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Newsletter Issue #30

Are You Shifting into High Gear with Social Media?



THE HUMAN FACTOR, Inc.
enabling strategic agility...

More Than a Minute Video Series: Lesson 2



Precise and on Purpose?

In Holly's second lesson in her More Than A Minute series, she explains how to go faster to keep up with today's fast-paced business environment by slowing down. Sound confusing? [Click here](#) to learn how to pause, think, focus and run.

The Time is Now



It's time to think about next year and get on Holly's calendar now for your strategic planning session.

Are you clear on winning? Have you created a richly detailed 'picture' of what it looks like and gotten employees informed, inspired and engaged to achieve it? We're all running these days. Holly can help make sure you are running in the right direction.

Every year, she has to turn clients away due to scheduling so we're

Are You Shifting into High Gear with Social Media?



Not only is the world moving faster and faster these days, it is also becoming more connected than ever. And it looks like the corporate world has finally gotten the message?

For the past few years, I have been talking to clients and keynote audiences about the importance of embracing social media as an additional communications channel; ideal for marketing, collaborating and engaging with stakeholders internally and externally.

According to Forrester Research, an independent research company that provides marketing, business and technology advice to business leaders, over the next five years social media marketing will grow at an annual rate of 34% - faster than any other form of online marketing, and double the average growth rate for all online mediums. Even more telling, during that time span business spending on mobile media marketing will increase three-fold, while spending on social media will increase more than four times.

Business leaders have figured out there's a lot more to social media than the ability to connect with people through Facebook or keep friends updated on our whereabouts via Twitter. We're discovering how to use the multitude of channels and platforms to change the way we position our products and services in the marketplace and how to build beneficial relationships with prospects, customers and other key stakeholders.

If you have yet to embrace social media, the train is leaving the station. Will you be riding up front with the engineer, or will you get left behind on the platform?

To read the complete article and learn more about the

excited to offer two options to help more organizations define winning for 2011 and beyond.

Option 1 is our full service approach that includes on-site facilitation and support of everything from defining your mission all the way through complete implementation of your customized plan.

Option 2 provides phone support to discuss your approach and general guidance including tools and worksheets for application. [Contact Holly today!](#) Don't leave winning to chance.

Professional Certificate in Core Management and Leadership

Don't just survive. Thrive! Advance your leadership and management skills and competencies by joining us at the Management Development Institute program this fall taught by Holly Green. Holly will provide critical learning experiences in this three day course that will transform you into an innovative and progressive leader.

[Click here for more information and to register online.](#)



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Are you twittering? ...have any friends on Facebook? ...Linked In yet? ...gotten on Plaxo? ...are you getting the More Than a Minute weekly blogs? Social media is powerful and a great opportunity to do more than ever before with fewer dollars.

Connect to Holly via social media and learn even more about being a great leader and

tremendous potential of social media, [click here](#).

Answer to last edition's *Who said this?* "The things we fear most in organizations-fluctuations, disturbances, imbalances-are the primary sources of creativity." Margaret Wheatley, Author, Speaker and Teacher

This issue's *Who said this?* "Social media is like teen sex; everyone wants to do it, no one actually knows how. When finally done, there is surprise it's not better." *But it does get much better over time!* Find out who in the next newsletter.

Keynote Presentations



Need a world-class keynote speaker for your next big event? Holly's interactive presentations are refreshing, practical and engaging. Participants walk away with tools, tips and techniques that can be put into practice immediately as well as individual follow up materials via email to achieve lasting results.

To learn more about how she can support your next event, meeting or production with the right content and approach, [email us](#) today. To view a sampling of her most popular topics, [visit our site](#).

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