 <http://t.co/u8EKwFt>
- 4:14 pm **shoogie:** Levels of business maturity: adoption, program mngt, content & conversation, actions & qualities, and finally, value creation @rawn #sbs2011
- 4:14 pm **jeffdachis:** RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 4:14 pm **danyork:** :-) RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 4:14 pm **garyleethompson:** Sounds great. Shout out @kelloggalumni! | RT @joshua_d: @garyleethompson hey Gary, I am #sbs2011, let's meet up at the break.
- 4:15 pm **tmuellernyc:** Identify organizational friction as well as existing social traits before launching tools. #SBS2011, @siegelgale
- 4:15 pm **chickfoxgrover:** @cslemp and performers will adapt to acceptable/successful patterns, even if they appear transgressive. loss of individuality? #sbs2011
- 4:15 pm **theparallaxview:** Just having a play with <http://socabiz.co/> it now just shows tweets from #sbs2011 (nb this is a betafun project, run just by me!)
- 4:15 pm **Roebot:** RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 4:15 pm **kirkcreations:** #sbs2011 everything needs time to resolve
- 4:15 pm **malexander1219:** RT @dhinchcliffe: Great visual from @rawn on industry progression. #sbs2011 <http://t.co/G1QjwDz> <much better than the simple supply line.
- 4:15 pm **nancygiordano:** Great morning at #SBS2011 -- really thoughtful presentations (and good pens!) but wondering why speakers are in the dark?
- 4:16 pm **multiplex:** RT @themaria: Trust is essential in encouraging ppl 2 share their information & contribute to internal co. network - absolutely! culture first! #sbs2011
- 4:16 pm **markdowds:** @Roebot I could not agree more. Slides I couldn't read and he speaks like Charlie Brown's teacher. Falling asleep #sbs2011
- 4:16 pm **jwillie:** Thanks Liz! RT @iizLiz: @jwillie @jimworth here you go (from @zackolantem) <http://bit.ly/fcgiEH> #sbs2011
- 4:16 pm **shoogie:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 4:16 pm **garyleethompson:** Why sponsors shouldn't present. | RT @roebot: Deliciously awful PPT from...guess it...an IBMer. #sbs2011 <http://t.co/3e6K0FL>
- 4:16 pm **rocktronik:** RT @dhinchcliffe: Another visual: #socabiz Maturity Qualities - Transparent, Engaged, Nimble, Collaborative, and Innovative #sbs2011 <http://t.co/u8EKwFt>
- 4:17 pm **jimworth:** Great turnout for #sbs2011 Maybe 300 apple devices here. <http://plixi.com/p/82988407>
- 4:18 pm **rashaproctor:** @rawn "need to understand the nature of friction, it's what decides the value of the innovation is social business" #sbs2011
- 4:19 pm **dgibbons:** IBM does an excellent job of demonstrating the benefits of social tools, using themselves as a case study. #sbs2011
- 4:19 pm **dmeiselman:** Amen RT @chickfoxgrover: @rawn terrific overw of a practical social capabilities framework for a large org & why it's important... #sbs2011

3/13/2011

Transcript for #sbs2011 - What the Has...

- 4:19 pm **rwang0:** RT @jimworth: Great turnout for #sbs2011 Maybe 300 apple devices here. <http://plixi.com/p/82988407>
- 4:19 pm **malexanderIBM:** Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 4:24 pm **MelissaYoungATX:** @jobsworth transitioning from talking about changes in tech to the cultural shift happening IS important. Couldn't agree more! #sbs2011
- 4:25 pm **NathanS:** RT @jeffdachis: "Lots of people sharing, but they don't know why yet" @pud@dachisgroup #SBS2011 #ed4good #AUS
- 4:25 pm **thesuperfluid:** RT @jeffdachis: "Lots of people sharing, but they don't know why yet" @pud@dachisgroup #SBS2011 #ed4good #AUS
- 4:29 pm **MelissaYoungATX:** <3 Dave Gray's "we r constantly rebuilding the machine. @ what point do we wake up and realize this isn't a f-ing machine?" #sbs2011
- 4:30 pm **Greg2dot0:** @jimworth Pay attention to the content, not the shinny toys #sbs2011
- 4:35 pm **Carambotti:** I like this RT @dhinchcliffe ".we can now store failure as future proofing" - @jobsworth #sbs2011 #socbiz "Now we can make new mistakes."
- 4:35 pm **mor_trisha:** RT @themaria: Trust is essential in encouraging ppl 2 share their information & contribute to internal co. network - absolutely! culture first! #sbs2011
- 4:36 pm **mijori23:** RT @dhinchcliffe: "Flocking animals learn faster than territorial animals. Who's doing better, the wolf or the squirrel?" - @davegray #sbs2011 #socbiz
- 4:37 pm **ConferenceBites:** RT @dhinchcliffe ".we can now store failure as future proofing" - @jobsworth #sbs2011 #socbiz "Now we can make new mistakes."
- 4:38 pm **MelissaYoungATX:** "you know who cares about privacy... Old people" ... Well that confirms it! I'm officially old! :-) #sbs2011
- 4:38 pm **f_redant:** RT @katmandelstein RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 4:44 pm **Rbcammendations:** Cool program happening today by @dachisgroup about education and social change + local food. dach.is/hFxNYB #SBS2011 #ed4good #AUS
- 4:44 pm **AAinslie:** RT @dhinchcliffe: "The idea that we can now store failure as future proofing is very important." - @jobsworth #sbs2011 #socbiz "Now we can make new mistakes."
- 4:45 pm **AAinslie:** RT @shoogie: Moving away from fear to sharing, mentoring, collaboration. We're approaching an age of associating work with pleasure - @jobsworth #sbs2011
- 4:46 pm **AAinslie:** RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 4:46 pm **Greg2dot0:** RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 4:47 pm **Greg2dot0:** RT @MelissaYoungATX: "you know who cares about privacy... Old people" ... Well that confirms it! I'm officially old! :-) #sbs2011 < +1
- 4:47 pm **AmeliaJL:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 4:48 pm **iMediaMichelle:** Bummed to be missing the @DachisGroup Social Business Summit - will be living vicariously through the #sbs2011 feed in my Dachis Hoodie
- 4:49 pm **theparallaxview:** The Austin #sbs2011 looks rather fantabulous, just wait til it gets to London on March 24th!
- 4:49 pm **jessewilkins:** RT @dhinchcliffe: "Systems of record are Fort Knox. Systems of engagement are like a river & they've come together. That bird has flown."- @jobsworth #sbs2011
- 4:49 pm **gentshev:** RT @shoogie: Moving away from fear to sharing, mentoring, collaboration. We're approaching an age of associating work with pleasure - @jobsworth #sbs2011

- 4:50 pm **jessewilkins:** RT @[rwang0](#): Oldie but goodie. 5 Simple Rules for Social Business <http://bit.ly/f3yUy0> #sbs2011 #socabiz #dachis
- 4:51 pm **jessewilkins:** RT @[dhinchcliffe](#): RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 4:52 pm **joekuntner:** RT @[mlmasterson](#): "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011
- 4:52 pm **livioh:** RT @[theparallaxview](#): Austin #sbs2011 looks rather fantabulous, just wait til it gets to London on March 24th! > sign up: <http://is.gd/tyXY10>
- 4:53 pm **smfarr:** Listening at #sbs2011 abt social biz & thinking of analog for nonprofit approaches...lots to consider & we haven't even had lunch yet!
- 4:54 pm **malexanderIBM:** RT @[dgibbons](#): IBM does an excellent job of demonstrating the benefits of social tools, using themselves as a case study. #sbs2011
- 4:56 pm **dogwonder:** #sbs2011 happening right now in #AUS - some great speakers on the bill
- 4:56 pm **mikeviola:** RT @[mrcruce](#): Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 4:58 pm **iMediaMichelle:** Some gr8 research here RT @[jessewilkins](#) Oldie but goodie. 5 Simple Rules for Social Business <http://bit.ly/f3yUy0> #sbs2011 via @[rwang0](#)
- 4:58 pm **RichardRashty:** @[Rawn](#) Heard your #sbs2011 presentation was excellent for #socabiz #E2
- 4:58 pm **chumulu:** RT @[dhinchcliffe](#): "The idea that we can now store failure as future proofing is very important." - @[jobsworth](#) #sbs2011 #socabiz "Now we can make new mistakes."
- 4:59 pm **KozComm:** Getting started agin at #sbs2011 <http://twitpic.com/486ibx>
- 5:02 pm **mindyklement:** Wireless working so much better when you log in to W vs just using W Meeting Room #sbs2011
- 5:04 pm **rashaproctor:** Cool program happening today by @[dachisgroup](#) about education and social change + local food. dach.is/hFxNYB #SBS2011 #ed4good #AUS
- 5:04 pm **gh_:** how on earth will the W handle SXSW when they can't handle #sbs2011 ?
- 5:05 pm **KozComm:** Up next at #sbs2011 - @[jberhoff](#) - Only Empowered Employees can serve an empowered customer. Will be streaming it at <http://sxsw.kozlen.com>
- 5:05 pm **cpflaum:** Spotted at #sbs2011: @[jberhoff](#) - can't wait to hear what he has to say in a few minutes.
- 5:06 pm **jenn_hughes:** RT @[iamseanmcdonald](#): Animals that flock learn faster that territorial. Biz tend to be territorial. Dave Grey #sbs2011
- 5:06 pm **dhinchcliffe:** RT @[mrcruce](#): Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth
- 5:08 pm **AustenTX:** #SBS2011 in full swing. @[joshbernhoff](#) speaking now! <http://plixi.com/p/82997666>
- 5:08 pm **woolism:** Excited to hear from @[jberhoff](#) about the #Groundswell at #sbs2011. Hoping to be #empowered
- 5:08 pm **chuckdizzle78:** If I can't tweet about what you just said, did you make a sound? #sbs2011
- 5:09 pm **iMediaMichelle:** RT @[dariasteigman](#): Build a community before you need it, says @[CBWhittemore](#). [Why is that so far for people to understand?] #sbs2011
- 5:09 pm **AustenTX:** RT @[jwillie](#): RT @[peterkim](#): If you like local food, please RT #ed4good #AUS <http://goo.gl/fb/W5JTi> #sbs2011
- 5:09 pm **rashaproctor:** @[jberhoff](#) "only an empowered employee can serve an empowered customer" #sbs2011
- 5:09 pm **joshua_d:** RT @[woolism](#): Excited to hear from @[jberhoff](#) about the #Groundswell at #sbs2011. Hoping to be #empowered

3/13/2011

Transcript for #sbs2011 - What the Has...

5:10 pm

bduperrin: RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth

5:10 pm

Roebot: RT @KozComm: Up next at #sbs2011 - @jberloff - Only Empowered Employees can serve an empowered customer. Will be streaming it at <http://sxsw.kozlen.com>

5:10 pm

chickfoxgrover: RT @mikeviola: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011

5:10 pm

tristanbergh: RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth

5:11 pm

iMediaMichelle: What's your empowerment factor? RT @rashaproctor Only an empowered employee can serve an empowered customer via @jberloff #sbs2011

5:11 pm

cslemp: RT @KozComm: Up next at #sbs2011 - @jberloff - Only Empowered Employees can serve an empowered customer. Will be streaming it at <http://sxsw.kozlen.com>

5:11 pm

katmandelstein: Feeling #Empowered now with Josh Bernoff from @Forrester on stage making us laugh. #SBS2011

5:11 pm

andyjankowski: RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Agree!

5:11 pm

themaria: .@jberloff is recounting an experience that I've had far too often about lack of support from an unempowered support employee #sbs2011

5:12 pm

bobpulver: RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth

5:12 pm

Marcio_Saito: RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz

5:12 pm

craigsmusings: gr8 opty! RT @mlmasterson: "We have meticulously engineered the act of being social, out of business" - JP Rangaswami #sbs2011

5:13 pm

ANewCLOUD: @jberloff talking about his experience w/ currency & euros at #sbs2011. "What is money?" Some thoughts on that topic here <http://ow.ly/4bO0V>

5:13 pm

AndyBoydnl: RT @chickfoxgrover: @rawn terrific overview of a practical social capabilities framework for a large organization. oh and why it's important... #sbs2011

5:14 pm

IIZLIZ: @jberloff tells story about @twelpforce - BBY employees are empowered and can offer real help to customers. So important #sbs2011

5:15 pm

RichardRashty: RT @bduperrin: RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth

5:15 pm

ehuddleston: Social commerce at work @twelpforce pointed @jberloff at an in stock cable, he came out with \$1100 upsell #SBS2011

5:15 pm

joekuntner: @jberloff at #SBS2011 - "only an empowered worker can serve an empowered customer"

5:15 pm

jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS

5:15 pm

dachisgroup: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS

5:15 pm

db: Only an empowered worker can serve and empowered customer. #SBS2011 ~@jberloff

5:15 pm

MarkTamis: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS

5:15 pm

lelaine: "Only an empowered worker can serve an empowered customer" @jberloff #SBS2011 #ED4good #AUS

5:15 pm

themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011

5:15 pm

rawn: RT @joekuntner: @jberloff at #SBS2011 - "only an empowered worker can

- 5:15 pm **livioh:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 5:15 pm **ConferenceBites:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 5:15 pm **katmandelstein:** RT @Krochmal: I'm following #sbs2011 (social business summit) and watching @katmandelstein curate the tweet stream.
- 5:15 pm **joshua_d:** Empower your employees to be HEROS @jberloff #sbs2011
- 5:16 pm **laurenpicarello:** "only an empowered worker can serve an empowered customer" @jberloff #SBS2011
- 5:16 pm **gautamghosh:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 5:16 pm **meghan_krane:** !RT @themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011
- 5:16 pm **ehuddleston:** Marketing funnel no longer ends at "customer" advocacy funnel now critical @jberloff #SBS2011
- 5:16 pm **vzrvjv:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 5:16 pm **jenn_hughes:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 5:16 pm **RichardRashty:** RT @rawn: RT @joekuntner: @jberloff at #SBS2011 - "only an empowered worker can serve an empowered customer" #ed4good #aus
- 5:16 pm **Roebot:** "highly empowered and resourceful operative" = HERO From @jberloff #sbs2011 (author Empowered)
- 5:16 pm **briggzay:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" #SBS2011 #ed4good <- nice example of law of requisite variety
- 5:16 pm **iMediaMichelle:** RT @ehuddleston: Social commerce at work @twelforce pointed @jberloff at an in stock cable, he came out with \$1100 upsell #SBS2011
- 5:17 pm **markdowds:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 5:17 pm **cpflaum:** For the record @jberloff, 3 dozen ST profiles is an understatement #sbs2011
- 5:17 pm **AustenTX:** Hey #ATX friends. Good buddy in from out of town looking to play some pick up #basketball. Where's the spot? #SBS2011 @lawrencecoburn
- 5:18 pm **lawrencecoburn:** I'm at Dachis Social Business Summit (#sbs2011) w/ @themaria <http://4sq.com/eglGpt>
- 5:18 pm **bryanthatcher:** Only empowered employees can serve an empowered customer @jberloff #SBS2011
- 5:18 pm **hughmacken:** RT @themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011
- 5:18 pm **ashbrown77:** Only 19% of the U.S. population is inactive in social media #sbs2011 (@konocomment @diannaoneill)
- 5:18 pm **Roebot:** @jberloff shared a great #custserv story about @twelforce that yielded \$1100 in purchases BC they helped him find a cable. :-) #sbs2011
- 5:18 pm **dmeiselman:** The funnel doesn't end with customers - @jberloff #sbs2011 Amen! #lifecyclemarketing
- 5:18 pm **chickfoxgrover:** @jberloff tells a terrific @twelforce story of how much MORE he bought at bestbuy when steered toward one product he needed #sbs2011
- 5:18 pm **andyjankowski:** Looking forward to reading Empowered by @jberloff a book about Heroes:

- 5:18 pm **EmilyCarterS:** "Only 19% of the online population is inactive in social networks" #sbs2011
- 5:18 pm **yuroops:** RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth
- 5:19 pm **IIZLIZ:** 4 technologies that empower customers: social, mobile, cloud-computing, pervasive video - @jberloff #sbs2011
- 5:19 pm **samdecker:** RT @EmilyCarterS: "Only 19% of the online population is inactive in social networks" #sbs2011
- 5:19 pm **drewmattison:** RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 5:19 pm **ConferenceBites:** RT @samdecker: RT @EmilyCarterS: "Only 19% of the online population is inactive in social networks" #sbs2011
- 5:20 pm **jwillie:** Technologies that empower customers: social, mobile, cloud-computing, pervasive video via @jberloff #SBS2011
- 5:20 pm **vssupport:** RT @EmilyCarterS: "Only 19% of the online population is inactive in social networks" #sbs2011
- 5:20 pm **ANewCLOUD:** @jberloff making great points @ #sbs2011. However, 100% of us are in social networks. We're just using mobile & tech to further enable them.
- 5:20 pm **pud:** RT @stacyonfire: Philip Kaplan, you rock! People will share if you give them a way to. Just ask. #SBS2011 #sxswi
- 5:20 pm **lelaine:** "It's not just social, it's mobile: smart devices, social tech, pervasive video, cloud computing" @jberloff #SBS2011 #ED4good #AUS
- 5:20 pm **jwillie:** RT @Roebot: "highly empowered and resourceful operative" = HERO via @jberloff #sbs2011 (author Empowered)
- 5:20 pm **IIZLIZ:** social networks contribute to 500B impressions - which is a quarter of the ww total # of impressions from ad dollars - @jberloff #sbs2011
- 5:21 pm **LanaMcGilvray:** #SBS2011 #aus Josh Bernoff of #Forrester Most individuals on social. 1 in 4 accessing the mobile web. This has been the theme of quarter.
- 5:21 pm **RichardRashty:** RT @lelaine: "It's not just social, it's mobile: smart devices, social tech, pervasive video, cloud computing" @jberloff #SBS2011 #ED4good #AUS
- 5:21 pm **ehuddleston:** Social commerce influence: 2T ad impressions, 500B social influence impressions. Which do you think is more effective? @jberloff #SBS2011
- 5:21 pm **20tonideas:** Now hearing from @jberloff at #sbs2011, a thought leader from m|w partner @forrester research
- 5:22 pm **katmandelstein:** RT @db: Only an empowered worker can serve and empowered customer. #SBS2011 ~@jberloff
- 5:22 pm **KozComm:** Only an empowered worker can serve and empowered customer - can't run company top down anymore. via@jberloff at #sbs2011
- 5:22 pm **chickfoxgrover:** @jberloff customers are marketing and information channels. more trusted and almost as large as advertising. #sbs2011
- 5:22 pm **bobpulver:** RT @db: Only an empowered worker can serve and empowered customer. #SBS2011 ~@jberloff
- 5:22 pm **joshua_d:** The world is social! RT @samdecker: RT @EmilyCarterS: "Only 19% of the online population is inactive in social networks" #sbs2011
- 5:23 pm **rashaproctor:** @jberloff "it's no longer just social technologies, mobile platform, cloud computing and video accessibility"#sbs2011
- 5:23 pm **IIZLIZ:** RT @zackolantem: boggling % for any company, much less a giant RT @shoogie: 140k of IBMs 400k employees are 100% remote. @rawn #sbs2011 Wow. That's awesome.

3/13/2011
5:23 pm

Transcript for #sbs2011 - What the Has...

IIZLIZ: RT @zackolantem: Relevant: world's oldest companies. @davegray says common thread: decentralized, ear-to-ground, strong identity <http://bit.ly/b3FKP> #sbs2011

5:23 pm **ANewCLOUD:** @jbernof at #sbs2011 "Only empowered employees can serve empowered customers." Great insight for #epatient. #hcr #healthit #health2con

5:23 pm **CLOUDHealth:** @jbernof at #sbs2011 "Only empowered employees can serve empowered customers." Great insight for #epatient. #hcr #healthit #health2con

5:23 pm **mikediliberto:** Well said: RT @dachisgroup: "Only an empowered worker can serve an empowered customer" @jbernof @dachisgroup #SBS2011 #ed4good #AUS

5:23 pm **themaria:** Nice! My pal @bemierjohn got a shoutout from @jbernof talking about @twelfpforce at #sbs2011

5:24 pm **katmandelstein:** RT @ehuddleston: Social commerce at work @twelfpforce pointed @jbernof at an in stock cable, he came out with \$1100 upsell #SBS2011

5:24 pm **NMCurtis:** Watching @jbernof talk about empowered customers and employees. Read his book #groundswell. #SBS2011

5:24 pm **jeffdachis:** RT @ehuddleston: Marketing funnel no longer ends at "customer" advocacy funnel now critical @jbernof #SBS2011 #ed4good #AUS

5:24 pm **dpontefract:** Amen. RT @mrcrue Business is inherently social. We have engineered the heart out of it. Social business is a Renaissance. #SBS2011 #socabiz

5:24 pm **katmandelstein:** @jbernof sharing his twitter customer support stories crowdsourced by followers #SBS2011 <http://t.co/PtfXREm>

5:24 pm **katmandelstein:** RT @ashbrown77: Only 19% of the U.S. population is inactive in social media #sbs2011 (@konocomment @diannaoneill)

5:24 pm **joekuntner:** RT @lelainey: "It's not just social, it's mobile: smart devices, social tech, pervasive video, cloud computing" @jbernof #SBS2011 #ED4good #AUS

5:25 pm **rawn:** Here's my #sbs2011 Austin presentation "Social business maturity changes how you ____" (PDF) <http://bit.ly/g4wdXG> #socabiz #e20 #ibm

5:25 pm **WDanMarks:** RT @samdecker: RT @EmilyCarterS: "Only 19% of the online population is inactive in social networks" #sbs2011

5:25 pm **katmandelstein:** RT @IIZLIZ: 4 technologies that empower customers: social, mobile, cloud-computing, pervasive video - @jbernof #sbs2011

5:25 pm **leebryant:** ok game on. Amanda says I get a hotel room downtown if I deliver slides in time. I have my motivation. #sbs2011

5:25 pm **bobpulver:** RT @rawn: Here's my #sbs2011 Austin presentation "Social business maturity changes how you ____" (PDF) <http://bit.ly/g4wdXG> #socabiz #e20 #ibm

5:25 pm **MindTouch:** Only empowered employees can serve an empowered customer @jbernof #SBS2011 (via @bryanthatcher)

5:25 pm **themaria:** .@jbernof - IDEA - identify, deliver, empower with mobile, amplify fan activity #sbs2011

5:25 pm **katmandelstein:** RT @jwillie: RT @Roebot: "highly empowered and resourceful operative" = HERO via @jbernof #sbs2011 (author Empowered)

5:25 pm **jessewilkins:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbernof @dachisgroup #SBS2011 #ed4good #AUS

5:26 pm **kirkcreations:** RT @samdecker: RT @EmilyCarterS: "Only 19% of the online population is inactive in social networks" #sbs2011

5:26 pm **kirkcreations:** RT @lelainey: "It's not just social, it's mobile: smart devices, social tech, pervasive video, cloud computing" @jbernof #SBS2011 #ED4good #AUS

5:27 pm **dmeiselman:** Grt pres! RT@rawn: Here's my #sbs2011 Austin pres "Social business maturity changes how you _" (PDF) <http://t.co/rcy7ZO4> #socabiz #e20 #ibm

5:27 pm **dogwonder:** RT @jeffdachis: "Only an empowered worker can serve an empowered

- 5:27 pm **smack416:** 2010: 500 billion peer impressions of brand messages; 2 trillion ad impressions. Power to the people. #sbs2011
- 5:27 pm **rawn:** #sbs2011 @jberloff Genzyme KneeRelief: customers >50 don't participate in #socabiz. when a patient, you can sign up; get tell a friend cards
- 5:27 pm **VanillaWorks:** Waiting for someone to actually define what Social Business is - #sbs2011
- 5:27 pm **chickfoxgrover:** RT @ehuddleston: Marketing funnel no longer ends at "customer" advocacy funnel now critical @jberloff #SBS2011 #ed4good #AUS
- 5:27 pm **andyjankowski:** Love that @jberloff is the 3rd #sbs2011 presenter to indirectly reference my favorite @Malcgladwell book Tipping Point [prescient]
- 5:28 pm **HMHJoe:** #sbs2011 what about non-empowered customers, @jberloff? The public sector isn't full of empowered employees - often the opposite.
- 5:28 pm **ehuddleston:** IT is the "department of no" because they manage risk, not innovation.
@jberloff #SBS2011
- 5:28 pm **vssupport:** RT @rawn: Here's my #sbs2011 Austin presentation "Social business maturity changes how you _____" (PDF) <http://bit.ly/g4wdXG> #socabiz #e20 #ibm
- 5:28 pm **tmuellernyc:** @Twelforce is so much more than a single shared Twitter account. It's aligned culture, training, incentives and CEO support. #SBS2011
- 5:28 pm **andyjankowski:** @RichardRashty Thanks! His presentation is also very "how to" and very good. #sbs2011
- 5:28 pm **shaksi:** RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011
- 5:29 pm **jwillie:** Mr. Acronym :) @jberloff - IDEA - Identify, Deliver, Empower with mobile, Amplify fan activity #sbs2011
- 5:30 pm **chickfoxgrover:** @jberloff - IT departments have become the department of "no" becuz...they're not allowed to fail. > lesson: listen to @jobsworth #sbs2011
- 5:30 pm **AustenTX:** Resistance is futile @joshbernhoff #sbs2011 regarding new social technology in the workplace!
- 5:30 pm **jwillie:** One of my highlights early at #sbs2011 chatting with the fantabulous @andyjankowski #intranets #SharePoint just mentioned!
- 5:31 pm **katmandelstein:** RT @jwillie: Mr. Acronym :) @jberloff - IDEA - Identify, Deliver, Empower with mobile, Amplify fan activity #sbs2011
- 5:31 pm **vssupport:** RT @AustenTX: Resistance is futile @joshbernhoff #sbs2011 regarding new social technology in the workplace!
- 5:31 pm **VanillaWorks:** Intrigued no-one has yet defined what Social Business is .. #sbs2011
- 5:31 pm **jessewilkins:** RT @rawn: Here's my #sbs2011 Austin presentation "Social business maturity changes how you _____" (PDF) <http://bit.ly/g4wdXG> #socabiz #e20 #ibm
- 5:32 pm **joekuntner:** RT @jeffdachis: RT @ehuddleston: Marketing funnel no longer ends at "customer" advocacy funnel now critical @jberloff #SBS2011 #ed4good #AUS
- 5:32 pm **apriIdowning1:** "companies block these [public collab sites] sites.... That's dumb! Resistance is futile!" @jberloff #sbs2011
- 5:32 pm **gautamghosh:** RT @rawn: Here's my #sbs2011 Austin presentation "Social business maturity changes how you _" (PDF) <http://bit.ly/g4wdXG> #socabiz #e20 #ibm
- 5:33 pm **kirkcreations:** #sbs2011. Think of your customers as a channel not just a target
- 5:33 pm **stacyonfire:** @jeffdachis Eliminate the "no" department. "Resistance is futile." @jberloff #SBS2011 #ed4good #AUS
- 5:33 pm **leebryant:** RT @gautamghosh: RT @rawn: Here's my #sbs2011 Austin presentation "Social business maturity changes how you _" (PDF) <http://bit.ly/g4wdXG> #socabiz #e20 #ibm

- 5:33 pm **deancruse:** Consumers are a channel, not a target. via @jbernof. #sbs2011
- 5:34 pm **andyjankowski:** "Much more important to get people to culturally embrace Social Business practices than which tools you use." @jbernof #sbs2011
- 5:34 pm **Roebot:** RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jbernof #SBS2011
- 5:34 pm **jer979:** RT @joshua_d: The world is social! RT @samdecker: RT @EmilyCarterS: "Only 19% of the online population is inactive in social networks" #sbs2011
- 5:35 pm **aubiematt:** RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jbernof #SBS2011
- 5:35 pm **dmeiselman:** "more important to get people to culturally embrace collab/social sys than which sys u use" @jbernof #sbs2011 it's all abt cultural shift!
- 5:35 pm **samdecker:** RT @deancruse: Consumers are a channel, not a target. via @jbernof. #sbs2011
- 5:35 pm **dhinchcliffe:** Latest social participation numbers from Forrester's @jbernof at #sbs2011: <http://t.co/eVXVsMi>
- 5:35 pm **joekuntner:** @jbernof at #SBS2011 - "companies that say they have to fix everything first before they can engage in social business is an excuse"
- 5:35 pm **jwillie:** RT @mrcruse: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011
- 5:36 pm **bricejewell:** RT @dhinchcliffe: Latest social participation numbers from Forrester's @jbernof at #sbs2011: <http://t.co/eVXVsMi>
- 5:36 pm **samdecker:** RT @dhinchcliffe: Latest social participation numbers from Forrester's @jbernof at #sbs2011: <http://twitpic.com/486qmk>
- 5:36 pm **LouisColumbus:** RT @dhinchcliffe: Latest social participation numbers from Forrester's @jbernof at #sbs2011: <http://t.co/eVXVsMi>
- 5:36 pm **MichaelDonnelly:** Interesting...BIG Opportunity to address before EOD - RT @VanillaWorks: Intrigued no-one has yet defined what Social Business is .. #sbs2011
- 5:36 pm **katmandelstein:** Great presentation and delivery...For copies of @jbernof slides from #sbs2011: <http://www.forrester.com/SocialBusinessSummit2011>
- 5:36 pm **johnrmatthews:** RT @dhinchcliffe: Latest social participation numbers from Forrester's @jbernof at #sbs2011: <http://t.co/eVXVsMi>
- 5:36 pm **apriIdowning1:** Great new & renewed connections at #sbs2011 s.a. @samdecker who recently launched Mass Relevance. Really cool!
- 5:36 pm **IIZLIZ:** @GroverXV glad to know! also might be helpful to follow #sbs2011 hashtag and/or this Twtr list by @zackolantem <http://bit.ly/fcgiEH>
- 5:37 pm **katmandelstein:** Great presentation and delivery...For copies of @jbernof slides from #sbs2011: <http://www.forrester.com/SocialBusinessSummit2011>
- 5:37 pm **allysquires:** "Tap consumers as a channel (not a target)" @jbernof #SBS2011
- 5:37 pm **ThinkTone:** RT @samdecker: RT @dhinchcliffe: Latest social participation numbers from Forrester's @jbernof at #sbs2011: <http://twitpic.com/486qmk>
- 5:37 pm **cslemp:** RT @dhinchcliffe: Latest social participation numbers from Forrester's @jbernof at #sbs2011: <http://t.co/eVXVsMi>
- 5:37 pm **jackiehuba:** RT @samdecker: RT @dhinchcliffe: Latest social participation numbers from Forrester's @jbernof at #sbs2011: <http://twitpic.com/486qmk>
- 5:37 pm **AustenTX:** How can I use this stuff if everything is all f*cked up at my company @jbernof #sbs2011 #ATX
- 5:37 pm **rashaproctor:** @jbernof...great great guidance for managers to transform their employees to become Heroes #sbs2011.
- 5:38 pm **rlaviane42:** RT @ehuddleston: IT is the "department of no" because they manage risk. not

- 5:38 pm **mlavigne42**: RT @jberloff: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011
- 5:38 pm **jthos**: end #confusion RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socbiz
- 5:38 pm **ANewCLOUD**: RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011 #innotribe
- 5:38 pm **davidwenger**: Thanks! RT @GautamGhosh: RT @rawn: Here's my #sbs2011 Austin presentation <http://bit.ly/g4wdXG> #socbiz #e20 #ibm
- 5:38 pm **JasonFalls**: Lots of talk at #sbs2011 around having TO empower employees and customers. Very little about HOW to and how to cope if not comfortable.
- 5:39 pm **chickfoxgrover**: RT @dhinchcliffe: Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://t.co/eVXVsMi>
- 5:39 pm **rlavigne42**: RT @andyjankowski: "Much more important to get people to culturally embrace Social Business practices than which tools you use." @jberloff #sbs2011
- 5:39 pm **rawn**: @KevinDJones Q: public sector has 'unempowered people' @jberloff A: across all industries, smallest # of heroes was in gov't #sbs2011 #gov20
- 5:39 pm **iMediaMichelle**: RT @zackolantem: Agree with @pud here: putting your personal information out there has few repercussions, and a ton of benefits. Simple as that. #sbs2011
- 5:39 pm **KozComm**: Great talk by @jberloff at #sbs2011 - looking forward to reading new book Empowered
- 5:39 pm **selflearners**: RT @dmeiselman: Good cause. RT @jeffdachis: Ellen and KRS @dachisgroup on using social media for social good: <http://t.co/89v5cLL> #SBS2011 #ed4good #AUS?
- 5:39 pm **zackolantem**: When IT is the dept. of "let's work through this" rather than the dept of "no," business tech moves responsibly fwd. @jberloff #sbs2011
- 5:40 pm **dmeiselman**: People on mobile web far more likely to spread influence impressions than non-mobile - @jberloff #sbs2011
- 5:40 pm **katenieder**: further evidence @peterkim is a vampire: enjoying the dark ambiance of the W #SBS2011
- 5:40 pm **Roebot**: @peterkim is a great MC. I feel like a total ass for forgetting our dinner last year. You're awesome man. #sbs2011
- 5:40 pm **belgort**: RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011
- 5:41 pm **MeanRachel**: . @jberloff says that survey showed the group w/smallest # of "HEROes" (empowered employees) is Government. Telling. It shows. #SBS2011
- 5:41 pm **lelainey**: "Empowered customers are more potent than ever--think of them as a channel, not a target." @jberloff #SBS2011 #ED4good #AUS
- 5:41 pm **bobarmour**: RT @samdecker: RT @dhinchcliffe: Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://twitpic.com/486qmk>
- 5:41 pm **yammer**: RT @dhinchcliffe: Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://t.co/eVXVsMi>
- 5:41 pm **kirkcreations**: RT @dmeiselman: People on mobile web far more likely to spread influence impressions than non-mobile - @jberloff #sbs2011
- 5:41 pm **iMediaMichelle**: @zackolantem awesome - look forward to seeing some of that #sbs2011 style! Share some snaps when u get a chance.
- 5:41 pm **jmichel_franco**: RT @themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011
- 5:42 pm **cdangson**: RT @katmandelstein: Great presentation and delivery. copies of @jberloff slides #sbs2011: <http://www.forrester.com/SocialBusinessSummit2011>

3/13/2011
5:42 pm

Transcript for #sbs2011 - What the Has...

gingerw: RT @themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011

5:42 pm

vssupport: RT @cdangson: RT @katmandelstein: Great presentation and delivery. copies of @jberloff slides #sbs2011:
<http://www.forrester.com/SocialBusinessSummit2011>

5:42 pm

dhinchcliffe: The Big Shift: "We're moving from an era of diminishing returns to an era of increasing returns." - @jhagel #sbs2011 <http://t.co/MjGUEck>

5:42 pm

TinaHui: RT @gingerw: RT @themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011

5:42 pm

Roebot: RT @dhinchcliffe: Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://t.co/eVXVsMi>

5:42 pm

MichaelDonnelly: Good Cause...Tweet to help the SFC Farmers' Market win a \$10K donation from Dell. #ed4good #AUS #sbs2011

5:43 pm

kirkcreations: RT @yammer: RT @dhinchcliffe: Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://t.co/eVXVsMi>

5:43 pm

tmuellernyc: We need to move from a world of knowledge stocks to a world of knowledge flows. From proprietary to open. #SBS2011

5:43 pm

vssupport: RT @tmuellernyc: We need to move from a world of knowledge stocks to a world of knowledge flows. From proprietary to open. #SBS2011

5:44 pm

themaria: John Hagel from @Deloitte speaks about transitioning from knowledge hoarding 2 sharing. Participate in knowledge flows to add value #sbs2011

5:44 pm

johnmatthews: RT @themaria: John Hagel from @Deloitte speaks about transitioning from knowledge hoarding 2 sharing. Participate in knowledge flows to add value #sbs2011

5:44 pm

andyjankowski: Happy to finally meet @jwillie during #sbs2011 break. He is, in fact, the real deal. #sharepoint #socialbiz

5:44 pm

cslemp: Wealth creation of future = participating in broader sets of knowledge flow @jhagel #sbs2011

5:44 pm

smaxson: RT @joshua_d: Empower your employees to be HEROS @jberloff #sbs2011

5:45 pm

BeverlyMacy: RT @themaria: John Hagel from @Deloitte speaks about transitioning from knowledge hoarding 2 sharing. Participate in knowledge flows to add value #sbs2011

5:45 pm

stacyonfire: Enjoying the 1/2 hour presentation sprints. Thankfully they realize that numerous attendees have borderline ADD, ie. myself. #sbs2011

5:45 pm

woolism: RT @MichaelDonnelly: Good Cause...Tweet to help the SFC Farmers' Market win a \$10K donation from Dell. #ed4good #AUS #sbs2011

5:45 pm

dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberloff #sbs2011

5:46 pm

larsz: "Everything we know is diminishing in value at an accelerating rate" - John Hagel at #sbs2011

5:46 pm

dgibbons: RT @tmuellernyc: We need to move from a world of knowledge stocks to a world of knowledge flows. From proprietary to open. #SBS2011

5:46 pm

mbi_hamburg: RT @dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberloff #sbs2011

5:46 pm

wmeberle: So true! RT @ehuddleston by @belgort IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011

5:46 pm

rashaproctor: #sbs2011-John Hagel III"it is not about social tools/technolgy it's about org change"

5:46 pm

mercერთhompson: Going slow at the outset may allow us to go more quickly at the end of the day via @jhagel #sbs2011 I like this idea. Be purposeful.

- 5:46 pm **MegaJustice:** John Hagel is a fantastic speaker and visionary. #sbs2011
- 5:47 pm **averghese:** OH "Small moves smartly made can set big things in motion" @jhagel #sbs2011
- 5:47 pm **IIZLIZ:** @jwillie thx for the quick hi. Hope to chat at break. #sbs2011
- 5:47 pm **kirkcreations:** RT @cslemp: Wealth creation of future = participating in broader sets of knowledge flow @jhagel #sbs2011
- 5:47 pm **TinoKuehnel:** @JeanineHeller Just started with the #SBS2011 - definitely worth to follow!
- 5:47 pm **cslemp:** RT @larsz: "Everything we know is diminishing in value at an accelerating rate" - John Hagel at #sbs2011
- 5:47 pm **nancygiordano:** RT @samdecker RT @dhinchcliffe: Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://twitpic.com/486qmk>
- 5:47 pm **iMediaMichelle:** Big jump! RT @samdecker @dhinchcliffe Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://twitpic.com/486qmk>
- 5:47 pm **leebryant:** RT @larsz: "Everything we know is diminishing in value at an accelerating rate" - John Hagel at #sbs2011
- 5:47 pm **mbl_hamburg:** RT @dhinchcliffe: Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://t.co/eVXsMi>
- 5:47 pm **andyjankowski:** "We are moving from a world of diminishing returns to a world of increasing returns." @jhagel #sbs2011
- 5:47 pm **SteveGilderdale:** RT @ANewCLOUD: RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011 #innotribe
- 5:47 pm **joekuntner:** @jhagel at #SBS2011 - "this is not about social software but about profound organizational change" amen to that
- 5:48 pm **k8johnson:** RT @andyjankowski: "Much more important to get people to culturally embrace Social Business practices than which tools you use." @jberloff #sbs2011
- 5:48 pm **gialyons:** #sbs2011 attendees, if you're looking for how-to content, here's a successful way to plan a #socabiz pilot: <http://bit.ly/fcs0Jd>
- 5:48 pm **VirginiaMiracle:** Massive organizational change rarely succeeds. Small moves smartly made set big changes in motion @Jhagel #SBS2011
- 5:48 pm **mrcruce:** Facilitate broader knowledge flows to diversify investment in knowledge stocks, hedge vs atrophy. #sbs2011
- 5:48 pm **mlmasterson:** "Moving from knowledge stocks to flows is massive org change. Small moves, smartly made, can set big things in motion" -John Hagel #sbs2011
- 5:48 pm **chickfoxgrover:** RT @themaria: John Hagel @Deloitte- transitioning from knowledge hoarding 2 sharing. Participate in knowledge flows to add value #sbs2011
- 5:48 pm **andyjankowski:** RT @joekuntner: @jhagel at #SBS2011 - "this is not about social software but about profound organizational change" amen to that
- 5:48 pm **lotusrockstar:** RT @gialyons: #sbs2011 attendees, if you're looking for how-to content here's a successful way to plan a #socabiz pilot: <http://bit.ly/fcs0Jd>
- 5:48 pm **themaria:** 3 patterns of adoption: bottom up (@yammer is great at this), ad-hoc deployment, massive deployment says John Hagel #sbs2011
- 5:49 pm **samdecker:** The W Hotel style described by @peterkim: "One light bulb unscrewed." Or, perhaps replaced with a purple light bulb. :) #sbs2011
- 5:49 pm **johnrmatthews:** RT @larsz: "Everything we know is diminishing in value at an accelerating rate" - John Hagel at #sbs2011
- 5:49 pm **chris_p_walker:** RT @dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberloff #sbs2011
- 5:49 pm **katmandelstain:** RT @ioffoshia: RT @ehuddleston: Marketing funnel no longer ends at

3/13/2011
5:49 pm

Transcript for #sbs2011 - What the Has...

katmandelstein: RT @jeffdachis: RT @ehuddleston: marketing funnel no longer ends at "customer" advocacy funnel now critical @jberloff #SBS2011 #ed4good #AUS

5:49 pm **rwang0:** RT @Greg2dot0: @jimworth Pay attention to the content, not the shiny toys #sbs2011

5:49 pm **TheCR:** RT @andyjankowski: "Much more important to get people to culturally embrace Social Business practices than tools." @jberloff #sbs2011

5:49 pm **ConferenceBites:** RT @andyjankowski: "We are moving from a world of diminishing returns to a world of increasing returns." @jhagel #sbs2011

5:50 pm **exmosis:** RT @larsz: "Everything we know is diminishing in value at an accelerating rate" - John Hagel at #sbs2011

5:50 pm **dgibbons:** Problems Hagel sees in social software deployment: Poor measurement (before and aft), impact is random, potential for backlash. #sbs2011

5:50 pm **ehuddleston:** we should go slow w social to go fast later...org change is long straw, not tech rollout. Org change is hard, takes time @jhagel #SBS2011

5:50 pm **tomwilliams:** "Social Software" is not social if it requires a deployment. Just sayin' #sbs2011

5:50 pm **jlarrison:** RT @rawn: Here's my #sbs2011 Austin presentation "Social business maturity changes how you _____" (PDF) <http://bit.ly/g4wdXG> #socabiz #e20 #ibm

5:50 pm **themaria:** Now talking about measuring success. If ad-hoc, may not be in impactful part of the org, and silos may stop it from working #sbs2011

5:50 pm **vssupport:** RT @dgibbons: Problems Hagel sees in social software deployment: Poor measurement (before and aft), impact is random, potential for backlash. #sbs2011

5:51 pm **IIZLIZ:** RT @TheCR: RT @andyjankowski: "Much more important to get people to culturally embrace Social Business practices than tools." @jberloff #sbs2011

5:52 pm **jeffdachis:** "Different metrics matter to different people in an organization" @jhagel @dachisgroup #SBS2011 #ed4good #AUS

5:52 pm **jenn_hughes:** True RT @jeffdachis: "Different metrics matter to different people in an organization" @jhagel @dachisgroup #SBS2011 #ed4good #AUS

5:52 pm **andyjankowski:** "What's missing in most social business attempts is a systematic link to metrics that matter." @jberloff #sbs2011

5:52 pm **ehuddleston:** RT @jeffdachis: "Different metrics matter to different people in an organization" @jhagel @dachisgroup #SBS2011 #ed4good #AUS

5:52 pm **aprildowning1:** OH at #sbs2011 "Corp Comm team shouldn't try to control the internal message" | Free the employee to collaborate openly

5:52 pm **joshua_d:** remember, organizational change is inherently political @jhagel #SBS2011

5:52 pm **acisneros03:** @mrcruce: Facilitate broader knowledge flows to diversify investment in knowledge stocks, hedge vs atrophy. #sbs2011 // +1

5:52 pm **LanaMcGilvray:** #sbs2011 what drives adoption of social software? A systemic link to the metrics that matter across stakeholders.It's what mobilizes change.

5:53 pm **katmandelstein:** RT @themaria: John Hagel from @Deloitte speaks about transitioning from knowledge hoarding 2 sharing. Participate in knowledge flows to add value #sbs2011

5:53 pm **ernestmueller:** RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011

5:53 pm **rashaproctor:** #sbs2011. J. Hagel III-"Employing social SW will succeed with metrics that matter 2 the different groups in the org-not just blanket access"

5:53 pm **Ross:** Great to run into old friends at #sbs2011, @jhagel about to highlight a Socialtext case

5:53 pm **mlmasterson:** SB success depends on metrics that matter. Meaningful and measurable promote Ora change. Strengthen champions. neutralize opponents #sbs2011

- 5:53 pm **andyjankowski:** Metrics that matter = metrics that matter to specific roles in the org. Different for different roles @jberloff #sbs2011
- 5:53 pm **JasonFalls:** Coincidence? @jhagel is essentially rolling through Altimeter Group's Social ROI pyramid. (No citation, tho.) Who was first? Heh. #sbs2011
- 5:54 pm **dhinchcliffe:** "Exceptions are the shadow economies of firms today." - @jhagel, who believes it's one of the most fertile areas for #socabiz. #sbs2011
- 5:54 pm **iMediaMichelle:** @themaria Any insights being shared at #sbs2011 on effectiveness of tools like Yammer to improve employee empowerment? Best practices?
- 5:54 pm **joshua_d:** "Social software is all about problem solving" @jhagel #SBS2011
- 5:54 pm **CRMStrategies:** RT @dhinchcliffe: Latest social participation numbers via Forrester's @jberloff at #sbs2011: <http://t.co/eVXVsMi> | Way different than 90:9:1
- 5:54 pm **gialyons:** exactly. gotta be purpose-driven. RT @joshua_d: "Social software is all about problem solving" @jhagel #SBS2011
- 5:55 pm **nancygiordano:** Encouragingly "small moves, smartly made can trigger big action". (Whew!) "Chose focus based on meaningful metrics". John Hagel #SBS2011
- 5:55 pm **NicoleJAM:** RT @dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberloff #sbs2011
- 5:55 pm **ravn:** RT @dhinchcliffe: "Exceptions are the shadow economies of firms today." - @jhagel, who believes it's one of the most fertile areas for #socabiz. #sbs2011
- 5:55 pm **leebryant:** RT @gialyons: exactly. gotta be purpose-driven. RT @joshua_d: "Social software is all about problem solving" @jhagel #SBS2011
- 5:55 pm **cslemp:** surgically target a segment of biz to illustrate impact of social biz with a metric that matters to them @jhagel #sbs2011
- 5:55 pm **ehuddleston:** love it. Measure success through operational metrics that are meaningful to biz and focus social ROI on exception mgmt @jhagel #SBS2011
- 5:56 pm **vssupport:** Great insights being discussed onstage at Social Business Summit in Austin! #sbs2011
- 5:56 pm **joshua_d:** RT @nancygiordano: Encouragingly "small moves, smartly made can trigger big action". (Whew!) "Chose focus based on meaningful metrics". John Hagel #SBS2011
- 5:56 pm **ehuddleston:** RT @dhinchcliffe: "Exceptions are the shadow economies of firms today." - @jhagel, who believes it's one of the most fertile areas for #socabiz. #sbs2011
- 5:56 pm **larrychiang:** #sbs2011 <http://t.co/sMJOyIl>
- 5:56 pm **rashaproctor:** #sbs2011-J.Hagel III" the value of social SW is in helping define, connect, support solving problems...for diverse groups"
- 5:56 pm **ehuddleston:** Everyone is a knowledge worker. @jhagel #SBS2011
- 5:56 pm **Annemcx:** RT @larsz: "Everything we know is diminishing in value at an accelerating rate" - John Hagel at #sbs2011
- 5:57 pm **jenspencercoach:** Empowered consumers are a beautiful thing, shifting consumers from targets to channels (and collaborators). Thanks @joshberloff! #SBS2011
- 5:57 pm **dgibbons:** "Social software isn't just for knowledge workers - some of the most interesting use cases are for maintenance people" /via Hagel #sbs2011
- 5:57 pm **CeciliaNY:** RT @iMediaMichelle: Big jump! RT @samdecker @dhinchcliffe Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://twitpic.com/486qmk>
- 5:57 pm **jenspencercoach:** Everyone is a knowledge worker down to the frontline -- John Hagel #SBS2011
- 5:58 pm **jackiehuba:** RT @VirginiaMiracle: Massive organizational change rarely succeeds. Small moves smartly made set big changes in motion @Jhagel #SBS2011
- 5:58 pm **gialyons:** More how-to for #sbs2011: SM Coordinator listens to Web + emn network to

3/13/2011

Transcript for #sbs2011 - What the Has...

- gialyons:** more how-to for #sbs2011: CSM Coordinator listens to Web + Emp network to determine action <http://bit.ly/hClw7> <http://lyfrog.com/h6k97p>
- 5:58 pm **andyjankowski:** RT @dgibbons: "Social software isn't just for knowledge workers - most interesting use cases are for maintenance people" /via Hagel #sbs2011
- 5:58 pm **CeciliaNY:** RT @averghese: OH "Small moves smartly made can set big things in motion" @jhagel #sbs2011
- 5:58 pm **vssupport:** RT @jenspencercoach: Everyone is a knowledge worker down to the frontline - John Hagel #SBS2011
- 5:58 pm **joshua_d:** love this --> RT @ehuddleston: Everyone is a knowledge worker. @jhagel #SBS2011
- 5:58 pm **chickfoxgrover:** RT @LanaMcGilvray: #sbs2011 adoption of social software? A systemic link to the metrics that matter across stakeholders. mobilizes change.
- 5:58 pm **jenspencercoach:** RT @joshua_d: remember, organizational change is inherently political @jhagel #SBS2011
- 5:59 pm **gialyons:** RT @jenspencercoach: RT @joshua_d: remember, organizational change is inherently political @jhagel #SBS2011
- 5:59 pm **christoph:** lots of energy at @dachisgroup's Social Business Summit in Austin.Great insight.Follow #sbs2011 or join us in London <http://bit.ly/hc3XwX>
- 5:59 pm **mikeviola:** ?@ashbrown77: Only 19% of the U.S. population is inactive in social media #sbs2011 (@konocomment @diannaoneill)? Are you part of the 19%?
- 6:00 pm **mlmasterson:** "Core value of Social Biz is handling exceptions.Knowledge AND task workers.Improve KPI by the exceptions. SF MTA maintenance" #sbs2011
- 6:00 pm **jimworth:** So says @jhagel at #SBS2011 go slow at the outset to go faster later. #socabiz #e20
- 6:00 pm **MegaJustice:** RT @VirginiaMiracle: Massive organizational change rarely succeeds. Small moves smartly made set big changes in motion @Jhagel #SBS2011
- 6:00 pm **tstaley:** ROI analysis for social software is a "fool's errand" John Hagel #SBS2011
- 6:00 pm **Andrew_Boyd:** RT @dhinchcliffe: "Exceptions are the shadow economies of firms today." - @jhagel, who believes it's one of the most fertile areas for #socabiz. #sbs2011
- 6:00 pm **thestylexxx:** RT @averghese: OH "Small moves smartly made can set big things in motion" @jhagel #sbs2011
- 6:00 pm **ccarfi:** RT @CRMStrategies: RT @dhinchcliffe: Latest social participation numbers via Forrester's @jberloff at #sbs2011: <http://t.co/eVXVsMi> | Way different than 90:9:1
- 6:00 pm **tempo:** RT @themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011
- 6:01 pm **livioh:** RT @christoph: lots of energy at @dachisgroup's Social Business Summit in Austin #sbs2011 Join us in London <http://bit.ly/hc3XwX>
- 6:01 pm **gialyons:** @rawn I missed your #sbs2011 prezzy. Is it online yet? Video?
- 6:01 pm **Ross:** The way @jberloff and @rawn are sharing their slides confuses me. #sbs2011
- 6:01 pm **ryanmarkel:** RT @themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011
- 6:02 pm **mikeviola:** RT @katmandelstein: Great presentation and delivery...For copies of @jberloff slides from #sbs2011: <http://www.forrester.com/SocialBusinessSumimit2011>
- 6:02 pm **mor_trisha:** RT @gialyons: exactly. gotta be purpose-driven. RT @joshua_d: "Social software is all about problem solving" @jhagel #SBS2011
- 6:02 pm **rashaproctor:** #sbs2011-J.Hagel!!"when u measure against metrics , u will see the success and the failure...in social software"
- 6:03 pm **dmeiselman:** Plant those seeds... RT @averghese: OH "Small moves smartly made can set big things in motion" @jhagel #sbs2011

- 6:03 pm **NGTJason:** Migrating client from SBS2003 to #SBS2011 - so far so good...
- 6:03 pm **rashaproctor:** RT @VirginiaMiracle: Massive organizational change rarely succeeds. Small moves smartly made set big changes in motion @Jhagel #SBS2011
- 6:03 pm **Coral_BestBuy:** @Roebot @jberloff thanks as always for sharing your @twelpforce story :) #sbs2011 #twelpforce
- 6:04 pm **jimworth:** John Hagel @jhagel at #sbs2011 "not invented here people, flocking into the network" #socabiz
- 6:04 pm **jwillie:** Co presenter w/ Steve Lundin in BIGfrontier's Interactive Marketing Nightmares conversation <http://bit.ly/gN6Z5L> #sxswi #sbs2011
- 6:04 pm **gregverdino:** @SixDegreesPGH #sbs2011 is the tag for the @dachisgroup social business summit in #ATX today.
- 6:05 pm **akjnyc:** RT @ehuddleston: Everyone is a knowledge worker. @jhagel #SBS2011
- 6:05 pm **TWELPFORCE:** @Roebot @jberloff thanks as always for sharing your @twelpforce story :) #sbs2011 via @Coral_BestBuy
- 6:06 pm **kirkcreations:** #sbs2011 how do you pin point the really effective problem solvers in your company ?
- 6:07 pm **markdowds:** RT @dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberloff #sbs2011
- 6:07 pm **elsua:** @Roebot @markdowds Ouchie! That hurts! :-P Have you guys talked to @rawn in person about it? I bet he'd love to hear that feedback #sbs2011
- 6:07 pm **stacyonfire:** @ryanwynia case study: after lunch, do you think everyone is going to sit in their same seats? Are we creatures of habit? #sbs2011
- 6:07 pm **dhinchcliffe:** "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change." - @jhagel #sbs2011 #socabiz
- 6:08 pm **cslemp:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change." - @jhagel #sbs2011 #socabiz
- 6:08 pm **VanillaWorks:** This is not about technology, it's about profound organisational change. @jhagel #sbs2011
- 6:08 pm **LoriRobinWilson:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 6:08 pm **vssupport:** RT @VanillaWorks: This is not about technology, it's about profound organisational change. @jhagel #sbs2011
- 6:08 pm **iMediaMichelle:** RT @tstaley: ROI analysis for social software is a 'Fool's Errand' @jhagel #SBS2011
- 6:08 pm **leebryant:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change." - @jhagel #sbs2011 #socabiz
- 6:08 pm **jimworth:** Start on the edge. Find fast scaling edges that will eventually become a new core- John Hagel at #sbs2011 #socabiz #e20
- 6:08 pm **lotusrockstar:** #sbs2011 How to roll out collaboration, cloud, mobile, or social business WITHOUT doing strategy work first: <http://twitpic.com/4873tl>
- 6:09 pm **Annemcx:** RT @dhinchcliffe "Start on the edge. Business cores have antibodies that are effective at throwing off & resisting change." @jhagel #sbs2011
- 6:09 pm **tmuellernyc:** Key factors of success for social business adoption. 1. Start small. 2. Start on the edge. 3. Listen, iterate and scale 4. Metrics #SBS2011
- 6:09 pm **andyjankowski:** Traditionally-minded SAP CEO enabled internal change by hiring non traditionally-minded CEO to run fringe part of business. #sbs2011
- 6:09 pm **elsua:** ? @dhinchcliffe @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth / Word! :)

- 6:09 pm **katmandelstein:** RT @larsz: "Everything we know is diminishing in value at an accelerating rate" - John Hagel at #sbs2011
- 6:09 pm **katmandelstein:** RT @tmuellermc: We need to move from a world of knowledge stocks to a world of knowledge flows. From proprietary to open. #SBS2011
- 6:09 pm **ehuddleston:** RT @jimworth: Start on the edge. Find fast scaling edges that will eventually become a new core- John Hagel at #sbs2011 #socabiz #e20
- 6:10 pm **maycotte:** RT @tstaley: ROI analysis for social software is a "fool's errand" John Hagel #SBS2011
- 6:10 pm **jenvandermeer:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socabiz
- 6:10 pm **rawn:** Per @Ross' poking: here is my #sbs2011 deck on slideshare <http://slidesha.re/g0Yg2V> #aus #socabiz #e20
- 6:10 pm **andyjankowski:** Key to fringe initiative is ability to scale. Don't then bring it into core, let it expand and take over the core. @jhagel #sbs2011
- 6:12 pm **rhappe:** RT @andyjankowski: Key to fringe initiative is ability to scale. Don't then bring it into core, let it expand and take over the core. @jhagel #sbs2011
- 6:12 pm **_OB_:** A great sign of 'social' entering old markets? The, 'hoodie' is now an official piece of tradeshow schwag. #sbs2011
- 6:12 pm **iMediaMichelle:** We all should b gardeners RT @dmeiselman Plant those seeds RT @averghese OH Small moves smartly made can set big things in motion #sbs2011
- 6:12 pm **MichaelDonnelly:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 6:13 pm **jenspencercoach:** Questing and connecting are key drivers of passion (and passionistas) - @jhagel #SBS2011
- 6:13 pm **rlavigne42:** RT @rawn: Per @Ross' poking: here is my #sbs2011 deck on slideshare <http://slidesha.re/g0Yg2V> #aus #socabiz #e20
- 6:13 pm **_OB_:** RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 6:14 pm **MegaJustice:** Full house 2011 Social Business Summit. #sbs2011 @ W Austin Hotel & Residence <http://gowal.la/p/c8Fj> #photo
- 6:14 pm **jwillie:** The edge: Key to fringe initiative is ability to scale. Don't then bring it into core, let it expand and take over the core @jhagel #sbs2011
- 6:14 pm **cslemp:** @jhagel we should talk - change in MSFT toward social biz has started from the edge as well. Another good case study for you. #sbs2011
- 6:14 pm **dgibbons:** "Threat based change is more effective than opportunity based change" - @jberloff #sbs2011
- 6:14 pm **jenspencercoach:** In change, the edge trumps the core! @jhagel #SBS2011
- 6:14 pm **IIZLIZ:** RT @jimworth: Start on the edge. Find fast scaling edges that will eventually become a new core- John Hagel at #sbs2011 #socabiz #e20
- 6:14 pm **Ross:** :-)"@rawn: Per @Ross' poking: here is my #sbs2011 deck on slideshare <http://t.co/uZgwcax> #aus #socabiz #e20?
- 6:14 pm **EwaldLied:** RT @elsua: ? @dhinchcliffe @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth / Word! :)
- 6:15 pm **rashproctor:** @Jhagel"change starts at the edge, then scale to become the new core, more successful than bringing edge to current core" #sbs2011
- 6:15 pm **jwillie:** #SBS2011 attendees check in @Foursquare destination: Dachis Social Business Summit (#sbs2011)
- 6:15 pm **deancruse:** RT @dgibbons: "Threat based change is more effective than opportunity based change" @jberloff #sbs2011

- 6:15 pm **IIZLIZ:** thank you - great talk -> RT @rawn Per @Ross' poking: here is my #sbs2011 deck on slideshare <http://slidesha.re/g0Yg2V>
- 6:16 pm **AustenTX:** "Change starts and builds on the edge"@jhagel @dachisgroup #SBS2011 #ed4good #AUS
- 6:16 pm **jwillie:** RT @Ross: :-) @rawn: Per @Ross' poking: here is my #sbs2011 deck on slideshare <http://slidesha.re/g0Yg2V> #aus #socabiz #e20
- 6:16 pm **maycotte:** RT @dgibbons: "Threat based change is more effective than opportunity based change" - @jberoff #sbs2011
- 6:16 pm **lawrencecoburn:** Very strategic, subtly awesome presentation from @jhagel #SBS2011
- 6:16 pm **jd_hayes:** RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 6:16 pm **smack416:** And wifi finally workin at #sbs2011 Banner afternoon ahead! RT @matt416: @smack416 Luggage arrived!
- 6:17 pm **elsua:** Catching up with the live tweets over @jhagel's session at #SBS2011 & getting lots of flashbacks of how KM was born 15 years ago hehe
- 6:17 pm **keithprivette:** @jwillie hey are you at these presentations? Are you at sxsw? If so definitely following your updates! #sbs2011
- 6:17 pm **joshua_d:** RT @deancruse: RT @dgibbons: "Threat based change is more effective than opportunity based change" - @jberoff #sbs2011
- 6:17 pm **tmuellernyc:** Role of leadership in a world of flows not stocks is to help teams make sense of change and make progress to sustain change. #SBS2011
- 6:17 pm **deancruse:** Start change at the edge. Change there trumps trying to change at the core. via @jhagel #sbs2011
- 6:18 pm **rashaproctor:** @Jhagel"cascade approach is more successful than focused or blanket approach" #sbs2011
- 6:18 pm **freshlime:** RT @tempo: RT @themaria: Only an empowered worker can serve an empowered customer says @jberoff - can't be top down anymore. #sbs2011
- 6:18 pm **elsua:** @galyons @rawn Gia you can find them over here: <http://bit.ly/g4wdXG> & <http://slidesha.re/g0Yg2V> .cc @ross #sbs2011
- 6:18 pm **dhinchcliffe:** We're now halfway through a packed Social Business Summit 2011 Austin. Pretty profound & thought-provoking convos thus far. #socabiz #sbs2011
- 6:18 pm **shivsingh:** #sbs2011 There is very little passion left in large organizations. So true
- 6:18 pm **markdowds:** The larger the company the less passion there is. #sbs2011 John Hagel
- 6:18 pm **TinoKuehnel:** RT @lelainey: "Empowered customers are more potent than ever--think of them as a channel, not a target." @jberoff #SBS2011 #ED4good #AUS
- 6:18 pm **averghese:** love that @jhagel brings up Shai Agassi in his talk. "Soul of a New Machine" should be worked in too. #sbs2011
- 6:18 pm **apriIdowning1:** RT @VirginiaMiracle: Massive organizational change rarely succeeds. Small moves smartly made set big changes in motion @Jhagel #SBS2011
- 6:19 pm **djabatt:** RT @shivsingh: #sbs2011 There is very little passion left in large organizations. So true
- 6:19 pm **jwillie:** @keithprivette yes sir #sbs2011 and #sxswi presenting Saturday <http://bit.ly/gN6Z5L> followed by #SPFest next week
- 6:20 pm **averghese:** fascinating how all the speakers at #sbs2011 have very different speaking, presentation and visual styles.
- 6:20 pm **jwillie:** Thought the same RT @averghese: love that @jhagel brings up Shai Agassi in his talk "Soul of a New Machine" should be worked in too #sbs2011
- 6:20 pm **smack416:** @ifedor In Austin now at #sbs2011 with @markdowds @tomwilliams @ievon.

- [@jaygoldman](#) must be on route or looking for Bourbon.
- 6:21 pm **jimworth:** Within large corps there are passionate people hiding. You can find them with soc nets (paraphrased) - [@jhagel](#) at [#sbs2011 #e20](#)
- 6:21 pm **kirkcreations:** RT [@rashaproctor](#): [@Jhagel](#)"cascade approach is more successful than focused or blanket approach" [#sbs2011](#)
- 6:21 pm **bmenell:** The [#sbs2011](#) is sold out today. Great conversations going on!
<http://yfrog.com/h7mu0pcj>
- 6:21 pm **laurenpicarello:** Passion isn't valued in large orgs [@jhagel](#) [#SBS2011](#)
- 6:21 pm **shivsingh:** RT [@JasonFalls](#): Love this suggestion from [@jobsworth](#): What if every customer complaint became a blog post. [#sbs2011](#)
- 6:21 pm **passepartout:** RT [@dhinchcliffe](#): "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- [@jhagel](#) [#sbs2011](#) [#socabiz](#)
- 6:21 pm **olufsphere:** RT [@ehuddleston](#): IT is the "department of no" because they manage risk, not innovation. [@jberloff](#) [#SBS2011](#)
- 6:21 pm **tmuellernyc:** [#SBS2011](#) After-action review is important, regardless of success or failure. What did we learn, how can we do better. Make time, it's huge
- 6:21 pm **bradkenney:** My web surfing break last night was looking at last minute flights to [#austin](#) for [#sbs2011](#) & [#sxsw](#)
- 6:22 pm **joebush1:** \$12B lost due to poor communication in US Hospitals! Per - [@Ross](#)' poking: here is my [#sbs2011](#) deck on slideshare <http://slidesha.re/g0Yg2V>
- 6:22 pm **jimworth:** I like that "old guy" [@jhagel](#) [#sbs2011](#) :^)
- 6:22 pm **valeriemichelle:** RT [@shivsingh](#): RT [@JasonFalls](#): Love this suggestion from [@jobsworth](#): What if every customer complaint became a blog post. [#sbs2011](#)
- 6:23 pm **chichicoo11:** RT [@jeffdachis](#): "Only an empowered worker can serve an empowered customer" [@jberloff](#) [@dachisgroup](#) [#SBS2011](#) [#ed4good](#) [#AUS](#)
- 6:23 pm **TinoKuehnel:** "Passion is now valued in large organizations. You have to bring the passionate employees to the surface & connect them" [@jhagel](#) [#sbs2011](#)
- 6:23 pm **brandguardian:** Not just in large corps either RT [@shivsingh](#): [#sbs2011](#) There is very little passion left in large organizations. So true
- 6:23 pm **april Downing1:** As a true Austinite, I love our local food! [#ed4Good](#) [#AUS](#) [#sbs2011](#) | retweet to help a great cause
- 6:23 pm **andyjankowski:** [@DanielPink](#) you would like [#sbs2011](#) it's a cross between Drive and A Whole New Mind in context of Large Organizations [#sbs2011](#)
- 6:23 pm **themaria:** RT [@jimworth](#): Within large corps there are passionate people hiding. You can find them w/ soc nets (paraphrased) - [@jhagel](#) at [#sbs2011 #e20](#)
- 6:23 pm **chichicoo11:** RT [@AustenTX](#): "Change starts and builds on the edge"[@jhagel](#) [@dachisgroup](#) [#SBS2011](#) [#ed4good](#) [#AUS](#)
- 6:24 pm **leonardkish:** RT [@dhinchcliffe](#): "Exceptions are the shadow economies of firms today." - [@jhagel](#), one of most fertile areas for [#socabiz](#). [#sbs2011](#)
- 6:24 pm **iMediaMichelle:** Thx [@rawn](#) and others for sharing links to your presos for those of us following [#sbs2011](#) virtually
- 6:24 pm **urmomcooks:** RT [@april Downing1](#): As a true Austinite, I love our local food! [#ed4Good](#) [#AUS](#) [#sbs2011](#) | retweet to help a great cause
- 6:24 pm **willoops:** RT [@shivsingh](#): [#sbs2011](#) There is very little passion left in large organizations. So true
- 6:24 pm **bricejewell:** Where's uCern? RT [@joebush1](#): \$12B lost due to poor comm in US Hospitals!
[@rawn](#) 's [#sbs2011](#) deck on slideshare <http://slidesha.re/g0Yg2V>
- 6:25 pm **JohnMLee:** [@jhagel](#): key for leaders today is to have a long term view of what all this change means for the organization. [#sbs2011](#)

- 6:25 pm **lexrex05:** RT @april Downing1: As a true Austinite, I love our local food! #ed4Good #AUS #sbs2011 | retweet to help a great cause
- 6:26 pm **urmomcooks:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 6:27 pm **urmomcooks:** RT @TinoKuehnel: RT @lelainey: "Empowered customers are more potent than ever--think of them as a channel, not a target." @jberloff #SBS2011 #ED4good #AUS
- 6:28 pm **TinoKuehnel:** Yes, I also. He's the proof it's not the age the mindset depends on RT @jimworth: I like that "old guy" @jhagel #sbs2011 :^)
- 6:28 pm **mor_trisha:** RT @jimworth: Within large corps there are passionate people hiding. You can find them with soc nets - @jhagel at #sbs2011 #e20 #socbiz #in
- 6:28 pm **JohnMLee:** @jhagel: larger the organization the less passion. Find those employees that are passionate & connect them 2 new social initiatives.#sbs2011
- 6:30 pm **valeriemichelle:** Latest social participation numbers from Forrester's at #sbs2011 <http://twitpic.com/486qmk>: <http://twitpic.com/486qmk> FYI 4 @tkpleslie
- 6:31 pm **iMediaMichelle:** The #sbs2011 Daily is out! <http://bit.ly/gfkQF7> ? Top stories today via @rawn @mrcruce
- 6:31 pm **csigirl127:** RT @april Downing1: As a true Austinite, I love our local food! #ed4Good #AUS #sbs2011 | retweet to help a great cause
- 6:31 pm **sabika:** RT @themaria: Only an empowered worker can serve an empowered customer says @jberloff - can't be top down anymore. Amen to that! #sbs2011
- 6:32 pm **sabika:** RT @tstaley: ROI analysis for social software is a "fool's errand" John Hagel #SBS2011
- 6:33 pm **csigirl127:** RT @jeffdachis: "Different metrics matter to different people in an organization" @jhagel @dachisgroup #SBS2011 #ed4good #AUS
- 6:33 pm **keithprivette:** IRW doesnt happen RT @JohnMLee: @jhagel: re:Find those employees that are passionate & connect them 2 new social initiatives. #sbs2011
- 6:34 pm **csigirl127:** RT @AustenTX: "Change starts and builds on the edge"@jhagel @dachisgroup #SBS2011 #ed4good #AUS
- 6:34 pm **MeanRachel:** @iamseanmcdonald nice sitting next to you at #SBS2011 just now!
- 6:34 pm **bhc3:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socbiz
- 6:34 pm **csigirl127:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 6:35 pm **bhc3:** RT @gialyons: exactly. gotta be purpose-driven. RT @joshua_d: "Social software is all about problem solving" @jhagel #SBS2011
- 6:35 pm **iMediaMichelle:** Keep flipping that funnel! RT @dmeiselman: The funnel doesn't end with customers - @jberloff #sbs2011 Amen! #lifecyclemarketing
- 6:36 pm **bijli:** Define large? RT @shivsingh: #sbs2011 There is very little passion left in large organizations. So true
- 6:36 pm **iMediaMichelle:** RT @IIZLIZ: social networks contribute to 500B impressions - which is a quarter of the ww total # of impressions from ad dollars - @jberloff #sbs2011
- 6:39 pm **MindTouch:** Kicking off SXSW with The Dachis Group > <http://mndt.ch/sbs2011-mt> #scrm #sbs2011 #e20
- 6:40 pm **jwillie:** Outside at #sbs2011 #perfect
- 6:40 pm **MeanRachel:** Dear @jeffdachis & co., Thank you for forming an event with speakers who fuel empowered thinking. Sincerely, Conference Skeptic #sbs2011
- 6:40 pm **arifkhan7:** 'Little' is 4% of n. RT @bijli Define large? RT @shivsingh: #sbs2011 There is very little passion left in large organizations. So true

- 6:40 pm **abok:** RT @shivsingh: RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 6:41 pm **sarahmcarr:** RT @MindTouch Kicking off SXSW with The Dachis Group > <http://mndt.ch/sbs2011-mt> #scrm #sbs2011 #e20
- 6:41 pm **katmandelstein:** RT @jimworth: I like that "old guy" @jhagel #sbs2011 :^)
- 6:42 pm **iMediaMichelle:** Gr8 stuff today from #sbs2011 via @ILZLIZ @dmeiselman @themaria @zackolantem @VirginiaMiracle - keep those tweets coming!
- 6:42 pm **katmandelstein:** RT @TinoKuehnel: "Passion is now valued in large organizations. You have to bring the passionate employees to the surface & connect them" @jhagel #sbs2011
- 6:42 pm **sambridegroom:** RT @lotusrockstar: #sbs2011 How to roll out collaboration, cloud, mobile, or social business WITHOUT doing strategy work first: <http://twitpic.com/4873tl>
- 6:45 pm **weisblatt:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS
- 6:45 pm **dgriess:** RT @rawn: "Companies are made out of people. They figure workarounds to everything we do to make them seem like a machine." @davegray #sbs2011 #sodbiz
- 6:45 pm **firetreestudios:** RT @jenspencercoach: Questing and connecting are key drivers of passion (and passionistas) -@jhagel #SBS2011
- 6:46 pm **keithprivette:** good luck! have fun! RT @jwillie: @keithprivette yes sir #sbs2011 #sxsw presenting Sat. <http://bit.ly/gN6Z5L> followed by #SPFest next week
- 6:47 pm **MeanRachel:** Seconded! I'd love to see his credit card statements, too. :) cc @pud RT @jimworth: I like that "old guy" @jhagel #sbs2011
- 6:49 pm **KareAnderson:** RT @RT @jimworth: Within large corps there are passionate people hiding. Find them w/ soc nets (paraphrased) - @jhagel at #sbs2011 #e20
- 6:53 pm **jeffdachis:** @MeanRachel My pleasure, glad you are able to take away something valuable... #sbs2011 @dachisgroup #ed4good #aus
- 6:54 pm **jeffdachis:** RT @jess3: Check out my presentation for the @DachisGroup Social Business Summit today in Austin, TX <http://jes3.com/gq64S2> #SBS2011
- 6:55 pm **Roebot:** Kicking off SXSW with The Dachis Group <http://t.co/A3QCzHL> via @MindTouch #sbs2011
- 6:56 pm **Annemcx:** RT @jeffdachis @jess3: Check out my presentation for #sbs2011 in Austin, TX <http://jes3.com/gq64S2> < very cool
- 6:57 pm **katmandelstein:** RT @jenspencercoach: Questing and connecting are key drivers of passion (and passionistas) -@jhagel #SBS2011
- 6:58 pm **ThunderType:** RT @smack416: Paraphrasing @jobsworth: We've been trying to define processes for knowledge work and end up struggling through constant exceptions #sbs2011
- 6:58 pm **katmandelstein:** LOL RT @MeanRachel: 2nded! I'd love to see his credit card statements, too. :) cc @pud RT @jimworth: I like that "old guy" @jhagel #sbs2011
- 6:58 pm **TimGasper:** RT @mlmasterson: "When designing a connected company, take lessons from Urban Design. Start small and create busy streets that people drive on." #sbs2011
- 6:59 pm **katmandelstein:** RT @jimworth: Within large corps there are passionate people hiding. Find them w/ soc nets (paraphrased) - @jhagel at #sbs2011 #e20
- 6:59 pm **chrisscottlamb:** Whitepaper: Redefining Knowledge Management Systems and Processes in a Web 2.0 World #e20 #sbs2011
- 7:01 pm **lizasperling:** RT @_OB_: A great sign of 'social' entering old markets? The, 'hoodie' is now an official piece of tradeshow schwag. #sbs2011
- 7:01 pm **tkpleslie:** RT @valeriemichelle: Latest social participation numbers from Forrester's at

#sbs2011 <http://twitpic.com/486qmk>: <http://twitpic.com/486qmk> FYI 4
@tkpleslie

- 7:02 pm **katmandelstein**: RT @jeffdachis: "Different metrics matter to different people in an organization" @jhagel @dachisgroup #SBS2011 #ed4good #AUS
- 7:05 pm **bradkenney**: RT @AustenTX @jhagel @dachisgroup "Change starts/builds on the edge"@jhagel @dachisgroup #SBS2011 #AUS < or, the "center for the edge"? ;)
- 7:05 pm **katmandelstein**: RT @valeriemichelle: Latest social participation numbers from Forrester's at #sbs2011 <http://t.co/yn9DRJd>: <http://t.co/yn9DRJd>
- 7:06 pm **katmandelstein**: RT @bradkenney: RT @AustenTX @jhagel @dachisgroup "Change starts/builds on the edge"@jhagel @dachisgroup #SBS2011 #AUS < or, the "center for the edge"? ;)
- 7:06 pm **bradkenney**: RT @mor_trisha @jimworth @jhagel Within large cos there are passionate ppl hiding. #sbs2011 < think they'd disagree that they're "hiding"
- 7:06 pm **mwals**: @jeffdachis I'm hearing good things about #sbs2011
- 7:09 pm **mghoza**: RT @andyjankowski: Metrics that matter = metrics that matter to specific roles in the org. Different for different roles @jberloff #sbs2011
- 7:10 pm **mghoza**: #e20 RT @andyjankowski: "What's missing in most #social business attempts is a systematic link to metrics that matter." @jberloff #sbs2011
- 7:14 pm **TimGasper**: Morning roundup - best tweets so far from the Social Business Summit #SBS2011 on @keepstream <http://keep.la/gv1375> @bmenell @dachisgroup
- 7:16 pm **sajidahinakhan**: RT @shoogie: Moving away from fear to sharing, mentoring, collaboration. We're approaching an age of associating work with pleasure - @jobsworth #sbs2011
- 7:17 pm **sabika**: RT @MeanRachel: Dear @jeffdachis & co., Thank you for forming an event with speakers who fuel empowered thinking. Sincerely, Conference Skeptic #sbs2011
- 7:18 pm **livioh**: RT @jeffdachis: RT @jess3: Check out my presentation for the @DachisGroup Social Business Summit today in Austin, TX. <http://jes3.com/gq64S2> #SBS2011
- 7:19 pm **sabika**: RT @shoogie: Moving away from fear to sharing, mentoring, collaboration. We're approaching an age of associating work with pleasure - @jobsworth #sbs2011
- 7:20 pm **MeanRachel**: RT @TimGasper: Morning roundup - best tweets so far from the Social Business Summit #SBS2011 on @keepstream <http://keep.la/gv1375> @bmenell @dachisgroup
- 7:22 pm **stacyweitzner**: RT @TimGasper: Morning roundup - best tweets so far from the Social Business Summit #SBS2011 on @keepstream <http://keep.la/gv1375> @bmenell @dachisgroup
- 7:23 pm **rwang0**: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socabiz
- 7:23 pm **johnrmatthews**: RT @rwang0: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socabiz
- 7:23 pm **sajidahinakhan**: RT @valeriemichelle: Latest social participation numbers from Forrester's at #sbs2011 <http://twitpic.com/486qmk>: <http://twitpic.com/486qmk> FYI 4 @tkpleslie
- 7:26 pm **iangertler**: RT @rwang0: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socabiz
- 7:26 pm **MartijnLinssen**: @bmenell 4 tpm on #sbs2011. 46% RT, 11% @reply, 399 total participants. 10 most active count for 22% @dachisgroup - <http://bit.ly/hTwxBW>
- 7:26 pm **dhinchcliffe**: Classic photo of Aaron Fulkerson (@Roebot), founder of MindTouch, outside the #sbs2011 auditorium right now. <http://t.co/cZJc4l>

- 7:27 pm **sabika:** Hope some of you at #SBS2011 can join us on 3/21
<http://youtu.be/YkwzCr4t8PI>
- 7:28 pm **sabika:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 7:28 pm **iMediaMichelle:** @dmeiselman hey - it's our #sbs2011 anniversary too ;) Unfortunately, I'm virtual at the moment...SXSWi bound tonight! Let's def connect.
- 7:29 pm **jimworth:** Lunch outside at #sbs2011 @ W Hotel http://instagr.am/p/Cl6_h/
- 7:29 pm **sabika:** RT @dhinchcliffe: "We are talking about a change in our environment that is going to be imposed on us." - @jobsworth #consumerization #socbiz #sbs2011
- 7:30 pm **katmandelstein:** RT @rawn: Per @Ross' poking: here is my #sbs2011 deck on slideshare <http://slidesha.re/g0Yg2V> #aus #socbiz #e20
- 7:31 pm **KRCraft:** Agree RT @rwang0: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socbiz
- 7:31 pm **convofy:** RT @dhinchcliffe: "We are talking about a change in our environment that is going to be imposed on us." - @jobsworth #consumerization #socbiz #sbs2011
- 7:31 pm **johnobeto:** RT @rwang0: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socbiz
- 7:32 pm **rawn:** RT @rwang0: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socbiz
- 7:33 pm **rawn:** Are we in a unique confluence of events now? >>RT @rwang0: The generation after this may not be so willing to share data #sbs2011 #socbiz
- 7:34 pm **woolism:** Great lunch conversation with @jwillie and others at #sbs2011. Getting ready for the next round of panels.
- 7:35 pm **bradkenney:** RT @dhinchcliffe "Exceptions are the shadow economies of firms today." @jhagel #sbs2011 < exception handling = context, insight, experience
- 7:36 pm **rlavigne42:** RT @KRCraft: Agree RT @rwang0: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socbiz
- 7:36 pm **leebryant:** RT @bradkenney: RT @dhinchcliffe "Exceptions are the shadow economies of firms today." @jhagel #sbs2011 < exception handling = context, insight, experience
- 7:37 pm **DT:** RT @Roebot: "highly empowered and resourceful operative" = HERO From @jberloff #sbs2011 (author Empowered)
- 7:38 pm **PatriceF:** RT @rwang0: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socbiz
- 7:38 pm **sabika:** @KRCraft @rwang0 "Sharing is not 'the new black,' it is the new normal." ~ @mattnpr #sbs2011 #convofy #socbiz
- 7:38 pm **iMediaMichelle:** Taking a reluctant break from #sbs2011 and other stream watching...will tune back in when I can.
- 7:40 pm **sabika:** Oops @KRCraft @rwang0 "Sharing is not 'the new black,' it is the new normal." ~ by @mgallivan #sbs2011 #convofy #socbiz
- 7:41 pm **mghoza:** RT @andyjankowski: People will share if you give them a reason and an easy way to. [Apply to internal collab challenges] @pud #sbs2011
- 7:41 pm **sabika:** RT @AustenTX: "Change starts and builds on the edge"@jhagel @dachisgroup #SBS2011 #ed4good #AUS
- 7:41 pm **smfarr:** Late checking in, but I am here (@ Dachis Social Business Summit (#sbs2011) w/ 6 others) [pic]: <http://4sq.com/fArIrf>
- 7:42 pm **dhinchcliffe:** RT @rawn: Per @Ross' poking: here is my #sbs2011 #socbiz deck on slideshare <http://slidesha.re/g0Yg2V> #e20

- 7:43 pm **chobani:** @dysterious No whey! Good stuff. We're @ a conference today to learn even more. #sbs2011
- 7:43 pm **andyjankowski:** Bummed that @dantronic is not speaking today #sbs2011 #Target
- 7:44 pm **rawn:** @jhagel is there any descriptn on characteristics of a flow? how do we recognize, grasp one flowstream of discussion from another? #sbs2011
- 7:47 pm **rawn:** @pud good to have a standout advocate like you challenging our notions of privacy now. Good #sbs2011 talk
- 7:47 pm **joshua_d:** hey @jasonfalls, great meeting IRL at #sbs2011. Look forward to talking more at #SXSWi.
- 7:48 pm **andyjankowski:** Yes, @jberloff #sbs2011 preso avail at forrester.com/socialbusinesssummit2011RT @RichardRashty: @andyjankowski does he make it public?
- 7:48 pm **dgibbons:** Next up - the intersection between Jazz and Business. Should be interesting! #sbs2011
- 7:49 pm **vssupport:** Great OUTDOOR lunch at The W in Austin for the Social Business Summit! Love TX in the winter :) #sbs2011
- 7:50 pm **bmdesignhki:** RT @MindTouch: Only empowered employees can serve an empowered customer @jberloff #SBS2011 (via @bryanthatcher)
- 7:52 pm **XWiki:** RT @dhinchcliffe: Latest social participation numbers from Forrester's @jberloff at #sbs2011: <http://t.co/eVXVsMi>
- 7:52 pm **tomwilliams:** #sbs2011 speakers really love their acronyms
- 7:52 pm **JohnMLee:** Wow! Had lunch with @jhagel. #sbs2011
- 7:53 pm **shivsingh:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 7:54 pm **jimworth:** Autonomy Passion Risk Innovation Listening demonstrated at #sbs2011 @ W Hotel <http://instagr.am/p/C18Zr/>
- 7:55 pm **sabika:** RT @v_j_CR Networks are not supposed to be static, the more "fluid" they are improves their value - applies to #enterprise #convofy #sbs2011
- 7:55 pm **JohnMLee:** Jazz trio now playing at #sbs2011 to demonstrate real collaboration and improvisation. Nice.
- 7:55 pm **shivsingh:** #sbs2011 I get to follow some jazz performers onto stage #setuptofail? !
- 7:56 pm **vssupport:** RT @JohnMLee: Jazz trio now playing at #sbs2011 to demonstrate real collaboration and improvisation. Nice.
- 7:56 pm **jenspencercoach:** RT @sabika: Ooops @KRCraft @rwang0 "Sharing is not 'the new black,' it is the new normal." ~ by @mgallivan #sbs2011 #convofy #socab
- 7:56 pm **rawn:** Michael Gold: "We are rhythmic events in life" #sbs2011 - the thoughts, interactions, beat of the heart, pulse of blood - in our psyche
- 7:56 pm **rashaproctor:** #sbs2011 @ jazz impact...great intro. Makes me want to start dancing.
- 7:56 pm **smfarr:** <http://yfrog.com/h84oicnj> every conference should have a jazz band...#sbs2011
- 7:57 pm **kirkcreations:** Excellent . RT @JohnMLee: Jazz trio now playing at #sbs2011 to demonstrate real collaboration and improvisation. Nice.
- 7:58 pm **sanchezjb:** RT @shivsingh RT @jeffdachis "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 7:58 pm **chickfoxgrover:** Jazz Impact performing at #sbs2011 engaging our rhythmic identity in a world of time
- 7:59 pm **MindTouch:** Classic photo of Aaron Fulkerson (@Roebot), founder of MindTouch, outside #sbs2011 auditorium. <http://t.co/cZUc4lL> (via @dhinchcliffe)
- 8:00 pm **Roebot:** RT @dhinchcliffe: Classic photo of Aaron Fulkerson (@Roebot), founder of

MindTouch, outside the #sbs2011 auditorium right now. <http://t.co/cZUc4IL>

- 8:00 pm **seanwood:** Uh what? "1 + 1 = possibilities" #sbs2011
- 8:00 pm **ashbrown77:** RT @seanwood: Uh what? "1 + 1 = possibilities" #sbs2011
- 8:01 pm **mercercerthompson:** loving the jazz music at #sbs2011. not your typical conference - yes!
- 8:01 pm **dhinchcliffe:** Now @michaelgold from Jazz Impact has the whole #sbs2011 conference stand up and engage in collaborative improvisation: <http://t.co/VZDcrwV>
- 8:01 pm **jhagel:** RT @jimworth: I like that "old guy" @jhagel #sbs2011 :^)
- 8:01 pm **bmenell:** Curated #sbs2011 tweet stream, courtesy of @keepstream. <http://dach.is/gohoQv>
- 8:02 pm **gialyons:** new math? <http://bit.ly/i0jbYb> RT @seanwood: Uh what? "1 + 1 = possibilities" #sbs2011
- 8:02 pm **rawn:** @KRCraft @rwang0 "Sharing is not 'the new black,' it is the new normal" by @mgallivan #sbs2011 #socabiz -- black is trendiness vs. permanence
- 8:02 pm **jenspencercoach:** Agreed! RT @rawn: @pud good to have a standout advocate like you challenging our notions of privacy now. Good #sbs2011 talk
- 8:02 pm **jhagel:** RT @lawrencecoburn: Very strategic, subtly awesome presentation from @jhagel #SBS2011
- 8:02 pm **shivsingh:** RT @dhinchcliffe: "Exceptions are the shadow economies of firms today." - @jhagel #sbs2011
- 8:02 pm **joekuntner:** #SBS2011 - "The old comfort zone faces backwards. The new comfort zone is transparent."
- 8:02 pm **jennymurphy13:** RT @mercercerthompson: loving the jazz music at #sbs2011. not your typical conference - yes!
- 8:02 pm **akjnyc:** RT @jennymurphy13: RT @mercercerthompson: loving the jazz music at #sbs2011. not your typical conference - yes!
- 8:03 pm **ydubel:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change." - @jhagel #sbs2011 #socabiz
- 8:03 pm **ellenreynolds:** @laurenpicarello @katerushsheehy it's SUPER close!! Ask #sbs2011 for one more push!! #ed4good #AUS
- 8:03 pm **dhinchcliffe:** Now @michaelgold points out that good collaboration and sharing won't happen unless we push outside our comfort zones. #sbs2011
- 8:03 pm **MartijnLinssen:** @bmenell Next socbiz summit, tweet stream should be curated by the tweople? #sbs2011
- 8:03 pm **AAinslie:** RT @shivsingh: RT @dhinchcliffe: "Exceptions are the shadow economies of firms today." - @jhagel #sbs2011
- 8:04 pm **KRCraft:** @rawn @rwang0 @mgallivan I'm staying quiet as I see many shades of grey in there when considering future of data sharing. #sbs2011 #socabiz
- 8:04 pm **jhagel:** RT @ehuddleston: Everyone is a knowledge worker. @jhagel #SBS2011
- 8:04 pm **rawn:** More than the number, it's OnePerson intersect w/ Another = possibilities of improvisation >>"1 + 1 = possibilities" #sbs2011 @gialyons
- 8:04 pm **laurenpicarello:** @ellenreynolds @katerushsheehy yay #ed4good #AUS let's help Sustainable Food Center at #SBS2011
- 8:05 pm **KRCraft:** @rawn @rwang0 @mgallivan 'Back in black' seems too cliché for me. #sbs2011 #socabiz
- 8:05 pm **jeffdachis:** RT @dhinchcliffe: @michaelgold points out that good collaboration /sharing won't happen unless we push outside our comfort zones. #sbs2011
- 8:05 pm **jeffdachis:** RT @rawn: More than the number, it's OnePerson intersect w/ Another =

- 8:06 pm **joshua_d**: RT @jeffdachis: RT @rawn: More than the number, it's OnePerson intersect w/ Another = possibilities of improvisation >>"1 + 1 = possibilities" #sbs2011
- 8:06 pm **vssupport**: RT @akjnc: RT @jennymurphy13: RT @mercerthompson: loving the jazz music at #sbs2011. not your typical conference - yes!
- 8:06 pm **HRBlueprints**: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 8:06 pm **kirkcreations**: RT @jeffdachis: RT @rawn: More than the number, it's OnePerson intersect w/ Another = possibilities of improvisation >>"1 + 1 = possibilities" #sbs2011
- 8:07 pm **IIZLIZ**: handy -> Curated #sbs2011 tweet stream, courtesy of @keepstream. <http://dach.is/gohoQv> via @bmenell cc @imediamichele @groverxv
- 8:07 pm **katmandelstein**: RT @dhinchcliffe: Now @michaelgold points out that good collaboration and sharing won't happen unless we push outside our comfort zones. #sbs2011
- 8:08 pm **tomcummings**: RT @IIZLIZ: handy -> Curated #sbs2011 tweet stream, courtesy of @keepstream. <http://dach.is/gohoQv> via @bmenell cc @imediamichele @groverxv
- 8:08 pm **newmanea**: RT @lawrencecoburn: Very strategic, subtly awesome presentation from @jhagel #SBS2011
- 8:08 pm **ANewCLOUD**: Just finished badge pickup & panelist checkin at #SXSW & #SXSWi. Very smooth! Back to #sbs2011... :-)
- 8:08 pm **jpunishill**: RT @IIZLIZ: 4 technologies that empower customers: social, mobile, cloud-computing, pervasive video - @jberloff #sbs2011
- 8:09 pm **laurenpicarello**: @AustinAMA thanks for the support for #ed4good #AUS we are sending you guys love from #SBS2011 in downtown Austin
- 8:09 pm **nevertoomuch**: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberloff @dachisgroup #SBS2011 #ed4good #AUS
- 8:09 pm **lelainej**: 1 and 1 = possibility in collaborative innovation. Am reminded of Zander's "Art of Possibility" #SBS2011 #ED4good #AUS
- 8:10 pm **dhinchcliffe**: "Simply rendering the beauty & integrity of what's already there isn't what business is today. We must improvise." - @michaelgold #sbs2011
- 8:10 pm **convofy**: RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socabiz
- 8:10 pm **faizanbuzdar**: RT @dhinchcliffe: @davegray: Companies can choose Design by Division (task-based dogma) or Design by Connection (shared learning & adaptation) #sbs2011
- 8:10 pm **andyjankowski**: @michaelgold Jazz is an act of playing in a comfort zone of change being constant & ambiguity being possibility = #socabiz #sbs2011
- 8:11 pm **MartijnLinssen**: Curated tweet streams courtesy of 1 person don't seem very social to me tbh #sbs2011 - try the full monty at <http://bit.ly/hTwxBW>
- 8:11 pm **mlmasterson**: Business is evolving toward Jazz. Moving from a fixed score toward an improvised and democratized performance. #sbs2011
- 8:11 pm **gialyons**: RT @mlmasterson: Business is evolving toward Jazz. Moving from a fixed score toward an improvised and democratized performance. #sbs2011
- 8:11 pm **faizanbuzdar**: RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socabiz
- 8:11 pm **ronnypot**: New Blog: Windows SBS 2011 configuration - Part 15 Configuring ?Software update settings? <http://t.co/rtzvFQZ> #blog #sbs2011 #sbs11
- 8:12 pm **faizanbuzdar**: RT @dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberloff #sbs2011

- 8:12 pm **ebclosmore:** Brace yourselves for something cheesy, but true: Jazz is proof that good collaboration and improvisation can be music to our ears. #SBS2011
- 8:12 pm **jenvandermeer:** Singing along to the gleeification of social business #sbs2011
- 8:13 pm **convofy:** RT @sabika: RT @vj_CR Networks are not supposed to be static, the more "fluid" they are improves their value - applies to #enterprise #convofy #sbs2011
- 8:13 pm **KozComm:** RT @mlmasterson: Business is evolving toward Jazz. Moving from a fixed score toward an improvised and democratized performance. #sbs2011
- 8:13 pm **cslemp:** RT @mlmasterson: Business is evolving toward Jazz. Moving from a fixed score toward an improvised and democratized performance. #sbs2011
- 8:13 pm **mercერთompson:** RT @mlmasterson: Business is evolving toward Jazz. Moving from a fixed score toward an improvised and democratized performance. #sbs2011
- 8:13 pm **Roebot:** #sbs2011 is offering us a brilliant and fun jazz improv and collaboration as a metaphor for innovation and collab.
- 8:14 pm **IIZLIZ:** @mlmasterson @gialyons @andyjankowski amazing to see jazz related to social business. what an interesting presentation #sbs2011
- 8:14 pm **cdangson:** Ha! Like is the virtual clap #sbs2011
- 8:14 pm **andyjankowski:** RT @jenvandermeer: Singing along to the gleeification of social business #sbs2011 [Awesome analogy!]
- 8:14 pm **rashaproctor:** @michaelgold "1+1 = possibilities" #sbs2011
- 8:14 pm **jpunishill:** How do you scale that? RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 8:14 pm **convofy:** RT @dhinchcliffe: Now @michaelgold points out that good collaboration and sharing won't happen unless we push outside our comfort zones. #sbs2011
- 8:14 pm **mlmasterson:** Way to go @scottlaningham! Jamming to showcase how business parallels improvisational Jazz. #sbs2011 <http://yfrog.com/h829kvxj>
- 8:14 pm **dgibbons:** @gordonr @vanderwal looks like @leebryant is up to his usual tricks :) #sbs2011 <http://yfrog.com/h8ft8vrj>
- 8:15 pm **jillianf:** Improv & Social Business #sbs2011 <http://instagr.am/p/CI9mv/>
- 8:15 pm **convofy:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 8:15 pm **jimworth:** +1 RT @cslemp: Business is evolving toward Jazz. Moving from a fixed score toward an improvised, democratized performance. #socbiz #Sbs2011
- 8:15 pm **deancruise:** There are no wrong notes. via @michaelgold. #sbs2011
- 8:15 pm **lotusrockstar:** RT @cdangson: Ha! Like is the virtual clap #sbs2011 <---and we certainly hope the context is two hands meeting swiftly
- 8:15 pm **JohnMLee:** Improvisation does not mean roles are ambiguous. #sbs2011
- 8:16 pm **jpunishill:** Always tough to sustain that funding RT @joshua_d if u want 2b proactive 2 new biz opportunities, u need the funds to act @davegray #sbs2011
- 8:16 pm **jpunishill:** Such an important point. RT @samdecker There is no best way of doing anything. The best way is to be changing. #sbs2011
- 8:16 pm **VanillaWorks:** @cdangson How about Delivering the right information to the right people in the right context.. #sbs2011
- 8:16 pm **vzrvjy:** The bass is kind of an operations manager| #sbs2011
- 8:16 pm **aden_76:** RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011 < Harsh but probably fair.
- 8:17 pm **katerushsheehy:** #sbs2011 #ed4good #aus @laurenpicarello @urmomcooks down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>

3/13/2011

Transcript for #sbs2011 - What the Has...

- 8:18 pm **andyjankowski:** Up next at #sbs2011 Social Business, the music video [just kidding]
- 8:18 pm **ATXGastronomist:** 46 posts? Come on, Austin!! RT @katerushsheehy: #sbs2011 #ed4good #aus down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>
- 8:18 pm **cdangson:** @VanillaWorks yes, from a platform perspective #sbs2011
- 8:19 pm **jpunishill:** Spot on. Compensation drives all human behavior. RT @katmandelstein #sbs2011 People will share if you give them a reason to. says @pud
- 8:19 pm **felix_cohen:** RT @katerushsheehy: #sbs2011 #ed4good #aus @laurenpicarello @urmomcooks down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>
- 8:19 pm **cslemp:** Can IT depts, like the rythm section in jazz, start to move between sustain and innovate functions? #sbs2011
- 8:19 pm **katerushsheehy:** RT @laurenpicarello: @AustinAMA thanks for the support for #ed4good #AUS we are sending you guys love from #SBS2011 in downtown Austin
- 8:19 pm **joshua_d:** @jpunishill so true. did you make it to #sbs2011 this year?
- 8:19 pm **jpunishill:** RT @cdangson: LOL OH: @rawn now that we know why old people suck I'm here to talk about maturity #sbs2011
- 8:19 pm **laurenpicarello:** RT @felix_cohen: RT @katerushsheehy: #sbs2011 #ed4good #aus @laurenpicarello @urmomcooks down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>
- 8:19 pm **Agothelf:** RT @andyjankowski Up next at #sbs2011 Social Business, the music video [just kidding] - LOL
- 8:19 pm **JanetWenzel:** RT @ATXGastronomist: 46 posts? Come on, Austin!! RT #sbs2011 #ed4good #aus down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>
- 8:20 pm **katmandelstein:** RT @ellenreynolds: @laurenpicarello @katerushsheehy it's SUPER close!! Ask #sbs2011 for one more push!! #ed4good #AUS
- 8:20 pm **vssupport:** RT @ATXGastronomist: 46 posts? Come on, Austin!! RT @katerushsheehy: #sbs2011 #ed4good #aus down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>
- 8:20 pm **jhagel:** RT @MegaJustice: John Hagel is a fantastic speaker and visionary. #sbs2011
- 8:20 pm **XWiki:** RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socbiz < Truth
- 8:20 pm **allysquires:** HELP US! RT @katerushsheehy: #sbs2011 #ed4good #aus down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>
- 8:21 pm **MatteP:** RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011
- 8:21 pm **katenieder:** @jeffdachis does this remind you of us circa 2008 with our beat sheet? cc@peterkim @jevon @ellenreynolds #SBS2011
- 8:21 pm **VanillaWorks:** @cdangson #sbs2011 hmm, fair point. Thinkk the issue is how to distinguish between social 'collaboration' and social 'business',...
- 8:23 pm **umairh:** RT @MegaJustice: John Hagel is a fantastic speaker and visionary. #sbs2011 (indeed.)
- 8:23 pm **dfllyonthefly:** The liminal zone: space between what we know and what we don't know #sbs2011. Possibility is a beautiful thing.
- 8:23 pm **chickfoxgrover:** I believe so! RT @cslemp: Can IT depts, like the rythm section in jazz, start to move between sustain and innovate functions? #sbs2011
- 8:23 pm **VanillaWorks:** RT @umairh: RT @MegaJustice: John Hagel is a fantastic speaker and visionary. #sbs2011 (indeed.)
- 8:23 pm **passepartout:** #scatbiz ? RT @gialyons @mlmasterson Business is evolving toward Jazz. #sbs2011
- 8:23 pm **cslemp:** Can Austin food get better? Yup. It can get local. #sbs2011 #ed4good #aus

- 8:24 pm **jpunishill:** Well said RT @jeffdachis "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS
- 8:24 pm **vssupport:** RT @dflyonthefly: The liminal zone: space between what we know and what we don't know #sbs2011. Possibility is a beautiful thing.
- 8:24 pm **kquann:** Hope to see @jhagel at KIN Global 2011 this June @KelloggSchool! RT @MegaJustice: John Hagel is a fantastic speaker and visionary. #sbs2011
- 8:25 pm **IIZLIZ:** RT @jpunishill: Well said RT @jeffdachis "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS
- 8:25 pm **jeffdachis:** RT @dflyonthefly: The liminal zone: space between what we know /what we don't know #sbs2011. Possibility a beautiful thing. #ed4good #AUS
- 8:25 pm **Stuzo:** RT @jeffdachis: RT @jess3: Check out my presentation for the @DachisGroup Social Business Summit today in Austin, TX <http://jes3.com/gq64S2> #SBS2011
- 8:25 pm **cdangson:** @VanillaWorks we are working on making it less of a distinction actually #sbs2011
- 8:25 pm **jpunishill:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socabiz
- 8:25 pm **averghese:** Classical Musicians r rendering an existing idea-not being asked 2 change anything/take any risks like Jazz musicians"Michael Gold #sbs2011
- 8:25 pm **dhinchcliffe:** Close-up of @jazzimpact as they relate improvisation and creativity to the modern flows of ideas in #socabiz. #sbs2011 <http://t.co/spYt5rK>
- 8:26 pm **TweetsFromSXSW:** RT @vzrvjv: The bass is kind of an operations manager| #sbs2011
- 8:26 pm **ashbrown77:** I love my Austin local #ed4good #aus #sbs2011
- 8:26 pm **rashaproctor:** RT @jeffdachis: RT @dflyonthefly: The liminal zone: space between what we know /what we don't know #sbs2011. Possibility a beautiful thing. #ed4good #AUS
- 8:26 pm **andyjankowski:** Love @michaelgold corrolation of Jazz to SocBiz: "Everyone needs to be able to solo." Saw earlier in Best Buy example #sbs2011
- 8:26 pm **averghese:** RT @katerushsheehy: #sbs2011 #ed4good #aus @laurenpicarello @urmomcooks down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>
- 8:26 pm **zackolantern:** ...Even if that compensation is paid in social capital. RT @jpunishill: Spot on. Compensation drives all human behavior. #sbs2011
- 8:26 pm **bikespoke:** RT @dhinchcliffe: Close-up of @jazzimpact as they relate improvisation and creativity to the modern flows of ideas in #socabiz. #sbs2011 <http://t.co/spYt5rK>
- 8:26 pm **billjohnston:** RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ? <- Go team #AUS
- 8:26 pm **MarcBoutoille:** RT @dhinchcliffe: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business #e20 #SBS2011 #socabiz <Natural evolution
- 8:27 pm **AmandaGravel:** RT @jpunishill: Well said RT @jeffdachis "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good
- 8:27 pm **dantronic:** Jazz and Improv as an analogy for social business. Compelling, relevant and fun - like work should be. #sbs2011 <http://t.co/wusLDb5>
- 8:27 pm **AustenTX:** RT @jeffdachis: RT @dflyonthefly: The liminal zone: space between what we know /what we don't know #sbs2011. Possibility a beautiful thing. #ed4good #AUS
- 8:28 pm **kirkcreations:** RT @jeffdachis: RT @dflyonthefly: The liminal zone: space between what we know /what we don't know #sbs2011. Possibility a beautiful thing. #ed4good #AUS

3/13/2011

Transcript for #sbs2011 - What the Has...

8:28 pm

ThatBryanMyers: RT @allysquires: HELP US! RT @katerushsheehy: #sbs2011 #ed4good #aus down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>"

8:28 pm

PRforPharma: RT @billjohnston: RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ? <- Go team #AUS

8:28 pm

VanillaWorks: @cdangson #sbs2011 and there's the rub, because I'm not entirely sure they are the same beast....need to marinate more on this ;-)

8:28 pm

tomcummings: RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ?

8:29 pm

jwillie: Wonder if there is no wifi on purpose. #sbs2011

8:29 pm

themaria: RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ?

8:29 pm

HIPcoaches: RT @KozComm: RT @mlmasterson: Business is evolving toward Jazz. Moving from a fixed score toward an improvised and democratized performance. #sbs2011

8:29 pm

Ross: RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ?

8:29 pm

apriIdowning1: @jhagel was just as awesome at #sbs2011 as he was at #sbs2010. And with no slides #refreshing

8:29 pm

TheCR: RT @dantronic: Jazz & Improv as an analogy for social business. Compelling, relevant & fun, like work should be #sbs2011 <http://t.co/wusLDb5>

8:29 pm

dantronic: Real-time is all about improv. They're opening for you! @shivsingh: #sbs2011 I get to follow some jazz performers onto stage #setuptofail? !

8:30 pm

mor_trisha: @bradkenney True, no absolutes. I think some are, some aren't (re: passionate people hiding) cc @jimworth @jhagel #sbs2011

8:31 pm

allysquires: "Practice the capacity to be present in the moment" #SBS2011

8:31 pm

chickfoxgrover: RT @ashbrown77: I love my Austin local #ed4good #aus #sbs2011

8:31 pm

pfasano: "Embrace improvisation ... practice taking risks ... explore connections" I like this thought of business as jazz #SBS2011

8:31 pm

teens4acause: @markdowds we are going to tell your Wife and Mother Mark Dowds #sbs2011

8:31 pm

jenspencercoach: Artists are those that deal with ambiguity and constant change -- Michael Gold/Jazz Impact #SBS2011

8:31 pm

hugo_rebelo: RT @ehuddleston: Everyone is a knowledge worker. @jhagel #SBS2011

8:31 pm

mgallivan: @KRCraft Out of curiosity, how did the quote come up? I'm unfamiliar with the #sbs2011 hashtag.

8:31 pm

jictb1: RT @ATXGastronomist: 46 posts? Come on, Austin!! RT @katerushsheehy: #sbs2011 #ed4good #aus down by 46 posts. Make it happen!! <http://t.co/1Ec0aH3>

8:31 pm

carissao: RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ?

8:32 pm

dhinchcliffe: RT @dantronic: Jazz and Improv as an analogy for social business. Compelling, relevant and fun - like work should be. #sbs2011 <http://t.co/wusLDb5>

8:32 pm

jimworth: We're singing here #Sbs2011

8:32 pm

MeanRachel: Surely there's an app for this. #scarysomba #sbs2011

8:33 pm

RJTPatrick: Liminal zone definition - the point at which a stimulus is of sufficient intensity to begin to produce an effect. #sbs2011

8:33 pm

Pistachio: RT @Ross: RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ?

8:33 pm

themaria: True story RT @jimworth: We're singing here #Sbs2011

3/13/2011
8:33 pm

Transcript for #sbs2011 - What the Has...

themaria: true story! RT @jimworth: were singing here #SBS2011

8:34 pm

Roebot: RT @dflyonthefly: The liminal zone: space between what we know and what we don't know #sbs2011. Possibility is a beautiful thing.

8:34 pm

jevon: Somebody get a video of this #sbs2011

8:34 pm

TheCR: We have a lot of members that do improv in their 'free' time. It's interesting & makes a lot of sense #sbs2011

8:34 pm

cdangson: i just improvised - what was mine again? #sbs2011

8:34 pm

exensio: RT @XWiki: RT @mrcruce: Resolved. Enterprise 2.0 has officially given way to Social Business. #e20 #SBS2011 #socabiz < Truth

8:34 pm

jpunishill: RT @aden_76: RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jbemoff #SBS2011 < Harsh but probably fair.

8:34 pm

cabralita: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbemoff @dachisgroup #SBS2011 #ed4good #AUS

8:35 pm

Roebot: I would have to be drunk to participate at the level this conf is currently asking of me. #sbs2011

8:36 pm

parisdivasf: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbemoff @dachisgroup #SBS2011 #ed4good #AUS

8:36 pm

jpunishill: RT @ehuddleston: we should go slow w social to go fast later...org change is long straw, not tech rollout. Org change is hard, takes time @jhagel #SBS2011

8:36 pm

Oyerista: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbemoff @dachisgroup #SBS2011 #ed4good #AUS

8:36 pm

jevon: RT @Roebot: I would have to be drunk to participate at the level this conf is currently asking of me. #sbs2011

8:36 pm

UglyResearch: RT @dflyonthefly: The liminal zone: space between what we know and what we don't know #sbs2011. Possibility is a beautiful thing.

8:37 pm

Roebot: Oh now there's a conga line. #sbs2011 HILARIOUS All the geeks have fled BC we are all so uncomfortable.

8:37 pm

mashalpha: Yep RT @smfarr <http://yfrog.com/h84oicnj> every conference should have a jazz band...#sbs2011

8:37 pm

KRCraft: @mgallivan trigger RT @rwango MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011

8:38 pm

TinoKuehnel: WOW! What a performance - that's the power of connectivity. Thx to @jazzimpact!!! #sbs2011 #awesome

8:38 pm

MeanRachel: Congo line at #SBS2011. There goes my political career.

8:38 pm

laurenpicarello: RT @allysquires: "Practice the capacity to be present in the moment" #SBS2011

8:39 pm

jhagel: RT @april Downing1: @jhagel was just as awesome at #sbs2011 as he was at #sbs2010. And with no slides #refreshing

8:39 pm

technoshaman: RT @umairh: RT @MegaJustice: John Hagel is a fantastic speaker and visionary. #sbs2011 (indeed.)

8:39 pm

cutty_: RT @TheCR: RT @dantronic: Jazz & Improv as an analogy for social business. Compelling, relevant & fun, like work should be #sbs2011 <http://t.co/wusLDb5>

8:39 pm

StefanieM: me too...RT @pfasano: "Embrace improvisation...practice taking risks...explore connections" I like this thought of business as jazz #SBS2011

8:40 pm

jpunishill: Thts thr job/hw thy r msurd. Smrt folks wrk tht not fight it.RT @ehuddleston IT is "dept of no" b/c thy manage risk, not innvtn #SBS2011

8:40 pm

jimworth: @rhappe @themaria We're not saying... what happens in Austin stays in Austin :^) #sbs2011

- 8:40 pm **chickfoxgrover:** RT @themaria: True story! RT @jimworth: We're singing here #Sbs2011
- 8:41 pm **andyjankowski:** +1 RT @MeanRachel: Congo line at #SBS2011. There goes my political career.
- 8:41 pm **rashaproctor:** RT @StefanieM: me too...RT @pfasano: "Embrace improvisation...practice taking risks...explore connections" I like this thought of business as jazz #SBS2011
- 8:42 pm **jackiehuba:** Conga line!! RT @Roebot: I would have to be drunk to participate at the level this conf is currently asking of me. #sbs2011
- 8:42 pm **IIZLIZ:** Cute. @peterkim just asked #sbs2011 audience to give a speaker a "Like." The crowd responded with a hundred thumbs-ups #lovegeeks #sxswi
- 8:42 pm **bartlaut:** RT @katmandelstein: RT @jimworth: Within large corps there are passionate people hiding. Find them w/ soc nets (paraphrased) - @jhagel at #sbs2011 #e20
- 8:42 pm **pud:** @jeffjarvis Just finished a talk at #sbs2011 (pre-sxsw fun) called "Extreme Sharing" -- channeled you and @howardstern
- 8:43 pm **bradkenney:** RT @bmenell Curated #sbs2011 tweet stream, courtesy of @keepstream. <http://dach.is/gohoQv> < wish there were a "stream stream" to tune into!
- 8:43 pm **lesliebradshaw:** RT @jeffdachis: RT @jess3: Check out my presentation for the @DachisGroup Social Business Summit today in Austin, TX <http://jes3.com/gq64S2> #SBS2011
- 8:43 pm **jimworth:** And now another Singh, @shivsingh, head of digital for Pepsico, Real Time Marketing #Sbs2011
- 8:43 pm **jeffjarvis:** RT @pud: @jeffjarvis Just finished a talk at #sbs2011 (pre-sxsw fun) called "Extreme Sharing" -- channeled you and @howardstern
- 8:43 pm **JostleMe:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 8:44 pm **jwillie:** That was not singing #justsayin RT @themaria: True story! RT @jimworth: We're singing here #Sbs2011
- 8:44 pm **chickfoxgrover:** @shivsingh - up now #sbs2011 -real-time marketing, social, is changing fundamental business functions and disciplines
- 8:45 pm **bradkenney:** Hmm @cslemp Can IT depts, like jazz rythm section, move between sustain and innovate functions? #sbs2011 < also, can they take a solo?
- 8:45 pm **jpunishill:** RT @IIZLIZ: handy -> Curated #sbs2011 tweet stream, courtesy of @keepstream. <http://dach.is/gohoQv> via @bmenell cc @imediamicelle @groverxv
- 8:46 pm **dflyonthefly:** RT @pud: @jeffjarvis Just finished a talk at #sbs2011 (pre-sxsw fun) called "Extreme Sharing" -- channeled you and @howardstern
- 8:46 pm **pud:** RT @rawn: @pud good to have a standout advocate like you challenging our notions of privacy now. Good #sbs2011 talk
- 8:46 pm **MegaJustice:** RT @jenspencercoach: Everyone is a knowledge worker down to the frontline - - John Hagel #SBS2011
- 8:46 pm **rashaproctor:** @shivsingh "social media is fundamentally changing organization"#an #sbs2011
- 8:46 pm **jpunishill:** RT @jackiehuba: Conga line!! RT @Roebot: I would have to be drunk to participate at the level this conf is currently asking of me. #sbs2011
- 8:47 pm **KozComm:** Up now is Shiv Singh from PepsiCo, formerly Razorfish - on Real Time Marketing - Streaming Live from #sbs2011 - <http://sxsw.kozlen.com>
- 8:48 pm **AustenTX:** Welcome mmonroedesign to the #twitterverse ! @jeffdachis would be so proud. Take aways from #sbs2011 #peoplehelpingpeople
- 8:48 pm **KozComm:** Real-time response is critical - what better time to connect than the exact right time and place than when the environment has made #sbs2011

- 8:49 pm **AustenTX:** Welcome @mmonroedesign to the #twitterverse ! @jeffdachis would be so proud. Take aways from #sbs2011 #peoplehelpingpeople
- 8:49 pm **vssupport:** RT @KozComm: Real-time response is critical - what better time to connect than the exact right time and place than when the consumer has needs #sbs2011
- 8:49 pm **tomwilliams:** You can't do "real-time marketing" if your organization doesn't *plan* in real-time? #sbs2011
- 8:49 pm **iMediaMichelle:** RT @lesliebradshaw The age of "getting it" is here. Enjoying its sound. #sbs2011
- 8:49 pm **vssupport:** RT @tomwilliams: You can't do "real-time marketing" if your organization doesn't *plan* in real-time? #sbs2011
- 8:49 pm **EmilyCarterS:** real-time insights + real-time response + real-time content studio + real-time co-creation = real-time marketing #sbs2011
- 8:50 pm **dflyonthefly:** What we all wish for. @shivsingh: AT&T working=nirvana. #sbs2011
- 8:50 pm **hasseify:** anyone got this on video? RT @MegaJustice: John Hagel is a fantastic speaker and visionary. #sbs2011
- 8:50 pm **iMediaMichelle:** Me2! RT @pfasano Embrace improvisation - practice taking risks - explore connections - I like this thought of business as jazz #SBS2011
- 8:50 pm **dokhtar110:** Lady Gaga at the Social business summit in Austin. Sort of. Still pretty awesome. #sbs2011 #ladygagaisnirvana
- 8:51 pm **jimworth:** RT @jpunishill: @IIZLIZ: Curated #sbs2011 tweet stream, courtesy of @keepstream. <http://dach.is/gohoQv>
- 8:51 pm **LanaMcGilvray:** #pepsi Shiv Singh #SBS2011 RT marketing nirvana?Lady Gaga drinking Pepsi on 5th Ave on digital camera is a viral ad campaign minutes later.
- 8:51 pm **datranmedia:** #pepsi Shiv Singh #SBS2011 RT marketing nirvana?Lady Gaga drinking Pepsi on 5th Ave on digital camera is a viral ad campaign minutes later.
- 8:51 pm **rhape:** link between #e20 & #scrm RT @tomwilliams: You can't do "real-time marketing" if your organization doesn't *plan* in real-time? #sbs2011
- 8:51 pm **ANewCLOUD:** How can #linkedpeople & #inkeddata bring power to the people & change regulation of business. Disruptivedata.com panel at #sxswi #sbs2011
- 8:51 pm **shoogie:** At #SBS2011, watching @ShivSingh, Head of Digital for PepsiCo, present Real-Time Marketing. #SolarWinds, you'd love this.
- 8:52 pm **chickfoxgrover:** @shivsingh: real-time marketing: insights(stimulus) and response. a kind of reflex arc. #sbs2011
- 8:52 pm **ConferenceBites:** RT @tomwilliams: You can't do "real-time marketing" if your organization doesn't *plan* in real-time? #sbs2011
- 8:52 pm **adita1023:** RT @ANewCLOUD: How can #linkedpeople & #inkeddata bring power to the people & change regulation of business. Disruptivedata.com panel at #sxswi #sbs2011
- 8:52 pm **iamseanmcdonald:** I love my Austin local. #ed4good #aus #sbs2011
- 8:52 pm **samdecker:** Real-time marketing = real-time nsights, response, content, co-creation, distribution and engagement. Right on @shivsingh! #sbs2011
- 8:53 pm **bloemendal:** RT @samdecker: Real-time marketing = real-time nsights, response, content, co-creation, distribution and engagement. Right on @shivsingh! #sbs2011
- 8:53 pm **maycotte:** RT @samdecker: Real-time marketing = real-time nsights, response, content, co-creation, distribution and engagement. Right on @shivsingh! #sbs2011
- 8:53 pm **LanaMcGilvray:** #sbs2011 Shiv Singh -The most relevant social status update? Advice to Youth of Egypt - put vinegar or onion under your scarf for tear gas.
- 8:53 pm **akinvc:** AGREED!RT @abridowning1: @ihael was iust as awesome at #sbs2011 as

- he was at #sbs2010. And with no slides #refreshing
- 8:54 pm **VirginiaMiracle:** How would you change your organization if you had to move from real-time insights to execution in minutes? @shivsingh #sbs2011
- 8:54 pm **sabika:** RT @rhappe link between #e20 & #scrm RT @tomwilliams: You can't do "real-time marketing" if your org doesn't *plan* in real-time? #sbs2011
- 8:54 pm **elsua:** Enjoying how one of the main themes today at #sbs2011 is finally blending fun & work altogether into fun@work; about time! :)
- 8:55 pm **rashaproctor:** @shivsingh "Nirvana is when u c Lady Gaga using ur product, ur phone works to take a pic, the network works to upload it to ur site"#sbs2011
- 8:55 pm **dg29:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbernof @dachisgroup #SBS2011 #ed4good #AUS
- 8:55 pm **elsua:** @rawn @rwang0 They may not need to any longer; it'll be all out there available to them #internetofthings #sbs2011 #socbiz
- 8:55 pm **mmonroedesign:** is at #SBS2011 today in Austin, Texas! Hold tight for the blog post later...
- 8:56 pm **jpunishill:** #sbs2011 vs #wcgsxsw is like 100k ft vs ground floor view. Both valuable, so different, feel like plastic man keeping up with both
- 8:56 pm **malexander1219:** RT @rwang0: MyPOV: The generation after this may not be so willing to share data. We should be prepared for this! #sbs2011 #socbiz
- 8:56 pm **rhondalad:** #sbs2011 @shivsingh says about real time marketing we'll need to go from insight to execution in seconds
- 8:56 pm **ESchliss:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbernof @dachisgroup #SBS2011 #ed4good #AUS
- 8:56 pm **dgibbons:** It's the SBS conga line #sbs2011 <http://yfrog.com/h2lwzjj>
- 8:57 pm **doug_kern:** social, real-time mktg and the "dopamine-induced loop" @shivsingh #sbs2011
- 8:57 pm **MegaJustice:** @hasseify Yes! We captured the video. Ask Dachis in a week about how to see it. "twas an amazing session. Just incredible. #sbs2011
- 8:57 pm **katmandelstein:** RT @StefanieM: me too...RT @pfasano: "Embrace improvisation...practice taking risks...explore connections" I like this thought of business as jazz #SBS2011
- 8:57 pm **KozComm:** 30 billion messages a month on Facebook - as a marketer, my message is competing with all of those messages. via Shiv Singh #sbs2011
- 8:58 pm **MegaJustice:** RT @samdecker: Real-time marketing = real-time nsights, response, content, co-creation, distribution and engagement. Right on @shivsingh! #sbs2011
- 8:58 pm **andyjankowski:** @elsua Are you here? Have been reading & really like your blog #sbs2011 #socbiz
- 8:58 pm **joshua_d:** @jpunishill yeah, at #sbs2011 today. Good stuff on Social Business.
- 8:58 pm **jackiehuba:** RT @VirginiaMiracle: How would you change your organization if you had to move from real-time insights to execution in minutes? @shivsingh #sbs2011
- 8:59 pm **LLeskoven:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbernof @dachisgroup #SBS2011 #ed4good #AUS
- 8:59 pm **chickfoxgrover:** RT @LanaMcGilvray: ShivSingh #SBS2011 marketing nirvana?Lady Gaga drinking Pepsi on 5th Ave, digital pic, viral ad campaign minutes later.
- 8:59 pm **massrelevance:** Pepsi used real-time content to engage fans at Fashion Week #sbs2011 Picture: <http://flic.kr/p/9nbHMK>
- 8:59 pm **MarkTamis:** @rhappe @sabika see here for #e20 & #scrm convergence <http://bit.ly/eGKDvd> #sbs2011
- 9:00 pm **markdowds:** 90 Million Tweets per day. @shivsingh #sbs2011 wow
- 9:00 pm **jimworth:** @elsua so true. Over and over, engaging enjoyable work environment is

mentioned at #sbs2011

- 9:00 pm **dgibbons:** 90M tweets per day. Yow. /via @shivsingh #sbs2011
- 9:01 pm **socialmediaftr:** RT @MarkTamis @rhappe @sabika see here for #e20 & #scrm convergence <http://bit.ly/eGKDvd> #sbs2011
- 9:01 pm **deancruse:** RT @samdecker: Real-time mktg = real-time nsights, response, content, co-creation, distribution & engagement. Right on @shivsingh! #sbs2011
- 9:01 pm **LanaMcGilvray:** #sbs2011 @shivsingh What's the no. 90 Million? It's #tweets per day. The number means nothing w/out the context that makes it actionable.
- 9:01 pm **datranmedia:** #sbs2011 @shivsingh What's the no. 90 Million? It's #tweets per day. The number means nothing w/out the context that makes it actionable.
- 9:01 pm **andyjankowski:** RT @RobinGrant: Listening to @shivsingh talk about real-time marketing at #sbs2011 - he is, of course, spot on [Agree!]
- 9:02 pm **chickfoxgrover:** @shivsingh uses location listening to find "hyper talk" targets for messaging. #sbs2011
- 9:02 pm **iMediaMichelle:** The Immediacy Factor - is ur business ready? RT @rhondalad: #sbs2011 @shivaingh We'll need to go from insight to execution in seconds
- 9:03 pm **jenspencercoach:** We all need content studios! #SBS2011
- 9:03 pm **KozComm:** Pepsi's Vote to Refresh the Gulf was a project that was put together in a few days to immediately respond to the crisis in the Gulf #sbs2011
- 9:03 pm **ANewCLOUD:** @shivaingh discusses geo-locating tweets for Pepsi mktg. WHERE I Am must be in our control & part of #privacy <http://ow.ly/4c02M> #sbs2011
- 9:03 pm **dmeiselman:** RT @ehuddleston: we should go slow w social to go fast later...org change is long straw, not tech rollout. Org change is hard, takes time @jhagel #SBS2011
- 9:03 pm **20tonideas:** Pepsi launched oil spill oriented arm of the Refresh project in only a few days time. Rapid innovation/implementation @shivsingh #sbs2011
- 9:04 pm **betrokken:** RT @iMediaMichelle: The #sbs2011 Daily is out! <http://bit.ly/gfkQF7> ? Top stories today via @rawn @mrcruce
- 9:04 pm **jenspencercoach:** Organizations have to work differently for marketing to be successful @shivsingh #SBS2011
- 9:04 pm **katmandelstein:** RT @RobinGrant: Listening to @shivsingh talk about real-time marketing at #sbs2011 - he is, of course, spot on...
- 9:04 pm **LanaMcGilvray:** #SBS2011 enjoyed lunch time conversations with @zackolantern from @martinwilliams and Jillian from #Target .
- 9:04 pm **rashaproctor:** @shivsingh "90M tweets per day shows you the trends" #sbs2011
- 9:04 pm **iMediaMichelle:** Age of FEO RT @KozComm: 30B FBK messages a month! As a marketer, my message is competing with all of those messages. via @ShivSingh #sbs2011
- 9:05 pm **sabika:** @socialmediaftr @MarkTamis @rhappe "means available to facilitate communication and knowledge" like! <http://bit.ly/f3P4Cd> #sbs2011
- 9:06 pm **sabika:** RT @jenspencercoach: Organizations have to work differently for marketing to be successful @shivsingh #SBS2011
- 9:07 pm **smfarr:** Brilliant. @shivsingh #sbs2011
- 9:07 pm **katmandelstein:** RT @massrelevance: Pepsi used real-time content to engage fans at Fashion Week #sbs2011 Picture: <http://flic.kr/p/9nbHMk>
- 9:07 pm **_OB_:** New word of the day, Glocal. Global meets local via @shivsingh #sbs2011
- 9:08 pm **markp_ny:** Best conference on thought leadership I've been to. Great insights on common thread of agile ldrshp #sbs2011
- 9:08 pm **laurennicarello:** @shivsingh awesome presentation on real-time marketing at #SBS2011

3/13/2011

Transcript for #sbs2011 - What the Has...

- 9:08 pm **laurenprareno:** [@shivsingh](#) awesome presentation on real-time marketing at #SBS2011 thanks for being here
- 9:08 pm **april Downing1:** RT [@smfarr](#): Brilliant. [@shivsingh](#) #sbs2011 | Agreed! Charming & intelligent! [@pepsico](#) is lucky to have him!
- 9:08 pm **jeffdachis:** RT [@jenspencercoach](#): Organizations have to work differently for marketing to be successful [@shivsingh](#) #SBS2011
- 9:08 pm **Roebot:** Fun talk from [@shivsingh](#) about real-time engagement (marketing). He's an engaging guy. #sbs2011
- 9:09 pm **KozComm:** [@kellythul](#) Shiv says real time consumer sentiment measured & index compared to competitors. Changes can be correlated to results #sbs2011
- 9:09 pm **jpunishill:** [@joshua_d](#) cool see you tonight #sbs2011
- 9:09 pm **jwillie:** This is going to be great! --> NEW: #LinkedIn Today...similar to paper.li from #LI <http://on.mash.to/dStwd> via [@benparr](#) #sbs2011
- 9:10 pm **JimEustace:** #sxswi 2011 is the Davos of enterprise-level social media #sbs2011 <http://bit.ly/gedS2j> is going on the sam? (cont) <http://deck.ly/~WIKFT>
- 9:10 pm **april Downing1:** RT [@markp_ny](#): Best conference on thought leadership I've been to. Great insights on common thread of agile leadership #sbs2011 | [@dachisgroup](#)
- 9:10 pm **jeffdachis:** RT [@RobinGrant](#): Listening to [@shivsingh](#) talk about real-time marketing at #sbs2011 - he is, of course, spot on...
- 9:10 pm **chickfoxgrover:** [@shivsinh](#) build distribution, partner, organize for real-time response/engagement capability, monitoring both requests and behavior #sbs2011
- 9:10 pm **rhappe:** Looks like the fine folks at [@dachisgroup](#) have done a superb job with #sbs2011, certainly a fantastic set of speakers.
- 9:11 pm **bikespoke:** RT [@jwillie](#): This is going to be great! --> NEW: #LinkedIn Today...similar to paper.li from #LI <http://on.mash.to/dStwd> via [@benparr](#) #sbs2011
- 9:11 pm **donnabb27:** RT [@jenspencercoach](#): Organizations have to work differently for marketing to be successful [@shivsingh](#) #SBS2011
- 9:11 pm **vssupport:** RT [@rhappe](#): Looks like the fine folks at [@dachisgroup](#) have done a superb job with #sbs2011, certainly a fantastic set of speakers.
- 9:11 pm **MarkTamis:** [@sabika](#) [@rhappe](#) you should check [@ekolsky](#) on #e20 & #scrm as well then :) <http://bit.ly/eqflFg> #sbs2011
- 9:12 pm **katmandelstein:** #sbs2011 Every company needs a real time content studio to be effective at real time marketing says [@shivsingh](#) from [@Pepsi](#)
- 9:13 pm **chieftech:** dipping into the #sbs2011 stream this morning, taking place in Austin, TX
- 9:14 pm **jwillie:** #2placesatonce #sbs2011 #precommerce (my special talent)
- 9:16 pm **IIZLIZ:** '[@peterkim](#) is predicting [@dachisgroup](#) afterparty for #sbs2011 will be best #sxswi party of week :) - it's tonight <http://dach.is/eNYzqt>
- 9:16 pm **dmeiselman:** They CAN do both, but it's hard. RT [@ehuddleston](#): IT is the "department of no" because they manage risk, not innovation [@jberloff](#) #SBS2011
- 9:17 pm **sabika:** RT [@rhappe](#): Looks like the fine folks at [@dachisgroup](#) have done a superb job with #sbs2011, certainly a fantastic set of speakers.
- 9:18 pm **StephenB2:** RT [@jeffdachis](#): "Only an empowered worker can serve an empowered customer" [@jberloff](#) [@dachisgroup](#) #SBS2011 #ed4good #AUS
- 9:18 pm **StephenB2:** RT [@chieftech](#): dipping into the #sbs2011 stream this morning, taking place in Austin, TX
- 9:20 pm **markp_ny:** #sbs2011 conclusion: organizational model as we know is broken. Need to move to more organic structure.
- 9:20 pm **orgnet:** RT [@jeffdachis](#): "Only an empowered worker can serve an empowered customer" [@jberloff](#) [@dachisgroup](#) #SBS2011 #ed4good #AUS

- 9:21 pm **bill_fischer:** Everyone is a knowledge worker. @jhagel #SBS2011 RT @ehuddleston Yes but what are we going to differently do now that we agree with this?
- 9:23 pm **jpunishill:** @dmeiselman they cant do it alone, thy need the biz 2 own risk assumption, esp since thy accrue the benefits @ehuddleston @jberoff #SBS2011
- 9:26 pm **hmesters:** RT @rwang0: RT @joshua_d: life expectancy of a S&P 500 company is 10 years (wow!) @davegray #sbs2011
- 9:26 pm **orgnet:** Hey @elsua wish I was there at #sbs2011 ... My talk tomorrow on agile/adaptive orgs/leadership would fit right in... Lets plan IBM call
- 9:27 pm **KozComm:** AT&T must have just installed new towers across the street, my twitvid stream went from 1kb a second to 40kb in just an hour. #sbs2011
- 9:27 pm **Rynomite:** finally made it over to #sbs2011 in time for the "Real-Time Marketing" presentation by @shivsingh glad I caught it. great stuff
- 9:28 pm **leebryant:** RT @IIZLIZ: '@peterkim is predicting @dachisgroup afterparty for #sbs2011 will be best #sxswi party of week :) - it's tonight <http://dach.is/eNYzqt>
- 9:30 pm **sabika:** RT @dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberoff #sbs2011
- 9:33 pm **cslemp:** @jimworth where are the cool kids going to dinner? #sbs2011
- 9:34 pm **prabice:** Great prez by @shivsingh at #SBS2011. Content is king: 30billion status updates/month, 90MM tweets/day & 24hrs of video upload/minute.
- 9:34 pm **jimworth:** @cslemp I don't know. I hadn't made it that far with my thinking. Let me know if you find out #Sbs2011
- 9:34 pm **kpkfusion:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS
- 9:35 pm **KozComm:** Up next is @Jess3 regarding data visualization and visual storytelling #sbs2011
- 9:35 pm **MichaelDonnelly:** Great prez by @shivsingh at #SBS2011. Content is king: 30billion status updates/month, 90MM tweets/day & 24hrs of video upload/minute.
- 9:36 pm **chickfoxgrover:** RT @KozComm: Up next is @Jess3 regarding data visualization and visual storytelling #sbs2011
- 9:36 pm **katmandelstein:** RT @KozComm: Up next is @Jess3 regarding data visualization and visual storytelling #sbs2011
- 9:37 pm **JohnMLee:** PM break at Dachis Group's social business summit: chocolate covered strawberries, cookies, chocolate milk & Monster energy drinks. #sbs2011
- 9:37 pm **elsua:** @andyjankowski Unfortunately, I'm not! I wish I were! Just enjoying the live tweets streams; thanks for the feedback; keep tweeting #sbs2011
- 9:37 pm **Roebot:** RT @IIZLIZ: '@peterkim is predicting @dachisgroup afterparty for #sbs2011 will be best #sxswi party of week :) - it's tonight <http://dach.is/eNYzqt>
- 9:38 pm **johnrmatthews:** RT @tomwilliams: You can't do "real-time marketing" if your organization doesn't *plan* in real-time? #sbs2011
- 9:38 pm **KozComm:** Steaming the presentation from @Jess3 at #sbs2011 - <http://sxsw.kozlen.com>
- 9:38 pm **cdangson:** congrats to my colleagues @ellenreynolds @katerushsheehy for #winning #ed4good #AUS #sbs2011
- 9:38 pm **engle:** RT @MichaelDonnelly: Great prez by @shivsingh at #SBS2011. Content is king: 30billion status updates/month, 90MM tweets/day & 24hrs of video upload/minute.
- 9:39 pm **johnrmatthews:** RT @EmilyCarterS: real-time insights + real-time response + real-time content studio + real-time co-creation = real-time marketing #sbs2011
- 9:39 pm **IIZLIZ:** presentation from @JESS3 -> Data Visualization Meets Visual Storytelling <http://slidesha.re/e4iUrw> #sbs2011

- 9:39 pm **katmandelstein:** RT @markp_ny: #sbs2011 conclusion: organizational model as we know is broken. Need to move to more organic structure.
- 9:39 pm **driessen:** RT @dhinchcliffe: "Exceptions are the shadow economies of firms today." - @jhagel, who believes it's one of the most fertile areas for #sbcbiz. #sbs2011
- 9:39 pm **Roebot:** @Jess3 is talking (visually) about data visualization and visual storytelling #sbs2011
- 9:39 pm **CeciliaNY:** RT @themaria: RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ?
- 9:40 pm **tomwilliams:** my fav speaker at #sbs2011 so far: @shivsingh if for no other reason then the photo of Sophia Vergara
- 9:40 pm **cslemp:** RT @lzlz: presentation from @JESS3 -> Data Visualization Meets Visual Storytelling <http://slidesha.re/e4iUrw> #sbs2011
- 9:40 pm **driessen:** RT @andyjankowski: "Much more important to get people to culturally embrace Social Business practices than which tools you use." @jberoff #sbs2011
- 9:41 pm **elsua:** @jimworth Wonderful! Like I said, I have been waiting for that theme to come back for over 10 years! Glad I'm not retired yet :) #sbs2011
- 9:41 pm **katmandelstein:** RT @jenspencercoach: Organizations have to work differently for marketing to be successful @shivsingh #SBS2011
- 9:42 pm **driessen:** RT @theparallaxview: The Austin #sbs2011 looks rather fantabulous, just wait til it gets to London on March 24th! > agree!
- 9:42 pm **jackiehuba:** Fantastic prez by @shivsingh at #SBS2011 about real time marketing.
- 9:42 pm **Roebot:** "social media APIs are like tofu" -@jess3 #sbs2011
- 9:42 pm **johnrmatthews:** RT @rhondalad: #sbs2011 @shivaingh says about real time marketing we'll need to go from insight to execution in seconds
- 9:43 pm **TinoKuehnel:** RT @katmandelstein: RT @markp_ny: #sbs2011 conclusion: organizational model as we know is broken. Need to move to more organic structure.
- 9:43 pm **chickfoxgrover:** @jess3 demonstrating a vizualization vocabulary with interaction possibilities #sbs2011
- 9:43 pm **driessen:** RT @dhinchcliffe: Another visual: #sbcbiz Maturity Qualities - Transparent, Engaged, Nimble, Collaborative, and Innovative #sbs2011 <http://t.co/u8EKwFt>
- 9:43 pm **johnrmatthews:** RT @deancruse: RT @samdecker: Real-time mktg = real-time insights, response, content, co-creation, distribution & engagement. Right on @shivsingh! #sbs2011
- 9:43 pm **bikespoke:** RT @TinoKuehnel: RT @katmandelstein: RT @markp_ny: #sbs2011 conclusion: organizational model as we know is broken. Need to move to more organic structure.
- 9:43 pm **ScottLaningham:** RT @mlmasterson: <http://bit.ly/ell03B> Jamming to showcase how business parallels improvisational Jazz. #sbs2011 <http://yfrog.com/h829kvxj>
- 9:43 pm **developerworks:** RT @mlmasterson: <http://bit.ly/ell03B> Jamming to showcase how business parallels improvisational Jazz. #sbs2011 <http://yfrog.com/h829kvxj>
- 9:44 pm **katmandelstein:** @elsua you could have been at London...you had your chance:-) #sbs2011
- 9:44 pm **rawn:** RT @developerworks: RT @mlmasterson: <http://bit.ly/ell03B> Jamming to showcase how business parallels improvisational Jazz. #sbs2011 <http://yfrog.com/h829kvxj>
- 9:44 pm **ScottLaningham:** @mlmasterson Thanks for the tweet. :)) Great session. #sbs2011 <http://yfrog.com/h829kvxj>
- 9:44 pm **dmeiselman:** @jpunishill totally agree. but in order to do either effectively, they need to be partners in the approach @ehuddleston @jberoff #SBS2011
- 9:44 pm **gialyons:** @passepartout @mlmasterson I dig #scatbiz! #sbs2011

- 9:45 pm **Run4donuts:** I hope that was a typo... RT @kozcomm: Steaming the presentation from @jess3 at #sbs2011 - <http://sxsw.kozlen.com>
- 9:45 pm **gialyons:** Planet Zappos. RT @passepartout: Enjoying all these #sbs2011 tweets about happy workplaces. I wonder what planet they're broadcasting from.
- 9:45 pm **passepartout:** Enjoying all these #sbs2011 tweets about happy workplaces. I wonder what planet they're broadcasting from.
- 9:46 pm **felix_cohen:** @april Downing1 @ellenreynolds @katerushsheehy Wow! Margarita's all round! #ed4good #AUS #sbs2011
- 9:46 pm **katmandelstein:** #whyaustin for #socialgood @cdangson: congrats to my colleagues @ellenreynolds @katerushsheehy for #winning #ed4good #AUS #sbs2011
- 9:46 pm **vzrvjv:** RT @ilzLIZ: '@peterkim is predicting @dachisgroup afterparty for #sbs2011 will be best #sxswi party of week :) - it's tonight <http://dach.is/eNYzqt>
- 9:46 pm **tomcummings:** RT @cdangson: congrats to my colleagues @ellenreynolds @katerushsheehy for #winning #ed4good #AUS #sbs2011
- 9:46 pm **rawn:** RT @katmandelstein: #whyaustin for #socialgood @cdangson: congrats to my colleagues @ellenreynolds @katerushsheehy for #winning #ed4good #AUS #sbs2011
- 9:47 pm **chickfoxgrover:** @jess3 data vizualition and symbology has always a part of storytelling. great historical review. #sbs2011
- 9:47 pm **katmandelstein:** ?RT @theparallaxview: The Austin #sbs2011 looks rather fantabulous, just wait til it gets to London on March 24th! #getsocial11
- 9:47 pm **jenspencercoach:** Congrats!!! RT @felix_cohen: @april Downing1 @ellenreynolds @katerushsheehy Wow! Margarita's all round! #ed4good #AUS #sbs2011
- 9:47 pm **rawn:** Greetings from Happy workplace-land #kidding >> RT @passepartout Enjoying #sbs2011 re:happy workplaces. I wonder what planet they're from
- 9:48 pm **rashaproctor:** RT @chickfoxgrover: @jess3 data vizualition and symbology has always a part of storytelling. great historical review. #sbs2011
- 9:48 pm **vssupport:** RT @chickfoxgrover: @jess3 data vizualition and symbology has always a part of storytelling. great historical review. #sbs2011
- 9:48 pm **katmandelstein:** RT @developerworks: RT @mlmasterson: <http://bit.ly/ell03B> Jamming to showcase how business parallels improvisational Jazz. #sbs2011 <http://yfrog.com/h829kvxj>
- 9:48 pm **crpr21:** @katmandelstein hope to see you there at some point! #sbs2011 #getsocial11
- 9:48 pm **JohnMLee:** Michael Gold: Keys to successful improvisation and collaboration: APRIL: Autonomy, Passion, Risk, Innovation and Listening. #sbs2011
- 9:49 pm **dflyonthefly:** info graphic design as fashion statement- think punk and motorcycle gangs- fascinating. #sbs2011
- 9:49 pm **VanillaWorks:** Losing the thread of the conversation, but interesting ... #sbs2011
- 9:50 pm **KRCraft:** RT @passepartout: Enjoying all these #sbs2011 tweets about happy workplaces. I wonder what planet they're broadcasting from.
- 9:50 pm **KozComm:** Data visualization has been crucial for storytelling in areas where storytelling is vital - media, military, etc. #sbs2011
- 9:50 pm **dmeiselman:** RT @dhinchcliffe: "Exceptions are the shadow economies of firms today." - @jhagel, who believes it's one of the most fertile areas for #soccbiz. #sbs2011
- 9:51 pm **andyjankowski:** Yes, we are all drinking Kool-Aid, I mean chocolate milk. RT @passepartout #sbs2011 re:happy workplaces. I wonder what planet they're from
- 9:51 pm **paulglasse:** RT @ScottLaningham: RT @mlmasterson: <http://bit.ly/ell03B> Jamming to showcase how business parallels improvisational Jazz. #sbs2011 <http://yfrog.com/h829kvxj>
- 9:52 pm **lehawes:** Hey all! Been heads-down all day. Just now catching up on tweets, esp. those

- 9:52 pm **TrendsAustin:** #aus, #ed4good, #precommerce & #sbs2011 are now trending in #Austin <http://trendsmap.com/us/austin>
- 9:52 pm **markp_ny:** RT @dflyonthefly: info graphic design as fashion statement- think punk and motorcycle gangs- fascinating. #sbs2011
- 9:52 pm **elsua:** @katmandelstein Yes, I know! And I'd've loved it; but had plans for Buenos Aires, which now have moved to May :-(Oh, well... #sbs2011
- 9:52 pm **KozComm:** More & more video work has involved visual storytelling - data, graphs - start w/ storyboards, style and info important from start #sbs2011
- 9:52 pm **MegaJustice:** How did so many get the iPad 2 already? SXSW and #sbs2011 is the place for thought leadership. Oh, and early adopters. A must attend 4 both.
- 9:53 pm **mrcruce:** RT @Roebot: "social media APIs are like tofu" -@jess3 #sbs2011 ... sexy, sexy tofu.
- 9:53 pm **elsua:** @orgnet Hi Valdis! Not to worry, I am not there either ;) just following the #sbs2011 streams; would love to plan that IBM call; same topic?
- 9:53 pm **paulglasse:** RT @JohnMLee: Michael Gold: Keys to successful improvisation and collaboration: APRIL: Autonomy, Passion, Risk, Innovation and Listening. #sbs2011
- 9:53 pm **katmandelstein:** RT @kozcomm: Streaming the presentation from @jess3 at #sbs2011 - <http://t.co/Lsulpig>
- 9:53 pm **rcopacia:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS
- 9:53 pm **deancruse:** i love data visualization and visual storytelling, but this speaker is totally disjointed. not understanding his point. #sbs2011
- 9:53 pm **JohnMLee:** Jesse Thomas losing the room. Good idea to review the deck at least once before you present it. #sbs2011.
- 9:54 pm **garyleethompson:** Kind of curious if @jess3 has seen his slides before... that was a little weird... #sbs2011
- 9:54 pm **lehawes:** Looking forward to reading summaries of #sbs2011 on attendees' blogs. Hope some posts will start appearing tomorrow.
- 9:55 pm **VanillaWorks:** @JohnMLee #sbs2011 yep, was really looking forward to this, shame
- 9:55 pm **Roebot:** @jess3 gave a presentation that was a 20 min ad for their work. Well, at least the info graphics were gorgeous. #sbs2011
- 9:55 pm **bbi_nk:** RT @mrcruce: RT @Roebot: "social media APIs are like tofu" -@jess3 #sbs2011 ... sexy, sexy tofu.
- 9:56 pm **dgibbons:** When designing infographics, design style and content in parallel. Serial process misses opportunities - @jess3 #sbs2011
- 9:56 pm **Folletto:** Great, I made it to the Social Business Summit! Great talk on data visualization as I got in! Excellent! #sbs2011 <http://t.co/zTV11ZA>
- 9:56 pm **supertsai:** RT @themaria: RT @peterkim: Can we get some local help for #ed4good #AUS from #precommerce #sbs2011 #fmsignal ?
- 9:56 pm **katmandelstein:** Take me to your leader! RT @rawn: Greetings from Happy workplace-land RT @passepartout Enjoying #sbs2011 re:happy workplaces what planet
- 9:56 pm **joshua_d:** @lehawes should be lots of good stuff. working on a post, just need to find time to get it out before SXSW #sbs2011
- 9:56 pm **jimworth:** This guy can tell a story with pics @jess3 speaking now at #Sbs2011
- 9:56 pm **jeffdachis:** RT @samdecker: Real-time marketing = real-time insights, response, content, co-creation, distribution and engagement. @shivsingh! #sbs2011
- 9:57 pm **themoatlist:** Someone from the left side of the room at #sbs2011 needs to buy me a drink for making us look slightly less stupid

- 9:57 pm **mbstylz:** wishing i was at #sbs2011...following what ever one else is saying..
- 9:58 pm **rawn:** @jess3 commenting on the legendary Edward Tufte: "Look for inspiration in the media: e.g. Washington Post react to battle in ___ " #sbs2011
- 9:58 pm **BrandFlux:** Real-time marketing = real-time insights, response, content, co-creation, distribution and engagement. (via:@jeffdachis @samdecker) #sbs2011
- 9:58 pm **KozComm:** Next up at the #sbs2011 is Lee Bryant of Headshift - Leadership and Common Purpose in a Socially Calibrated Business
- 9:58 pm **katenieder:** @ellenreynolds @katerushsheehy I want to see the data! I'm so happy for you guys and the SFC! Now come back to #SBS2011
- 9:59 pm **zackolantern:** Here's that David Cameron TED talk referenced by @peterkim earlier: <http://bit.ly/cVvqRs> #sbs2011
- 9:59 pm **katmandelstein:** RT @TrendsAustin: #aus, #ed4good, #precommerce & #sbs2011 are now trending in #Austin <http://trendsmap.com/us/austin>
- 9:59 pm **dflyonthefly:** Any presentation that starts with an image of Braveheart has to be good. #sbs2011
- 10:00 pm **mcbennett6:** RT @TrendsAustin: #aus, #ed4good, #precommerce & #sbs2011 are now trending in #Austin <http://trendsmap.com/us/austin>
- 10:00 pm **rawn:** RT @zackolantern: Here's that David Cameron TED talk referenced by @peterkim earlier: <http://bit.ly/cVvqRs> #sbs2011 #socbiz
- 10:00 pm **katmandelstein:** RT @mrcrue: RT @Roebot: "social media APIs are like tofu" -@jess3 #sbs2011 ... sexy, sexy tofu.
- 10:00 pm **joshua_d:** RT @zackolantern: Here's that David Cameron TED talk referenced by @peterkim earlier: <http://bit.ly/cVvqRs> #sbs2011
- 10:01 pm **rawn:** @leebryant is a master of thematic emotive slides #sbs2011
- 10:01 pm **melissajrowley:** RT @mcbennett6: RT @TrendsAustin: #aus, #ed4good, #precommerce & #sbs2011 are now trending in #Austin <http://trendsmap.com/us/austin>
- 10:01 pm **zackolantern:** we're living in the aftermath of the late 19th/ early 20th century exercise of trying to organize human productivity. - @leebryant #sbs2011
- 10:01 pm **jevon:** .@leebryant is remixing slides from the day so far #sbs2011
- 10:02 pm **RBlount:** RT @TrendsAustin: #aus, #ed4good, #precommerce & #sbs2011 are now trending in #Austin <http://trendsmap.com/us/austin>
- 10:02 pm **seanwood:** RT @mrcrue: RT @Roebot: "social media APIs are like tofu" -@jess3 #sbs2011 ... sexy, sexy tofu.
- 10:02 pm **Folletto:** RT @rawn: @leebryant is a master of thematic emotive slides #sbs2011
- 10:02 pm **katmandelstein:** RT @KozComm: Next up at the #sbs2011 is Lee Bryant of Headshift - Leadership and Common Purpose in a Socially Calibrated Business
- 10:02 pm **jevon:** How did Sarah Palin become a theme at #sbs2011 ?
- 10:03 pm **VanillaWorks:** RT @rawn: @leebryant is a master of thematic emotive slides #sbs2011
- 10:03 pm **katenieder:** There is no better presenter than @leebryant. #SBS2011
- 10:03 pm **katmandelstein:** RT @zackolantern: Here's that David Cameron TED talk referenced by @peterkim earlier: <http://bit.ly/cVvqRs> #sbs2011
- 10:03 pm **garyleethompson:** RT @deancrue: i love data visualization & visual storytelling, but this speaker is totally disjointed. not understanding his point #sbs2011
- 10:03 pm **Polavarapu:** RT @TrendsAustin: #aus, #ed4good, #precommerce & #sbs2011 are now trending in #Austin <http://trendsmap.com/us/austin>
- 10:03 pm **Rynomite:** @sarahpalinusa punch lines continue at #sbs2011
- 10:03 pm **tmuellernyc:** Corporate Culture is the biggest limiting factor for enterprise transformation and innovation. #SBS2011 @leebrvant @sieaelaale

- 10:03 pm **katmandelstein:** RT @dflyonthefly: Any presentation that starts with an image of Braveheart has to be good. #sbs2011
- 10:03 pm **LucyInnovation:** RT @tmuellernyc: Corporate Culture is the biggest limiting factor for enterprise transformation and innovation. #SBS2011 @leebryant @siegelgale
- 10:03 pm **allerhed:** RT @KozComm: Next up at the #sbs2011 is Lee Bryant of Headshift - Leadership and Common Purpose in a Socially Calibrated Business
- 10:04 pm **Folletto:** "We are not trying to humanise old companies, but satisfy the need of a more structural change" @leebryant #SBS2011
- 10:04 pm **rawn:** @leebryant -- Myth: "flat structures don't need leaders" -- Real leaders not managers, have persuasive quality #sbs2011 #socabiz
- 10:04 pm **april Downing1:** RT @katenieder: There is no better presenter than @leebryant. #SBS2011 | AGREE! He is always a favorite for me
- 10:04 pm **johnrmatthews:** RT @rawn: @leebryant -- Myth: "flat structures don't need leaders" -- Real leaders not managers, have persuasive quality #sbs2011 #socabiz
- 10:04 pm **katmandelstein:** It's a mashup! RT @jevon: .@leebryant is remixing slides from the day so far #sbs2011
- 10:04 pm **jwillie:** Guess who is in the #sbs2011 house. <http://ow.ly/i/91d8>. (@zappos)
- 10:05 pm **ConferenceBites:** RT @mrcruce: RT @Roebot: "social media APIs are like tofu" -@jess3 #sbs2011 ... sexy, sexy tofu.
- 10:05 pm **andyjankowski:** @leebryant "Myth: Flat structures don't need leaders." [Agree, like jazz, everyone needs to be able to solo] #sbs2011
- 10:05 pm **averghese:** absolutely. totally. agree. General Lee! RT @katenieder: There is no better presenter than @leebryant. #SBS2011
- 10:05 pm **chickfoxgrover:** @leebryant need leader engagement in order to transform organizations, not just humanize old structures. passion not process #sbs2011
- 10:05 pm **cslemp:** RT @rawn: @leebryant -- Myth: "flat structures don't need leaders" -- Real leaders not managers, have persuasive quality #sbs2011 #socabiz
- 10:05 pm **johnrmatthews:** RT @chickfoxgrover: @leebryant need leader engagement in order to transform organizations, not just humanize old structures. passion not process #sbs2011
- 10:05 pm **CLOUDGovt:** RT @joshua_d: David Cameron TED talk referenced by @peterkim earlier: <http://bit.ly/cVvqRs> #sbs2011 Some other thoughts: <http://ow.ly/4c2Yi>
- 10:05 pm **garyleethompson:** RT @joshua_d: David Cameron TED talk referenced by @peterkim earlier: <http://bit.ly/cVvqRs> #sbs2011 Some other thoughts: <http://ow.ly/4c2Yi>
- 10:05 pm **Roebot:** @leebryant is a great speaker. GJ man. #sbs2011
- 10:05 pm **themoatlist:** WTF? Sarah Palin is the 43rd most interesting person on <http://t.co/1kXChcc> for #sbs2011
- 10:05 pm **cpflaum:** "Harness the idea of common purpose as it relates to leadership" - love this idea @leebryant #sbs2011
- 10:05 pm **Folletto:** Use passion and sense of purpose to make companies work better. @leebryant #SBS2011
- 10:06 pm **markp_ny:** #sbs2011 this presentation reinforces the need for the organic, networked organization. The leader as coach.
- 10:06 pm **laurenpicarello:** Leaders need to share their passion in order to create high-performance organizations - @leebryant at #SBS2011
- 10:06 pm **Folletto:** RT @rawn: @leebryant -- Myth: "flat structures don't need leaders" -- Real leaders not managers, have persuasive quality #sbs2011 #socabiz
- 10:06 pm **vzrjvy:** RT @jwillie Guess who is in the #sbs2011 house. <http://ow.ly/i/91d8>. (@zappos)

- 10:06 pm **dmeiselman:** Passion works better than process control - common purpose over static planning - @leebryant #sbs2011
- 10:06 pm **garyleethompson:** Being sensitive to a diversity of audience is important. Would we have laughed at #sbs2011 if Palin photo was of Rep. Giffords?
- 10:06 pm **rawn:** @leebryant showing Joel Kurtzman's book "Common Purpose" <http://amzn.to/gYnAA4> #sbs2011
- 10:06 pm **JohnMLee:** Lee Bryant: Passion trumps process control. If people not connected to purpose, new processes will fail. #sbs2011
- 10:07 pm **NeilRaden:** RT @katenieder There is no better presenter than @leebryant. #SBS2011 >NR I wish someone would say that about me, I know I have work to do
- 10:07 pm **katmandelstein:** RT @Folletto: "We are not trying to humanise old companies, but satisfy the need of a more structural change" @leebryant #SBS2011
- 10:07 pm **johnrmatthews:** RT @JohnMLee: Lee Bryant: Passion trumps process control. If people not connected to purpose, new processes will fail. #sbs2011
- 10:07 pm **vssupport:** RT @JohnMLee: @LeeBryant : Passion trumps process control. If people not connected to purpose, new processes will fail. #sbs2011
- 10:07 pm **katmandelstein:** RT @rawn: @leebryant -- Myth: "flat structures don't need leaders" -- Real leaders not managers, have persuasive quality #sbs2011 #socbiz
- 10:07 pm **Folletto:** "Common purpose is often enough to win" @leebryant #SBS2011
- 10:08 pm **rawn:** @leebryants military exercise sounds like the script for the movie "Down Periscope" <http://imdb.to/bP9Ee8> #sbs2011
- 10:08 pm **katmandelstein:** RT @jwillie: Guess who is in the #sbs2011 house. <http://ow.ly/i/91d8>. (@zappos)
- 10:08 pm **Roebot:** Please vote (and RT) for Sarah Palin as the most interesting person on t.co/1kXChcc at #sbs2011
- 10:08 pm **rashaproctor:** RT @Folletto: "We are not trying to humanise old companies, but satisfy the need of a more structural change" @leebryant #SBS2011
- 10:08 pm **businessquests:** RT @dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberloff #sbs2011
- 10:09 pm **dgibbons:** @leebryant's last minute presentation work is paying off. Integrating, riffing and amplifying messages from previous presenters #sbs2011
- 10:09 pm **seanwood:** @leebryant killing it! RT @Folletto: "Common purpose is often enough to win" #SBS2011
- 10:10 pm **deancruise:** RT @seanwood: @leebryant killing it! RT @Folletto: "Common purpose is often enough to win" #SBS2011
- 10:10 pm **joshua_d:** RT @seanwood: @leebryant killing it! RT @Folletto: "Common purpose is often enough to win" #SBS2011
- 10:11 pm **katmandelstein:** #sbs2011 @leebryant tsks about the wiki way: beyond managers as processors. Put it all on a wiki and only intervene if needed.
- 10:11 pm **katmandelstein:** RT @laurenpicarello: Leaders need to share their passion in order to create high-performance organizations - @leebryant at #SBS2011
- 10:11 pm **jwillie:** RT @imworth: RT @jpunishill:@IIZLIZ: Curated #sbs2011 tweet stream, courtesy of @keepstream. <http://dach.is/gohoQv>
- 10:11 pm **Roebot:** RT @dgibbons: @leebryant's last minute presentation work is paying off. Integrating, riffing and amplifying messages from previous presenters #sbs2011
- 10:12 pm **ANewCLOUD:** RT @dgibbons: @leebryant's last minute preso work is paying off. Integrating, riffing & amplifying msgs from previous presenters #sbs2011
- 10:12 pm **mercerthompson:** RT @dgibbons: @leebryant's last min preso work is paying off. Integrating, riffing & amplifying messages from previous presenters #sbs2011

- 10:12 pm **Folletto:** "Follow objectives, not instructions" @leebryant #SBS2011
- 10:12 pm **dmeiselman:** RT @seanwood: @leebryant killing it! RT @Folletto: "Common purpose is often enough to win" #SBS2011
- 10:12 pm **johnrmatthews:** RT @Folletto: "Follow objectives, not instructions" @leebryant #SBS2011
- 10:12 pm **brentmbynum:** RT @KozComm: 30 billion messages a month on Facebook - as a marketer, my message is competing with all of those messages. via Shiv Singh #sbs2011
- 10:12 pm **zackolantern:** digging @leebryant's remixing/repurposing images & topics from earlier today. brilliant. he did this last year too, as I recall? #sbs2011
- 10:13 pm **rawn:** @leebryant I guess I missed that part of British Raj history -- too clouded w/ idea of nepotism, old-boy network of picking leaders #sbs2011
- 10:13 pm **rashaproctor:** @leebryant "The wiki way-work by exceptions. Managers only intervene when there is a prob" #sbs2011
- 10:14 pm **katmandelstein:** #sbs2011 Social networks allow intimacy and presence at scale @leebryant
- 10:14 pm **andyjankowski:** +1 RT @zackolantern: digging @leebryant's remixing/repurposing images & topics from earlier today. brilliant. #sbs2011
- 10:14 pm **KozComm:** Social networks allow leaders within organizations to virtually "walk the floor" and create intimacy and connection #sbs2011
- 10:14 pm **larsz:** "Follow objectives not instructions" is most effective kind of leadership - @leebryant at #sbs2011
- 10:14 pm **dflyonthefly:** Challenge: how do you operationalize passion, if your leader isn't Tony Hsieh? #sbs2011 #zappos
- 10:14 pm **johnrmatthews:** RT @kozcomm: Social networks allow leaders within organizations to virtually "walk the floor" and create intimacy and connection #sbs2011
- 10:15 pm **johnrmatthews:** RT @dflyonthefly: Challenge: how do you operationalize passion, if your leader isn't Tony Hsieh? #sbs2011 #zappos
- 10:15 pm **rawn:** RT @johnrmatthews: RT @kozcomm: Social networks allow leaders within organizations to virtually "walk the floor" and create intimacy and connection #sbs2011
- 10:15 pm **nancygiordano:** RT @samdecker Real-time marketing = real-time insights, response, content, co-creation, distribution and engagement. @shivsingh! #sbs2011
- 10:15 pm **jenvandermeer:** RT @katmandelstein: #sbs2011 Social networks allow intimacy and presence at scale @leebryant
- 10:15 pm **ashbrown77:** RT @seanwood: @leebryant killing it! RT @Folletto: "Common purpose is often enough to win" #SBS2011
- 10:16 pm **abickerstaff:** RT @deancruse: RT @seanwood: @leebryant killing it! RT @Folletto: "Common purpose is often enough to win" #SBS2011
- 10:16 pm **chickfoxgrover:** @leebryant, social tools allow intimacy and presence for distributed leadership. leaders can then encourage work on the edges. #sbs2011
- 10:17 pm **dmeiselman:** Lets leaders connect w/ wkrs as they may not otherwise! RT @katmandelstein #sbs2011 Soc netwks allow intimacy + presence @ scale @leebryant
- 10:17 pm **vssupport:** RT @chickfoxgrover: @leebryant, social tools allow intimacy and presence for distributed leadership. leaders can then encourage work on the edges. #sbs2011
- 10:17 pm **andyjankowski:** @leebryant Signals: Don't limit employee conversations. Real leaders thrive in open culture and feedback. #sbs2011
- 10:18 pm **johnrmatthews:** RT @andyjankowski: @leebryant Signals: Don't limit employee conversations. Real leaders thrive in open culture and feedback. #sbs2011
- 10:18 pm **AustenTX:** Real leaders thrive in open culture and feedback @leebryant #SBS2011 #ATXmove beyond carrot and stick mindset.

- 10:18 pm **katmandelstein:** RT @chickfoxgrover: @leebryant, social tools allow intimacy and presence for distributed leadership. leaders can then encourage work on the edges. #sbs2011
- 10:19 pm **ashbrown77:** I really love that #sbs2011 is shaping up as a call for social, thriving internal communications (@themia @diannaoneill @KOnocomment)
- 10:19 pm **jackiehuba:** RT @dflyonthefly: Challenge: how do you operationalize passion, if your leader isn't Tony Hsieh? #sbs2011 #zappos
- 10:19 pm **abickerstaff:** RT @april Downing1: RT @katenieder: There is no better presenter than @leebryant. #SBS2011 | AGREE! He is always a favorite for me
- 10:19 pm **rawn:** @leebryant showing "social experience design" -- some conceptual similarities to 'social experience models' in my book #sbs2011
- 10:19 pm **jenspencercoach:** RT @katmandelstein: @leebryant -- Myth: "flat structures don't need leaders" - - Real leaders not managers, have persuasive quality #sbs2011
- 10:20 pm **MegaJustice:** Our last speaker, Tony Hsieh @zappos, a company of happiness. Read his book. Profit is founded personality not just products. #sbs2011
- 10:20 pm **Folletto:** "A call is a cost, but it's also a value, and that value is data" @leebryant #SBS2011
- 10:21 pm **chickfoxgrover:** @leebryant user experience design can inform organization reform. #sbs2011
- 10:21 pm **katmandelstein:** #sbs2011 Harness the power of open data to evolve #socialanalytics @leebryant #getsocial11
- 10:21 pm **johnrmatthews:** RT @Folletto: "A call is a cost, but it's also a value, and that value is data" @leebryant #SBS2011 cost of ob? (cont) <http://deck.ly/~XqPCA>
- 10:22 pm **Folletto:** "ecosystems + passion + active listening = transformation" @leebryant #SBS2011
- 10:22 pm **markp_ny:** #sbs2011 "we need adaptability."
- 10:22 pm **KozComm:** RT @andyjankowski: @leebryant Signals: Don't limit employee conversations. Real leaders thrive in open culture and feedback. #sbs2011
- 10:22 pm **rawn:** @leebryant showing Old-bama poster: "Very gradual CHANGE we can believe in" -- re: @jhagel's counterpoint of start slow first #sbs2011
- 10:23 pm **ScottLaningham:** @rawn I thought the same thing. Good movie! <http://imdb.to/bP9Ee8> #sbs2011
- 10:23 pm **chickfoxgrover:** RT @Folletto: "ecosystems + passion + active listening = transformation" @leebryant #SBS2011
- 10:23 pm **johnrmatthews:** RT @chickfoxgrover: RT @Folletto: "ecosystems + passion + active listening = transformation" @leebryant #SBS2011
- 10:23 pm **tmuellernyc:** ecosystems + passion + active listening = enterprise transformation #SBS2011
- 10:23 pm **mysocialforce:** RT @rawn: @leebryant showing Old-bama poster: "Very gradual CHANGE we can believe in" -- re: @jhagel's counterpoint of start slow first #sbs2011
- 10:23 pm **jimworth:** My favorite slide of the day (from @leebryant) at #sbs2011 "Very Gradual Change we can believe in" <http://plixi.com/p/83053794>
- 10:24 pm **andyjankowski:** @leebryant "Leaders are the people best placed to join the dots." Needed to ensure Social Business success. #sbs2011
- 10:24 pm **jenspencercoach:** Ecosystem + Passion + Active listening = Transformation - @leebryant #SBS2011
- 10:24 pm **jennymurphy13:** RT @ILZLIZ: '@peterkim is predicting @dachisgroup afterparty for #sbs2011 will be best #sxswi party of wee? (cont) <http://deck.ly/~s6D8V>
- 10:24 pm **dogwonder:** RT @Folletto: "Follow objectives, not instructions" @leebryant #SBS2011
- 10:24 pm **themia:** Oh yeah! RT @ashbrown77 I rly love #sbs2011 is shaping up as call 4 social, thriving internal communications (@themia @diannaoneill @KOnocomment)

- 10:24 pm **johnrmatthews:** RT @andyjankowski: @leebryant "Leaders are the people best placed to join the dots." Needed to ensure Social Business success. #sbs2011
- 10:24 pm **jillianf:** . @leebryant killed it. #sbs2011
- 10:24 pm **vssupport:** RT @jillianf: . @leebryant killed it. #sbs2011
- 10:24 pm **passepartout:** Feeling like a kid on the other side of the chain link fence watching a pool party in July. #sbs2011
- 10:25 pm **joshua_d:** RT @jimworth: My favorite slide of the day (from @leebryant) at #sbs2011 "Very Gradual Change we can believe in" <http://plixi.com/p/83053794>
- 10:25 pm **woolism:** RT @jwillie: RT @imworth: RT @jpunishill:@lzlz: Curated #sbs2011 tweet stream, courtesy of @keepstream. <http://dach.is/gohoQv>
- 10:25 pm **VanillaWorks:** @leebryant Perfect presentation #sbs2011
- 10:25 pm **jenspencercoach:** RT @JohnMLee: Lee Bryant: Passion trumps process control. If people not connected to purpose, new processes will fail. #sbs2011
- 10:25 pm **CeciliaNY:** Leaders are people best placed to connect the dots. Usually those who are experienced can sense and know what the next step is. #SBS2011
- 10:25 pm **KozComm:** Good thing about social media command centers is the ability to immerse company leadership in social media and conversations #sbs2011
- 10:25 pm **JohnMLee:** All Dachis Group employees sitting in reserved seats on one side of the room at their summit not spread throughout the room. Odd. #sbs2011
- 10:25 pm **averghese:** RT @dmeiselman: Passion works better than process control - common purpose over static planning - @leebryant #sbs2011
- 10:26 pm **akjnc:** I agree! BRAVO. RT @VanillaWorks: @leebryant Perfect presentation #sbs2011
- 10:26 pm **joekuntner:** RT @rawn: @leebryants military exercise sounds like the script for the movie "Down Periscope" <http://imdb.to/bP9Ee8> #sbs2011
- 10:26 pm **seanwood:** immersion is a necessary step to get executive buy-in of Social #sbs2011
- 10:26 pm **Roebot:** @leebryant did a GREAT #sbs2011 talk. Also, doesn't he look like a 12 year old English school boy?
- 10:27 pm **TedHopton:** RT @jimworth: My favorite slide of the day (from @leebryant) at #sbs2011 "Very Gradual Change we can believe in" <http://plixi.com/p/83053794>
- 10:27 pm **rashaproctor:** RT @akjnc: I agree! BRAVO. RT @VanillaWorks: @leebryant Perfect presentation #sbs2011
- 10:28 pm **ITSinsider:** @JohnMLee Not all of us. I'm perched here in the cloud watching the tweet stream. #sbs2011
- 10:28 pm **joekuntner:** @leebryant at #SBS2011 excellent perspective on helping prepare leaders for social business
- 10:28 pm **Roebot:** @leebryant is a very big proponent of Madonna adopting Africa. #sbs2011
- 10:28 pm **chickfoxgrover:** Loved @leebryant preso, not sure i agree with his emphasis on leaders. reinforces the current distance between them and all others. #sbs2011
- 10:28 pm **jackiehuba:** Absolutely! RT @VanillaWorks: @leebryant Perfect presentation #sbs2011?
- 10:29 pm **KozComm:** @zappos_service Just finished reading the book, so I'm looking forward to it (esp since he admits to riffing most of his talks) #sbs2011
- 10:29 pm **smfarr:** Yes....RT @VanillaWorks @leebryant Perfect presentation #sbs2011
- 10:30 pm **lelaine:** "Move beyond carrot and stick thinking to connect with peoples' intrinsic motivation and sense of purpose" @leebryant #SBS2011 #social
- 10:30 pm **ScottLaningham:** #sbs2011 Lee Bryant - "Real leaders thrive in open culture and feedback." How do we move old structures from talking it to doing it?

3/13/2011

Transcript for #sbs2011 - What the Has...

- 10:30 pm **developerworks:** #sbs2011 Lee Bryant - "Real leaders thrive in open culture and feedback." How do we move old structures from talking it to doing it?
- 10:30 pm **stevebridger:** RT @jimworth: My fave slide of the day (from @leebryant) at #sbs2011 "Very Gradual Change we can believe in" <http://plixi.com/p/83053794>
- 10:30 pm **vertmob:** Easier said than done! RT @seanwood: immersion is a necessary step to get executive buy-in of Social #sbs2011
- 10:30 pm **cdangson:** Music video delivered !! #sbs2011
- 10:31 pm **VanillaWorks:** @chickfoxgrover #sbs2011 When introducing disruptive transformational change in an org you need to lead from the top for it to happen ..
- 10:31 pm **rawn:** now that is big time book promo: @Zappos Happiness bus - cultural export #sbs2011
- 10:33 pm **rashaproctor:** RT @jenspencercoach: Ecosystem + Passion + Active listening = Transformation - @leebryant #SBS2011
- 10:33 pm **bradkenney:** RT @passepartout Feeling like a kid on the other side of the chain link fence watching a pool party in July. #sbs2011 < ha #tootue #painful
- 10:33 pm **ScottLaningham:** #sbs2011 I'm renaming my RV to the "Laningham Happiness Bus." <http://bit.ly/fFseRL>
- 10:33 pm **rawn:** RT @scottlaningham: #sbs2011 Lee Bryant - "Real leaders thrive in open culture and feedback." How do we go from talking it to doing it?
- 10:34 pm **jwillie:** Guess who is in the #sbs2011 house. <http://ow.ly/i/91d8>. Delivering Happiness bus in front of W Austin
- 10:34 pm **vssupport:** RT @jwillie: Guess who is in the #sbs2011 house. <http://ow.ly/i/91d8>. Delivering Happiness bus in front of W Austin
- 10:34 pm **IIZLIZ:** The @DHBus (promoting @Zappos @dhbook) is outside the #SBS2011 event in Austin - with, who else?... Tony Hsieh
- 10:35 pm **iamseanmcdonald:** finally met @davegray , author of #Gamestorming (READ IT) and today sharing great insight on Connected Company. #sbs2011
- 10:35 pm **passepartout:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbernof @dachisgroup #SBS2011 #ed4good #AUS
- 10:36 pm **RobinGrant:** Just finished watching @leebryant rock the stage at #sbs2011 Go Lee!
- 10:36 pm **Roebot:** RT @rawn: @leebryant is a master of thematic emotive slides #sbs2011
- 10:36 pm **MariaKRuotolo:** RT @rawn: RT @scottlaningham: #sbs2011 Lee Bryant - "Real leaders thrive in open culture and feedback." How do we go from talking it to doing it?
- 10:36 pm **rashaproctor:** #sbs2011 @zappos my favorite company in the whole world-"delivering Happiness"
- 10:36 pm **markp_ny:** #sbs2011 every company should have a Chief Happiness Officer.
- 10:37 pm **dgibbons:** RT @jillianf: . @leebryant killed it. #sbs2011
- 10:37 pm **katmandelstein:** RT @rawn: now that is big time book promo: @Zappos Happiness bus - cultural export #sbs2011
- 10:39 pm **paulmartinsmith:** RT @developerworks: #sbs2011 Lee Bryant - "Real leaders thrive in open culture and feedback." How do we move old structures from talking it to doing it?
- 10:39 pm **joshua_d:** ChO FTW! RT @markp_ny: #sbs2011 every company should have a Chief Happiness Officer.
- 10:39 pm **forestimp:** RT @developerworks: #sbs2011 Lee Bryant - "Real leaders thrive in open culture and feedback." How do we move old structures from talking it to doing it?
- 10:40 pm **katmandelstein:** RT @ScottLaningham: #sbs2011 I'm renaming my RV to the "Laningham Happiness Bus." <http://bit.ly/fFseRL>

- 10:41 pm **jennymurphy13:** @Zappos is in the @dachisgroup house for the final presentation of the day and then time to party at Dachis Group Unofficial! #SBS2011
- 10:41 pm **leeander:** RT @Folletto: "A call is a cost, but it's also a value, and that value is data" @leebryant #SBS2011
- 10:41 pm **katmandelstein:** RT @joshua_d: ChO FTW! RT @markp_ny: #sbs2011 every company should have a Chief Happiness Officer.
- 10:45 pm **Buzzmodo:** RT @dhinchcliffe: Classic photo of Aaron Fulkerson (@Roebot), founder of MindTouch, outside the #sbs2011 auditorium right now. <http://t.co/cZUc4IL>
- 10:47 pm **katmandelstein:** #sbs2011 Delivering Happiness is becoming a company to spread happiness. Cool!
- 10:48 pm **vssupport:** RT @katmandelstein: #sbs2011 Delivering Happiness is becoming a company to spread happiness. Cool!
- 10:50 pm **themostlist:** While at #sbs2011 @jennlimm hinted that Delivering Happiness is becoming a fit business. Good news: Huge demand for the 'product'
- 10:51 pm **jimworth:** Tony Hsieh CEO of Zappos now at #sbs2011 @ W Hotel <http://instagr.am/p/CJHe8/>
- 10:51 pm **KozComm:** Tony Hsieh of @zappos on stage now at #sbs2011 - streaming now at <http://sxsw.kozlen.com>
- 10:51 pm **dantronic:** At @zappos it's not a call center, it's a customer loyalty team. #sbs2011
- 10:51 pm **vssupport:** RT @jimworth: Tony Hsieh CEO of Zappos now at #sbs2011 @ W Hotel <http://instagr.am/p/CJHe8/>
- 10:52 pm **matthewkneill:** Lucky to see @zappos live at #sbs2011 in Austin.
- 10:53 pm **joshua_d:** "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 10:53 pm **mmonroedesign:** <http://mmonroedesigninspiration.wordpress.com/2011/03/10/social-business-summit-austin-tx/>, #sbs2011, @jeffdachis, @austentx
- 10:53 pm **johnrmatthews:** RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 10:54 pm **katmandelstein:** RT @KozComm: Tony Hsieh of @zappos on stage now at #sbs2011 - streaming now at <http://sxsw.kozlen.com>
- 10:54 pm **Folletto:** RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 10:54 pm **katmandelstein:** RT @jimworth: Tony Hsieh CEO of Zappos now at #sbs2011 @ W Hotel <http://instagr.am/p/CJHe8/>
- 10:54 pm **leebryant:** RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 10:54 pm **ScottLaningham:** #sbs2011 Hmmm. I think Tony Hsieh of Zappos is describing one way to do it - lead in a truly open culture.
- 10:55 pm **EmilyCarterS:** RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 10:55 pm **katmandelstein:** RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 10:55 pm **jwillie:** Tony Hsieh rocking #sbs2011 house #Zappos <http://ow.ly/i/91iP>
- 10:55 pm **CeciliaNY:** @Zappos Tony Hsieh "Delivering Happiness" at #sbs2011 <http://twitpic.com/489g8d>
- 10:55 pm **jimworth:** RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos CEO at #sbs2011
- 10:57 pm **Folletto:** "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011

- 10:57 pm **andyjankowski:** @Zappos "Zappos is a service company that just happens to sell shoes." #sbs2011 [Says it all]
- 10:57 pm **katmandelstein:** #sbs2011 @Zappos brand evolving to be broadly about customer service, not just selling shoes. #deliveringhappiness
- 10:57 pm **KozComm:** "We took the money they would have spent on advertising and invested it in the customer experience and cust service" via @zappos #sbs2011
- 10:57 pm **johnrmatthews:** RT @KozComm: "We took the money they would have spent on advertising and invested it in the customer experience and cust service" via @zappos #sbs2011
- 10:57 pm **leebryant:** RT @KozComm: "We took the money they would have spent on advertising and invested it in the customer experience and cust service" via @zappos #sbs2011
- 10:57 pm **johnrmatthews:** RT @katmandelstein: #sbs2011 @Zappos brand evolving to be broadly about customer service, not just selling shoes. #deliveringhappiness
- 10:58 pm **mercerthompson:** @Zappos considers themselves a service company that happens to sell shoes. I like that. And I love buying their shoes too :) #sbs2011
- 10:58 pm **Folletto:** "8h 23m longest phone support call record" @zappos #SBS2011
- 10:58 pm **stefanomizzella:** RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 10:58 pm **johnrmatthews:** RT @mercerthompson: @Zappos considers themselves a service company that happens to sell shoes. I like that. And I love buying their shoes too :) #sbs2011
- 10:58 pm **cpflaum:** @zappos version of a traditional call center: doing whatever it takes to make a customer happy #sbs2011
- 10:58 pm **rashaproctor:** @zappos-it's company that appears to sell shoes, but really it sells WOW service and delivers happiness to customers n employees #sbs2011
- 10:58 pm **ehuddleston:** @zappos longest customer support call was over 8 hours! #SBS2011
- 10:58 pm **jillianf:** Fascinating to hear @zappos talk live about the "power of wow" & impact on business. #sbs2011
- 10:59 pm **dfllyonthefly:** How can culture create more stories and memories? #zappos #sbs2011
- 10:59 pm **drostyboy:** RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 10:59 pm **Folletto:** ?@mercerthompson: @Zappos considers themselves a service company that happens to sell shoes. I like that." :) #sbs2011
- 10:59 pm **Roebot:** Tony Hsieh is awesome. <http://t.co/cfiqBIQ> #sbs2011
- 10:59 pm **leebryant:** RT @Roebot: Tony Hsieh is awesome. <http://t.co/cfiqBIQ> #sbs2011
- 10:59 pm **faizanbuzdar:** @mrcruce how and when was this resolved? #e20 #SBS2011
- 11:00 pm **katmandelstein:** RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 11:00 pm **andjdavies:** RT @katmandelstein: #sbs2011 @Zappos brand evolving to be broadly about customer service, not just selling shoes. #deliveringhappiness
- 11:00 pm **dgibbons:** Phone is the best branding experience - you've got the customers dedicated attention. If you get it right, people remember @zappos #sbs2011
- 11:00 pm **Roebot:** RT @KozComm: "We took the money they would have spent on advertising and invested it in the customer experience and cust service" via @zappos #sbs2011
- 11:00 pm **Folletto:** "5 weeks of training to really understand the company culture" @zappos #SBS2011

- 11:00 pm **katmandelstein:** RT @jimmi: Fascinating to hear @zappos talk live about the power of wow & impact on business. #sbs2011
- 11:00 pm **jwillie:** +1 RT @ashbrown77 love that #sbs2011 is shaping up as a call 4 social, thriving internal communications @themaria @diannaoneill @KOnocomment
- 11:01 pm **IIZLIZ:** RT @ehuddleston: @zappos longest customer support call was over 8 hours! #SBS2011
- 11:02 pm **tmuellernyc:** Customer Service is within the entire company not just in the Customer Service Dpt. #SBS2011 @tonyhsieh
- 11:02 pm **jimworth:** Why are they special? 50% of @zappos employee performance review is based on culture fit. #sbs2011 <http://plixi.com/p/83060684>
- 11:02 pm **Roebot:** Record for longest support phone call is held by @zappos 8h 23m #custserv #sbs2011
- 11:02 pm **ehuddleston:** Wow... @zappos will pay you to quit after training to ensure they have employees that were there for more than money. #SBS2011
- 11:02 pm **johnrmatthews:** RT @jimworth: Why are they special? 50% of @zappos employee performance review is based on culture fit. #sbs2011 <http://plixi.com/p/83060684>
- 11:02 pm **jeffdachis:** Company culture is #1 priority. @zappos @dachisgroup #sbs2011
- 11:02 pm **chuckdizzle78:** If you get the company culture right, great customer service is a natural byproduct of that @zappos #sbs2011
- 11:02 pm **katmandelstein:** RT @jimworth: Why are they special? 50% of @zappos employee performance review is based on culture fit. #sbs2011 <http://plixi.com/p/83060684>
- 11:02 pm **AustenTX:** RT @mmonroedesign: <http://mmonroedesigninspiration.wordpress.com/2011/03/10/social-business-summit-austin-tx/>, #sbs2011, @jeffdachis, @austentx
- 11:03 pm **johnrmatthews:** RT @katmandelstein: RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 11:03 pm **cslemp:** RT @chuckdizzle78: If you get the company culture right, great customer service is a natural byproduct of that @zappos #sbs2011
- 11:03 pm **johnrmatthews:** RT @chuckdizzle78: If you get the company culture right, great customer service is a natural byproduct of that @zappos #sbs2011
- 11:03 pm **Folletto:** RT @jimworth: Why are they special? 50% of @zappos employee performance review is based on culture fit. #sbs2011 <http://plixi.com/p/83060684>
- 11:03 pm **joekuntner:** RT @joshua_d: "if you don?t pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 11:04 pm **Agothelf:** RT @TheCR: RT @andyjankowski: "Much more important to get people to culturally embrace Social Business practices than tools." @jberloff #sbs2011
- 11:04 pm **jenspencercoach:** RT @joshua_d: "if you don?t pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 11:04 pm **AustenTX:** Listening to Tony @Zappos tell #SBS2011 attendees about the \$2000.00 offer...and hiring by #culture
- 11:04 pm **NMCurtis:** Watching CEO of Zappos Tony Hsieh talk about company culture and customer service. #SBS2011
- 11:04 pm **passepartout:** Mass swooning and hovering endorphine cloud, no doubt ;-) RT @jimworth Tony Hsieh CEO of Zappos now at #sbs2011
- 11:04 pm **faizanbuzdar:** RT @averghese: RT @dmeiselman: Passion works better than process control - common purpose over static planning - @leebryant #sbs2011
- 11:04 pm **Folletto:** After the training @zappos offers \$2000 to leave. The ones who stay, are then incredibly more motivated. @zappos #SBS2011

- 11:05 pm **perugini:** RT @Folletto: After the training @zappos offers \$2000 to leave. The ones who stay, are then incredibly more motivated. @zappos #SBS2011
- 11:06 pm **ehuddleston:** Don't make your core values sound like a press release @zappos #SBS2011
- 11:06 pm **markp_ny:** #sbs2011 "committable core values"
- 11:06 pm **johnrmatthews:** RT @Folletto: After the training @zappos offers \$2000 to leave. The ones who stay, are then incredibly more motivated. @zappos #SBS2011
- 11:06 pm **johnrmatthews:** RT @ehuddleston: Don't make your core values sound like a press release @zappos #SBS2011
- 11:07 pm **ehuddleston:** Criteria for core values at @zappos is that it is something they would be willing to fire over outside of performance #SBS2011
- 11:07 pm **ariesnet:** @TonyHsieh shows how hacking culture transforms far more than hacking code, process, or tech. #sbs2011 cc: #eo #leadership
- 11:07 pm **KozComm:** Wow - if you google any of @zappos core values, they come up first for those terms - incredible for a companies value statements #sbs2011
- 11:07 pm **cdangson:** @zappos offers free audio download of Tribal Leadership <http://www.zappos.com/tribal.zhtml> #sbs2011
- 11:08 pm **jenspencercoach:** "Brand is a lagging indicator of company culture" -@zappos #SBS2011
- 11:08 pm **faizanbuzdar:** @andyjankowski @leebryant #sbs2011 choices/questions while deploying <http://convofy.com> expose the true nature of a companies leadership.
- 11:08 pm **leebryant:** RT @KozComm: Wow - if you google any of @zappos core values, they come up first for those terms - incredible for a companies value statements #sbs2011
- 11:09 pm **chuckdizzle78:** Zappos offers paid 5 wks of training to new hires and offers them \$4K to quit at the end of it. Result? More committed employees. #sbs2011
- 11:09 pm **valdiskrebs:** RT @VirginiaMiracle: Massive organizational change rarely succeeds. Small moves smartly made set big changes in motion @Jhagel #SBS2011
- 11:09 pm **jenspencercoach:** RT @Folletto: After the training @zappos offers \$2000 to leave. The ones who stay, are then incredibly more motivated. @zappos #SBS2011
- 11:10 pm **Roebot:** Committable core values means you're willing to hire/fire based on these independent of job perf. -zappos #sbs2011
- 11:10 pm **keesromkes:** RT @jeffdachis: Company culture is #1 priority. @zappos @dachisgroup #sbs2011
- 11:10 pm **joshua_d:** People that consider themselves lucky, will look for the opportunity - @zappos #SBS2011
- 11:10 pm **jillianf:** LOVE how @zappos considers "be humble" a core value. #sbs2011
- 11:11 pm **markp_ny:** RT @jenspencercoach: "Brand is a lagging indicator of company culture" - @zappos #SBS2011
- 11:11 pm **cslemp:** Your culture IS your brand. @Zappos #sbs2011
- 11:11 pm **rawn:** RT @ScottLaningham: #sbs2011 Hmmm. I think Tony Hsieh of Zappos is describing one way to do it -- lead in a truly open culture.
- 11:11 pm **alicertx:** RT @katmandelstein: RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 11:11 pm **Folletto:** RT @jenspencercoach: "Brand is a lagging indicator of company culture" - @zappos #SBS2011
- 11:11 pm **johnrmatthews:** RT @cslemp: Your culture IS your brand. @Zappos #sbs2011
- 11:12 pm **akjnc:** RT @jeffdachis: Company culture is #1 priority. @zappos @dachisgroup #sbs2011
- 11:12 pm **glennbantton:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS

3/13/2011

Transcript for #sbs2011 - What the Has...

- 11:12 pm **johnrmatthews:** RT @VirginiaMiracle: Massive organizational change rarely succeeds. Small moves smartly made set big changes in motion @Jhagel #SBS2011
- 11:12 pm **ehuddleston:** @zappos culture SND hiring means all employees live the brand...importance of authenticity #SBS2011
- 11:12 pm **dgibbons:** If you google Tony Hsieh you'll see he's bought Adwords for his name. #sbs2011
- 11:12 pm **markp_ny:** #sbs2011 how was the shuttle bus driver treated? Awesome.
- 11:12 pm **jimworth:** Won't hire an arrogant candidate-> RT @jillianf: LOVE how @zappos considers "be humble" a core value. #sbs2011
- 11:12 pm **Folletto:** It doesn't matter what are your good values, but if you are committed or not! @zappos #SBS2011
- 11:13 pm **johnrmatthews:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS
- 11:13 pm **faizanbuzdar:** @dhinchcliffe Agree.I have seen some of the best quotes in quite some time emerge from #socbiz #sbs2011 Attending would have really helped
- 11:14 pm **perugini:** RT @Folletto: It doesn't matter what are your good values, but if you are committed or not! @zappos #SBS2011
- 11:14 pm **aprildowning1:** LOVE @zappos message at #SBS2011 Companies have the power to change the game of how business is done & employees are engaged!
- 11:15 pm **faizanbuzdar:** @averghese @dmeiselman @leebryant Passion works better than process control - common purpose over static planning - @leebryant #sbs2011
- 11:15 pm **jeffdachis:** RT @ehuddleston: @zappos Culture AND hiring means all employees live the brand...importance of authenticity #SBS2011 @dachisgroup
- 11:15 pm **JohnMLee:** Tony Hsieh: Whatever you're thinking, think bigger. Does the vision have meaning? Chase the vision, not the money. #sbs2011
- 11:15 pm **jillianf:** RT @chuckdizzle78: Zappos offers paid 5 wks of training to new hires and offers them \$4K to quit at the end of it. Result? More committed employees. #sbs2011
- 11:15 pm **ehuddleston:** @zappos: pick market opportunities on passion and vision not market size #SBS2011
- 11:17 pm **seanwood:** "don't chase the paper - chase the dream" via @zappos #SBS2011
- 11:17 pm **AustenTX:** "Don't chase the paper, chase the dream" P.Diddy @Zappos #sbs2011 #peoplehelpingpeople @Dachisgroup
- 11:17 pm **tmuellernyc:** Happiness as a business model pays off. #SBS2011
- 11:17 pm **rashaproctor:** @zappos, motivation is not a concern when inspiration is the goal with a higher purpose. #sbs2011
- 11:18 pm **andyjankowski:** @zappos Re: Successful companies having a vision that has a higher purpose, You may also like DRIVE by @DanielPink #sbs2011
- 11:18 pm **smfarr:** Amazing discussion! RT @matthewknell Lucky to see @zappos live at #sbs2011 in Austin.
- 11:18 pm **jimworth:** At @zappos 1)culture & 2)vision with a higher purpose are driving the growth - Tony Hsieh #Sbs2011
- 11:18 pm **smack416:** Zappos offers up to \$4000 in the first few weeks for employees to quit to ensure they're the right fit for the company culture. #sbs2011
- 11:19 pm **cdangson:** @zappos - no customer service scripts - improvisation! #sbs2011
- 11:20 pm **stacyonfire:** Why do I like Tony Hsieh from #Zappos? He put up a slide of Notorious BIG. As I said before, culture fit first. Always. #sbs2011
- 11:20 pm **Roebot:** RT @joshua_d: People that consider themselves lucky, will look for the opportunity - @zappos #SBS2011

- 11:20 pm **dgibbons:** @zappos vision evolution from 99-now: Selection. Cust Svc. Culture&Core Values. Personal Emotional Connection. Delivering Happiness #sbs2011
- 11:20 pm **zackolantern:** @zappos considering -once scale is reached- routing calls based on area code to service reps from the same area. They're good. #sbs2011
- 11:20 pm **dflyonthefly:** Tony Hsieh: Simplifying vision creates bigger opportunity. #zappos #sbs2011
- 11:20 pm **ebclosmore:** Are we going to see a major cultural shift @Amazon towards the happiness + customer service ingrained in the @Zappos edge culture? #SBS2011
- 11:21 pm **tmuellernyc:** Zappos - we are in the stories and memories business #SBS2011
- 11:21 pm **mrcruce:** @faizanbuzdar The meme spoke. The meme knows. #sbs2011
- 11:21 pm **jillianf:** How can you create more stories & memories? @zappos #sbs2011
- 11:21 pm **paulmartinsmith:** RT @KozComm: "We took the money they would have spent on advertising and invested it in the customer experience and cust service" via @zappos #sbs2011
- 11:21 pm **ashbrown77:** @ebclosmore I was JUST thinking the same question. #sbs2011
- 11:21 pm **Folletto:** "Cirque du Soleil isn't in the circus business, it's in the experience and emotions business!" @zappos #SBS2011
- 11:23 pm **mrcruce:** RT @dflyonthefly: Tony Hsieh: Simplifying vision creates bigger opportunity. #zappos #sbs2011
- 11:23 pm **orgnet:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #sodbiz
- 11:23 pm **elliottross:** RT @jimworth: Won't hire an arrogant candidate-> RT @jillianf: LOVE how @zappos considers "be humble" a core value. #sbs2011
- 11:24 pm **Rynomite:** RT @dflyonthefly: Tony Hsieh: Simplifying vision creates bigger opportunity. #zappos #sbs2011
- 11:24 pm **davidwenger:** Have enjoyed following Twitter stream from #sbs2011 today. To our Austin visitors, welcome. Enjoy the weather.
- 11:25 pm **thatbaldguysean:** RT @dflyonthefly: Challenge: how do you operationalize passion, if your leader isn't Tony Hsieh? #sbs2011 #zappos
- 11:25 pm **Folletto:** "People are really bad in predicting what is going to make them happy" @zappos #SBS2011
- 11:25 pm **johnrmatthews:** RT @Folletto: "Cirque du Soleil isn't in the circus business, it's in the experience and emotions business!" @zappos #SBS2011
- 11:26 pm **smack416:** The Zappos story begins after the purchase. Their goal isn't to sell, but to help create a great customer story. #sbs2011
- 11:26 pm **complexified:** RT @VirginiaMiracle: Massive organizational change rarely succeeds. Small moves smartly made set big changes in motion @Jhagel #SBS2011
- 11:26 pm **katenieder:** social psychology, social psychology, social psychology #SBS2011
- 11:27 pm **johnrmatthews:** RT @smack416: The Zappos story begins after the purchase. Their goal isn't to sell, but to help create a great customer story. #sbs2011
- 11:28 pm **Folletto:** RT @katenieder: social psychology, social psychology, social psychology #SBS2011
- 11:28 pm **faizanbuzdar:** RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011
- 11:29 pm **jillianf:** Happiness: being part of something bigger than yourself. @zappos #sbs2011
- 11:30 pm **jimworth:** The "money slide" from @zappos CEO at #sbs2011 <http://plixi.com/p/83065296>
- 11:31 pm **JohnMLee:** Tony Hsieh: 4 aspects of happiness: Perceived control, perceived progress,

- 11:31 pm **joshua_d**: RT @jimworth: The "money slide" from @zappos CEO at #sbs2011 <http://plixi.com/p/83065296>
- 11:31 pm **Folletto**: RT @JohnMLee: Tony Hsieh: 4 aspects of happiness: Perceived control, perceived progress, connectedness, being part of something bigger than you. #sbs2011
- 11:32 pm **leebryant**: Profit or Pleasure, passion and purpose - pretty good closing summary of #sbs2011
- 11:32 pm **mercერთompson**: RT @jillianf: Happiness: being part of something bigger than yourself. @zappos #sbs2011 ->smthg to really think about...often!
- 11:32 pm **cslemp**: Flow... a book I need to pick up again. Thx, @Zappos #sbs2011
- 11:34 pm **chuckdizzle78**: We try to find happiness through pleasure,passion & purpose...in that order. To find real happiness, that path should be flipped. #sbs2011
- 11:34 pm **chuckdizzle78**: Your culture is your brand #sbs2011
- 11:34 pm **adammeghji**: RT @smack416: Zappos offers up to \$4000 in the first few weeks for employees to quit to ensure they're the right fit for the company culture. #sbs2011
- 11:35 pm **Rynomite**: @zappos Tony Hsieh delivered an awesome presentation #sbs2011 #happiness
- 11:35 pm **averghese**: RT @leebryant: Profit or Pleasure, passion and purpose - pretty good closing summary of #sbs2011
- 11:36 pm **ashbrown77**: Amazon vs. Zappos = high tech vs. high touch #sbs2011
- 11:36 pm **Folletto**: "Instead of a high tech approach, we go for a high touch approach" @zappos #SBS2011
- 11:37 pm **johnrmatthews**: RT @Folletto: "Instead of a high tech approach, we go for a high touch approach" @zappos #SBS2011
- 11:37 pm **Folletto**: RT @leebryant: Profit or Pleasure, passion and purpose - pretty good closing summary of #sbs2011
- 11:39 pm **chuckdizzle78**: Is Zappos the next Virgin? #sbs2011
- 11:39 pm **MegaJustice**: The people and presentations at #sbs2011 are stellar and unique. More importantly, the Dachis employees are amazing. Inspiring attitudes.
- 11:40 pm **dgibbons**: Hugely inspirational talk from @zappos. Great stuff. #sbs2011
- 11:41 pm **ANewCLOUD**: Really good day at #sbs2011. Interesting speakers. Good themes. The future is social... :-)
- 11:41 pm **johnrmatthews**: RT @Chuckdizzle78: Is Zappos the next Virgin? #sbs2011 talking of social brands 2 examples show social brand? (cont) <http://deck.ly/~PcOx7>
- 11:41 pm **mercერთompson**: RT @MegaJustice: The ppl and preso at #sbs2011 are stellar and unique. More importantly, Dachis employees are amazing. Inspiring attitudes.
- 11:43 pm **jimworth**: That's a wrap. Great job @dachisgroup for #sbs2011 !
- 11:43 pm **themaria**: Agreed! Great day! RT @jimworth: That's a wrap. Great job @dachisgroup for #sbs2011 !
- 11:43 pm **robertjustjones**: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS
- 11:50 pm **joshua_d**: #sbs2011 @ W Hotel <http://instagr.am/p/CJLaA/>
- 11:50 pm **mikeviola**: RT @katmandelstein: RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 11:52 pm **ibridazioni**: RT @katenieder: social psychology, social psychology, social psychology #SBS2011
- 11:55 pm **cristianociri**: RT @Folletto: "Invest in customer experience and let the customers do the

3/13/2011

Transcript for #sbs2011 - What the Has...

11:55 pm

chrisanderson: RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011

11:56 pm

averghese: OH "Tufta is flatter and lacks data viz that we're into. Look for inspiration in the media" @jess3 #sbs2011

11:57 pm

susanborst: RT @JohnMLee: Tony Hsieh: 4 aspects of happiness: Perceived control, perceived progress, connectedness, being part of something bigger than you. #sbs2011

March 11, 2011

psucec: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbernof @dachisgroup #SBS2011 #ed4good #AUS

12:05 am

valdiskrebs: RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socbiz

12:05 am

joekuntner: Thanks for a great #SBS2011 @dachisgroup !

12:06 am

TwittAurora: RT @Folletto: "Instead of a high tech approach, we go for a high touch approach" @zappos #SBS2011

12:09 am

bcrem82: RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011

12:09 am

kajyr: RT @joshua_d: "if you don't pay attention to your company culture, it may become something you dread" @Zappos #sbs2011

12:12 am

Roebot: The best measure of #sbs2011? I was actually engaged. Great job @jeffdachis et al. Now who's up for sushi?

12:13 am

livioh: RT @RobinGrant: Just finished watching @leebryant rock the stage at #sbs2011 Go Lee!

12:14 am

jenspencercoach: @kristinawise @zappos @alishanicole_ was at the W for the #SBS2011 just 30 minutes ago!

12:14 am

livioh: RT @smfarr: Yes.....RT @VanillaWorks @leebryant Perfect presentation #sbs2011

12:15 am

livioh: RT @smfarr: Yes.....RT @VanillaWorks @leebryant Perfect presentation #sbs2011 >> @headshift @dachisgroup

12:17 am

DaveyGMI: RT @katmandelstein: RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011

12:17 am

livioh: RT @jimworth: That's a wrap. Great job @dachisgroup for #sbs2011 !

12:19 am

StephenB2: RT @Folletto: "Cirque du Soleil isn't in the circus business, it's in the experience and emotions business!" @zappos #SBS2011

12:20 am

jeffdachis: Thank you for engaging and participating in an inspiring day @dachisgroup #SBS2011

12:21 am

jeffdachis: RT @dgibbons: Hugely inspirational talk from @zappos. Great stuff. #sbs2011

12:21 am

jeffdachis: RT @MegaJustice: The people and presentations at #sbs2011 are stellar and unique. More importantly, the Dachis employees are amazing. Inspiring attitudes.

12:26 am

faizanbuzdar: RT @jimworth: Won't hire an arrogant candidate-> RT @jillianf: LOVE how

12:27 am

alishaminteer: @zappos considers "be humble" a core value. #sbs2011 Full day of delivering happiness @GoodLifeTeam, had a conference call this morning w/ @zappos and just saw <http://tiny.cc/bwjv54> #sbs2011!

12:27 am

maggiefox: Frm the tweets/quality of speakers/attendees sounds like #SBS2011 is a must-attend nxt yr! Kudos @jeffdachis @peterkim & team!

12:29 am

faizanbuzdar: RT @joshua_d: People that consider themselves lucky, will look for the opportunity - @zappos #SBS2011

- 12:29 am **smaxson:** RT @MegaJustice: #sbs2011... "More importantly, the Dachis employees are amazing. Inspiring." I couldn't agree more! My favorite peeps
- 12:31 am **livioh:** RT @MegaJustice: people and presentations at #sbs2011 stellar & unique. More importantly, Dachis employees are amazing. Inspiring attitudes.
- 12:31 am **faizanbuzdar:** RT @maggiefox @jeffdachis @peterkim Frm the tweets/quality of speakers/attendees sounds like #SBS2011 is a must-attend nxt yr! Kudos
- 12:32 am **smaxson:** RT @chuckdizzle78: Your culture is your brand #sbs2011. @zappos
- 12:32 am **carriekerpen:** RT @Folletto: "Instead of a high tech approach, we go for a high touch approach" @zappos #SBS2011
- 12:33 am **smaxson:** RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 12:33 am **livioh:** RT @dgibbons: Hugely inspirational talk from @zappos. Great stuff. #sbs2011 >> @dachisgroup
- 12:33 am **itsalanchan:** RT @djabatt: RT @shivsingh: #sbs2011 There is very little passion left in large organizations. So true
- 12:34 am **livioh:** RT @jeffdachis: Thank you for engaging and participating in an inspiring day @dachisgroup #SBS2011
- 12:35 am **cslemp:** Cool! Just caught the bats at the Congress bridge. #Sbs2011
- 12:39 am **bartlaut:** RT @dhinchcliffe: Now @michaelgold points out good collaboration & sharing won't happen unless we push outside our comfort zones. #sbs2011
- 12:42 am **pfasano:** Social Business Summit rocked. Let the games begin! #SBS2011 @ SXSW Badge Pick-up <http://gowal.la/c/3HMeL>
- 12:43 am **dogwonder:** RT @jeffdachis: Company culture is #1 priority. @zappos @dachisgroup #sbs2011
- 12:44 am **iMediaMichelle:** Werd. RT @maggiefox: Frm the tweets/quality of speakers/attendees #SBS2011 is a must-attend nxt yr! Kudos @jeffdachis @peterkim & team!
- 12:46 am **jurijmlotman:** RT @livioh: RT @RobinGrant: Just finished watching @leebryant rock the stage at #sbs2011 Go Lee!
- 12:49 am **RJTPatrick:** Thanks to all for an inspiring day @dachisgroup #sbs2011, capped off by Tony Hsieh @zappos...happiness delivered!
- 12:49 am **jimworth:** @ITChE you're welcome. Check out the tweets on #sbs2011 from others in the audience. Quite remarkable indeed.
- 12:53 am **dflyonthefly:** RT @dgibbons: Hugely inspirational talk from @zappos. Great stuff. #sbs2011
- 12:53 am **akjnc:** Let the fun continue!!! Dachis Group Unofficial #SBS2011 (@ Arthouse at the Jones Center) <http://4sq.com/gwXplF>
- 1:03 am **smfarr:** Fantastic job - went off without a hitch! RT @jimworth: That's a wrap. Great job @dachisgroup for #sbs2011 !
- 1:03 am **xplane:** RT @jeffdachis: Thank you for engaging and participating in an inspiring day @dachisgroup #SBS2011
- 1:04 am **carolyndouglas:** Cool RT @jwillie: +1 RT @ashbrown77 #sbs2011 is shaping up as a call 4 social, thriving internal communications @themaria @diannaoneill
- 1:04 am **LoveandWater:** RT @stevebridger: RT @jimworth: My fave slide of the day (from @leebryant) at #sbs2011 "Very Gradual Change we can believe in" <http://plixi.com/p/83053794>
- 1:22 am **ChristopherA:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socabiz
- 1:34 am **dmeiselman:** RT @jeffdachis: Thank you for engaging & participating in an inspiring day @dachisgroup #SBS2011 < thank u for creating such a great event!

- 1:37 am **iangertler:** RT @MichaelDonnelly: Great prez by @shivsingh at #SBS2011. Content is king: 30billion status updates/month, 90MM tweets/day & 24hrs of video upload/minute.
- 1:40 am **Katgear:** RT @michaeldonnelly: @shivsingh at #SBS2011. Content is king: 30billion status updates/month 90MM tweets/day & 24hrs of video upload/minute
- 1:43 am **archrival:** RT @jeffdachis: Company culture is #1 priority. @zappos @dachisgroup #sbs2011
- 1:52 am **woolism:** On my way to @dachisgroup #sbs2011 after party at #arthouse. Let #sxswi begin!
- 1:55 am **MichaelDonnelly:** BIG Thanks to @jeffdachis & @peterkim! #SBS2011 was terrific. Thx for hosting & 4 your leadership in the space. Best!
- 2:14 am **jwillie:** #sharepint #sbs2011 style# sxswi (@ Arthouse at the Jones Center w/ @themia @akjnyc @rynomite @ryanwynia) <http://4sq.com/g7bb8X>
- 2:20 am **joshua_d:** #sbs2011 party at the after party <http://instagr.am/p/CJVfA/>
- 2:20 am **brianjpeters:** RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jbernof @dachisgroup #SBS2011 #ed4good #AUS
- 2:25 am **kendomen:** RT @gialyons: #sbs2011 attendees, if you're looking for how-to content, here's a successful way to plan a #sodbiz pilot: <http://bit.ly/fcs0Jd>
- 2:34 am **VisionaryAgenda:** RT @jillianf: LOVE how @zappos considers "be humble" a core value. #sbs2011
- 2:35 am **ebclosmore:** 1st Party of #SXSW #SBS2011 (@ Arthouse at the Jones Center w/ 28 others) [pic]: <http://4sq.com/fxhcyW>
- 2:46 am **MelissaYoungATX:** #sbs2011 party at arthouse is amazing! And giant worms on the rooftop!! <http://t.co/kD5b8e8>
- 2:55 am **katmandelstein:** #sbs2011 Party (@ Arthouse at the Jones Center w/ @akjnyc) [pic]: <http://4sq.com/gTLUQe>
- 3:01 am **EdDale:** RT @bradkenney: Hmm @cslemp Can IT depts, like jazz rythm section, move between sustain and innovate functions? #sbs2011 < also, can they take a solo?
- 3:10 am **sushegad:** RT @gautamghosh: RT @jimworth: Design companies by connection (flocking) rather than by division (territory) - Dave Gray of XPLANE at #SBS2011
- 3:16 am **jevon:** Heading over to the Dachis Group party #sbs2011 #sxswi
- 3:28 am **Concursive:** #sbs2011 attendees, if you're looking to pilot, try <http://t.co/cYhoTnd> for #sodbiz
- 3:32 am **MissNEusa2010:** RT @jeffdachis: Company culture is #1 priority. @zappos @dachisgroup #sbs2011
- 3:41 am **twwebb:** #sbs2011 after party (@ Arthouse at the Jones Center w/ 76 others) <http://4sq.com/e9FjFO>
- 3:41 am **odivina:** I'm at Dachis Social Business Summit (#sbs2011) (200 Lavaca St., Austin) <http://4sq.com/dLDBaM>
- 4:12 am **CalliopeCo:** RT @CLOUDHealth: @jbernof at #sbs2011 "Only empowered employees can serve empowered customers." Great insight for #epatient. #hcr #healthit #health2con
- 4:26 am **shoogie:** RT @katenieder: There is no better presenter than @leebryant. #SBS2011 (I second that!)
- 4:33 am **MeanRachel:** hey @shoogie @JanetWenzel! Great finally meeting you both today at #SBS2011. #justmet
- 4:36 am **shoogie:** It was so great to meet you too @MeanRachel. Thank you for the email. #SBS2011 #SXSW

3/13/2011

Transcript for #sbs2011 - What the Has...

- 4:38 am **MeanRachel:** The coolest thing about #SBS2011 is that I just realized I've been trying to frame everything I did this evening within its themes. #impact
- 4:46 am **shoogie:** @nancygiordano @jenspencercoach So awesome to meet you both today at #sbs2011 after @TedXAustin two weeks ago. #honored
- 5:05 am **VirginiaMiracle:** RT @shoogie: RT @katenieder: There is no better presenter than @leebryant. #SBS2011 | Agree! Thoughtful content + @zefrank-like wit.
- 5:05 am **jwillie:** Just used #SoundHound to find Yeah! [Instrumental] by Usher <http://bit.ly/cpABia> #nowplaying #sbs2011
- 5:06 am **rxdude94:** ?@jwillie: Just used #SoundHound to find Yeah! [Instrumental] by Usher <http://t.co/5EokmJB> #nowplaying #sbs2011? Love it!!
- 5:35 am **rwang0:** RT @elsua: @rawn @rwang0 They may not need to any longer; it'll be all out there available to them #internetofthings #sbs2011 #socbiz
- 6:04 am **RonSobeWRW:** RT @FatGirlsCanRun: @Chobani you guys do some great social media, nice relationship building, super responsive, fun. Hey you know what, hire me! #ATX #sbs2011
- 6:05 am **rashaproctor:** Thanks to @jeffdachis & @peterkim. #SBS2011 was great. Thx for hosting & 4 your leadership.
- 6:05 am **katmandelstein:** @Talmadge Was at #BASHH twice, before and after the #SBS2011 After Party. Sorry I missed you. #hugs
- 6:08 am **Uzulena:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socbiz
- 7:10 am **allerhed:** RT @katmandelstein: #sbs2011 Harness the power of open data to evolve #socialanalytics @leebryant #getsocial11
- 7:31 am **duizendstra:** RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011
- 7:53 am **Glorfind3l:** RT @Folletto: "People are really bad in predicting what is going to make them happy" @zappos #SBS2011
- 8:53 am **davegray:** RT @jeffdachis: Thank you for engaging and participating in an inspiring day @dachisgroup #SBS2011
- 9:49 am **mijori23:** RT @dhinchcliffe: "Start on the edge. The core of businesses have antibodies that are effective at throwing off & resisting change."- @jhagel #sbs2011 #socbiz
- 10:30 am **mijori23:** RT @mrcruce: Business is inherently social, we have engineered the heart out of it out of the last 50 years. Social business is a Renaissance. #SBS2011
- 11:34 am **driessen:** RT @jimworth: At @zappos 1)culture & 2)vision with a higher purpose are driving the growth - Tony Hsieh #Sbs2011
- 11:36 am **driessen:** RT @jimworth: My favorite slide of the day (from @leebryant) at #sbs2011 "Very Gradual Change we can believe in" <http://plixi.com/p/83053794>
- 11:42 am **mycontactcentre:** RT @Roebot: Record for longest support phone call is held by @zappos 8h 23m #custserv #sbs2011 <- FCR in action!
- 11:42 am **theparallaxview:** RT @jimworth My favorite slide of the day (from @leebryant) at #sbs2011 "Very Gradual Change we can believe in" <http://plixi.com/p/83053794>
- 12:05 pm **ernstdecsey:** RT @kendomen @gialyons: #sbs2011 looking for how-to content, here's a successful way to plan a #socbiz pilot: <http://bit.ly/fcs0Jd>
- 12:20 pm **gail_nelson:** RT @tmuellernyc: Corporate Culture is the biggest limiting factor for enterprise transformation & innovation #SBS2011 @leebryant @siegelgale
- 12:42 pm **petervan:** RT @ANewCLOUD: Worth reading the early seminal work from Jane Jacobs on Life and Death of Cities (from 1961) <http://ow.ly/4bl1c> #sbs2011 #innotribe
- 12:42 pm **petervan:** RT @ANewCLOUD: RT @ehuddleston: IT is the "department of no" because they manage risk, not innovation. @jberloff #SBS2011 #innotribe

- 12:54 pm **ANewCLOUD:** Really enjoyed Tony Hsieh. Firing for company culture. Huge! RT @jeffdachis: Company culture is #1 priority. @zappos @dachisgroup #sbs2011
- 1:49 pm **rashaproctor:** #sbs2011. The new social business funnel <http://plixi.com/p/83200628>
- 1:50 pm **RicFox_ATX:** RT @aprildowning1: As a true Austinite, I love our local food! #ed4Good #AUS #sbs2011 | retweet to help a great cause
- 2:02 pm **ernstdecsey:** RT @dogwonder: RT @jeffdachis: Company culture is #1 priority. @zappos @dachisgroup #sbs2011
- 2:27 pm **LyndaBauer:** RT @ckieff: RT @JasonFalls: Love this suggestion from @jobsworth: What if every customer complaint became a blog post. #sbs2011
- 2:33 pm **RichardRashty:** RT @rashaproctor: #sbs2011. The new social business funnel <http://plixi.com/p/83200628>
- 2:37 pm **joshua_d:** thxs! RT @markwschaefer: RT @joshua_d 27 Insights On Social Business? Dachis Group Social Business Summit 2011 <http://bit.ly/gBdiDP> #sbs2011
- 2:54 pm **KozComm:** My recap of an excellent presentation by @shivsingh on Real Time Marketing at the Social Biz Summit #sbs2011 - <http://sxsw.kozlen.com>
- 3:14 pm **ConstellationRG:** RT @malexander1219: RT @rwan0: MyPOV: The gen after this may not be so willing to share data. We should be prep for this! #sbs2011 #socbiz
- 3:17 pm **calmo:** Thank you @DachisGroup for hosting a terrific #sbs2011 #SXSW launch party at Arthouse last night.
- 3:19 pm **turbotodd:** Turbo Post: Austin Social Business Summit Debrief: Small Moves, Smartly Made #ibm #socialbusiness #sbs2011 <http://bit.ly/gHW8XB>
- 3:23 pm **ernstdecsey:** RT @smaxson: RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 3:34 pm **jennymurphy13:** RT @calmo: Thank you @DachisGroup for hosting a terrific #sbs2011 #SXSW launch party at Arthouse last night.
- 3:48 pm **joshua_d:** RT @utollwi: 27 Insights On Social Business ? @DachisGroup Social Business Summit 2011 <http://ow.ly/1blBmA> #sbs2011
- 3:51 pm **rawn:** RT @turbotodd: Turbo Post: Austin Social Business Summit Debrief: Small Moves, Smartly Made #ibm #socialbusiness #sbs2011 <http://bit.ly/gHW8XB>
- 3:52 pm **andyjankowski:** RT @jennymurphy13: RT @calmo: Thank you @DachisGroup for hosting a terrific #sbs2011 #SXSW launch party at Arthouse last night.
- 4:00 pm **KozComm:** My review of @zappos presentation at yesterday's Social Business Summit #sbs2011 - and a book giveaway - <http://sxsw.kozlen.com>
- 4:09 pm **rawn:** blogs.forbes.com/rawnshah: "Working in the Flow Challenges our Collaborative and Leadership Skills" <http://bit.ly/hehPQX> #sbs2011 #socbiz
- 4:16 pm **learningdrupal:** RT @rhappe: Interesting RT @dflyonthefly: Animals that flock survive more than animals that are territorial. How's the wolf doing v squirrel? #sbs2011
- 4:24 pm **bobpulver:** RT @rawn: blogs.forbes.com/rawnshah: "Working in the Flow Challenges our Collaborative and Leadership Skills" <http://bit.ly/hehPQX> #sbs2011 #socbiz
- 4:25 pm **rwan0:** MyPOV: natural disasters expose fragility of phys infrastructure & strength of social & personal networks #tsunami #sxsw #ulti2011 #sbs2011
- 4:25 pm **TomRaferty:** RT @rwan0: MyPOV: natural disasters expose fragility of phys infrastructure & strength of social & personal networks #tsunami #sxsw #ulti2011 #sbs2011
- 4:26 pm **jamoral:** RT @rwan0: MyPOV: natural disasters expose fragility of phys infrastructure & strength of social & personal networks #tsunami #sxsw #ulti2011 #sbs2011
- 4:27 pm **dilipsoman:** RT @rwan0: MyPOV: natural disasters expose fragility of phys infrastructure & strength of social & personal networks #tsunami #sxsw #ulti2011 #sbs2011
- 4:28 pm **InFullBloomUS:** RT @rwan0: MyPOV: natural disasters expose fragility of phys infrastructure & strength of social & personal networks #tsunami #sxsw #ulti2011 #sbs2011

- 4:30 pm **KRCraft:** "Working in the Flow Challenges our Collaborative and Leadership Skills" <http://bit.ly/hehPQX> by @rawn #sbs2011 #socabiz
- 4:35 pm **mijori23:** Catch up with all the buzz and great ideas from the Austin #sbs2011 page at @wthashtag. <http://wthashtag.com/sbs2011>
- 4:36 pm **calmo:** Liminal thinking from @rawn: Working in the Flow Challenges our Collaborative and Leadership Skills <http://bit.ly/hehPQX> #sbs2011
- 4:37 pm **hmuehlburger:** RT @rwang0: MyPOV: natural disasters expose fragility of phys infrastructure & strength of social & personal networks #tsunami #sxsw #ulti2011 #sbs2011
- 4:37 pm **JimJensen3:** RT @rwang0: natural disasters expose fragility of phys infra & strength of social & personal networks #tsunami #sxsw #ulti2011 #sbs2011
- 4:39 pm **jonshado:** RT @rwang0: natural disasters expose fragility of phys infra & strength of social & personal networks #tsunami #sxsw #ulti2011 #sbs2011
- 4:44 pm **citriusjohn:** RT @Folletto: "Invest in customer experience and let the customers do the marketing for you" @zappos #SBS2011
- 4:45 pm **bsak:** Working in the Flow Challenges Our Collaborative and Leadership Skills <http://bit.ly/hehPQX> Forbes by @rawn #socabiz #e20 #music #sbs2011
- 4:57 pm **ObinnaOsobalu:** Understanding SBS Essentials: Easy-to-use 1st-server solution for #SMBs with up to 25 users. <http://bit.ly/gCgUWu> #mspartner #SBS2011
- 4:57 pm **lehawes:** RT @rawn: "Working in the Flow Challenges our Collaborative and Leadership Skills" <http://bit.ly/hehPQX> #sbs2011 #socabiz | Read this, now!
- 4:59 pm **theparallaxview:** RT @rawn: "Working in the Flow Challenges our Collaborative and Leadership Skills" <http://bit.ly/hehPQX> #sbs2011 #socabiz > fab
- 5:40 pm **davidiangray:** RT @JasonFalls: As I attend the #sbs2011, @intersection1 has a great post and graphic on social business leade? (cont) <http://deck.ly/~ESHgb>
- 5:51 pm **katmandelstein:** #sbs2011 Classic @LeeBryant turned a question about adoption of #SocialBusiness in emerging markets into a joke about Madonna. ROFL
- 5:56 pm **chrisscottlamb:** Celestica becomes a social business with IBM and SAP applications <http://tinyurl.com/6yn9qte> #e20 #sbs2011#sxsw
- 6:02 pm **Visible_Tech:** RT @JasonFalls Listening to @jberloff talk about empowering employees to serve empowered customers at #sbs2011. Brain=Sponge
- 6:06 pm **chrisscottlamb:** 19000 BASF employees using IBM Connections to drive cross-cultural collaboration <http://t.co/auyEQK5> #sxsw #e20 #sbs2011
- 6:18 pm **himikel:** RT @Roebot "highly empowered and resourceful operative" = HERO from @jberloff (author #Empowered) at Social Business Summit #sbs2011
- 6:30 pm **iMediaMichelle:** The #sbs2011 Daily is out! <http://bit.ly/hbwgWU> ? Top stories today via @chrisscottlamb @kendomen @concurive @akjnyc
- 6:49 pm **TimGasper:** Twitter Recap from the Social Business Summit #SBS2011, on @keepstream <http://keep.la/gv1375> @bmenell @dachisgroup
- 6:59 pm **geddon:** RT @mercethompson: the younger generation won't accept email as THE great collaboration tool - #socabiz #SBS2011
- 7:03 pm **geddon:** RT @iMediaMichelle: The #sbs2011 Daily is out! <http://bit.ly/hbwgWU> ? Top stories today via @chrisscottlamb @kendomen @concurive @akjnyc
- 7:04 pm **jimworth:** RT @TimGasper: Twitter Recap from the Social Business Summit #SBS2011, <http://keep.la/gv1375>
- 7:40 pm **equintanilla:** Thank you @jimworth! RT @TimGasper: Twitter Recap from the Social Business Summit #SBS2011, <http://keep.la/gv1375>
- 7:41 pm **equintanilla:** RT @himikel @Roebot "highly empowered and resourceful operative" = HERO from @jberloff (author #Empowered) Social Business Summit #sbs2011
- 8:04 pm **johnrmatthews:** @finnem cool, did you follow the discussion from the Social Business Summit yesterday #SBS2011 which talked about happiness in business

- 8:16 pm **jazzimpact:** RT @Roebot: #sbs2011 is offering us a brilliant and fun jazz improv and collaboration as a metaphor for innovation and collab.
- 9:32 pm **ScottLaningham:** #sxswi Tim O'Reilly reiterated what Tony Hsieh said yesterday at #sbs2011 - so much innovation happens when people are just having fun.
- 9:32 pm **developerworks:** #sxswi Tim O'Reilly reiterated what Tony Hsieh said yesterday at #sbs2011 - so much innovation happens when people are just having fun.
- 9:45 pm **cslemp:** Leaving Austin and #sbs2011 thx for the brain stretching, #dachis
- 9:48 pm **saulovenancio:** RT @developerworks: #sxswi Tim O'Reilly reiterated what Tony Hsieh said yesterday at #sbs2011 - so much innovation happens when people are just having fun.
- 10:04 pm **bradkenney:** Yep @mor_trisha and some of us have learned to keep our heads down (re: passionate people hiding in large org) cc @jimworth @jhagel #sbs2011
- 10:46 pm **xplane:** RT @developerworks: #sxswi Tim O'Reilly reiterated what Tony Hsieh said at #sbs2011 much innovation happens when people are just having fun.
- 10:48 pm **callrudy:** RT @xplane: RT @developerworks: #sxswi Tim O'Reilly reiterated what Tony Hsieh said at #sbs2011 much innovation happens when people are just having fun.
- 11:21 pm **joshua_d:** 27 Insights On Social Business from @DachisGroup Social Business Summit 2011 <http://ow.ly/4cRBI> #sbs2011
- 11:24 pm **mannybluey:** RT @xplane: RT @developerworks: #sxswi Tim O'Reilly reiterated what Tony Hsieh said at #sbs2011 much innovation happens when people are just having fun.

March 12, 2011

- 12:03 am **jenspencercoach:** RT @joshua_d: 27 Insights On Social Business from @DachisGroup Social Business Summit 2011 <http://ow.ly/4cRBI> #sbs2011
- 12:34 am **NeilAJensen:** RT @rwang0: MyPOV: natural disasters expose fragility of phys infrastructure & strength of social & personal networks #sunami #sxsw #ulti2011 #sbs2011
- 12:43 am **ericzigus:** RT @jimworth: RT @TimGasper: Twitter Recap from the Social Business Summit #SBS2011, <http://keep.la/gv1375>
- 1:46 am **joeknowsjo:** @joshua_d If I may..an addendum to make it 28: Culture is KING. #sbs2011
- 1:51 am **joshua_d:** ?@joeknowsjo: @joshua_d If I may..an addendum to make it 28: Culture is KING. #sbs2011? // thank you sir. Will add!
- 4:34 am **smaxson:** RT @joshua_d: 27 Insights On Social Business from @DachisGroup Social Business Summit 2011 <http://ow.ly/4cRBI> #sbs2011
- 3:41 pm **ScottLaningham:** PODCAST: Day 1 rap #sxswi with @turbotodd and @rawn . Also, thoughts on Thursday's Social Business Summit #sbs2011 <http://ibm.co/fGPrYZ>
- 3:41 pm **developerworks:** PODCAST: Day 1 rap #sxswi with @turbotodd and @rawn . Also, thoughts on Thursday's Social Business Summit #sbs2011 <http://ibm.co/fGPrYZ>
- 3:42 pm **rawn:** RT @developerworks: PODCAST: Day 1 rap #sxswi with @turbotodd and @rawn . Also, thoughts on Thursday's Social Business Summit #sbs2011 <http://ibm.co/fGPrYZ>
- 5:06 pm **jcousineau:** RT @xplane: RT @developerworks: #sxswi Tim O'Reilly reiterated what Tony Hsieh said at #sbs2011 much innovation happens when people are just having fun.
- 5:28 pm **jeffdachis:** RT @rawn: blogs.forbes.com/rawnshah: "Working in the Flow Challenges our Collaborative and Leadership Skills" <http://bit.ly/hehPQX> #sbs2011
- 5:31 pm **turbotodd:** RT @developerworks: PODCAST: Day 1 rap #sxswi with @turbotodd and @rawn . Also, thoughts on Thursday's Social Business Summit #sbs2011 <http://ibm.co/fGPrYZ>

3/13/2011

Transcript for #sbs2011 - What the Has...

- 6:23 pm **kmorr:** Weird. I was sick exactly this time last year, too. Only difference was I was at #sbs2011 in Austin.
- 6:30 pm **iMediaMichelle:** The #sbs2011 Daily is out! <http://bit.ly/hbwgWU> ? Top stories today via @timgasper @scottlaningham @nathanm
- 6:53 pm **JohnMLee:** @jeffdachis: Social Business Summit excellent. Terrific content, opportunities to mix with others and venue. #sbs2011
- 6:58 pm **JohnMLee:** @jhagel: Enjoyed eating lunch with you @ #sbs2011. Look forward to digging more into your thinking on your blog. May have a ? or 2 for you.
- 7:03 pm **kasimzorlu:** RT @jeffdachis: RT @rawn: blogs.forbes.com/rawnshah: "Working in the Flow Challenges our Collaborative and Leadership Skills" <http://bit.ly/hehPQX> #sbs2011
- 7:08 pm **ScottLaningham:** RT @iMediaMichelle: The #sbs2011 Daily is out! <http://bit.ly/hbwgWU> ? Top stories today via @timgasper @scottlaningham @nathanm
- 7:08 pm **developerworks:** RT @iMediaMichelle: The #sbs2011 Daily is out! <http://bit.ly/hbwgWU> ? Top stories today via @timgasper @scottlaningham @nathanm
- 7:26 pm **EmilyCarterS:** Sounds like @shivsingh is being just as awesome at #brandjo today as he was at #sbs2011. #sxsw
- 7:34 pm **joemsie:** RT @MyActPack: How and where to download Small Business Server 2011 as a Microsoft partner <http://bit.ly/g6nU87> #sbs2011 via @EricLigman #mapsp #mapdd
- 8:44 pm **awieber:** RT @dhinchcliffe: "It's more important to get people to culturally embrace social collaboration than which systems you use." - @jberoff #sbs2011
- 8:50 pm **adammonago:** Recovering from week on the road in Philly and Austin. Thoroughly enjoyed the Dachis Group Social Business Summit #sbs2011 #SXSW
- 9:06 pm **cpgpeople:** RT @HRBlueprints: RT @jeffdachis: "Only an empowered worker can serve an empowered customer" @jberoff @dachisgroup #SBS2011 #ed4good #AUS
- 10:43 pm **joshua_d:** ?@tribaltalk: RT @joshua_d 27 Insights On Social Business ? @DachisGroup Social Business Summit 2011 <http://t.co/LapOmyz>? (thxs!) #sbs2011

March 13, 2011

- 1:14 am **jeffdachis:** Social Business Summit 2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #SBS2011 #IBM
- 1:14 am **dachisgroup:** Social Business Summit 2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #SBS2011 #IBM
- 1:15 am **ritters90:** RT @jeffdachis: Social Business Summit 2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #SBS2011 #IBM
- 1:23 am **livioh:** RT @jeffdachis: #SBS2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #IBM
- 3:05 am **jimworth:** RT @jeffdachis: Social Business Summit 2011 Austin key themes captured by @rawn in @forbes <http://bit.ly/hehPQX> #SBS2011 #socbiz #e20
- 3:06 am **gautamghosh:** RT @jimworth: RT @jeffdachis: Social Business Summit 2011 Austin key themes captured by @rawn in @forbes <http://bit.ly/hehPQX> #SBS2011
- 3:16 am **vssupport:** RT @jeffdachis: Social Business Summit 2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #SBS2011 #IBM
- 3:41 am **TinoKuehnel:** true, more of my colleagues should be here to hear @themia: Dave Gray is talking about the connected company -oh music to my ears #sbs2011
- 3:42 am **AustenTX:** RT @jeffdachis: Social Business Summit 2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #SBS2011 #IBM

- 4:53 am **larsz:** RT @jeffdachis: Social Business Summit 2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #SBS2011 #IBM
- 7:44 am **sunilmenonin:** RT @gautamghosh: RT @jimworth: RT @jeffdachis: Social Business Summit 2011 Austin key themes captured by @rawn in @forbes <http://bit.ly/hehPQX> #SBS2011
- 10:02 am **christoph:** RT @jeffdachis: Social Business Summit 2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #SBS2011 #IBM
- 10:04 am **Annemcx:** RT @jeffdachis: Social Business Summit 2011 AUSTIN key themes eloquently captured by @rawn in @forbes <http://bit.ly/hehPQX> @dachisgroup #SBS2011 #IBM
- 1:10 pm **jaimefitzgerald:** RT @TimGasper: Twitter Recap from the Social Business Summit #SBS2011, <http://keep.la/gv1375> (via @equintanilla and @jimworth) #smm
- 2:01 pm **jaimefitzgerald:** RT @TimGasper: Twitter Recap: Social Business Summit #SBS2011, <http://keep.la/gv1375> (thanks @equintanilla @jimworth)
- 2:43 pm **KareAnderson:** Yes!: RT @GautamGhosh RT @jimworth RT @jeffdachis Social Biz Summit key themes captured by @rawn in @forbes <http://bit.ly/hehPQX> #SBS2011
- 4:18 pm **AustenTX:** Check this out! <http://shar.es/3D8Qg> #sbs2011 @davegray @dschisgrouo
- 4:31 pm **equintanilla:** ?@jaimefitzgerald: RT @TimGasper Twitter Recap: Social Business Summit #SBS2011 <http://t.co/qPFWVc4> (thanks EQ @jimworth)? you're welcome!