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SOCIALUTIONS

Management Methods for The Social Era

Management methods of the past must change in order to survive the social era. This book examines the issues and illustrates the new management methods required to succeed

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Socialutions
Management Methods for the Social Era
E-Book Edition

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Socialutions: Management Methods for the Social Era

This book introduces the breakthrough management methodology of *Socialution***s** as the premier innovative management methodology to be employed by businesses. This methodology changes the way businesses are run and how innovation is captured by addressing social media technology and incorporating customer input in the development of products and processes.

Adopting Socialutions as a methodology means that people, communities, and organizations will leverage technology to interact with one another for the purpose of solving problems. Socialutions will enable and necessitate individuals to work collaboratively to create new solutions to old paradigms of communications, and to interact without boundaries and with limitless reach.

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In addition, we thank the users of social media who continue to push and empower us to comment on, develop, implement, and enhance continual technological and systemic improvements in the social media space.

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Chapter 1

What Is Socialutions?

The social web represents people interacting, seeking and finding solutions to problems, information, and career opportunities in a new organized structure. The fluidity and dynamics of this structure change all the old rules and paradigms of problem solving.

To understand this new dynamic, we must define it using a combination of words from our established dictionary.

The Wiktionary defines the term "solution" as:

1. An act, plan or other means, used or proposed, to solve a problem.
2. The act or process of explaining or proposing an approach to solving a problem. (business)
3. A homogeneous mixture, which may be liquid, gas or solid, formed by dissolving one or more substances. (chemistry)
4. The answer to a problem. (mathematics)
5. Satisfaction of a claim or debt. (law)

The word social has come to mean many things but the basic definition is:

1. Characterized by, or inclined to living together in communities
2. Of or relating to the structure, organization, or functioning of society.
3. Something worked out to explain, resolve, or provide a method for dealing with and settling a problem.

We have coined a new word, "**Socialutions**" and defined it as *people, communities and organizations leveraging technology to interact with people for the purpose of solving problems; the act of working together with others to create new solutions to old paradigms of communications and interaction without boundaries and with limitless reach*.

This definition best defines the new paradigm of problem solving and finding innovative solutions through social exchanges. Socialutions redefines organizational and institutional methods used previously to manage people and groups as well as customers and suppliers.

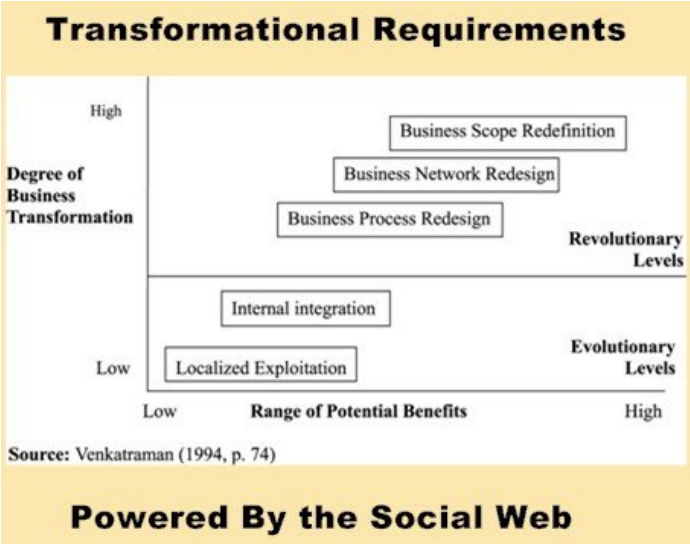
When a new method or paradigm is introduced, the old methods and mindsets must be thrown out in order for the new method to be truly optimized. Optimization of knowledge comes from the collaboration of many, and wisdom can come from the crowds or swarms. Yesterday'ss solutions to customer service, product development, human resource management and a host of other traditional organizational processes are being turned upside down and inside out.

For those who are currently using pre-social media management methodologies, in order to adapt and flourish in the new paradigm they must understand the dynamics, the tools, and the methods of Socialutions. Otherwise, any attempts to leverage the new paradigm by forcing it to fit into old methods will create social rejections and the old problems will remain. Further, the results will be worse than previously experienced because people do not want to be tricked into something that is not real, social, and involves them in finding solutions.

Companies must begin to apply Socialutions to their existing and future problems before the problems become social and public relations nightmares. Socialutions is about **uniting relations** aimed at a common purpose. United Relations, found at http://www.linktounitedrelations.org, promotes this concept and is a movement for users to organize and set the agenda for the future of the web.

Socialutions: A Process, Product or Philosophy?

Socialutions is a shift in thinking for people and organizations. The shift is enabled by the knowledge of what drives the social dynamics of today's web of relations.



The new knowledge transcends thinking much as "the Quality Movement" of the eighties, transcends in that is neither a product nor process (although processes are involved). Rather it is a philosophy of a new management paradigm. The new management paradigm labeled "Socialutions" includes:

1. **Tapping** into the organization's greatest resource: people (employees, customers & suppliers) for innovation, problem solving and breakthrough ideas.
2. **Engaging** in open and honest conversations without corporate spin or adherence to past policies.
3. **Enabling** customers and suppliers to assist in the rapid improvement of the organization's feedback loops.
4. **Changing** from spin marketing to conversational marketing.
5. **Removing** corporate barriers to honest and open conversations i.e., power and political barriers.
6. **Leveraging** "free" technology to improve processes, products and communications.
7. **Responding** time to issues and critical conversations is targeted at the immediate.
8. **Finding** ways to leverage social media that breaks down barriers and reduces cost forever.
9. **Learning** how to listen to the voice of the people repeatedly. Education becomes a constant—a must.
10. **Leading** the transformation of your culture and asking everyone to engage in the process, from the top to the bottom, inside and out.

The converging dynamics of open conversations and technological breakthroughs will transform markets at the click of a mouse. **If your business cannot see that the train is coming, then it just may be sitting on the track looking in the wrong direction.** At some point your organization may be surprised as to how fast it is losing customers to either an existing or new company that has embraced the transformation before you.

There is a lot more to learn but even more to forget. Socialutions is a transformation of mind and heart for businesses and their relationships with people. **Transformation is everyone's job but leaders have to agree that things need to change.**

Six P's + Leadership = Socialutions

Businesses are just now beginning to examine the power of the social web for business purposes. However, most approach it as a marketing mechanism rather than as a movement that requires a new management model if organizations are truly going to optimize Socialutions.

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