



Matterness: What Fearless Leaders Know About the Power and Promise of Social Media

Allison Fine

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The threat of a connected world creates a deep-in-the-gut fear for many leaders. The Internet and especially social media shout: Danger! Personal lives, careers, businesses, and organizations are all at risk of damage so overwhelming it doesn't even have a name. Is it the risk of public failure? Having to do things differently? Loss of control over the dialogue? Bad reviews of us or our organizations? Attacks by whackadoodles? All of the above?

What is so frightening?

Fear of losing control over every little detail prevents attention to details that do matter. Meanwhile precious energy is lost protecting yourself and your organization from change that's not fully understood or appreciated. Exhaustion and inertia kick in. Bottom lines go red. Now that is the truly scary stuff.

Readers of Matterness will escape this trap.

Matterness:

- Recognizes the real and imagined dangers of social media without coddling
- Emphasizes the dignity and value of each person's voice in a truly connected world
- Gets to the heart of why so many people feel powerless when they should be feeling powerful
- Uncorks and pours a tall measure of perspective on the remarkable opportunities of the social age, and a bit of fire-in-the-belly encouragement to make the most of them

This book explains that we don't need better people; we need better leaders who focus on the stuff that matters. When people matter the most, the priorities change. We begin to see our organizations from the outside in, listen to suggestions and ideas, work with and not at other people and organizations. When we're in conversation and connected we can direct how we want to work, get to the essence of our personal or professional goals, and make work manageable and enjoyable again.

If Customer Relations, HR, and Leadership had a social media lovechild, they'd call it Matterness.

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From reader reviews:

Kim Scott:

Information is provisions for those to get better life, information presently can get by anyone with everywhere. The information can be a know-how or any news even a huge concern. What people must be consider while those information which is within the former life are difficult to be find than now could be taking seriously which one is suitable to believe or which one the particular resource are convinced. If you get the unstable resource then you get it as your main information you will have huge disadvantage for you. All those possibilities will not happen throughout you if you take Matterness: What Fearless Leaders Know About the Power and Promise of Social Media as your daily resource information.

Vicki Allen:

Exactly why? Because this Matterness: What Fearless Leaders Know About the Power and Promise of Social Media is an unordinary book that the inside of the guide waiting for you to snap that but latter it will distress you with the secret this inside. Reading this book beside it was fantastic author who write the book in such wonderful way makes the content interior easier to understand, entertaining means but still convey the meaning totally. So , it is good for you for not hesitating having this anymore or you going to regret it. This unique book will give you a lot of benefits than the other book include such as help improving your expertise and your critical thinking means. So , still want to hold up having that book? If I were you I will go to the publication store hurriedly.

Tony Valdez:

Playing with family in a park, coming to see the ocean world or hanging out with friends is thing that usually you might have done when you have spare time, then why you don't try thing that really opposite from that. One particular activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of knowledge. Even you love Matterness: What Fearless Leaders Know About the Power and Promise of Social Media, you can enjoy both. It is very good combination right, you still wish to miss it? What kind of hangout type is it? Oh can occur its mind hangout folks. What? Still don't understand it, oh come on its identified as reading friends.

Alex Miller:

Beside this Matterness: What Fearless Leaders Know About the Power and Promise of Social Media in your phone, it might give you a way to get closer to the new knowledge or information. The information and the knowledge you may got here is fresh in the oven so don't end up being worry if you feel like an previous people live in narrow commune. It is good thing to have Matterness: What Fearless Leaders Know About the Power and Promise of Social Media because this book offers to you personally readable information. Do you occasionally have book but you don't get what it's all about. Oh come on, that will not happen if you have this within your hand. The Enjoyable set up here cannot be questionable, similar to treasuring beautiful

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