



# **Social Media is a Team Sport**

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# RBA ALERT!!!

Just in case you missed it...

**Every SoMeBizLife attendee  
gets a free  
TGI Role-Based Assessment™**

**It's an \$80 value, and you'll receive your  
invitation via email after today's event.**

**It's 2011.**

**You can  
network  
from  
anywhere.**

▪



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**You are Here.**



# The Economy has been Here.





# What are you going to do about it?



***There's a new way to work!***





# Human Net Work



**Just like a  
physical  
network,**





# **A Human Network needs Reliable Connections**

**BUT...**

**Even when you network IRL it's hard to tell who's a team player.**





**The most unlikely pairs sometimes turn out to be the best teammates.**



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The logo for Brazen Careerist, featuring the words "Brazen" and "Careerist" in a bold, blue, 3D-style font with a black outline.The Twitter logo, consisting of the word "twitter" in a light blue, rounded, lowercase font with a white outline.

**How will you know?**

The LinkedIn logo, featuring the word "Linked" in a bold black font and "in" in a white font inside a blue square, followed by a registered trademark symbol.

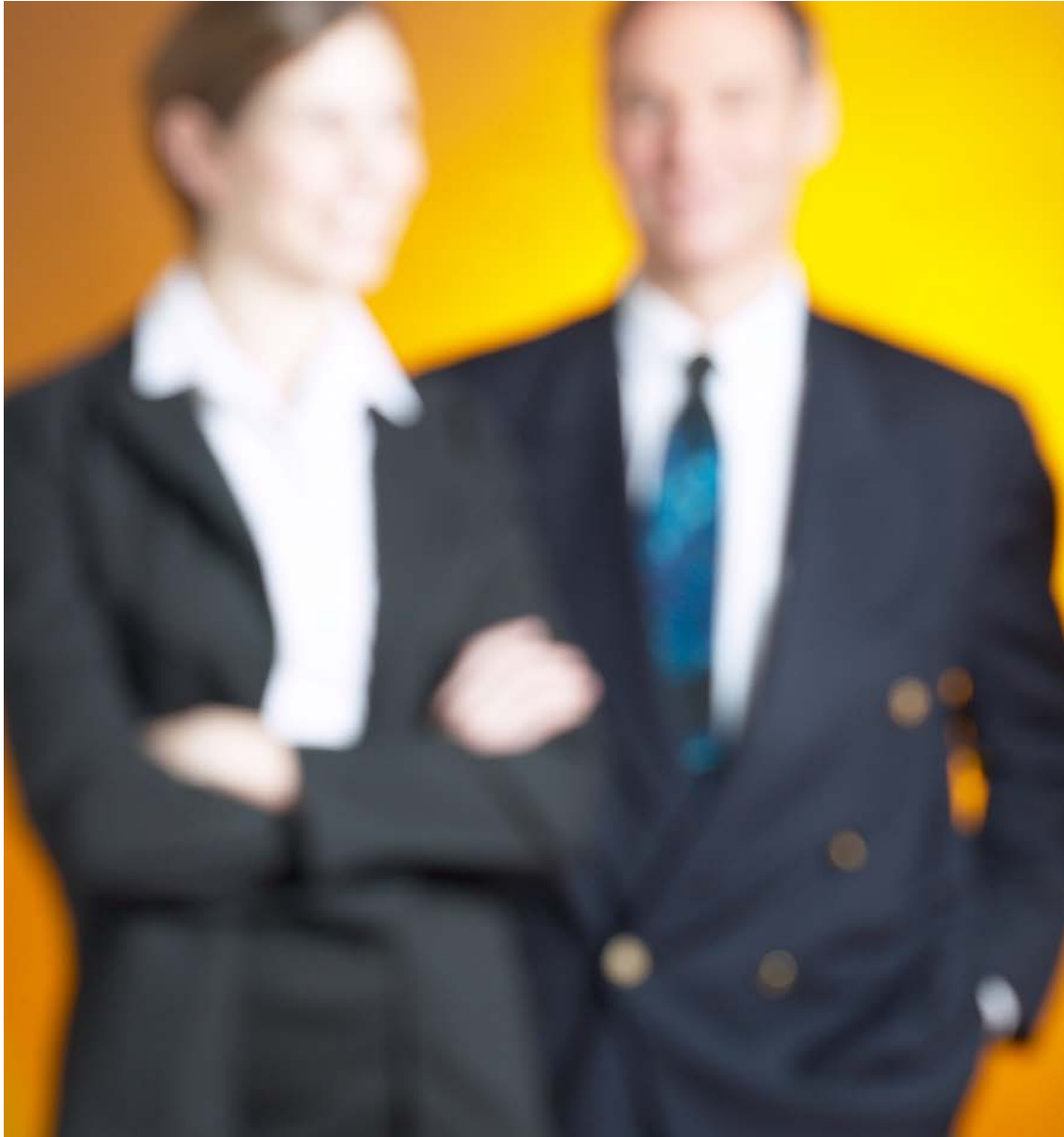
# The 'technology of teaming'

- Here's what RBA measures:
- **Coherence:** a positive orientation to group achievement
- **Role:** a person's attraction to serving one of ten specific organizational needs, e.g., *planning vs. execution vs. helping others*
- **Teaming Characteristics:** a wide range of qualities affecting a person's work with others
- **The better you understand them, the better you'll be able to 'scope' positive team play!**



# What to look for...

- **Is there a recognizable thread?**  
(Coherent people usually stay on track.)
- **Is the message consistent?**  
(People who have a well-defined Role will also demonstrate a consistent point of view.)
- **Note the 'listen/talk' ratio.**  
(Team players like to share the microphone.)



**Coherent  
people are 'in  
focus'.  
Diffuse and  
Rigid people  
are not.**

# Different 'Roles' team in Different ways





**‘Teaming Characteristics’ can be  
positive or negative  
depending on the situation.**





# How will YOU team?

- Decide how you want to present yourself to others
- Decide what you want to do with others
- Decide what you will achieve for yourself, and for others
- Get going! (starting with your own RBA)

**BONUS: Meet me on Twitter (@DrJanice) or IRL and we can talk or DM about your Role-Based Assessment report!**



# Measure Your Results!

- **‘Good outcome’ has no universal definition**
  - Twitter follows?
  - New business?
  - Big Klout?
  - New job?
  - LinkedIn links?
- **It’s up to you!**



# What would happen if everyone in your network could be a great team player?



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