THE TECHNOLOGY IN OUR LIVES

6 DISRUPTIVE TECHNOLOGY
8 THE RIGHT SELECTION
12 WHAT BRANDS SHOULD DO ON SOCIAL MEDIA

This leadership guide is powered by Leaderonomics. Log on to www.leaderonomics.com to download this week’s pullout.
NE of today’s vainest of guilty pleasures is our follower count or the number of likes we get on social media. Don’t pretend a chill doesn’t run down your spine when your “likes” reaches a new high or someone new follows you. We can’t help it, it’s just the times we’re in.

While it’s often seen as shallow or self-indulgent to chase followers and likes—as a modern business or brand—there is value in follower count. In the age of the Internet, followership impacts how expansive your reach is and how far your message spreads.

The main reason a brand is followed is because people like the brand and also wish to keep abreast with the latest updates on the brand and its promotions, products and services.

So simply, a brand needs to be likeable and attractive to consumers in order to amass a large follower count. The question, as always, is: How?

THE SCIENCE OF SOCIAL MEDIA

Here are a few research-backed ways according to Rutgers University, Nielsen Researchers, and Korea Advanced Institute of Science and Technology (KAIST) researchers, and social media analytics company, Beevolve:

1. KEEP IT UPBEAT

Users respond to positivity and are more likely to follow an account that is uplifting and gives out good vibes.

2. STAY CONNECTED

Create a consistent, dependable strategy so you stay fresh in people’s newsfeed and the “explore” section. Users appreciate when you maintain a flow as it makes them feel more familiar and connected to the brand. Conversely, be mindful to not spam with multiple posts, consecutively. Schedulers like Buffer can make managing posts easier.

3. BE AN EXPERT

Your social media platforms are reflective of you as a brand and your posts and strategies reflect how good you are as a company. So be authentically great at what you do. Being top of your industry means people will be inclined to keep up with your company and lifestyle. Keywords like author, expert, founder and official are powerful tools for growing followership.

4. INFORMERS VS ‘MEFORMERS’

Meformers: Users who post social media updates, predominantly self-related.

Informers: Users who post updates that predominantly share pertinent updates and information. When it comes to brands and follower counts, informers > meformers. So, keep your posts relevant to your brand and align yourself as an informer to users.

5. WE ALL GET FREEBIES!

Who doesn’t love free stuff? Add giveaways, discounts and freebies as a compliment to your content strategy and branding. Users follow brands for their goods and services.

Louisa likes to be liked! Share your fav social media tools with her at louisa.allycyn@leaderonomics.com, to understand the impact of social media on your organisation through our “Social Media and Online Public Relations” training module, e-mail us at training@leaderonomics.com for more information.
LEGO® SERIOUS PLAY®

ARE YOU BOGGED DOWN BY ISSUES, CHALLENGES AND CONSTRAINTS?

PLAY LEGO®! Seriously.

At Leaderonomics, we pride ourselves in helping organisations remove constraints — from your business model concerns to structural/process issues to culture and leadership challenges, that hinder high performance.

Leaderonomics brings you Lego® Serious Play®, a facilitated meeting, communication and problem-solving method that will enable your organisation to gain clarity on the challenges and come up with unique solutions to remove these constraints.

Every single participant will be fully engaged in the process of reinventing your organisation to greatness.

These special sessions are conducted by world-renowned facilitator Joseph Tan and his *kulil, Roshan Thiran.*

Contact us today at training@leaderonomics.com to schedule a free consultative session with Joseph Tan to explore Lego® Serious Play® for your organisation.

www.leaderonomics.org
By Christine Deakers
editor@leaderonomics.com

WHEN it comes to giving a good speech, the tale is often how little you know whether you’re standing in front of investors, customers, or your team. It’s the whole idea of ‘Dead tree thinking’ of thinking too much about what you’re going to say. Indeed, for the average person the true test is not how much you know when they speak, but how much you don’t know when they speak.

Nancy Duarte, the world’s leading expert on presentations and the author of the New York Times bestseller, “The Craft of Presentation,” has spent her career helping people communicate better. She has appeared on the cover of Fast Company, Inc. and The Economist. According to Forbes, her company, Duarte is the world’s leading presentation services agency.

Duarte’s new book, “Narratives,” is a how-to book for storytellers. It was inspired by her previous work on presentations, but the book is aimed at a new audience: Those who are not professional presenters but need to communicate better in their everyday lives. The book teaches you how to turn your ideas into compelling stories that captivate and inspire your audience.

Nancy’s story starts with her childhood. Her father was a speechwriter for the city of Chicago, and Nancy often accompanied him to his work. She learned early on about the power of stories to connect with people and create change.

Nancy’s career began in journalism, where she worked as a city hall reporter in Chicago. She later moved to Silicon Valley and became the go-to expert in presentations for the Valley’s biggest players—before they even knew they needed her. Her clients included Apple, Google, Facebook, and Twitter.

In an interview with Leaderonomics, Nancy shared some insights about her path to becoming the world’s leading expert on presentations.

**What made you decide to pursue a career in presentations?**

Nancy: “I’ve always been interested in the power of stories to connect with people and create change. My father was a speechwriter for the city of Chicago, and I grew up listening to his stories. When I moved to Silicon Valley, I saw how much better companies were communicating with their teams and customers. I wanted to help them tell their stories better.”

**What is your approach to creating compelling presentations?**

Nancy: “I believe that the key to creating compelling presentations is to understand your audience and tailor your message to them. My approach is to start with the story—the human story behind the idea—and then build the presentation around it. The story is the foundation, and everything else must support it.”

**What are some common mistakes people make when giving presentations?**

Nancy: “The most common mistakes people make when giving presentations are: 1) not understanding their audience, 2) not tailoring their message to them, 3) not telling a story, 4) using too much data, 5) not using visual aids effectively. The key is to understand your audience and tell a story that resonates with them.”

**How can presenters overcome these challenges?**

Nancy: “First, you need to understand your audience. Who are they? What do they care about? What do they know about your topic? Once you understand your audience, you can tailor your message to them. Second, you need to tell a story. People connect with stories. The story should be compelling and relevant to your audience. Third, you need to use visual aids effectively. Visuals can help you communicate your message more clearly and effectively. Fourth, you need to use data effectively. Data can be powerful when used correctly, but it can also be overwhelming. The key is to use data to support your story.”

**What do you think is the most important aspect of a presentation?**

Nancy: “The most important aspect of a presentation is understanding your audience and tailoring your message to them. Without a deep understanding of your audience, your presentation will fall flat. The key is to understand your audience and tell a story that resonates with them.”

**What advice do you have for presenters who are just starting out?**

Nancy: “My advice for presenters who are just starting out is to start with your story. The story should be compelling and relevant to your audience. Once you have your story, you can build your presentation around it. Use visuals effectively to support your story and use data to reinforce your points. The key is to understand your audience and tell a story that resonates with them.”

**What do you think is the future of presentations?**

Nancy: “The future of presentations is more immersive and engaging. People are more connected to their devices than ever before, and they expect presentations to be more interactive and engaging. The key is to use technology to create more immersive and engaging experiences.”

**What do you think is the most important thing people can learn from your book?**

Nancy: “The most important thing people can learn from my book is the power of stories to connect with people and create change. People connect with stories, and the key is to understand your audience and tell a story that resonates with them.”
The term is enough to set business leaders reeling either in anticipation or fear. Is the possibility that someone might reign over your success a bad thing?

By RUBA NACKERAN

A UNICORN of Flight of the Right, James J. Stein and Ralph C. Seder said, “Change is hard because people underestimate the value of what they have—and overestimate the value of what they may gain by doing without that.”

If you were wondering, no—I have not read the book where the quote is pertinent to what I have written about this article is about, myself as well as my own experience, personal and professional.

Disruptive technology

The term may or may be correct to you but we all have no stranger to such innovations. Created in 2009 by Clayton Christensen in his book “The Innovator’s Dilemma”, disruptive technology means any innovation that either creates a demand in a market which does not exist [yet] or is one that caters for the lower end market and slowly makes its way up to the masses.

Either way, at the heart of it all, a disruptive innovation creates something new (the technology) while disrupting something old (an existing market). And the market, as we know, is a fluid one with companies that could create a demand where there is none or cater to a market which is currently non-existent.

Here are a few examples of disruptive technologies that have altered the market in the last decade:

PRACTISING DISRUPTIVE INNOVATION, AND SUCCEEDING

Today the prevalent is imminent on companies from various industries to stay relevant and ahead of their peers. They’re seeing disruptive destructive of Goliaths such as Samsung to iPhonos or Apple to the Macbook. In 2007 by controlling 45% of the Japanese market.

The shutdown of Nokia—due to the opening of doors created by competitors such as Apple and Samsung—a year later was painful not only for the company but also for the Indian region which has seen more than 1,000 reimbursements or customers. Years later the software company bought over Nokia.

So what should businesses do to prevent such a trap? The problem is that businesses may lack to protect their cash cow. As the drive to create new products and services continues, the latter tends to be the one that yields a higher rate of success. The former, however, is a child of two friends from Ecuador and Malaysia, is an app that gives you all the information about what’s going on in your area. Most fitness apps these days require the user to manually key in information such as surroundings, gyms, partners, etc.

Kaleon on the other hand, which is all in its developmental stages, simplifies this process. If the app has a violence factor or sets a complex barrier to prevent competitors from emulating a similar app, there’s a high chance that it will succeed over other nutritional apps. But if it doesn’t create or sustain the demand, it could simply fade away.

Businesses leaders ought to ask themselves, are they innovating fast enough before the next wave arrives?

Innovation

Consequences of not being able to adapt is the issue of the hour. But what about the landscape that has been revolutionising the mobile handset market. The latter tends to be the one that yields a higher rate of success. The former, however, is a child of two friends from Ecuador and Malaysia, is an app that gives you all the information about what’s going on in your area. Most fitness apps these days require the user to manually key in information such as surroundings, gyms, partners, etc.

Kaleon on the other hand, which is all in its developmental stages, simplifies this process. If the app has a violence factor or sets a complex barrier to prevent competitors from emulating a similar app, there’s a high chance that it will succeed over other nutritional apps. But if it doesn’t create or sustain the demand, it could simply fade away.

Businesses leaders ought to ask themselves, are they innovating fast enough before the next wave arrives?
THE RIGHT SELECTION

A MAN’S GUIDE TO FOOTWEAR ESSENTIALS

By JOSHUA DESMOND
editor@leaderonomics.com

WHILE thinking about what I could focus on this time, I realised the last few articles were a little bit more skewed towards the female perspective, which led me to focus on this. There’s not a lot of freedom when it comes to men dressing up at the workplace. We’re usually stuck with the same styles but in different variations, and kicking it up a notch usually requires careful attention to details and addons to make your outfit pop.

There are a few ways men can spice up their outfits to avoid looking like they came out of an evil corporate factory and one of those ways is through the right shoe selection—or as the title says, selection.

Now unless you’re a sneakerhead, you probably won’t see the need to spend on multiple pairs of shoes, especially when you only have one pair of feet to put them on and this leads to just settling for a pair that you use every day of the week until you have no choice but to get new ones.

However, having shoes in different styles to suit different ensembles can bring a breath of fresh air to your outfits and turn heads with every step.

Here are a two types of shoes that I believe every guy should have in his arsenal of footwear along with tips on how you can match them with the right outfits and occasions:

**BROWN BROGUES/WINGTIPS**

These guys are versatile. Pair them with that navy or grey suit or those indigo denims on casual Fridays. They bring extra detail to your outfit, making you stand out amongst the sea of clones—who are almost certain to stick to their go-to black shoes every day of the week. Also, the designs on these brogues give an added touch to the details making it hard for your steps to go unnoticed.

**BLACK CAP TOE OXFORDS**

If your brogues are the yang, the black Oxfords are your yin. They go hand in hand. While lacking versatility, a pair of black cap toe Oxfords made with good quality leather add a premium touch to your outfit especially for occasions like black-tie events, fancy office events or even big meetings and presentations. It’s hard to miss a well-polished pair of Oxfords, especially when paired with well-tailed suits.

Honestly, with these two pairs, you’re good to go. Also, check out monk straps. They are a great addition to the dress shoes collection and perfect when you want to spice things up a little. Great for both formal and semiformal attire.

**BOOTS**

Personally, this is my favourite category. For that added style factor, I like to go against tradition and pair my formal outfits with boots. Most would say for a formal setting, dress boots work best but I think with the right idea and styling, casual boots like Dr Martens or Red Wings work really well. Not to mention, when worn with denims, they make you look real bad-ass. Think Sons of Anarchy.

But bear in mind, the limit is big-no-no for black- or white-tie occasion or anytime you’re in a three piece.

Additionally, you can add to the boot collection with a nice pair of desert boots or chukkas for those casual Fridays. They go really well with a pair of skinny or slim fit jeans paired with a buttoned-up shirt or plain T-shirt.

THE WHITE PAIR

Don’t be mistaken. loafers aren’t the same as boat shoes. Loafers are more formal while boat shoes allow for versatility be it when you dress up or dress down. Loafers are a great alternative to brogues or Oxfords.

**THE WHITE PAIR**

Another pair of ideas for shoe styles and pairing ideas that will give you a whole new take on shoes at the workplace.

Don’t go overboard though. You don’t want to get shoes that scream for attention because they can take attention away from your outfit and it’s not necessarily a good thing. Follow fashion influencers on Instagram too. Many of them do really well in terms of styling for the workplace. I hope, with this, you will realise that you don’t have to go about your work days in such a boring fashion. Next one: HEELS!

**YOUR FIRST STEP INTO THE RIGHT PAIR**

Before I end this, I’d like to leave you with one other tip: Download Pinterest! A wealth of ideas for shoe styles and pairing ideas that will give you a whole new take on shoes at the workplace.

**THE WHITE PAIR**

Guys, if you don’t have a pair of “white kicks”, go and get one NOW. They’re not only super stylish and versatile, they’re a must-have. A clean pair, matched with jeans or khakis, will definitely get you looks. It’s up to you whatever design you’re going for because white just works. They may be understated but they do stand out.

**TRAINERS**

Add variety with a pair of trainers like Nike Roshe shoes, Adidas WMNs or the countless hyped up sneakers currently in the market. But be careful, there are “trainer” trainers and there are trainers that sacrifice functionality for style. So just because they’re decent to run in, don’t use them for sports. Separate your sports sneakers from your show-off sneakers.

Like this article? Follow us @Leaderonomics on Facebook, Twitter and Instagram.
THE NEW FOUNTAINHEAD OF MALaysian START-UPS

How Start-Ups Can be Ignited by Everyday People

The average Malaysian is savvy in detecting scams, and it is common for someone to snap into high alert mode when presented with something unfamiliar. Who are you? Who do you represent? Why should I trust you, especially since you’re not an established name in the industry? Opening a communication channel to lay out all your cards is very important when crowdsourcing in Malaysia.

There is a cultural fear of “losing face” ingrained in many Asian countries, and this could explain why some start-ups choose to shun excessive publicity. What if the crowdsourcing effort turns out to be a flop? However, investing the effort in working out a right balance between exposure and privacy can give you the upper hand when compared to other start-ups, who continue to extensively muddle their crowdsourcing pursuits.

3 Tailor Your Outreach to Your Target Crowd

Even though it’s technically “crowd” sourcing, what really matters is the exposure and privacy can give you the upper hand when compared to other start-ups, who continue to extensively muddle their crowdsourcing pursuits.

More time will need to be diverted for customised, in-depth solutions, or a multitude of perspectives which can be further developed. People may often think that by keeping crowdsourcing messages general, they can cast a wide net and attract more responses. In reality, this is not much different from gold miners who squat arduously panning the dust, sporadically coming across a single precious nugget.

Well-meaning amateurs with an interest in the industry often come forth with their thoughts. While this is heartening to see for fledgling start-ups, it should be kept to feedback sessions and not crowdsourcing attempts. More time will need to be divested into sifting through the multitude of ideas, and this puts an unnecessary strain on manpower.

On the other hand, a well-structured search that defines the problem at the relevant level will unearth diamonds in the rough—appropriate, employable ideas which your start-up can actually consider. Different sectors of crowdsourcing targets include professionals, aspiring professionals, amateurs, and customers. Depending on how much weight your start-up places on experience, talent, diversity, and enthusiasm, customising your message to the chosen sector will bring you closer to a successful crowd-sourcing attempt.

Will Crowdsourcing Be Effective for Your Start-Up?

Whether you seek industrial acumen or manual undertakings, the magic of crowdsourcing lies in numbers. The mediocrity makes people work for them; but the truly successful one makes people want to work for them. Crowdsourcing largely draws people who are compelled to step forward because their motives are in sync with your start-up’s aspirations. Therefore, you’ll be relieved to learn that the ultimate key to unravelling the process is actually something all can achieve—knowing the needs and wants so that you can form rudimentary human connections.
**Connecting Malaysia in the Digital Age**

By SANDY CLARKE
editor@leaderonomics.com

At the turn of the millennium, a report by American University described Malaysia as one of the most advanced countries in South-East Asia with regard to the country’s telecommunications network.

Access to mobile communications has increased substantially over the past 15 years, thanks, in part, to the emergence at the beginning of the last decade of firms including Maxis, Celcom, Digi, and Time.

The rise of such companies put an end to the monopoly—held prior to 1995—by the largely state-owned Telekom Malaysia (TM); however, TM remains the dominant provider, retaining over 90% of the market share.

Nevertheless, the advent of competition has meant “lower tariffs and improved service quality,” and saw a significant rise in the number of subscribers from 872,000 in 1995 to 5.5mil in 2000.

Fast forward to 2014, and a report by On Device Research acclaimed Malaysia as being “miles ahead of the pack” in comparison to its more populous neighbours such as Vietnam, the Philippines, and Indonesia.

Heavy investment by the Malaysian government in world-class infrastructure has led to “high Internet penetration, a growing e-commerce industry and typical-for-Asia high social media usage.” The key findings reveal an impressive trend in the development of Malaysia’s telecoms industry, and offer an encouraging forecast of what’s to come.

**AHEAD OF THE PACK**

Due to the focus of investment and development in the country’s telecoms industry, Malaysia appears not only to be heading in the right direction in the digital age, but is leading the way and setting an example for other south-east Asia nations to follow.

Of the more lucrative benefits gleaned from the telecoms evolution, businesses are seeing a population that has taken strongly to online purchasing, with savvy Malaysians frequenting large daily deal and e-commerce sites.

The number of hours spent on the Internet each day sees Malaysia dwarfing other Asian countries, with an average of 3.1 hours compared with Indonesia (2.5 hours), Hong Kong (2.1 hours)—also the world average), Singapore (two hours), China (1.9 hours), Vietnam (1.7 hours), and Japan (one hour).

As reported by On Device Research, “E-commerce revenues (excluding services) were US$840mil in 2013 and Japanese giant Rakuten who launched in Malaysia less than two years ago estimates this to increase to US$330mil in 2017.”

In BuddeComm’s Malaysia-Telecoms, Mobile and Broadband report (Evans, 2015), it alludes to the building of an advanced telecom sector as being central to Malaysia’s objective of being ranked as a fully developed nation by 2020.

Playing a pivotal role in the cultivation of an advanced telecom sector is the implementation of mobile broadband, which has provided a considerable boost in terms of accessibility, consumer reach, commerce and communications.

On the development of broadband, the report states: “With an effective combination of fixed and mobile broadband, household broadband penetration in Malaysia had reached 72% by mid-2015, according to the MCMC (Malaysian Communications and Multimedia Commission).

“The long-awaited surge in Internet demand had arrived, this happening after a period of slower than expected development. Fibre-based broadband services are expanding rapidly and started to impact the market, at the same time DSL (digital subscriber line) numbers were flat or in decline.”

Some other key points from BuddeComm point to the continuing trend of development within Malaysia to ensure it maintains its pace ahead of the pack:

- Malaysia’s population of 30 million had a mobile penetration of 145% by early 2015.
- After a slow start following launch, next generation mobile services (3G, 3G+, 4G) are having a big impact on the mobile and Internet markets in Malaysia.
- Since the issue of 4G/LTE licences at the end of 2012, the operators have been working to maximise population coverage with this platform.
- The key indicator broadband household penetration had surged to 72% by mid-2015 (Note: This figure included both fixed and mobile access services).
- The MCMC’s target of 75% household broadband penetration by 2015 appears within reach.
- The building of a National Broadband Network is well under way, with Telekom Malaysia implementing a rapid roll-out of the government-sanctioned High-Speed Broadband (HBB).
- As well as building an open network, Telekom Malaysia was also signing up subscribers to its own Unifi fibre-based service.
- The Asia Pacific Gateway (APG) undersea cable launch was pushed back to early 2016.
- The MEASAT-3b satellite was launched in September 2014.
- Growth in Malaysia’s fixed-line services was in decline, with national fixed-line penetration having fallen to around 12%.

Source: BuddeComm

**FOOD FOR THOUGHT**

Some other means for businesses in Malaysia? In a 2014 article by businesscircle.com.my, Google Malaysia’s managing director, Sajith Sivanandan, urged business leaders to adapt to the evolving world of e-commerce or risk losing out on lucrative revenue streams as a result.

Noting the opportunities for businesses, he said that Malaysians “love the Internet and their smartphones, and the combination of these two trends is what sets it apart from the world,” but warned, “This is a massive wake up call to any business in Malaysia without a mobile-optimised site or app... this is no longer a viable approach.”

As we draw towards the Malaysian government’s development deadline of 2020, it appears to be the case that businesses need to play their part in making use of the country’s telecoms infrastructure in order to help Malaysia reach its status of a developed nation.

According to the various reports and their findings, the means—and an eager market—are certainly available for businesses to take full advantage of the opportunities the telecoms industry has to offer.
THE ONE WAY WE SHOULD ALL BE LIKE THE BEATLES

By JEFF HADEN
editor@leaderonomics.com

YOU have an idea. It’s new. It’s different.

You’re psyched. So naturally you start to share your idea with other people...and suddenly everyone’s a critic.

Your friends hate the idea. Your family hates the idea. (Theoretically) knowledgeable and experienced people hate the idea.

And, understandably, you let their opinions stop you from pursuing your dream.

That’s not too bad—that’s incredibly bad.

Granted it’s natural to look for input when we need to make decisions—and even if asking for advice doesn’t come naturally, the business world trains us to actively solicit opinions, bounce ideas off other people, and run our ideas up proverbial flagpoles in order to harness the amazing brain power of the crowd and make awesomely incredible decisions. (Or something like that.)

But if your idea is genuinely new, other people—all of whom instantly become critics—at best won’t like it and at worst will devil’s advocate it to death.

(Keep in mind, I’m not saying I haven’t done the same.

Imagine if years ago you said, “Hey, I’m thinking of putting water in plastic bottles and selling it. What do you think?” I would have looked pointedly at the faucet, looked at you, looked back at the faucet...and then probably gone full McEnroe on you. Who in the heck would ever pay money for water in a bottle?

Turns out, hundreds of millions of people are happy to. So yeah, all too often I turn “critic.”)

HOW TO TRULY BE UNIQUE

If you want to be different—if you want to achieve differently than other people—the only opinion that truly matters is yours.

When you make the decision, everything rests on you: your vision, your passion, your motivation, and your level of commitment.

#1 When you ask for feedback, ask for data, not opinions. Input from other people is useful, but only if you see their input as data points and not opinions. Ignore everything that isn’t data—warnings, cautionary tales, and well-intentioned but poorly founded advice—since you already know all those things anyway.

#2 Then evaluate the data. Data analysis is easy when opinions are stripped away. Make a pros and cons list. Apply sensitivities. Above all, be objective.

#3 Then decide how strongly you still believe in your idea. Analysis will only take you so far, especially since critical thinking tends to steer decisions towards conventional wisdom.

FOOD FOR THOUGHT

Remembers, an innovative product only looks like a sure thing in hindsight. Twitter only makes sense in hindsight. Spanx only make sense in hindsight. The emergence of any new industry only seems inevitable after it has emerged.

And that means someone believed when everyone else did not.

If you believe when others don’t—and if at least some of your belief is based on objective analysis and not just instinct—then go for it. Start a business. Enter a new market. Take a chance on a new product. Go for it.

No matter what other people say.

No matter what the “smart” people say.

Granted, you may not turn out to be The Beatles...but you will never achieve any of your dreams if you don’t at least try.

THE USA WELCOMES THE BEATLES

The same thing happened with The Beatles. Looking back, they seemed destined for success, but hindsight is always 20/20.

Here’s just a sampling of what some of the leading critics had to say when The Beatles first came to the United States in 1964:

The Beatles are not merely awful. I would consider it sacrilegious to say anything less than that they are godawful. They are so unbelievably horrible, so appallingly unmusical, so dogmatically insensitive to the magic of the art that they qualify as crowned imposter popes went down in history as ‘anti-popes.’ —The Boston Globe

The big question in the music business at the moment is, will the Beatles last? The kids are that, in the words of one letter-writer, they’re too hot not to cool down, and a cooled-down Beattle is hard to picture. It is also hard to imagine any other field in which they could apply their talents, and so the kids are that they will fade away, as most adults confidently predict. —Newsweek

“Don’t let the Beatles bother you. If you don’t think about them, they will go away, and in a few years they will probably be bald...and teenagers go ahead and enjoy your Beatlemania. It won’t be fatal and will give you a lot of laughs a few years hence when you find one of their old records or come across a picture of Ringo in a crew cut.” —The Boston Globe

June 25 is Global Beatles Day and it celebrates the influence they have brought into this world, not just with their musical sounds but through their promotion of peace and love, of truth and youth, and of the expansion of human consciousness. At Leaderonomics, one of the values that we strongly advocate is Empowerment. Just like the Beatles, we want to empower people so that they have a voice and access to a platform to make a difference. Log on to www.leaderonomics.com to know more about us.

Like this article? Follow us @Leaderonomics on Facebook, Twitter and Instagram.
5 Things that Brands Should be Doing on Social Media

BE REAL
One of the most important things a brand should do on social media is to be real. You’ll need to truly represent your brand’s personality to your audience. Ask yourself, if your brand were a living person, who would he or she be? How would they speak? What would they wear? What car would they drive? These questions help put into perspective the tone of voice for the brand on social media. It also helps to "humanise" your brand, thus, making your brand more relatable.

Never try to be someone you’re not. Your audience will see right through you and you will be eaten alive by the vigilant trollers. Just imagine, wouldn’t it be weird if you get up one day and CNN (Cable News Network) starts tweeting funny one-liners and “yo’ mama” jokes?

BE CONSISTENT
Where brands tend to go wrong is they forget to create a clear direction or strategy for their social presence. In fact, some brands simply hire interns to run and manage their social media accounts. Not that there’s anything wrong with that, but interns come and go but brands need a clear and consistent communications strategy and voice.

Investing in an individual who solely runs and manages their social media communications will not only give you great returns but also not only give you great returns but also help build a relationship with your customer. It is best that you understand right from the start — whether you like it or not — it will also be a customer care platform. So make it a place where your customers can ask or tell you anything and they will always hear back from you.

CONTENT
While brands see social media as a marketing platform, people hate being marketed to on social media. They see it as an invasion of their personal space. Where most marketers go wrong is when they try to force their traditional marketing strategy on social media. Well, if it works on television, it should work on YouTube right? Wrong!

On average, a person is served up to 1000 social media notifications a day. If you don’t know how to respond in a timely manner, you could act fast enough, you could be facing a full-blown social media crisis which makes it even more important to have an experienced person handling the page so they know how best to respond in a timely manner.

Your brand’s social media page should not be limited to sharing your latest promotions or a platform to upsell your latest product to your consumer. It is best that you understand that your page is a place where your customers can ask or tell you anything and they will always hear back from you.

WHERE BRANDS TEND TO GO WRONG IS THEY FORGET TO CREATE A CLEAR DIRECTION OR STRATEGY FOR THEIR SOCIAL PRESENCE.

HOW TO?

The best way to describe social media for brands is a nutshell. Your brand can remain relevant by staying in the now. Things on social media change so quickly that it can be both exciting and a little nerve-racking at times.

If you see something that is relatable to your brand, you’ll need to hop on it and execute immediately. There’s no room to go back and forth, hold five different management meetings and then present the idea to the chief executive officer for approval before posting it up. If you’re going to do something, make sure it is not “yesterday’s news.”

One local brand that has constantly done this right and well is Nando’s. They’ve managed to build a reputation as the “go-to” digital brand by always staying current with their digital marketing strategy.

PARTING THOUGHTS
Having been in the media industry for the past ten years, the one thing I can say for certain is that social media has effectively changed the media landscape across the globe. Small businesses are no longer held back by large marketing budgets of the big brands and with the right strategies, your brand building efforts are bound to pay off in the long run.