

ASSET PROTECTION

PEOPLE | PROPERTY | REPUTATION

March 10-13, 2013

Pointe Hilton Tapatio Cliff | Phoenix, AZ.





ASSET

PROTECTION

Talk, Don't Stalk

Think Differently About Who and How

b4

Today's Goals

- Meet someone new
- Start thinking about Generation Z
- No more stalking
- Think of new ways for engaging employees differently

Goal One: Meet Someone New

The best lesson my
parents ever taught me
is...



Reinforcing Goal One



The biggest struggle I
have communicating
with employees is...

[illegible]

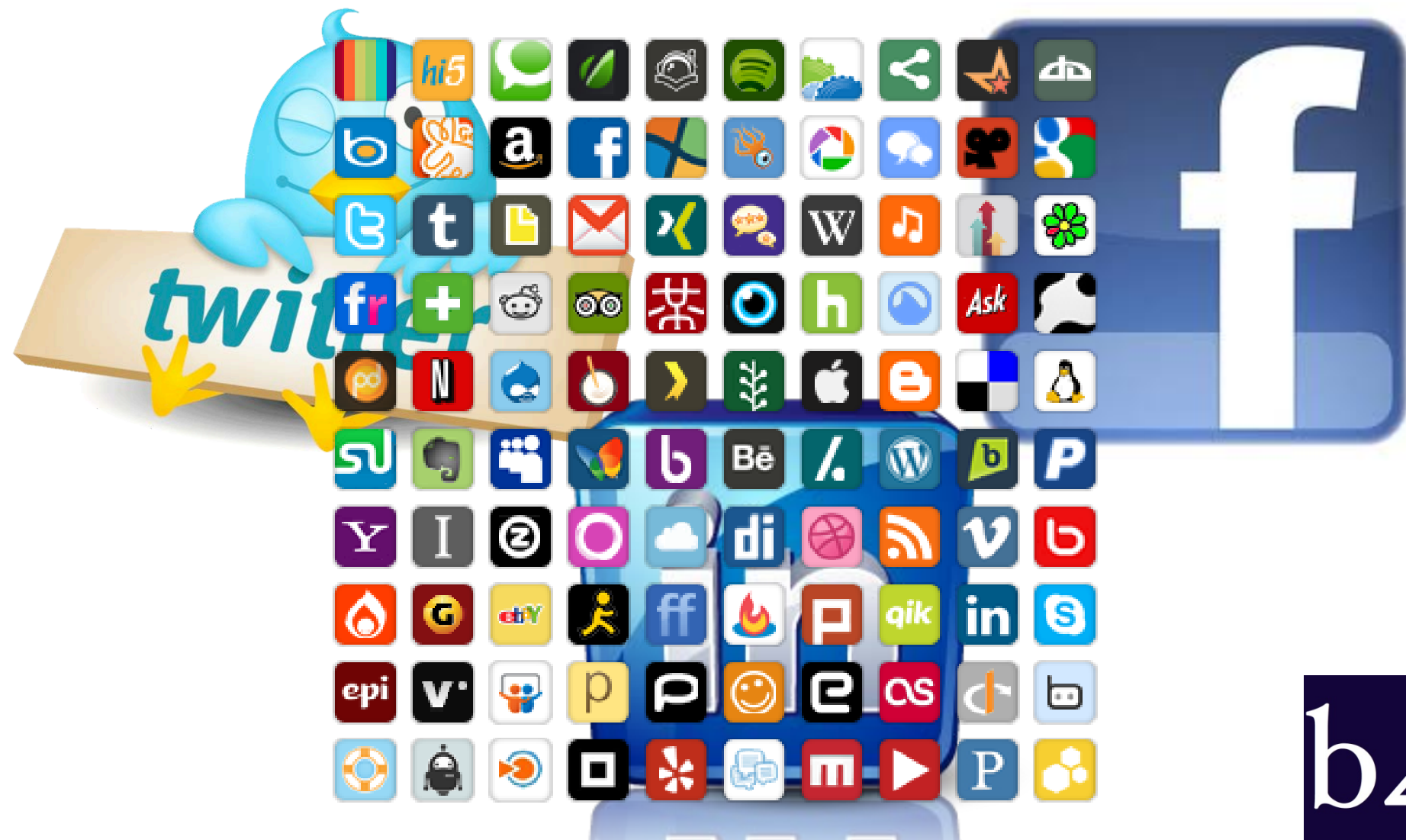
ASSET

PROTECTION



b4

I love social media...



Fears

Teens who over share

Creepy people

Sexting

(or you fear getting caught)

People stalking you

People Do Dumb Stuff



ASSET

PROTECTION

Goal Two: Meet Generation Z



- Communication: SocialIntelligent and CreativeHackers

b4

Goal Three: Stop Stalking



- Stalking erodes trust
- Builds walls and work arounds
- Corrective action best handled through conversation



ASSET

PROTECTION



b4

Benefits of Engagement

- Creates Engaged Employees
- Generates Ideas
- Early Warning of Concerns
- Embolden Employees Creativity
- Create Owners
- Transparency

Goal Four: How to Engage

- Ask questions
- Seek ideas
- Address concerns
- Give-aways/ Contests
- Affirmations

ASSET

PROTECTION

WOLVERINE?....



OR 2 BAT MEN?

b4

From Online to Offline

- A teenager unloads on Facebook about a teacher.
- An employee goes ballistic on Twitter
- A colleague post inappropriate photos from an office event on Instagram



ASSET

PROTECTION

b4man
consulting

b4