




April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida

The Social Web and Future Leadership





www.ccrrc.org

**North America
Council
Founded
(Supermarkets
)**

**North America
Council
Founded
(NACS
Convenience)**

**Asia
Council
Founded**

1978

1987

2000

2003

2010

**European
Council
Founded**

**Latin America
Council
Founded**

**Eurasia/Africa
Council
Founded**

CCRRC is Composed of 6 Councils

Study Resources



- Helping You Better Understand:
 - Customers
 - Market Conditions
 - Emerging Technologies
 - Management Techniques
 - And More...

Where We Started



Lack of information on social media

- What is it
- Why it's so popular
- Who's using it
- What it means for business

Visit www.ccrcc.org

Just Another Day



300 million tweets

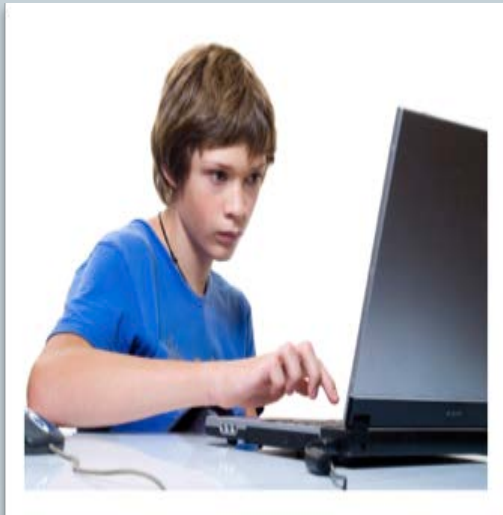
584 million Facebook users

40% start before breakfast

And that's just the beginning...

Tweet #CCRRC or join the Council discussion on LinkedIn

Who's Social?



2011 15%
are <18 years old

2013e 15%
<18 years old



40%
are 18-34 years old

35%
18-34 years old



45%
are over 35 years
old

50%
over 35 years old

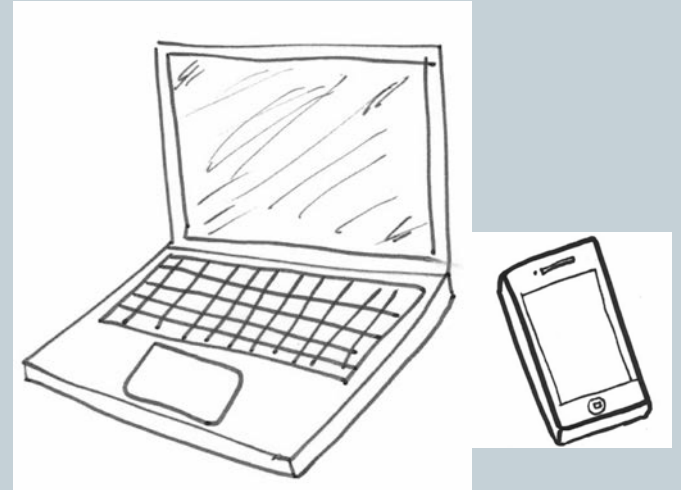


Age Old Need, New Method

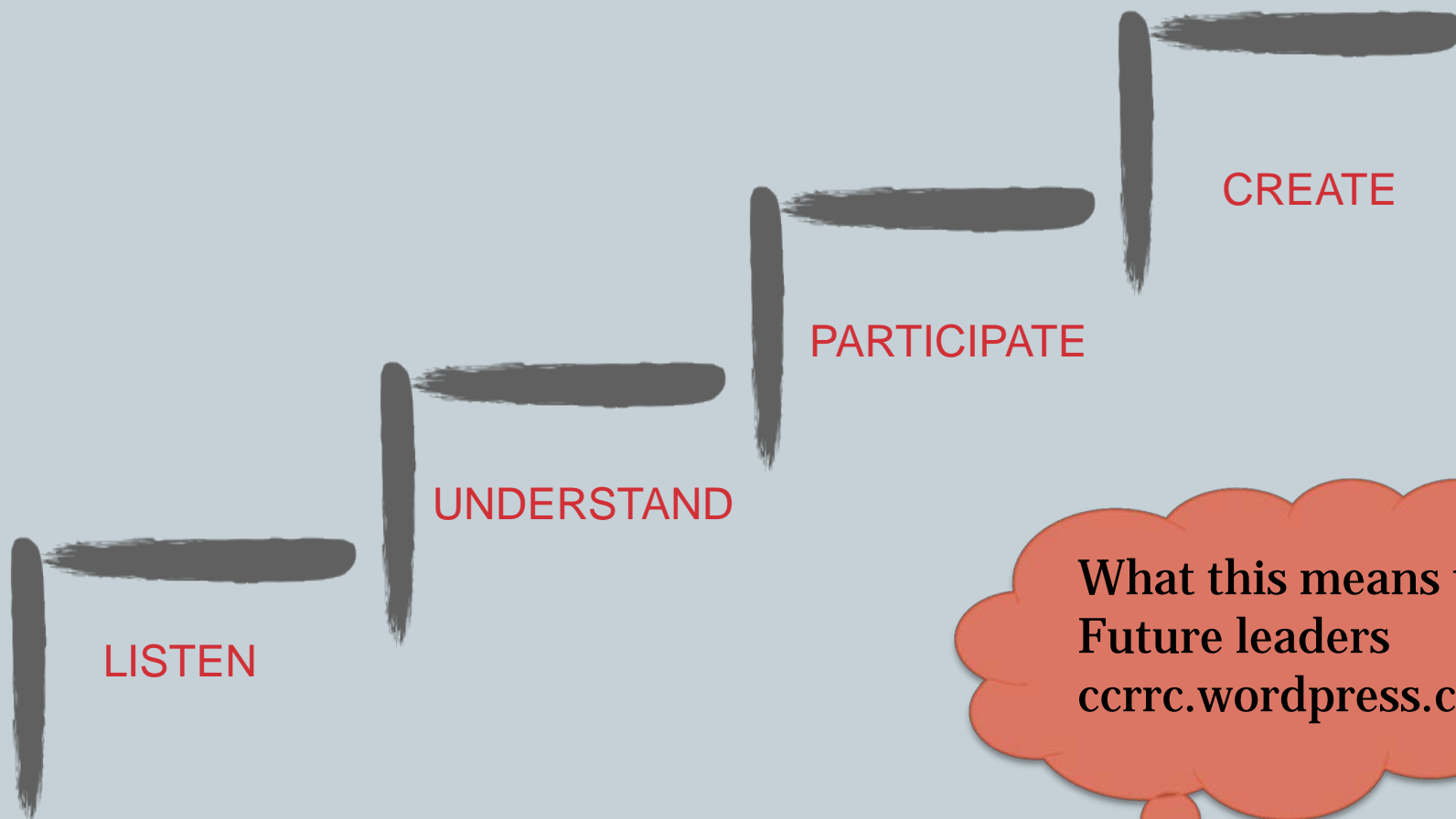
Primitive man



Modern man



Four Key Steps



What this means to
Future leaders
ccrrc.wordpress.com

How to Start: Internal and External



1

- Define Your Role and Goal

2

- Set Up Your Social World

3

- Engage

4

- Assess and Evolve

Finding Your Social Role: Customers



**Shopper
Connections:
Values,
Interests**

**Business
Identity: Who
We Are**

Social Role

Finding Your Social Role: Associates



Associate
Connections:
Values,
Interests

Professional
Business
Identity

eReputation

Explaining this with baseball

Selecting a Network



Ask: Is this where my contacts connect?



Yes: How is this platform unique?



Yes: Will this platform help me reach my goal and vision?



Yes: Does this platform have the flexibility to reach on various devices?



Yes: What support do we need to move forward?

Tweet #ccrrc: Businesses can focus on one social network

Time to Engage



Talk Like a Peer

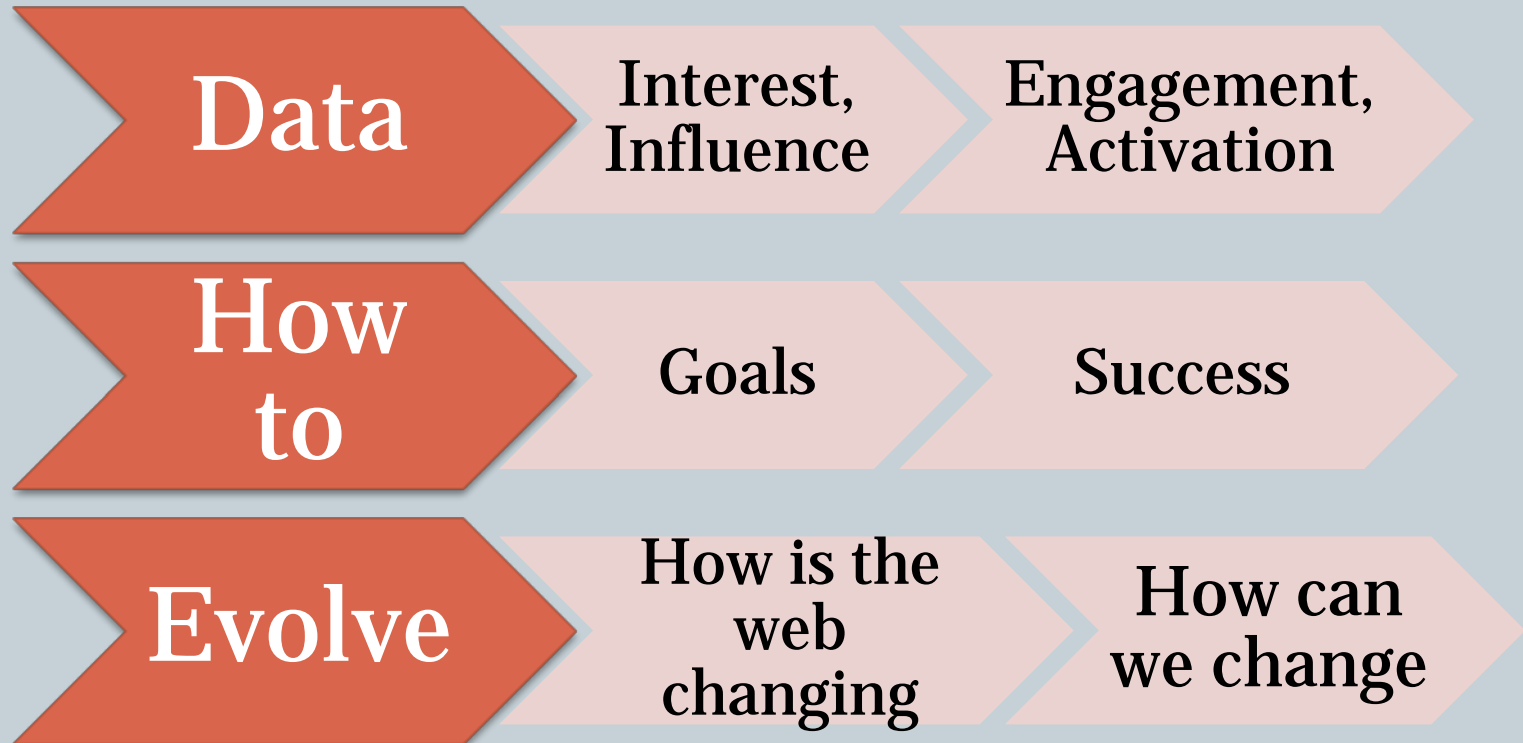
Be Authentic and Transparent

Be Shareable and Interesting

Have Plan, Yet be Flexible

Listen and Respond. Be Approachable

Assess and Evolve



Download the Study




www.ccrrc.org

Untangling the Social Web
Parts 1-7

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