The Power Within

Creating Eminence as a Brand With Thought Leadership

@AndrewGrill
Global Managing Partner, IBM Social Consulting

#SocialSerendipity



Andrew Grill @AndrewGrill · 15 Jan 2011 **Arrived San Francisco**



View translation

FAVORITES













3:50 AM - 15 Jan 2011 · Details













Antony McGregor Dey @antonymd · 15 Jan 2011

@AndrewGrill I didn't know you were in SF we should all grab diner with @Miker & @jamespearce you're here till Mon?







. . .



Andrew Grill @AndrewGrill · 15 Jan 2011
@antonymd Yes staying at the Mark Hopkins



FAVORITE

1



10:02 PM - 15 Jan 2011 · Details

em·i·nence

/'emənəns/ ◆)

noun

fame or recognized superiority, especially within a particular sphere or profession.
 "her eminence in cinematography"
 synonyms: fame, celebrity, illustriousness, distinction, renown, preeminence, notability, greatness, prestige, importance, reputation, repute, note;

A thought leader can refer to an individual or firm that is recognized as an authority in a specialized field and whose **expertise** is sought and often rewarded.



Myths, exaggerations and uncomfortable truths

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Presented by IBM





It's not what you know. It's not who you know. It's who knows what you know.

@jkhoey





Social media is the best piece of market research you NEVER commissioned



How did social media improve your purchase decision?

4 We felt more confident

that we had the information to make our decision

55%

We felt more comfortable

with the expertise and credibility of our vendor

54%

3. We had more satisfactory options

46%

Source: IDC Social Buying Study, February 2014
For all respondents, n=760



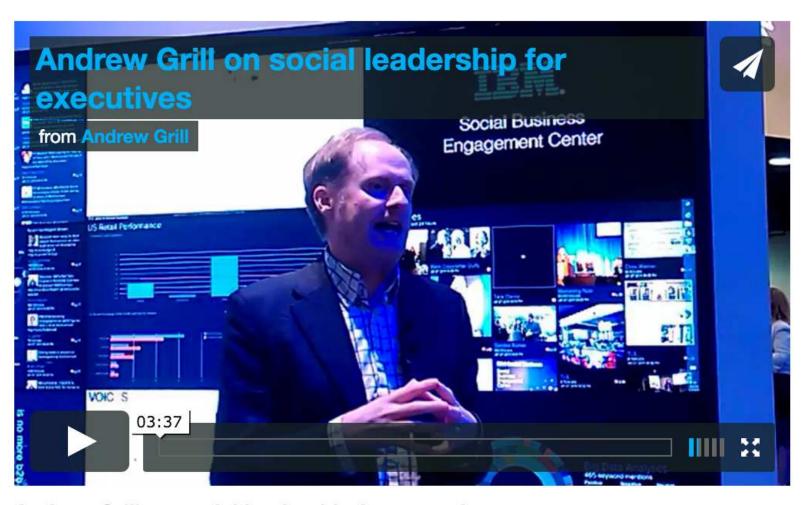
"online social networks play a vital role in the purchase process of 84% of the most senior B2B buyers"



Pam Rebecca @rebeccapam · 31 Jan 2014

Good tips, thx Andrew. RT @AndrewGrill: at #IBMConnect speaking to @JimClaussen: how to be a social executive @IBM social.bz/exec"

V Vimeo



Andrew Grill on social leadership for executives



Pam Rebecca @rebeccapam · Jan 30

@AndrewGrill, I'm writing a story for @ANZ_BlueNotes on how social is something business can't ignore. Be great to hear your thoughts?







0.00



Susan Slocum and 1 other Retweeted



Paul Edwards @pgtedwards · Mar 23

Super session today with @AndrewGrill - another wow moment on social, social biz, data insight @rebeccapam @olivia_willee @scslocum

RETWEETS

FAVORITES

5

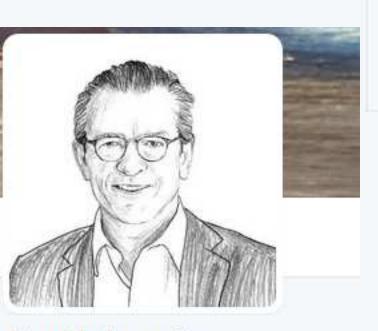








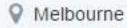




Paul Edwards

@pgtedwards FOLLOWS YOU

Group GM Corporate Communications at ANZ. Down time - contemporary art, the odd drop of wine, travel. Publisher of ANZ BlueNotes bluenotes.anz.com



Joined June 2011



Andrew Grill @Andrew Grill - Jul 28

Great to catch up with @pgtedwards in Sydney to talk all things #socialbusiness always enjoy your insights Paul

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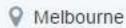
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0.00



Paul Edwards @pgtedwards - Jul 28

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Thanks @AndrewGrill sorry it couldnt be longer. Great discussion - big companies need an enabling culture to maximise the social opportunity

RETWEET













6:23 AM - 28 Jul 2015 - Details







Hide conversation

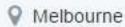
Reply to @pgtedwards



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Paul Edwards @pgtedwards - Jul 28

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RETWEET

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Reply to @pgtedwards



Andrew Grill @AndrewGrill - Jul 28

Totally agree @pgtedwards see you again on my next trip.













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How to get digital in your company's DNA

TECHNOLOGY AND INNOVATION



Global Managing Partner, IBM Social Consulting

Published

17 August 2015

Ask yourself this question - is digital in your company's DNA? If the answer is 'no' or even 'not really' then this story is for you.

The issue of digital literacy on boards is something I have been passionate about since the turn of this century. Some 14 years ago, I delivered an impassioned plea to a lunchtime audience of mostly senior executives in Sydney to take the issue of "ecommerce" seriously.

The talk explored how to find themselves digital mentors who could help "navigate them through the e-commerce minefield".

Fast forward to 2015, and we no longer talk about "e-commerce" (it is simply commerce). However, the issue of digital literacy remains, in my opinion, a much more important issue than it was back in 2001.

In 2015 it has the ability to affect the stock prices of publicly listed companies in the short to medium term if left unchecked.

In my position with IBM, I am fortunate to travel the world and speak to the most senior of our clients about social business, digital transformation and collaboration.

"Digital disruption is not just around the corner, in many industries it is already here."

Andrew Grill Global Managing Partner, IBM Social Consulting





Hi Andrew! I was just wondering if by chance you are in Australia on December 8. We are holding a BlueNote debate with CEO Mike Smith on "Is social media destroying the business hierarchy" Event is at 5.30pm and would love to have you on the panel. Here's hoping! Amanda Gome

Sep 1



The festive season is looming and to thank you for supporting us this year we're celebrating with double the festive cheer: not one but two CEOs, the outgoing Mike Smith and incoming Shayne Elliott.

Catch up with both and a veritable platter of experts for what promises to be a lively – and no doubt unnerving for some present – BlueNotes debate: "Is social media killing the powerful business hierarchy?"

Arguing the affirmative is our own Mike Smith alongside Twitter CEO Karen Stocks. And tackling the negative is Andrew Grill, global managing partner IBM Social and Heidi Mason, top recruiter of the powerful business hierarchy in her position as executive director, Russell Reynolds Australia.

So is social media blowing holes in the citadel of corporate power? You decide as moderator Andrew Cornell will be taking your questions from the floor before calling for a vote.

Join our executives, media colleagues and BlueNotes partners for a real celebration in an increasingly virtual world as we say thanks for a multi-award winning 2015.

What: The BlueNotes end of year debate and Christmas drinks

When: Tuesday 8th December, 5.30pm-8.30pm

Dress: Business attire

Where: Upper Ground Floor Conference Suites, ANZ Centre, 833 Collins Street, Docklands



@AndrewGrill