

# 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

**5**



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?



1



**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

/ˈemənəns/ 

*noun*

1. 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

*The real story behind Millennials in the workplace*

**#BrandAdvocates**







**The art of selling...  
without a sales pitch**

DADDY, INSTEAD OF A STORY,  
CAN YOU READ ME SOME  
BRANDED CONTENT?



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Insights, news, and analysis for the cloud community.




Presented by **IBM**




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technology




A billion reasons  
you want to encrypt  
your data



Continuous  
learning in the era  
of cloud



3 characteristics of  
an effective cloud  
developer



SoftLayer helps  
Czech nonprofit  
Tichý svět aid  
hearing impaired

**It's not what you know.**

**It's not who you know.**

**It's who knows what you know.**

**@jkhoe**









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





# How did social media improve your purchase decision?

1.

**We felt more confident**

*that we had the information to make our decision*

**55%**

2.

**We felt more comfortable**

*with the expertise and credibility of our vendor*

**54%**

3.

**We had more satisfactory options**

*available to us*

**46%**

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



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**“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](#)"

 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?



1







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

3

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](http://bluenotes.anz.com)

📍 Melbourne

🕒 Joined June 2011



**Andrew Grill** @AndrewGrill · Jul 28

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



1



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**Andrew Grill** @AndrewGrill · Jul 28

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



**Paul Edwards** @pgtedwards · Jul 28

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

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6:23 AM - 28 Jul 2015 · Details



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**Andrew Grill** @AndrewGrill · Jul 28

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

👤 🔄 ⭐ 2 📊 ...

# How to get digital in your company's DNA

## TECHNOLOGY AND INNOVATION

**Andrew Grill**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 "e-commerce" 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 8<sup>th</sup> December, 5.30pm-8.30pm

**Dress:** Business attire

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



**You've just watched a 20 minute ad for IBM**

**@AndrewGrill**