

A herd of white wild horses is captured in motion, running across a grassy field. The horses are in sharp focus in the foreground, with their manes and tails flowing. The background shows other horses and a hazy, open landscape under a bright sky. The overall scene conveys a sense of freedom and wildness.

“Wild horses couldn’t
drag me away.”

— famous Fortune 100 Top Employers quote from a real employee at a perk-heavy Silicon Valley bio-tech.

But my
peers
could.

Disruption of Social Networks

#1 driver of corporate disengagement in 2009

But, could
we use this
power to drive
engagement?

Using the the power of social networks to reshape our companies

Bernadette Nace | 215-982-4273

Debbie Slappey | 404-442-3134

Scott Turner | 215-982-4277

MERCER



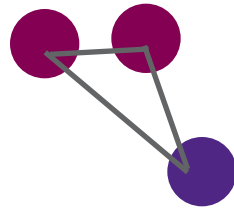
MARSH MERCER KROLL
GUY CARPENTER OLIVER WYMAN

What's
a social
network,
anyway?

Me

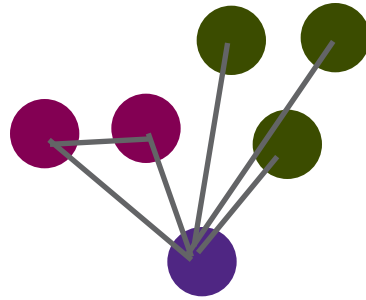


My direct social networks



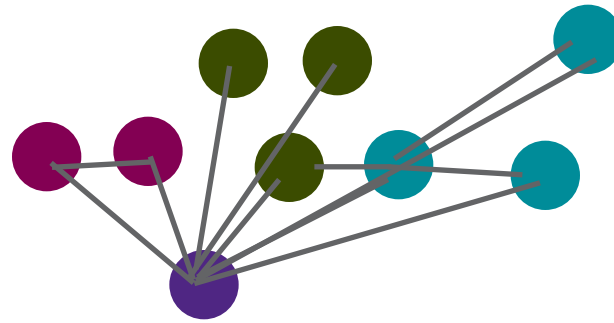
My wife and baby girl

My direct social networks/influence



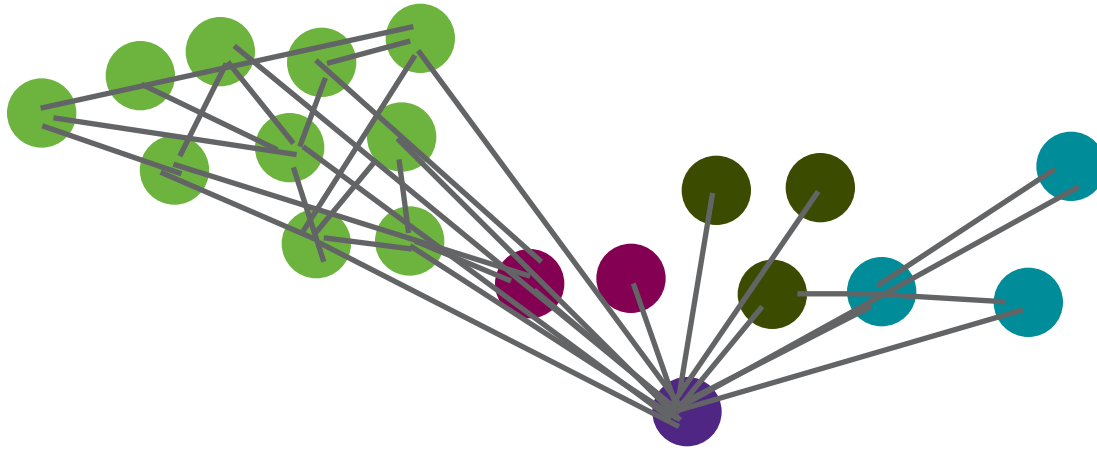
Add my brother, mom and dad

My direct social networks/influence



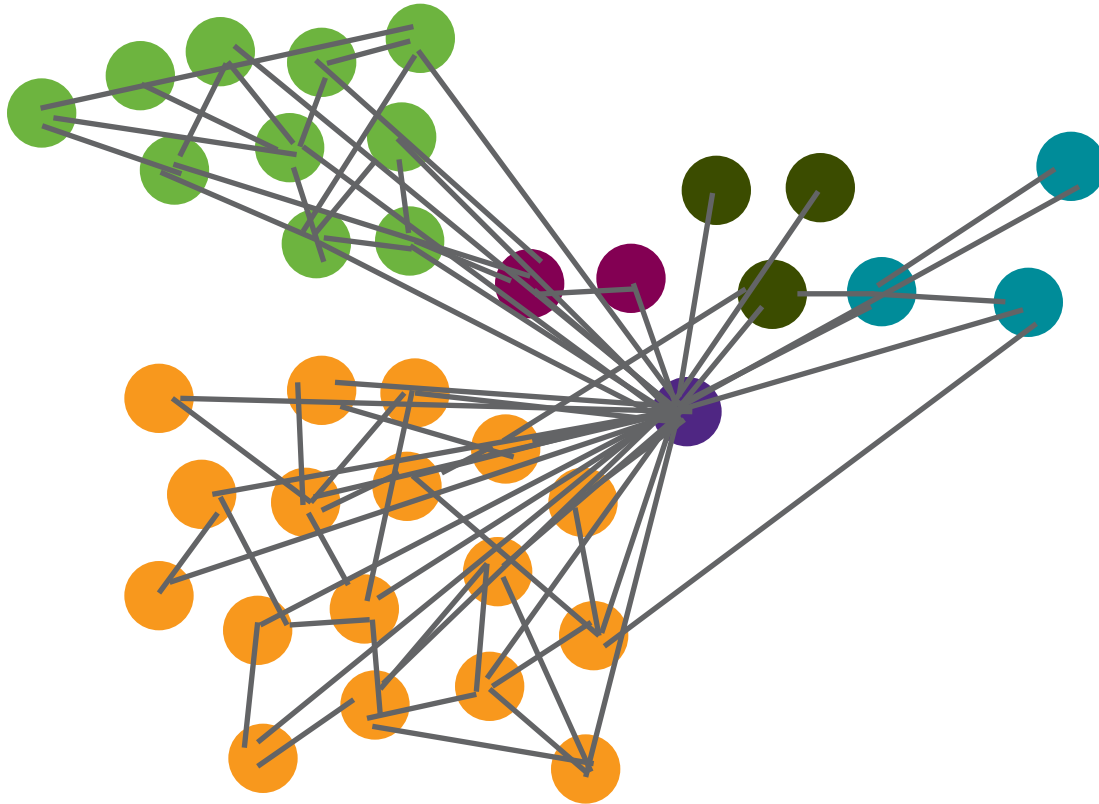
Add my brother's wife and her mom and dad

My direct social networks/influence



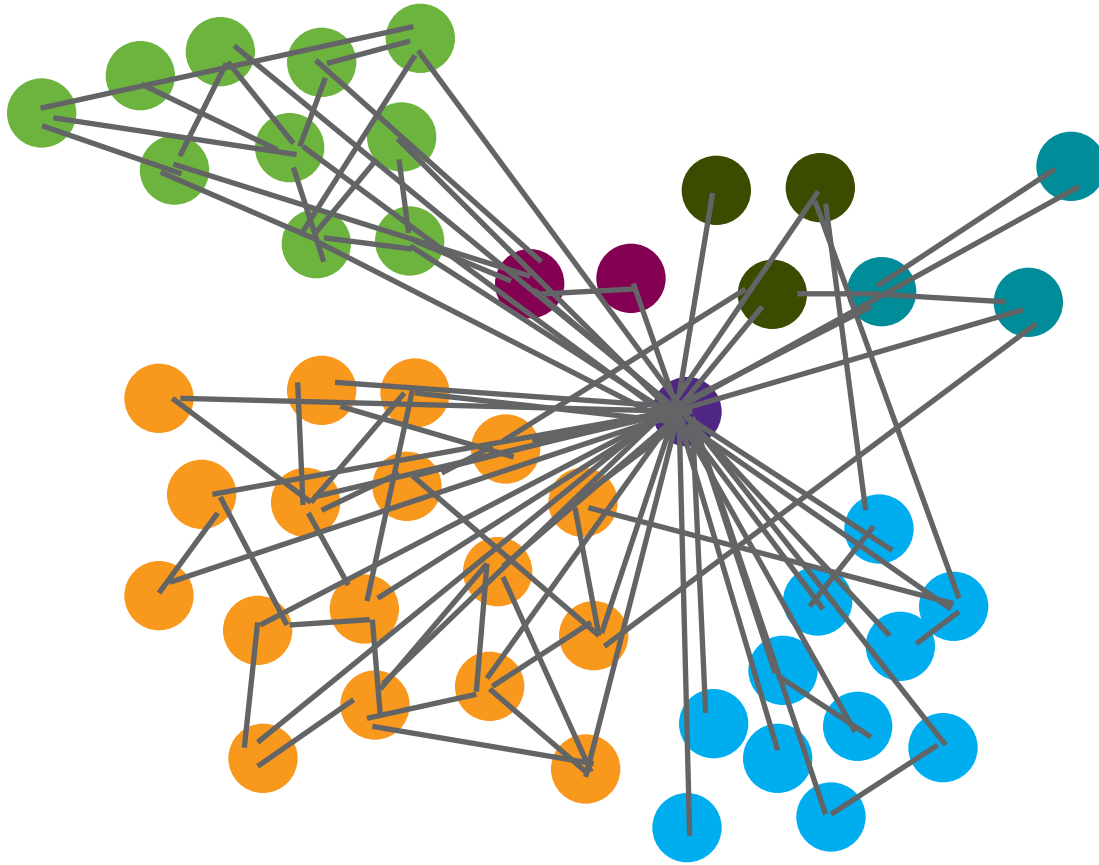
Add my wife's family

My direct social networks/influence



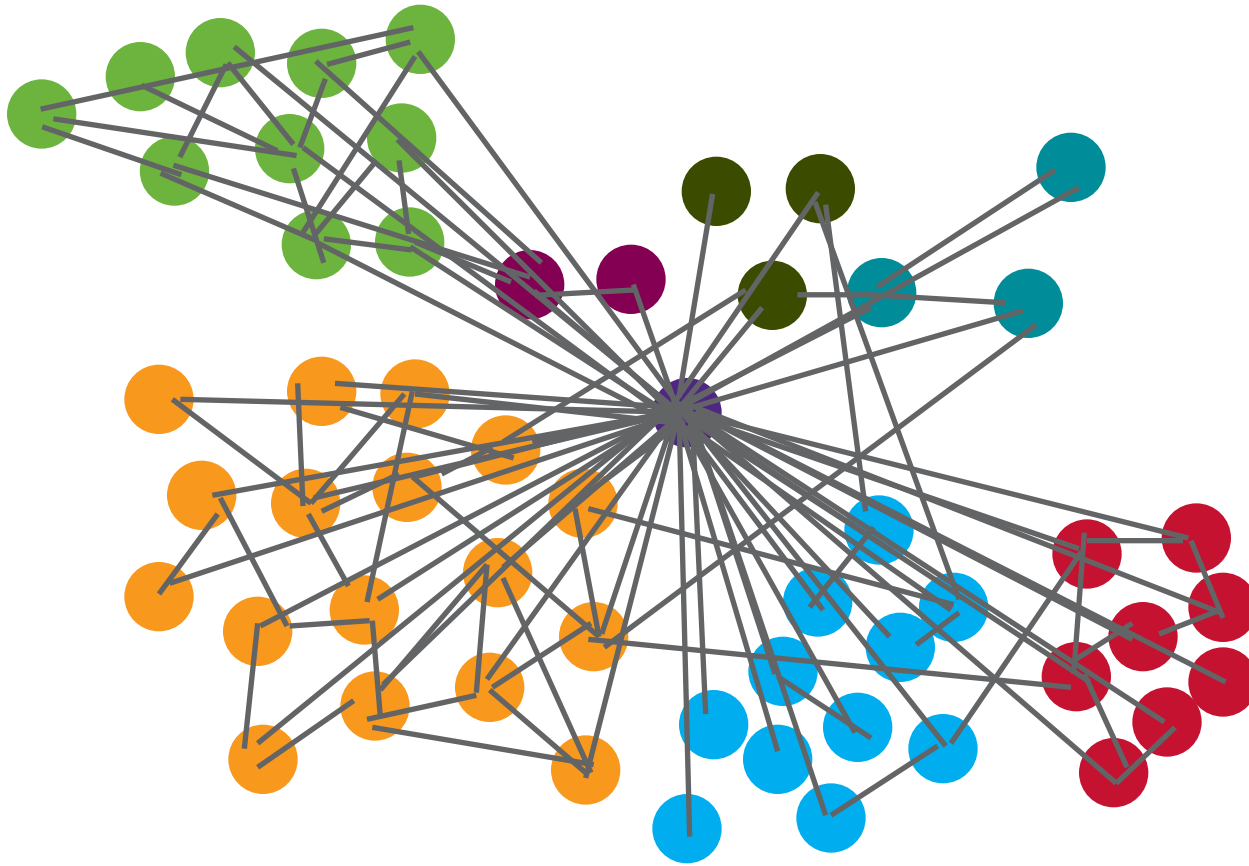
Add my work team

My direct social networks/influence



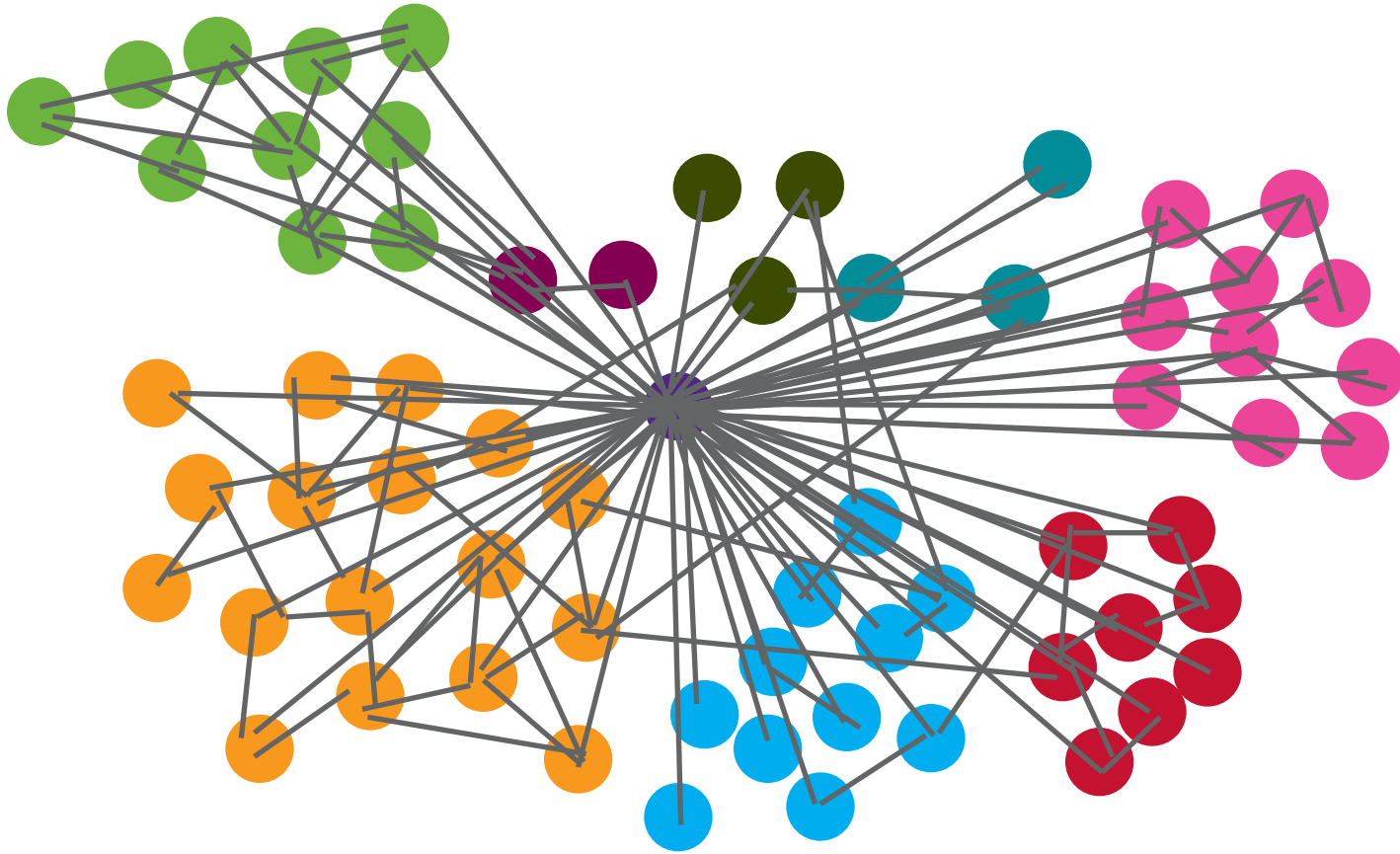
Add my soccer friends

My direct social networks/influence



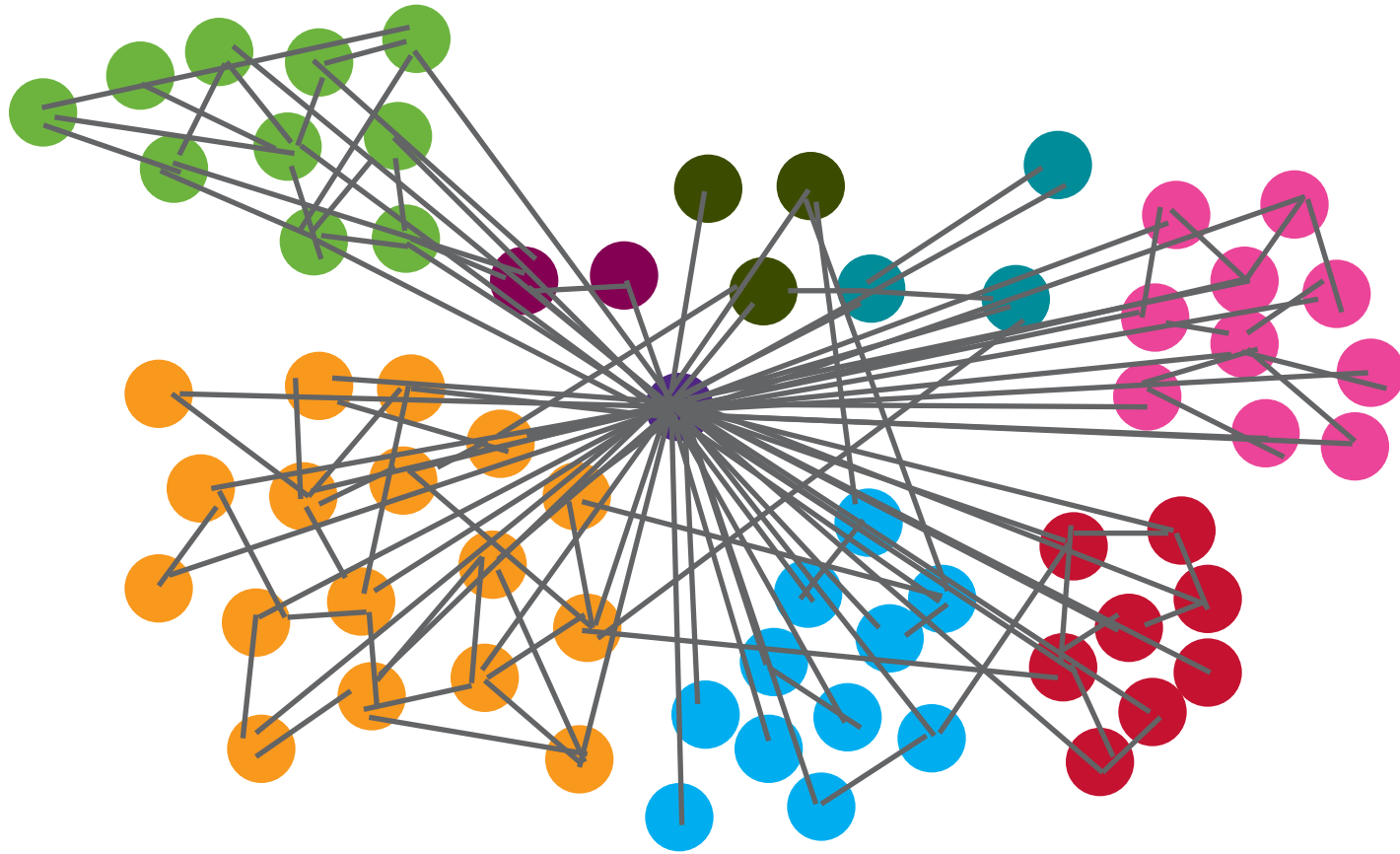
Add my happy hour mates

My direct social networks/influence

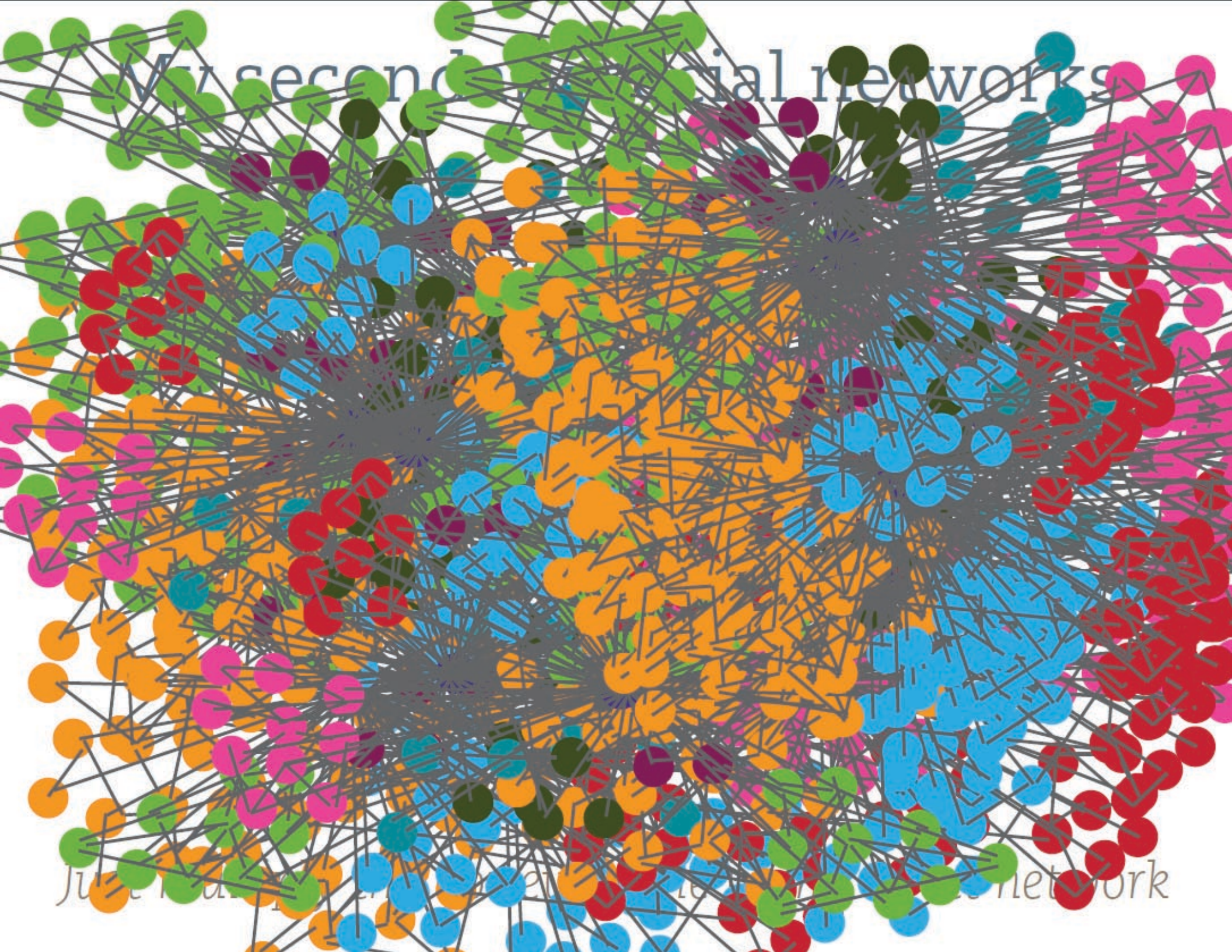


Add the people I work with at Habitat

My secondary social networks



*Just multiply this for everyone in my direct network
and you get something that looks like this...*

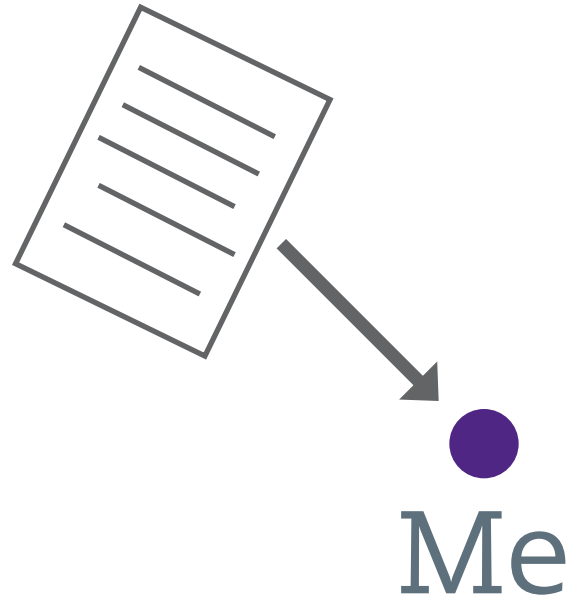


second-order social networks

July 1st, 2011, 10:00 AM, network

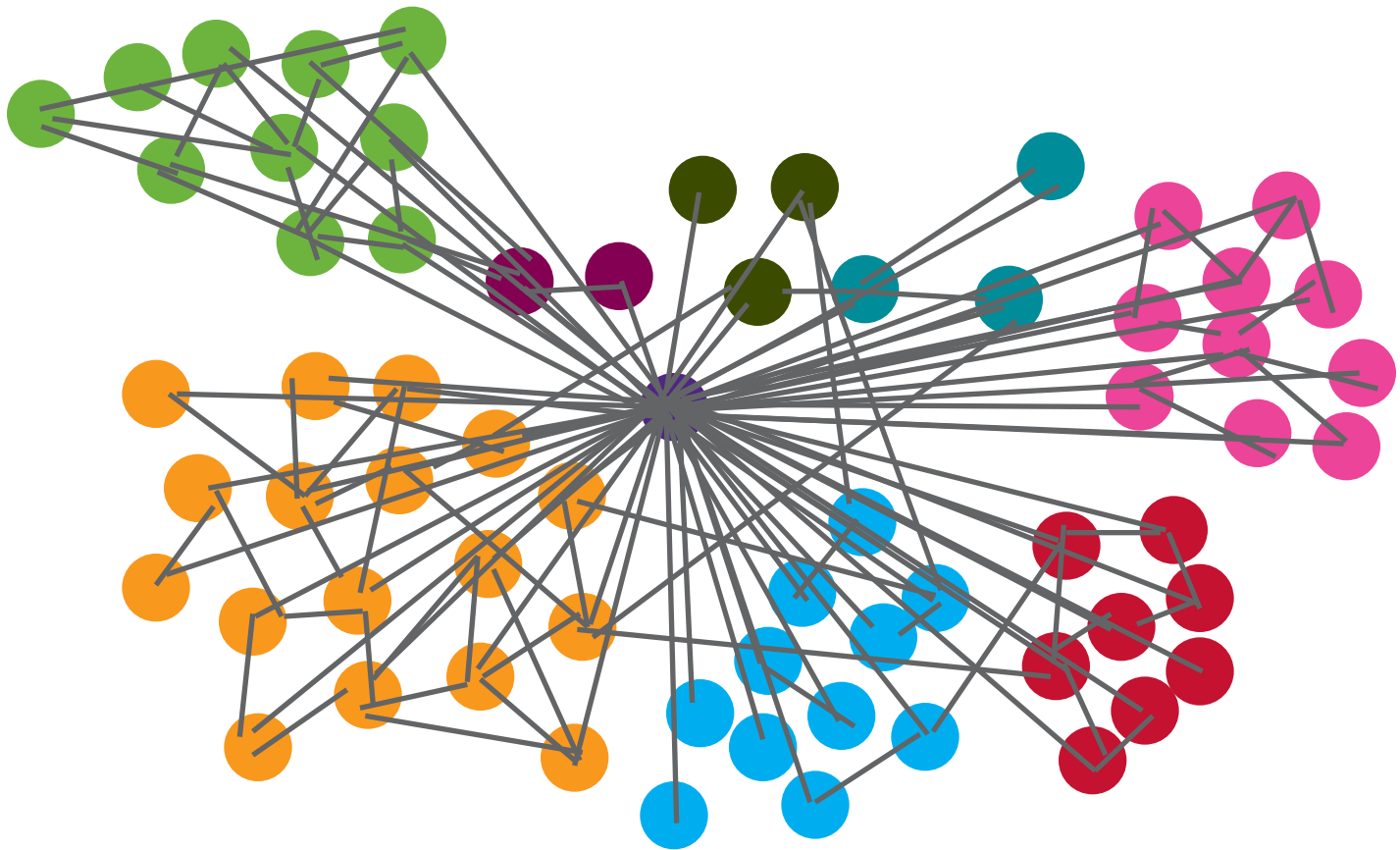
Why is this
important?

“Read this, get it, and start acting like _____”

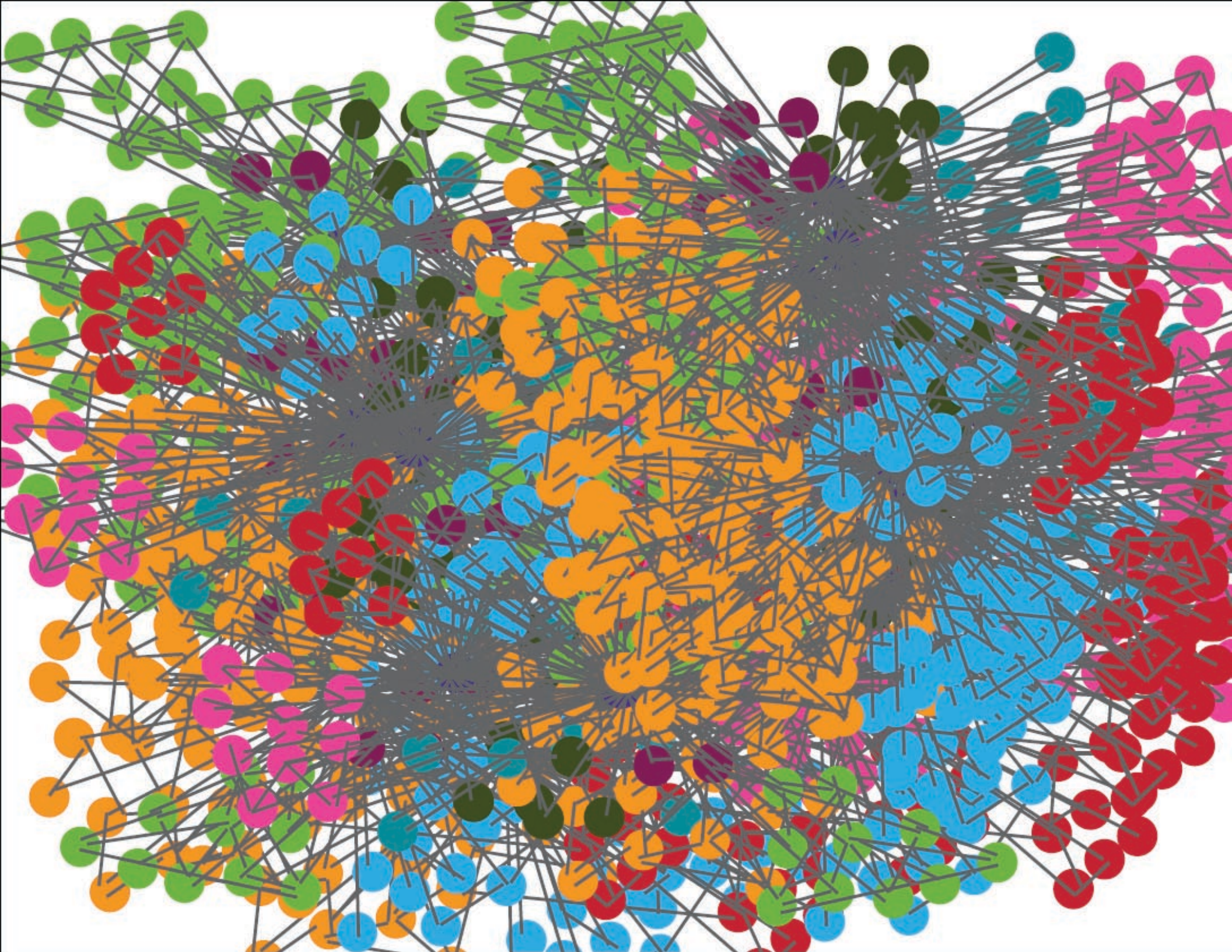


Because we're used to communicating to employees about desired behaviors (wellness, performance, engagement, saving, etc.) as if each individual were in complete control of his or her behavior.

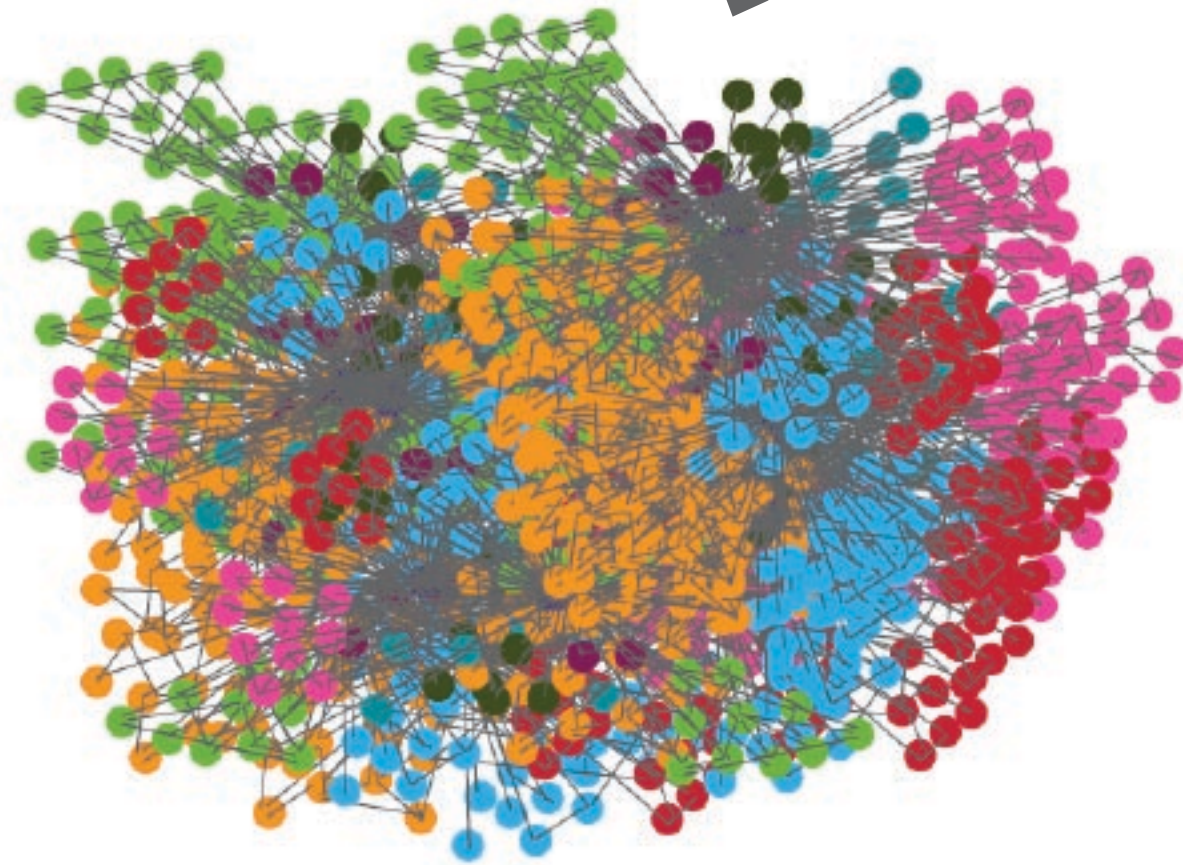
Wait, didn't we
just show that
I'm influenced
significantly by:



Let alone:



Do you think this stands a chance against that?



So, how can
we use this
knowledge and
new science to
our advantage?

#1: Your coworkers
can make you fat,
and they can also
make you fit

American Express



BBU



Our safety scorecard



Staying motivated
an interview with associate Maya Wilson

4. ATLANTA

View challenges & charities

Belong

Miles for SMILES



KIDS & FOOD GROUP

Launch

2 new posts



KNOW YOUR HEALTH

Launch app



#2: Your colleagues
can obscure your
career path, and
they can also
clarify it

Belong

Where you are here



Account Manager,
Northeast Region
Christine Silversmith

Our Core competencies

- Action-oriented
- Solid problem-solving skills
- Business savvy — understanding customer business issues

Our Leadership competencies

- Communicates well with customers
- Collaborates with team members

Management meter



Level 1: Manage a team of 1-2 people

Account Management community



[See all](#)

Where do you want to go?

Stay in My Role and Deepen My Skills

Move up to the Next Level

Change Career Path

Completely impact multifunctional processes and wireless supply chains. Dynamically engage business meta-services for market-d data. Collaboratively restore cross-platform users before client-centered manufactured.



Account Manager II

A day in the life



Presented by
Justin Irwin

Send a message:

SEND

Core competencies

- Action-oriented and results-driven
- Innovative problem solver
- Business savvy — knows what it takes to beat the competition

Leadership competencies

- Develops strong customer relationships
- Effective people leader
- Supports/encourages people development
- Articulates future vision

Average Time Needed to Master Competencies

12-18 months

Management Meter



Level 2: Manage a team of 5 -10 people

Current Openings (6)

- [Account Manager II](#)
- [Account Manager II](#)
- [Account Manager II](#)

Austin
Philadelphia
Ft. Lauderdale

Account Management II Community



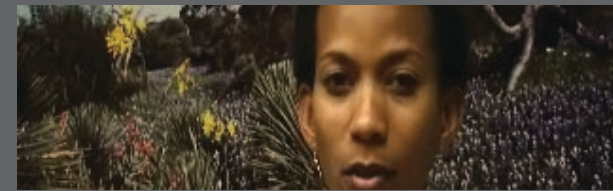
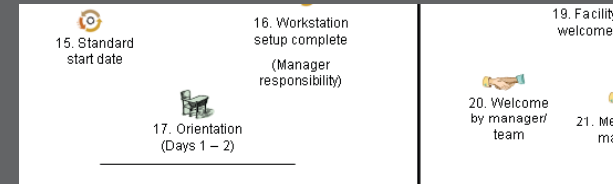
[See all](#)

How to get there:

ASSESS YOUR SKILLS

#3: Onboarding can feel tactical and impersonal or it can help people belong

Baylor Health Care System



#4: Fellow associates
can make you
hate leadership
or actually feel a
certain kinship
with your CEO

Belong

Silversmith

- Status: Sign up for Match workshop: Manager Communication Skills by 1/30/2010
- Set your 2010 goals & learning plan
- Meet with your direct reports to review your goals and learning plans

[Update my profile](#)

Your Current Position

Marketing Manager

[Review your competencies](#)

Plan Your Career

```
graph TD; MM[Marketing Manager] --> MD[Marketing Director]; MM --> PM[Project Manager]; MD --> AL[Account Lead];
```

[Explore your career options](#)

Open Jobs That Fit Your Profile

Dept: **Marketing**
Title: **Marketing Director**

Dept: **Information Technology**
Title: **Project Manager**

Dept: **Web Design Services**
Title: **Project Manager**

[Browse all open jobs](#)

Success Stories

- Bill Bolling: How I went from intern to director
- Sue Smith: Training got me where I am
- Jim Edwards: It's easy to change career paths
- Jill Jones: Look inward to find the right job

Our Company

[more](#)

President and CEO Stephen J. Hemsley Discusses Opportunities Presented by Health Care Reform

News

- New tool helps you chart your career at XYZ Company
- Celebrate accomplishments with instant ecard recognition
- XYZ leaders recognized in Profiles in Diversity Journal
- Living the Mission Award recipients announced
- Family scholarship applications due March 31, 2010

[More news](#)

Policy

- Tuition assistance
- Performance Management
- Severe weather guidelines
- Relocation policy
- Leaves of absence

[View all policies](#)

Career Coach

[more](#)

Communi...

GROUPS

- Marketing depart...
- Lunch and learn...
- Training scouts
- Tricks of the trad...

DISCUSSIONS

- Design do's and
- Marketing Dir. Ho...
- company
- Setting reasonab...
- What is success?
- How one career...

[More](#)

What If...

- I'm moving from
- I'm considering a
- work location
- I want to apply fo
- XYZ Company po
- I want to recogni
- job well done
- I need to request
- I am injured on t

[More](#)

APPS

- Online goal settin
- Sign up for learni
- Chart my future v
- Send a recognitio
- Apply for tuition

Final thoughts

- Web 2.0 is no longer news; it's embedded in our lives. What's new is finding out how to use it to promote the right behaviors.
- Increase employee engagement through user-generated content, commenting, rating, story sharing, challenges.
- Increase leadership visibility and accessibility with meaningful profiles and an approachable communications tone.
- Use video where and when you can.
- Keep it simple and keep it real.