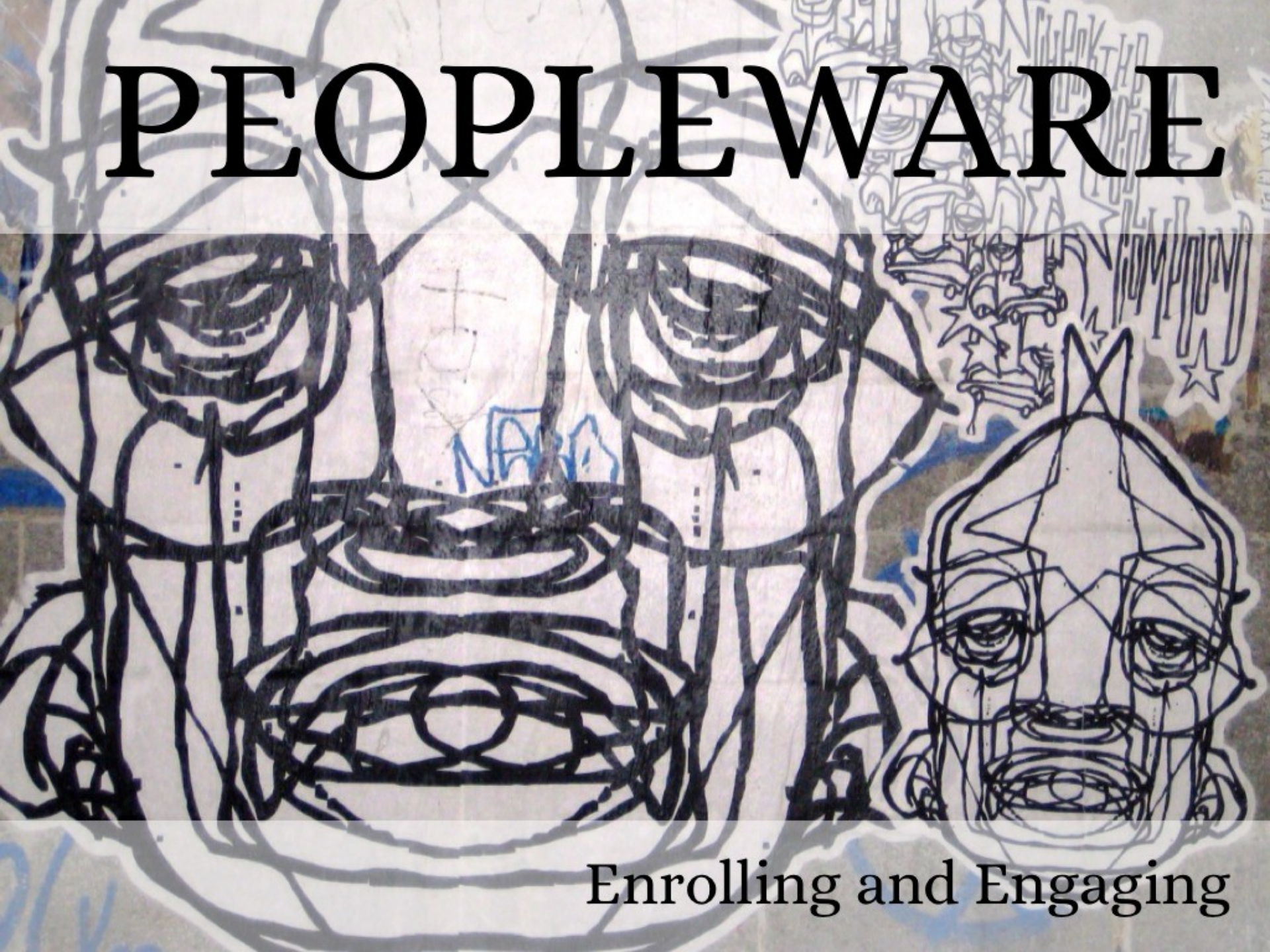


PEOPLEWARE

The background of the slide is a complex, layered abstract artwork. It features several stylized faces, some with large, expressive eyes and wide, toothy grins. The faces are rendered in a sketchy, hand-drawn style with thick black outlines. There are also various scribbles, lines, and shapes scattered throughout the composition. In the upper right corner, there's a small cluster of faces and a star. In the center, there's a faint blue scribble that looks like the word "NANA". The overall color palette is muted, with a lot of black, grey, and off-white, and some hints of blue and pink.

Enrolling and Engaging

SOCIAL CONTRACTS

A photograph of three people sitting around a table in a dimly lit room. On the left, a person with glasses and a dark shirt has their hands clasped, looking towards the center. In the middle, another person with glasses and a dark sweater is looking at a laptop. On the right, a third person is seen from the back, wearing a dark sweater. The table is cluttered with a laptop, a water bottle, a bowl of snacks, a container of pens, and some papers. The background is dark and out of focus.

Tapping into industry resources

CO-CREATION



Designing the social interaction



SERIOUS SOCIAL NETWORK

Communities of practices



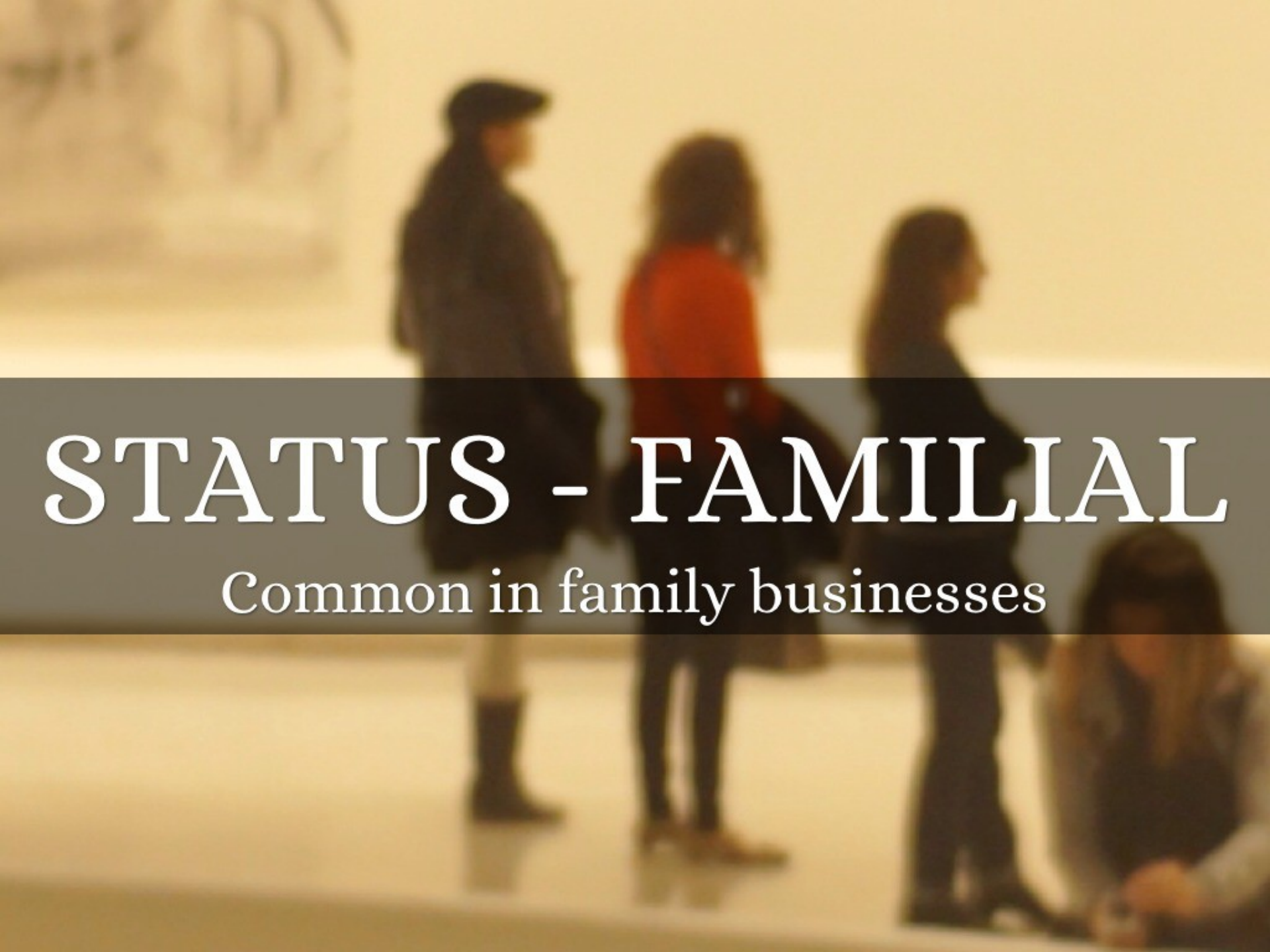
Partnering for global sourcing/distribution

CO-OPETITION

SOCIAL CAPITAL



Networking by giving value, then convert later

A blurred background image showing several people in a gallery or museum setting. The lighting is warm and golden, suggesting an indoor space with large windows or artwork. The figures are out of focus, emphasizing the text overlay.

STATUS - FAMILIAL

Common in family businesses



Hierarchy - corp & gov't

AUTHORITY

A photograph of two men standing outdoors at night. The man on the left is wearing a dark jacket and a black beanie, smiling. The man on the right is wearing a dark jacket with a light-colored scarf, also smiling. In the background, there are blurred city lights and a building with horizontal blinds. A semi-transparent dark band is overlaid across the bottom half of the image, containing white text.

Peer merit drives the new economies

REPUTATION

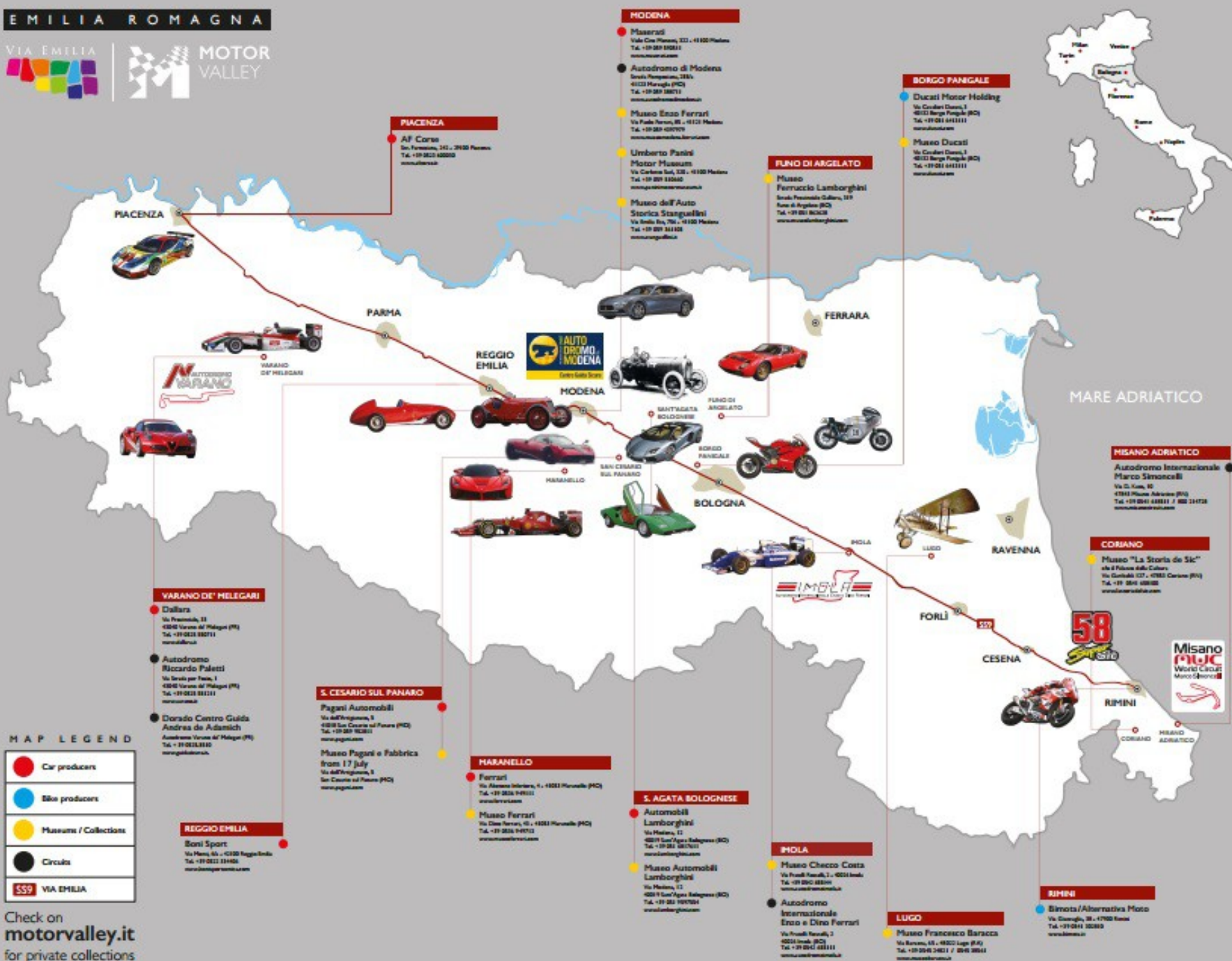




MAP LEGEND

	Car producers
	Bike producers
	Museums / Collections
	Circuits
	VIA EMILIA

Check on
motorvalley.it
for private collections



Create a Personal Branding **PITCH**

EXAMPLE 1

I AM *Ray Garcia*

A *tech entrepreneur*

WITH *25 years OF innovation experience.*

I *launch venture firms* **TO** *grow globally.*

EXAMPLE 2

AT *Buoyant Capital*

WE *provide funding* **FOR**

emerging market companies **BY** *making
private investments in high-growth public companies.*

“we foster entrepreneurship globally”

LINKEDIN

- Profile
- Groups
- Commenting
- Posting
- Opportunity seeking

Create a Social Profile

List 3 people in your area of expertise you can call on for expertise.

List 3 people in business areas that you need to use as resources.

List 3 people that you can help.

List the industry associations, conferences, trade shows that are valuable for your industry sector.

List the locations of the industry cluster regions in each part of the world that are business relevant.

Resource base

List the following for each resource

- Met how? Gender, Context of Interaction,
- Years Known, Topic of Conversation
- Resource or Helped – When and for What

List 3 scenarios where you can access your customer segment

List 3 events where you can find customers, suppliers, and resources

Social Design

Complete your LinkedIn profile and make the connections with your network.

Review your business model and find what resources are missing.
How will you find and access them?

Where will you find your co-founder, business partners, team?

How do you plan to use your personal brand to enroll others as your resources?

Design a Social Strategy

pick 3 techniques and use them



Creating the Team

Find the Sales person.

Right size the staff.

Under-staff and Outsource everything

Energy and talent over experience.

Get evangelist, believers, mantra speaker

Startups require people who act.

Hire function over form

Find help within your network