

Social Market Leadership Web Seminar Series – Are You *Really* LinkedIn?

David Nour, CEO

The Nour Group, Inc. – Atlanta

@davidnour

#NACWA12



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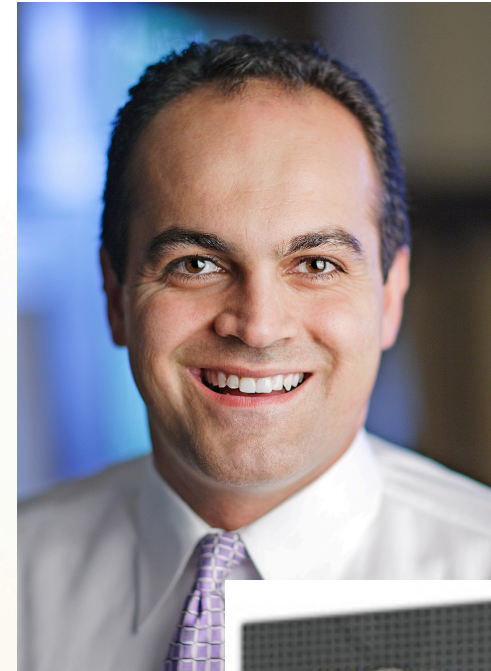
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Your Host...

David Nour
The Nour Group, Inc.

- ❖ Business Relationship Experts
- ❖ Social & Growth Strategists
- ❖ Thoughts & Practice Leadership
 - ❖ *Relationship Economics*
 - ❖ *ConnectAbility*
 - ❖ *The Entrepreneur's Guide to Raising Capital*
 - ❖ *Return on Impact (ASAE, 2012)*
 - ❖ Social Networking Best Practices Series...



Save the Dates...



NACWA
Social Market Leadership
Web Seminar Series

2012 Dates: September 12, October 10,
November 7 & December 12

2013 Dates: January 9 and February 13

All Seminars are from 2:00 - 3:00 PM Eastern

Today's Agenda

- LinkedIn – THE Professional Social Networking Platform
- Account & Settings
- Brief Overview: Home Page, Inbox & Updates
- Start With You: Developing a Content-Rich Profile
- Contacts: Inviting Your Most Trusted Relationships / Groups
- Extend The Possibilities: Applications
- Jobs, Answers & Companies
- LinkedIn Company, Tools, Premium Service
- LinkedIn *Next?*



NOURGROUP

“Google Me!”

relationship economics
the art & science of relationships

the concept

events/media

company

NEW ALLIANCE



Click Here to Sign-Up
TODAY

Email Password Login
Forgot Password?

David M Nour | Atlanta, GA

Bio | Bulletin | Business Card | Contact David M Nour

David Nour

David Nour, Founder - Relationship Economics®
Managing Partner - The Nour Group, Inc.

David Nour is a social networking leader on the quantifiable value economy that is becoming increasingly client challenges with intracompany Relationship Planning™.

A native of Iran, David came to the U.S. with no ties and no fluency in English! In a career of entrepreneurial success stage ventures.

David is the author of *Relationship Economics*, a management advisor, and a association and academic for experience as a leading change agent - the art and science of business

In addition to serving his community for Puppetry Arts and a former CEO of Bridge, and the High Tech Ministry professional organizations, including (ACG), American Management Associates (IMC) and the Society

In recent years, David has been named to the *Georgia Trend's* 40 Under 40, *Atlanta Business Chronicle's* Up and Coming and the coveted Turnkett Leadership Character Awards. He has been featured in a variety of publications, including *The Wall Street Journal*, *The New York Times*, *The Atlanta Journal and Constitution*, *The Atlanta Business Chronicle*, *Georgia*

al value
business relationships?

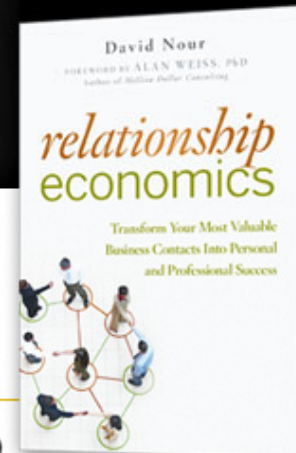
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about lea
It's about
B, market
atural business

David Nour on
Strategic Relationships

Personal Net Worth®. To engage and influence
authority is both an art and a science.




Check out
David Nour's New Book
Relationship Economics
In Stores Now!
(click here for details)

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Start with a Robust Profile

[Edit My Profile](#)
[View My Profile](#)


David Nour [[Edit](#)] 

Consultant | Professional Speaker | Author of RELATIONSHIP ECONOMICS [[Edit](#)]

Greater Atlanta Area [[Edit](#)] | Management Consulting [[Edit](#)]



Summary [[Edit](#)]

David Nour What's the cost of picking the wrong private social network platform?: Received the email below from Atlanta Busin... <http://bit.ly/aa> via Twitter 

9 hours ago • [Like](#) • [Comment](#) • [See all activity](#) • [Post an update](#)

Current

- CEO at The Nour Group, Inc. [[Edit](#)]
- [Add Current Position](#)

Past

- Senior Management Advisor at Pequot Capital
- President at Accelerating 1to1
- CRM, eBusiness, Supply Chain National Director at Kforce Consulting

Education

- Emory University - Goizueta Business School
- Georgia State University

Recommended

49 people have recommended you

Connections

500+ connections

Websites

- [Relationship Economics](#) [[Edit](#)]
- [Relationship Economics BLOG](#) [[Edit](#)]
- [Relationship Currency](#) [[Edit](#)]

Twitter

- [davidnour](#) [[Edit](#)]

Public Profile

<http://www.linkedin.com/in/davidnour> [[Edit](#)]

- Founder of Relationship Economics, an Atlanta-based consulting, training and technology firm focused on Strategic Relationship Planning™ and Enterprise Social Networking.

- Social networking strategist, international keynote speaker, author of Relationship Economics (Wiley, 2008), The Entrepreneur's Guide to Raising Capital (Praeger, 2009) and Social Networking Technology Best Practices Series.

- Clients include KPMG, Siemens, Cisco Systems, Deloitte, Disney, Sun Microsystems, InterContinental Hotels Group (IHG), Marriott, Hilton, as well as numerous trade associations and academic forums.

- Previous roles include President, Interim COO, VP of Sales, Senior Management Advisor, VP of Business Development and Marketing, and National Director of Professional Services; Large company experience at IBM, SGI (formerly Silicon Graphics), and Kforce Consulting; Startup experience at Procuri, Catarra, TIAN Software, and Accelerating 1to1.

- An active member of professional organizations including the Society of International Business Fellows (SIBF), Southern Center for International Studies (SCIS), Association for Corporate Growth (ACG), Institute of Management Consultants (IMC), American Management Association (AMA) and the National Speakers Association (NSA)

- Former board member of the Center for Puppetry Arts, former Co-chair of the United Way Tech Initiative; passionate about The Bridge, Boy Scouts of America, and the High Tech Ministries.

- Featured in a variety of publications, including The Wall Street Journal, The New York Times, The Atlanta Journal and Constitution, The Atlanta Business Chronicle, Georgia Trend, Success, Entrepreneur and Associations Now magazines

- A native of Iran, David earned an MBA from the Goizueta Business School at Emory University where he's often a guest lecturer, and his BA degree in Management from Georgia State University

Specialties:

Enterprise Social Networking, Strategic Relationship Management, Relationship Economics, Profitable revenue growth, talent acquisition and development, process optimization, international expansion, mergers and acquisition (M&A) due diligence and post acquisition integration, Middle East, and European markets.

Build Your Connections

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 11,649,500+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	1,735
2	Two degrees away Friends of friends; each connected to one of your connections	511,500+
3	Three degrees away Reach these users through a friend and one of their friends	11,136,300+
Total users you can contact through an Introduction		11,649,500+

33,410 new people in your network since June 1

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can contact directly — [try a search now!](#)

65,000,000+



REGIONAL ACCESS

Top locations in your network:



✓ Your region: Greater Atlanta Area

Your connections are in 162 locations but your network gives you access to **1,275 additional locations**, including:

- Mumbai Area, India
- São Paulo Area, Brazil
- New Delhi Area, India

Fastest growing locations in your network:

1. Greater Atlanta Area
2. San Francisco Bay Area
3. Greater New York City Area



INDUSTRY ACCESS

Top industries in your network:

✓ Your industry: Management Consulting

Your connections are in 114 industries but your network gives you access to **148 additional industries**, including:

- Apparel & Fashion
- Music
- Food Production

Fastest growing industries in your network:

1. Information Technology and Services
2. Management Consulting
3. Marketing and Advertising

Join Groups and Engage Others in Your Community or Clean Water Utilities...

Association for Corporate Growth, High Tech CEO Council, Southe Center for Puppetry Arts, United Way Tech Initiative, High Tech Mini



Goizueta Business School at Emory University is visible on your profile. [Change visibility.](#)



National Speakers Association (NSA) is visible on your profile. [Change visibility.](#)



Emory Alumni Association is visible on your profile. [Change visibility.](#)



J. Mack Robinson College of Business Alumni, Georgia State University is visible on your profile. [Change visibility.](#)



40 Under Forty Global Alumni Society is visible on your profile. [Change visibility.](#)



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By Perceived Value...

1. Customers
2. Superiors
3. Peers
4. Subordinates
5. Suppliers

@dav

Recommended By

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CEO at The Nour Group, Inc.

35 visible recommendations, 8 hidden recommendations for this position: [[Edit](#)]

"David Nour has been a colleague and a personal friend for many years. Our firm relies on his unique perspective and diverse expertise to guide us in developing strategic business partnerships, marketing, and most recently social media. Additionally, David is a well respected and highly sought-after speaker within the non-profit industry Femley & Fernley serves. Many of our association clients have had the opportunity to feature David at their annual conventions where he always delivers a professional, entertaining, and informative presentation. I highly recommend David Nour." *April 21, 2010*

 [Taylor Fernley](#), President and CEO, Femley & Fernley
was with another company when working with David at The Nour Group, Inc.

"David spoke at the Pet Industry Distributors Association (PIDA) Management Conference January 27, 2010, addressing 150 CEOs, presidents and top managers with pet product manufacturing and distribution companies. David is the foremost expert on business connectivity and use of social networking tools, and he had the audience enthralled with the power of his message and his understanding of the tools available to them. Proving to business people that relationships make economic sense is a tall order, but David makes a compelling case for Relationship Economics." *February 4, 2010*

Top qualities: Great Results, Personable, Expert

 [Steve King](#)
hired David as a Speaker/Trainer in 2010

"That was an eye-opening webinar yesterday. I had been tinkering with LinkedIn mostly because my architectural buddies that have been laid off were getting on it trying to network. I didn't realize there were so many things you could do with such a relatively simple tool. Looking forward to getting the booklet and learning more." *November 10, 2009*

Top qualities: Personable, Expert, Creative

 [Doug Fitzpatrick](#)
hired David as a structural engineer in 2009

"David was the keynote speaker at our Annual Convention & Exposition. What a treat! David's professionalism started the moment we began working with him on this event. He researched our industry and learned what information would be most useful to our attendees. His high energy and engaging style were very well received by our group and the information he provided on relationships and social media was right on target. There were a lot of practical takeaways, which the audience appreciated. We had nothing but positive feedback on this session and hope to work with David again in the future." *September 16, 2009*

Top qualities: Personable, Expert, High Integrity

 [Heidi Zimmerman, CAE](#)
hired David as a Business Consultant in 2009

The Power Comes from Content + Context

- Robust Profile
- Portfolio of Trusted Relationships
- Group Memberships & Discussions
- Integration of Apps to Extend Your Visibility
- Promote Your Value-Add but Don't Sell!

Advanced People Search

[Find People](#)
[Advanced People Search](#)
[Reference Search](#)
[Saved Searches](#)
[Profile Organizer](#)

Keywords: "Customer Experience"

First Name:

Last Name:

Location: Located in or near:

Country: United States

Postal Code: 30326 [Lookup](#)

Within: 50 mi (80 km)

Title: VP

Current

Company:

Current or past

School:

Search


Industries:

☒ All Industries
 ☐ Accounting
 ☐ Airlines/Aviation
 ☐ Alternative Dispute Resolution
 ☐ Alternative Medicine

Groups:


☒ All Your Groups
 ☐ Goizueta Business School at Emory University
 ☐ National Speakers Association (NSA)
 ☐ Emory Alumni Association
 ☐ J. Mack Robinson College of Business Alumni, Georgia State University

Function:

BETA 

☒ All Functions
 ☐ Academics
 ☐ Accounting
 ☐ Administrative
 ☐ Business development

Seniority Level:

BETA 

☒ All Seniority Levels
 ☐ Manager
 ☐ Owner
 ☐ Partner
 ☐ CXO
 ☐ VP

@davidnour

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Leveraging Organization



Northeast Ohio Regional Sewer District

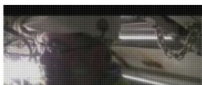
316 followers

HOME CAREERS SERVICES INSIGHTS



RECENT UPDATES

Northeast Ohio Regional Sewer District VIDEO: One of the biggest projects you'll never see > Go 200 feet underground and check out one of our biggest Project Clean Lake tunneling efforts, the Euclid Creek Tunnel being constructed under the east side of Cleveland.
[Close Video](#)



Euclid Creek Tunnel Tour 9/27/12

youtube.com · NEORS D Project Manager Doug Gabriel leads a group 200 feet underground to check out the District's massive Tunnel Boring Machine, which has started its 18,000-foot journey from Rocky Hill, East 185th & St. Clair.

HOW YOU'RE CONNECTED



2 second-degree connections
172 Employees on LinkedIn

[See all](#)

PRODUCTS AND SERVICES



Administrative and professional

In addition to our operations and maintenance positions, we have over 200...

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Ontario Clean Water Agency

321 followers

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RECENT UPDATES

Ontario Clean Water Agency We are currently looking for an experienced, motivated and detail-oriented individual in our Eastern Region to provide delivery of corporate objectives and standards for OCWA's Occupational Health and Safety System, Quality and Environmental Management System and Emergency ... more

Welcome to Careers at OCWA!

ocwa.com · Why not be part of an organization with an exceptional group of individuals; team members who inspire each other every day to think and perform beyond expected boundaries. OCWA is a multi-skilled organization with over 700...

Like (1) · Comment · Share · 12 days ago

HOW YOU'RE CONNECTED



164 Employees on LinkedIn

[See all](#)

PRODUCTS AND SERVICES



Operations and Maintenance
OCWA's core business is operating, maintaining, and managing water and...

[See all](#)

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Ask a Question

Get fast and accurate answers.

Next

Answer Questions

Recommended categories for you:

- Guerrilla Marketing
- Business Development
- Blogging
- Mentoring
- Event Marketing and Promotions

New Questions From Your Network

Q.

Research Opportunity about "AT&T data plans"
 0 answers | Asked by Ahmed Abdelsalam (ahmed@mindcommerce.com) 2nd | 3 minutes ago in Wireless, Writing and Editing

Q.

May I know regarding innovation or innovation management , what`s your chief concern?
 0 answers | Asked by Kevin Lu (kevin.lu@innoenterprise.com) 2nd | 58 minutes ago in Organizational Development

Q.

May I know regarding innovation or innovation management , what`s the biggest challenge ?
 0 answers | Asked by Kevin Lu (kevin.lu@innoenterprise.com) 2nd | 1 hour ago in Organizational Development

Q.

You have been given \$100,000 to invest in one of 3 companies, and you want to invest in a business with an approach to gender diversity you approve of:
 28 answers | Asked by Jennifer Dalitz 2nd | 4 hours ago in Change Management










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[Using LinkedIn](#)

Expand Your Reach with Applications

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LinkedIn Applications enable you to enrich your profile, share and collaborate with your network, and get the key insights that help you be more effective. Applications are added to your homepage and profile, enabling you to control who gets access to what information.

 <p>Google Presentation by Google</p> <p>Present yourself and your work. Upload a PPT or use Google's online Application to embed a presentation on your profile.</p>	 <p>SAP Community Bio by LinkedIn</p> <p>Display your certified SAP expertise on LinkedIn. The SAP Community Bio application allows you to add your SAP contributions and credentials to your professional profile.</p>
 <p>Huddle Workspaces by Huddle Inc.</p> <p>Huddle gives you private, secure online workspaces packed with simple yet powerful project, collaboration and sharing tools for working with your connections.</p>	 <p>SlideShare Presentations by SlideShare Inc.</p> <p>SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.</p>
 <p>Tweets by LinkedIn</p> <p>Access the most important parts of the professional conversation with Tweets, a Twitter client you can use right on LinkedIn.</p>	 <p>My Travel by TripIt, Inc.</p> <p>See where your LinkedIn network is traveling and when you will be in the same city as your colleagues. Share your upcoming trips, current location, and travel plans with your network.</p>
 <p>Reading List by Amazon by Amazon</p> <p>Expand your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.</p>	 <p>Company Buzz by LinkedIn</p> <p>Ever wonder what people are saying about your company? Company Buzz shows you the twitter activity associated with your company. View tweets, trends and top key words. Customize your topics and share with your followers.</p>
 <p>Polls by LinkedIn</p> <p>The Polls application is a market research tool that allows you to collect actionable data from your connections and the professional audience on LinkedIn.</p>	 <p>WordPress by WordPress</p> <p>Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.</p>
 <p>Events by LinkedIn</p> <p>Find professional events, from conferences to local meet-ups, and discover what events your connections are attending.</p>	 <p>Blog Link by Salsman</p> <p>With Blog Link, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.</p>

WordPress [[Remove](#)]

Relationship Economics [\[edit\]](#)



What's the cost of picking the wrong private social network platform? *10 hours ago*

Received the email below from Atlanta Business magazine and couldn't help but to think about the "Relationship Currency" cost of picking the wrong private social network platform. Many companies with interesting concepts won't remain viable, unless they start to deliver quantifiable value and as such, charge for their services. If you're using "freebies" because they're [...]

Account Management: Building a framework for performance *1 day ago*

An Executive Briefing by Ian Savage, Exclusively for RENetworks (<http://renetworks.intronetworks.com/>) Members Organizations are increasingly deploying "Account Managers" at the customer/vendor boundary. Research studies have shown that, even with a huge increase in the number of account managers, a majority of companies are still reporting ineffectiveness in building relationships with their strategic customers. The rise in focus in [...]

Relationship Economics Tip of the Week: Are You Likable? *2 days ago*

Exclusively for RENetworks (<http://renetworks.intronetworks.com/>) Members... The ability to engage and influence others, often without authority is a must-have knowledge, skill and behavior to succeed in 2010 and beyond. If you've heard me speak lately, I talk about the four fundamental steps we all must go through when we engage others: Like Me – Know Me – Trust [...]

LinkedIn Mobile

LinkedIn Mobile



LinkedIn Mobile

For professionals going places

Find and connect with over 175 million professionals, get the latest updates, and share your status – all from your mobile device.

Download the app for your device below:



iPhone



iPad



Android



BlackBerry



Windows

@davidnour

#NACWA12

Five LinkedIn Best Practices

1. Integrate 15 min into your daily online efforts
2. Post status updates with links
3. Skills / Endorsements
4. LinkedIn Profile in your email signature!
5. Outlook Social Connector!

NACWA Social Market Leadership Webinars

- Dec. 12 – Leveraging Facebook for Utility Organizations
- Jan. 9 – YouTube and The Power of Online Video
- Feb. 13 – Social Media & Clean Water Utilities – Case Studies and Best Practices

ReturnOnImpactBook.com



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Beyond a Social Construct

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas. Two challenges: first, beyond our every desire, we simply may not have the knowledge or the ability. Second, beyond our every intention, reality sets in with pesky details like competing priorities, resources (time, human, capital), buy-in from senior leadership or the board as well as those across business units, geographies, or other functions. Hence the fundamental difference between strategy formulation and strategy execution.

[Learn More](#)

[invent]

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas.

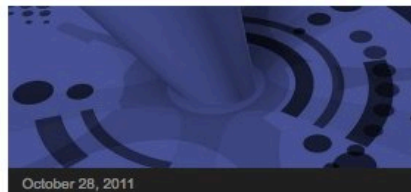
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Social = Listen Louder!



October 28, 2011

1 to Everything



October 28, 2011

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