Sharing Your Story in the Digital Age

Scott Henderson
March 31, 2010
A little about the guy in front of you.
It is wonderful to create.

Akira Kurosawa
Take Away #1
Media lives.
Media = Community.

Buy it. Earn it. Build it.
Cave painting, Lascaux, France, 15,000 to 10,000 B.C.
For 400+ years, printed materials were the cutting edge of marketing technology, and virtually the only way to reach a “mass” audience.
We believe in all this technology stuff.
We believe technology alone isn’t what matters.
Technology is only as good as the people it connects.
Take Away #2
Welcome to the Interconnected Age
We are in unprecedented times...
“When the rate of external change exceeds the rate of internal change, the end of your business is in sight.”

Jack Welch,
Former Chairman & CEO, GE
2009

1 Billion

3.3 Billion
Bright, Shiny
LIGHT
INTIMACY
IMMEDIACY

VELOCITY
self-organized SWARMS
The Reset 
BUTTON
Take Away #3
Leadership, culture, and structure need to align.
“The best way to have an open-door policy is not to have a door in the first place.”

Tony Hsieh, Chairman & CEO, Zappos
Big day! Email I just sent to Zappos employees today about the Amazon acquisition -
http://blogs.zappos.com/ceo...
Take Away #4
Great ideas and powerful stories are the answer.
Where budgets are falling...
Everyone is overwhelmed with brands, messages, and options.

(You will see more than 4,000 ads today.)
Story anchors facts.
Story evokes emotions.
Story inspires action.
Take Away #5
You don’t own or control the message.
Your brand lives in the minds of others.
Nestle

United Airlines
14 months
Two Global. One Local.
250+ cities.
All volunteers.
$1,100,000.
Best practices.

• Be real
• Be realistic
• Be passionate

• Be transparent
• Be creative
• Be connected
Be real.

- Authenticity = Trust
- Find like-minded partners
- Opportunism rarely goes unpunished
Be realistic.

- You can’t make anything “go viral”
- Some people just don’t care about you
- Some people do
- Those people will help you find others like them
Be passionate.

• If you won’t bleed for it, who will?

• Long-term commitments

• Anticipate criticism and skepticism
Be transparent.

• What are you getting out of this?
• Treat every person like an investor
• What are your plans for the future?
• No secrets, no surprises
Be creative.

• You don’t have to follow the template

• Think BIG

• Stand apart from the noise

• Where you’ve been ≠ where you’re going
Be connected.

• It’s all about people

• Leverage relationships in new ways

• Seek out ideas and leadership

• Social media allows breakthrough ideas to spread
Best practices.

• Be real
• Be realistic
• Be passionate

• Be transparent
• Be creative
• Be connected
An Example
Poet Laureate Shares Creative Process Virtually
March 26, 2010 by Matt Raymond

(The following is a guest post by my colleague Donna Urschel.)

Did you ever wonder how the literary giants create their work? Does it just pour out of them effortlessly? Or is there some sort of magic trick?

On April 1, master poet Kay Ryan, the 16th Poet Laureate of the United States, will provide us with a peek into the creative process during a videoconference with community college students.

She will show how one of her poems, “The Other Shoe,” developed through 10 drafts. She also will reveal her sources of inspiration, and will talk about what happens when you rewrite.

Ryan will show there are no magic tricks to masterful copy; it’s all in the rewriting. No fooling!
The Library of Congress' photostream

Paris fashions (LOC)


No known copyright restrictions

Uploaded on Mar 26, 2010

3 notes / 4 comments

Taft and Hibben -- Princeton (LOC)


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Uploaded on Mar 26, 2010

1 note / 5 comments

Madison Ave. Methodist Church (LOC)

Huerta and cabinet (LOC)
Opening the iTunes Store.
If iTunes doesn’t open, click the iTunes application icon in your Dock or on your Windows desktop.

The Library of Congress: 2008 National Book Festival Podcast
By Library of Congress

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.

Podcast Description
The 2008 National Book Festival podcast covering author interviews and highlights. The National Book Festival, organized and sponsored by the Library of Congress and hosted by First Lady Laura Bush, will be held on Saturday, Sept. 27, 2008 on the National Mall in Washington, D.C., between 3rd and 7th streets from 10 a.m. to 5:30 p.m. The festival is free and open to the public.
Email
Word of Mouth
Traditional
Are. Not. Dead.
Questions?
Resources.

http://www.olc.org/marketing/

http://themwordblog.blogspot.com/

http://www.libraryjournal.com/article/CA6698259.html
Resources.

http://www.olc.org/marketing/

http://themwordblog.blogspot.com/

http://www.libraryjournal.com/article/CA6698259.html
Keep learning!

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