



## Transcript from July 16, 2010 to July 16, 2010

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All times are Pacific Time

### July 16, 2010

- 1:27 am **dc2fla:** TKU @3keyscoach & @DanntBrown Great post from @SuzeMuse on Influence <http://ow.ly/2bWin> (Influence in Biz= #kaizenblog topic 2morrow 12pm)
- 1:45 am **3keyscoach:** @QuantFun Thanks for the RT! Are you able to join us tomorrow for #kaizenblog?
- 1:47 am **3keyscoach:** @suzemuse If you can pop into #kaizenblog tomorrow at 12pm ET, we'd love your perspective!
- 1:48 am **3keyscoach:** @dc2fla Thanks for sharing post by @SuzeMuse. Really fits our #kaizenblog convo for tomorrow!
- 1:53 am **SuzeMuse:** RT @ConversationAge: Topic "What defines influence in business?" for this week's #kaizenblog chat - join @3keyscoach & me Fri 12pm ET
- 2:34 am **dc2fla:** @3keyscoach A perfect fit, I agree. And timely topic #kaizenblog should get lively.
- 2:38 am **macengr:** RT @ConversationAge: Topic "What defines influence in business?" for this week's #kaizenblog chat - join @3keyscoach & me Fri 12pm ET
- 4:19 am **CASUDI:** RT@dc2fla TKU @3keyscoach @DanntBrown GR\* post by @SuzeMuse on Influence <http://ow.ly/2bWin> (Influence in Biz= #kaizenblog topic FRI 12PM)
- 1:12 pm **dannybrown:** Just in time for today's #kaizenblog - how emotional impact influences us: <http://ow.ly/2coxp>
- 1:13 pm **DrDNickelson:** RT @dannybrown: Just in time for today's #kaizenblog - how emotional impact influences us: <http://ow.ly/2coxp>
- 1:16 pm **CBWhitemore:** RT @DannyBrown: Just in time for today's #kaizenblog - how emotional impact influences us: <http://ow.ly/2coxp>
- 1:18 pm **GCPworks:** RT @DannyBrown: Just in time for today's #kaizenblog - how emotional impact influences us: <http://ow.ly/2coxp> via @CBWhitemore
- 1:18 pm **RobCairns:** RT @DannyBrown: Just in time for today's #kaizenblog - how emotional impact influences us: <http://ow.ly/2coxp>
- 1:53 pm **ConversationAge:** Connecting w/real influence <http://ow.ly/2cpU3> "What defines influence in business?" join @3keyscoach & me today #kaizenblog 12pm ET

- 1:55 pm **odomlewis:** RT @ConversationAge: Connecting w/real influence <http://ow.ly/2cpU3> "What defines influence in business?" join @3keyscoach & me today #kaizenblog 12pm ET
- 2:14 pm **3keyscoach:** RT @ConversationAge Connecting w/real influence <http://ow.ly/2cpU3> "What defines influence in business?" join today #kaizenblog 12pm ET
- 3:30 pm **3keyscoach:** In 30 minutes, join fab convo AKA #kaizenblog Topic: "What Defines Influence in Business?" Friday at 12pm ET
- 3:35 pm **ConversationAge:** RT @3keyscoach: In 30 minutes, join fab convo AKA #kaizenblog Topic: "What Defines Influence in Business?" Friday at 12pm ET
- 3:41 pm **ampercleveland:** Thanks for the #FF @I5Design will you be at the #kaizenblog chat today? It starts at 12PM ET, hope to see you there.
- 3:47 pm **Sametz:** I'll be on the #kaizenblog chat today -- will you? I'll be tweeting as @megfowler -- check out the discussion! ^MF
- 3:51 pm **3keyscoach:** In 15 minutes, join @ConversationAge, lots of great thinkers, & me for #kaizenblog Topic: "What Defines Influence in Business?"
- 3:51 pm **transfx:** RT @ConversationAge RT @3keyscoach: Join #kaizenblog Topic: "What Defines Influence in Business?" today at 12pm ET
- 3:55 pm **megfowler:** Joining in on the #kaizenblog chat today... are you? Topic: "What defines influence in business?"
- 3:58 pm **IrishSmiley:** In 2min, join @ConversationAge, lots of great thinkers, & @3keyscoach for #kaizenblog Topic: "What Defines Influence in Business?"
- 4:00 pm **CommAMMO:** RT @megfowler: Joining in on the #kaizenblog chat today... are you? Topic: "What defines influence in business?" #kaizenblog
- 4:01 pm **BethHarte:** RT @3keyscoach In 15 minutes, join @ConversationAge, lots of great thinkers for #kaizenblog Topic: "What Defines Influence in Business?"
- 4:02 pm **GetResults:** Of 3 kinds of "power" - brute power (all muscle), authority (sanctioned) & influence (folks listen) influence most dynamic #kaizenblog
- 4:02 pm **ConversationAge:** Welcome to for #kaizenblog Topic: "What Defines Influence in Business?" with @3keyscoach & me
- 4:03 pm **GetResults:** Can't stay for full chat today, but want to make appearance, perhaps "influence" the convo here on #kaizenblog
- 4:03 pm **megfowler:** @GetResults do you think that's because it is earned, rather than asserted? #kaizenblog
- 4:04 pm **roborracle:** RT @ConversationAge: Welcome to for #kaizenblog Topic: "What Defines Influence in Business?" with @3keyscoach & me // results
- 4:04 pm **Note\_to\_CMO:** @ConversationAge Hey, is this thing on? Testing... Are we live for #kaizenblog ?
- 4:04 pm **huperniketes:** I napped so I could join in on #kaizenblog. You should join in today's topic "What Defines Influence in Business" too.

- 4:04 pm **Note\_to\_CMO:** Influence in business means "activation" - when I ask you to do something, you do it. #kaizenblog
- 4:04 pm **3keyscoach:** Hello, everyone! Welcome to #kaizenblog
- 4:05 pm **3keyscoach:** RT @Note\_to\_CMO: Influence in business means "activation" - when I ask you to do something, you do it. #kaizenblog
- 4:05 pm **3keyscoach:** @Note\_to\_CMO Hello Stephen! #kaizenblog
- 4:05 pm **GetResults:** @megfowler absolutely - those with influence seldom have "position" or "fear" going for them. #kaizenblog
- 4:05 pm **QuantFun:** RT @Note\_to\_CMO: Influence in business means "activation" - when I ask you to do something, you do it. #kaizenblog
- 4:05 pm **3keyscoach:** @Note\_to\_CMO Hello Alfonso! Glad you're here! #kaizenblog
- 4:06 pm **Note\_to\_CMO:** Influence means when I say "click here and vote (or buy, or tell your friends, or something else)", they do it. In droves. #kaizenblog
- 4:06 pm **ConversationAge:** @Note\_to\_CMO we're on :) #kaizenblog
- 4:06 pm **QuantFun:** Agree w/ @SuzeMuse that popularity is a poor proxy for influence. But isn't it but better than nothing? #kaizenblog
- 4:06 pm **CASUDI:** Success, Authority, Community, Connections, engaging product (not in order) = influence in BIZ #kaizenblog ~ Good morning everyone :-)
- 4:06 pm **dc2fla:** Good afternoon @ConversationAge @3keyscoach Looking forward to discussion of influence today in #kaizenblog
- 4:06 pm **Note\_to\_CMO:** @3keyscoach Good morning! Good topic today - #kaizenblog
- 4:06 pm **bigwags:** RT @Note\_to\_CMO Influence in biz = "activation" - when I ask U 2 do something, U do it. #kaizenblog /then my football coach had influence!
- 4:06 pm **QuantFun:** Better but complex Influence Model: Person\_A INFLUENCES {Person\_i i = 1 to N\_j} on {Topic\_j} by amount X\_i\_j #kaizenblog
- 4:06 pm **QuantFun:** Goal: find Person\_A with high N\_j on YOUR chosen Topic\_j and high X\_i\_j across many people #kaizenblog
- 4:07 pm **ConversationAge:** Q1: What is deeper purpose of influence? #kaizenblog
- 4:07 pm **marketwire:** Popularity has nothing to do with influence. Are you more convinced if Kutcher recommends a brand or your friend? #kaizenblog
- 4:07 pm **megfowler:** For me, influence is the capacity to generate the response you desire, however that looks (conversation, decisions, sales) #kaizenblog
- 4:07 pm **3keyscoach:** RT @ConversationAge: Q1: What is deeper purpose of influence? #kaizenblog

- 4:07 pm **CommAMMO:** RT @ConversationAge: Connecting w/real influence <http://ow.ly/2cpU3> "What defines influence in business?" #kaizenblog
- 4:07 pm **GetResults:** Influence in business is having the "ear" (& usually trust) of others - so things can more easily get done #kaizenblog
- 4:07 pm **JoelFoner:** Popularity often completely misrepresents influence, which is topic, timing and content specific. #kaizenblog
- 4:07 pm **macengr:** #kaizenblog Influence, to me, is when people will do it voluntarily, not because they have to.
- 4:08 pm **CASUDI:** @Note\_to\_CMO People with perceived (and actual) authority command action / influence ~ U R right #kaizenblog
- 4:08 pm **3keyscoach:** RT @JoelFoner: Popularity often completely misrepresents influence, which is topic, timing and content specific. #kaizenblog
- 4:08 pm **dc2fla:** RT @GetResults: 3 kinds of "power"-brute (all muscle), authority (sanctioned) & influence (folks listen) influence most dynamic #kaizenblog
- 4:08 pm **3keyscoach:** RT @macengr: #kaizenblog Influence, to me, is when people will do it voluntarily, not because they have to.
- 4:08 pm **Note\_to\_CMO:** @bigwags Channeling your inner linebacker again? Good! #kaizenblog [Everybody know Mike Wagner of White Rabbit Group?]
- 4:08 pm **CommAMMO:** Q1 Influence is the ability to gain a hearing for your perspectives, which then change someone's thinking or actions. #kaizenblog
- 4:08 pm **SuzeMuse:** @QuantFun Popularity is fleeting...influence tends to endure. #kaizenblog
- 4:08 pm **ambercleland:** Joining #kaizenblog chat now, sorry but there will likely be many tweets on that topic in the next hour, u can filter it if you'd like :)
- 4:09 pm **marketwire:** Like. RT @megfowler: For me, influence is the capacity to generate the response you desire. #kaizenblog
- 4:09 pm **SuzeMuse:** Hi, #kaizenblog!
- 4:09 pm **CommAMMO:** RT @macengr: Influence, to me, is when people will do it voluntarily, not because they have to. #kaizenblog
- 4:09 pm **megfowler:** But influence isn't a numbers game, or a fame game -- targeted influence is often much more powerful. #kaizenblog
- 4:09 pm **QuantFun:** @Note\_to\_CMO Two types of "activation": directed activation (I tell, you do) vs. imitative (I do, you copy) #kaizenblog
- 4:09 pm **CommAMMO:** RT @JoelFoner: Popularity often completely misrepresents influence, which is topic, timing and content specific. #kaizenblog
- 4:09 pm **3keyscoach:** Hello @CASUDI & @GetResults Looks like we're in full swing here! #kaizenblog

- 4:09 pm **CommAMMO:** RT @megfowler: But influence isnt a numbers game, or a fame game -- targeted influence is often much more powerful. #kaizenblog
- 4:09 pm **Note\_to\_CMO:** A1: Deeper purpose of influence? Compliance? (Cynical?) We want influence so we can direct actions of others? #kaizenblog
- 4:09 pm **huperniketes:** @QuantFun Infamy, negative-influence are just as important to keep in mind for a campaign. People/topics/trends to avoid. #kaizenblog
- 4:09 pm **SocialMktg\_AM:** RT @SuzeMuse: @QuantFun Popularity is fleeting...influence tends to endure. #kaizenblog
- 4:10 pm **ConversationAge:** RT @CommAMMO: Q1 Influence is ability to gain a hearing for your perspectives, which then change someone's thinking or actions. #kaizenblog
- 4:10 pm **CASUDI:** A1: Influence bringing about action cos people are inspired to do it ~ (not forced to) #kaizenblog
- 4:10 pm **GetResults:** @SuzeMuse Shamen have influence until a key patient dies or has bad luck, then enduring comes to abrupt halt #kaizenblog
- 4:10 pm **GetResults:** @Note\_to\_CMO or are at least inclined to act as directed #kaizenblog
- 4:10 pm **denispaulvc:** The 2 sides of Influence: Quantity & Quality, numbers have to add to impact; as in "changing the thinking of a lot of people" #kaizenblog
- 4:10 pm **3keyscoach:** RT @Note\_to\_CMO: A1: Deeper purpose of influence? Compliance? (Cynical?) We want influence so we can direct actions of others? #kaizenblog
- 4:10 pm **ConversationAge:** @SocialMktg\_AM yes, Twitter chat #kaizenblog - today we're talking about influence. Q1: what is deeper purpose? Welcome!
- 4:11 pm **CASUDI:** @3keyscoach Great subject ~ defining and finding influencers one of my fave #kaizenblog
- 4:11 pm **marketwire:** The goal of influence is to have a desirable action, is it not? #kaizenblog
- 4:11 pm **SteveKoss:** Influence = making things happen, wisdom to make a difference, resetting bad behaviors with new skills. #kaizenblog
- 4:11 pm **QuantFun:** @SuzeMuse Yes, influence endures unless it's abused. Then it inverts and influencer becomes anti-influencer. #kaizenblog
- 4:11 pm **ambercleveland:** RT @CommAMMO: Q1 Influence is the ability to gain a hearing for ur perspectives, which then change someones thinking or actions. #kaizenblog
- 4:12 pm **megfowler:** we recognize @sametz that brands speak to diff audiences in diff ways -- the right message for the right audience = influence. #kaizenblog

- 4:12 pm **WDYWFT:** Mike Myatt wrote: By the time you reach the CEO level you should be striving to move beyond success and towards significance. [#kaizenblog](#)
- 4:12 pm **SocialMktg\_AM:** From a company's perspective, it's key to have employees with influence. Collective power in numbers. [#kaizenblog](#)
- 4:12 pm **CASUDI:** [@denispaulvc](#) YES, quantity (sheer mass) can influence however we like to think Quality first :-)  
[#kaizenblog](#)
- 4:12 pm **SuzeMuse:** Example. The band Rush. They started out in the 70s and were popular. They have influenced many, and they are still around. [#kaizenblog](#)
- 4:12 pm **WDYWFT:** So hopefully it's compliance and significance. [#kaizenblog](#)
- 4:12 pm **JoelFoner:** Q1 "What is the deeper purpose of influence?" | Many mention actions. Influence key result changes opinions and beliefs too. [#kaizenblog](#)
- 4:13 pm **WDYWFT:** RT [@ConversationAge](#): Q1: What is deeper purpose of influence? [#kaizenblog](#)
- 4:13 pm **CommAMMO:** [@ConversationAge](#) Q1 deeper purpose of gaining influence should be altruistic, but likely is desire to wield it for business. [#kaizenblog](#)
- 4:13 pm **ConversationAge:** RT [@SocialMktg\\_AM](#): From a company's perspective, it's key to have employees with influence. Collective power in numbers. [#kaizenblog](#)
- 4:13 pm **megfowler:** if you're trying to influence everyone, you won't influence anyone. [#kaizenblog](#)
- 4:13 pm **SuzeMuse:** [@GetResults](#) which is why people who influence must always be cognizant of the impact they have on others. [#kaizenblog](#)
- 4:13 pm **GetResults:** [@WDYWFT](#) from your mouth to God's ear! Yes, you should... [#kaizenblog](#)
- 4:13 pm **ambercleveland:** RT [@megfowler](#): if youre trying to influence everyone, you wont influence anyone. [#kaizenblog](#)
- 4:13 pm **dc2fla:** Pupose of influence: to persuade other(s) to a desired action, opinion, beliefs - the last two wd. affect action [#kaizenblog](#)
- 4:14 pm **megfowler:** Q1: the deeper purpose is to generate response -- the response you set as your goal. [#kaizenblog](#)
- 4:14 pm **3keyscoach:** RT [@megfowler](#): if you're trying to influence everyone, you won't influence anyone. [#kaizenblog](#)
- 4:14 pm **macengr:** [#kaizenblog](#) Deeper purpose varies according to the individual and goal of same. Can be good or bad.
- 4:14 pm **JoelFoner:** [@megfowler](#) Is "trying to influence" to have failed from the start? [#kaizenblog](#)
- 4:14 pm **CASUDI:** RT[@dc2fla](#) Pupose of influence: to persuade other(s) to a desired action, opinion, beliefs - the last two wd. affect action [#kaizenblog](#)
- 4:14 pm **QuantFun:** (Jack-of-all-trades, influencer of none) RT [@megfowler](#): if youre trying to influence everyone, you wont influence anyone. [#kaizenblog](#)

- 4:14 pm **3keyscoach:** RT @dc2fla: Pupose of influence: to persuade other(s) to desired action, opinion, beliefs - the last two wd. affect action #kaizenblog
- 4:14 pm **CommAMMO:** RT @SocialMktg\_AM: From a companys perspective, its key to have employees with influence. Collective power in numbers. #kaizenblog
- 4:14 pm **marketwire:** .@SocialMktg\_AM That's why social media should be a part of a company's overall strategy. SM creates influencers. #kaizenblog
- 4:14 pm **ConversationAge:** @JoelFoner do \*you\* think that action is the main purpose of influence? #kaizenblog
- 4:14 pm **UnitedLinen:** RT @dc2fla: Pupose of influence: to persuade other(s) to a desired action, opinion, beliefs - the last two wd. affect action #kaizenblog
- 4:15 pm **CatMonahan:** RT @ConversationAge: RT @SocialMktg\_AM: From a company's perspective, it's key to have employees with influence. Collective power in numbers. #kaizenblog
- 4:15 pm **CommAMMO:** Strategery... RT @megfowler: Q1: the deeper purpose is to generate response -- the response you set as your goal. #kaizenblog
- 4:15 pm **megfowler:** @JoelFoner no, because influence isn't a bad goal -- control might be, dominating the perspective might be. #kaizenblog
- 4:15 pm **YannR:** biz influence = ability of a organization to make its constituents feel like sharing their experience #touchpoints #kaizenblog
- 4:15 pm **Note\_to\_CMO:** I find that on Twitter, pushing for big follower numbers has inverse relationship with building influence. #kaizenblog
- 4:15 pm **GetResults:** @SuzeMuse In my experience, influence is like being in smoke filled room, if air clears, sometimes influence dissipates #kaizenblog
- 4:15 pm **3keyscoach:** @marketwire Maybe social media helps create influence but is that the be all, end all of influence? #kaizenblog
- 4:15 pm **JoelFoner:** @ConversationAge I think action is only one purpose of influence, and that affecting opinions and beliefs is just as powerful. #kaizenblog
- 4:15 pm **dc2fla:** @CommAMMO I agree influence SHOULD be for good purpose, but isn't intrinsically #kaizenblog
- 4:15 pm **ambercleland:** RT @Note\_to\_CMO: I find that on Twitter, pushing for big follower numbers has inverse relationship with building influence. #kaizenblog
- 4:16 pm **CommAMMO:** RT @SuzeMuse: @GetResults which is why people who influence must always be cognizant of the impact they have on others. #kaizenblog
- 4:16 pm **ConversationAge:** RT @JoelFoner: I think action is only one purpose of influence, and that affecting opinions and beliefs is just as powerful. #kaizenblog

- 4:16 pm **SocialMktg\_AM:** Couldn't agree more. That's why social media should be a part of a company's overall strategy. SM creates influencers. #kaizenblog RT...
- 4:16 pm **3keyscoach:** RT @Note\_to\_CMO: I find that on Twitter, pushing for big follower numbers has inverse relationship with building influence. #kaizenblog
- 4:16 pm **megfowler:** @JoelFoner probably disingenuous to say we're not trying to achieve influence -- it's part of all marketing/comms/ leadership. #kaizenblog
- 4:16 pm **macengr:** RT @Note\_to\_CMO: I find that on Twitter, pushing for big follower numbers has inverse relationship with building influence. #kaizenblog
- 4:17 pm **CommAMMO:** Pushing, yes. RT @Note\_to\_CMO: I find that on Twitter, pushing for big follower numbers has inverse relationship w/ bldg influ. #kaizenblog
- 4:17 pm **rjohnsonh:** RT @marketwire: Popularity has nothing to do with influence. Are you more convinced if Kutcher recommends a brand or your friend? #kaizenblog
- 4:17 pm **JoelFoner:** @ConversationAge Opinions and beliefs affect actions, but may be far in future and harder to directly tie to one influencer. #kaizenblog
- 4:17 pm **Note\_to\_CMO:** @JoelFoner Action is the manifestation of those beliefs. Look at Old Spice. Big buzz, no sales. #kaizenblog
- 4:17 pm **denispaulvc:** Nice meeting you all... good... conversation to everyone #kaizenblog
- 4:17 pm **ambercleland:** RT @JoelFoner: Action is only one purpose of influence, and that affecting opinions and beliefs is just as powerful. #kaizenblog
- 4:17 pm **dc2fla:** RT @SuzeMuse: @GetResults which is why people who influence must always be cognizant of the impact they have on others. #kaizenblog
- 4:17 pm **marketwire:** .@Note\_to\_CMO Agreed, the key to your theory is "pushing for big follower #'s". Followers should come naturally. #kaizenblog
- 4:17 pm **CommAMMO:** Yes. RT @JoelFoner: I think action is only one purpose of influence, and that affecting opinions & beliefs is just as powerful. #kaizenblog
- 4:17 pm **megfowler:** @JoelFoner @ConversationAge but that IS an action. it's a response. agreement/allegiance/putting faith is an act. #kaizenblog
- 4:18 pm **ConversationAge:** @YannR that's a compelling thought. Do you think it's the unspoken reason for programs like "energize & engage" employees? #kaizenblog
- 4:18 pm **3keyscoach:** @denispaulvc Welcome! What do you believe is the purpose of influence? #kaizenblog

- 4:18 pm **WDYWFT:** @GetResults should... true. Influence is like money> u have it b/c u know how to use it. If u don't have it, it's for a reason. #kaizenblog
- 4:18 pm **tomasacker:** The word "influence" implies acceptance. May lead to action, may not. #kaizenblog
- 4:18 pm **Note\_to\_CMO:** @marketwire Yes, pushing for big followers tends to distract you from actually building relationships with those you have. #kaizenblog
- 4:18 pm **GetResults:** @ConversationAge say more about this, please - deeper purpose? #kaizenblog
- 4:18 pm **SocialMktg\_AM:** Influence can be used for both good and evil. Think of Hitler. #kaizenblog
- 4:18 pm **Note\_to\_CMO:** @megfowler I disagree. Thoughts are private. Action is public. Huge difference. Influence (I think) is about moving ppl to act. #kaizenblog
- 4:19 pm **huperniketes:** @JoelFoner But what is the point of affecting opinions & beliefs if not to convince to act (or not act)? #kaizenblog
- 4:19 pm **johnheaney:** @tomasacker wd not agree that influence implies acceptance. political influencers are prime example. #kaizenblog
- 4:19 pm **ConversationAge:** @GetResults what do you do with it? #kaizenblog
- 4:19 pm **CommAMMO:** Is that true? How measured? RT @SocialMktg\_AM: ...social media shud b part of compys overall strat. SM creates influencers #kaizenblog
- 4:19 pm **deckerton:** RT @YannR: biz influence = ability of a organization to make its constituents feel like sharing their experience #touchpoints #kaizenblog
- 4:19 pm **megfowler:** part of the problem is that we have a very slim notion of what "action" is, or how key relationships/responses begin. #kaizenblog
- 4:19 pm **jenni\_doyle:** RT @ConversationAge: RT @CommAMMO: Q1 Influence is ability to gain a hearing for your perspectives, which then change someone's thinking or actions. #kaizenblog
- 4:19 pm **GetResults:** @tomasacker - if you only pause to think, influence has had an impact - perhaps that's enough for some things #kaizenblog
- 4:19 pm **ConversationAge:** RT @tomasacker: The word "influence" implies acceptance. May lead to action, may not. #kaizenblog | action may be contrary to input, too
- 4:20 pm **Note\_to\_CMO:** @johnheaney Yes. Big turning pt in Scott Brown R-MA influence was activation. Turning supporters into activists. #kaizenblog
- 4:20 pm **3keyscoach:** @tomasacker How does it imply acceptance (versus agreement or some other descriptor)? #kaizenblog
- 4:20 pm **JoelFoner:** @Note\_to\_CMO @megfowler Couldn't a kind of influence result in new beliefs that prevent people from acting (against something)? #kaizenblog

- 4:20 pm **GetResults:** @SuzeMuse part 2 - yes, onus on responsibility is big on those with influence - abuse is easy, moderation often hard #kaizenblog
- 4:20 pm **dc2fla:** @tomasacker agree on def. of influence; Q1 relates to "deeper purpose" i.e. how one/biz uses influence #kaizenblog
- 4:20 pm **marketwire:** @SocialMktg\_AM Great point. Not sure if I should RT or not ;- ) #kaizenblog
- 4:20 pm **3keyscoach:** RT @GetResults: @tomasacker - if you only pause to think, influence has had an impact - perhaps that's enough for some things #kaizenblog
- 4:20 pm **macengr:** #kaizenblog Changing thoughts inevitably changes actions.
- 4:20 pm **huperniketes:** RT @Note\_to\_CMO: @marketwire Yes, pushing for big followers tends to distract you from actually building relationships with those you have. #kaizenblog
- 4:20 pm **megfowler:** @Note\_to\_CMO making the choice to listen is an action. opening your mind is an action. #kaizenblog
- 4:20 pm **ampercleveland:** @huperniketes sometimes the "action" caused by your influence comes much later. Impacting thoughts now, can lead to action later #kaizenblog
- 4:21 pm **JoelFoner:** @huperniketes I guess maybe this is a micro/macro discussion... "Action" in the specific, directed marketing sense vs. societal? #kaizenblog
- 4:21 pm **johnheaney:** not necessary to impel action with influence - shift in belief is often the objective #kaizenblog
- 4:21 pm **dc2fla:** How influence is used and how one should use it -ethical question covers a broad spectrum #kaizenblog
- 4:21 pm **3keyscoach:** Is influence for something beyond marketing? #kaizenblog
- 4:21 pm **Note\_to\_CMO:** @JoelFoner Not acting or "changing actions " is good enough - sounds fair. #kaizenblog
- 4:21 pm **CommAMMO:** RT @megfowler: @Note\_to\_CMO making the choice to listen is an action. opening your mind is an action. #kaizenblog
- 4:21 pm **ConversationAge:** @megfowler may be getting caught in semantics, decision based on beliefs influences our action c: @JoelFoner #kaizenblog
- 4:21 pm **johnheaney:** is there a difference between group/individual influence? #kaizenblog
- 4:21 pm **CommAMMO:** RT @dc2fla: How influence is used and how one should use it -ethical question covers a broad spectrum #kaizenblog
- 4:21 pm **3keyscoach:** RT @johnheaney: not necessary to impel action with influence - shift in belief is often the objective #kaizenblog
- 4:22 pm **dc2fla:** @3keyscoach Influence beyond marketing: mentoring #kaizenblog
- 4:22 pm **CASUDI:** RT@johnheaney not necessary to impel action with influence - shift in belief is often the objective #kaizenblog/// or shift in attitude.

- 4:22 pm **tbkuplic:** What's the difference between influence and expertise? #kaizenblog
- 4:22 pm **tomasacker:** Changing actions changes thoughts. #kaizenblog
- 4:22 pm **YannR:** social tech & graph have made it easier to map out influence, our gregarious instincts do the rest #kaizenblog
- 4:22 pm **3keyscoach:** RT @dc2fla: How influence is used and how one should use it -ethical question covers a broad spectrum #kaizenblog
- 4:22 pm **johnheaney:** does influence behave differently online than offline? #kaizenblog
- 4:22 pm **ConversationAge:** Someone mentioned follower counts earlier. When we engage in #kaizenblog chat, we respond/act to content, not counts
- 4:23 pm **GetResults:** @ConversationAge when I have influence, I try to think in terms of stewardship & impact, then exert #kaizenblog
- 4:23 pm **YannR:** wholesome RT @megfowler: @Note\_to\_CMO making the choice to listen is an action. opening your mind is an action. #kaizenblog
- 4:23 pm **CommAMMO:** Don't agree. One cn b influ'd by many ppl, tiered influence effect. RT @macengr: Changing thoughts inevitably changes actions. #kaizenblog
- 4:23 pm **johnheaney:** @tbkuplic expertise does not have to be shared, influence by its nature is public #kaizenblog
- 4:23 pm **huperniketes:** The Whuffie Factor discusses the importance of influence in the form of social capital, how to earn and spend it. #kaizenblog
- 4:23 pm **Note\_to\_CMO:** @CommAMMO @megfowler Making choice to listen isn't necessarily influence. Believing without acting implies weak faith in idea? #kaizenblog
- 4:23 pm **macengr:** @tbkuplic #kaizenblog People with no expertise (or pretend expertise) can still have influence
- 4:23 pm **CommAMMO:** Not much evidence, studies yet. Possible. RT @johnheaney: does influence behave differently online than offline? #kaizenblog
- 4:24 pm **GetResults:** @3keyscoach Influence is always beyond marketing scope - can pervade everything #kaizenblog
- 4:24 pm **johnheaney:** does Google have outsized influence? even if it's not intentional? or is it? #kaizenblog
- 4:24 pm **CommAMMO:** RT @GetResults: @ConversationAge when I have influence, I try to think in terms of stewardship & impact, then exert #kaizenblog
- 4:24 pm **3keyscoach:** Can coaches/consultants influence how orgs behave internally so they treat each other in different ways? Can we change world? #kaizenblog
- 4:24 pm **stales:** @ConversationAge what is #kaizenblog

- 4:24 pm **CASUDI:** @johnheaney Wonder if difference between ~is group is more "sheep" influence, indiv more leadership (not saying but wondering) #kaizenblog
- 4:24 pm **tbkuplic:** I think this is an often overlooked truth. RT @tomasacker: Changing actions changes thoughts. #kaizenblog
- 4:24 pm **marketwire:** @johnheaney The co that come to mind re: group influence is Ford and their "movement" and Starbucks. Individual=@oldspice #kaizenblog
- 4:24 pm **deckerton:** My small business clients appreciate action-influence: that which will create a new customer. #kaizenblog
- 4:24 pm **GetResults:** @CASUDI even as a first step, where it's a change in attitude, much can come later #kaizenblog
- 4:24 pm **QuantFun:** @tbkuplic expertise can lead to influence, but does influence lead to expertise? #kaizenblog
- 4:24 pm **Note\_to\_CMO:** There's a big gap betw internal thoughts and external (and public) acts when it comes to psychology of influence. #kaizenblog
- 4:25 pm **CommAMMO:** Can b true. RT @tomasacker: Changing actions changes thoughts. #kaizenblog
- 4:25 pm **megfowler:** @Note\_to\_CMO @CommAMMO it's a beginning. influence is a process, i think. #kaizenblog
- 4:25 pm **3keyscoach:** Tell us more? RT @ GetResults @3keyscoach Influence is always beyond marketing scope - can pervade everything #kaizenblog
- 4:25 pm **Note\_to\_CMO:** We dont keep our promises (ie, Weight Watchers, etc) when we don't make them public (acts, not just beliefs). #kaizenblog
- 4:25 pm **CASUDI:** @johnheaney deff think online influence more fleeting (often) #kaizenblog you?
- 4:25 pm **ConversationAge:** @dc2fla yes, I wrote about that today. Also, do we choose to be right, or to be challenged/influenced? #kaizenblog @3keyscoach
- 4:25 pm **3keyscoach:** Powerful! RT @dc2fla @3keyscoach Influence beyond marketing: mentoring #kaizenblog
- 4:25 pm **SteveKoss:** Influence @3keyscoach is beyond marketing?providing the vicarious experience in and all areas of biz and life is a changemaker #kaizenblog
- 4:26 pm **ambercleveland:** @3keyscoach I believe that we can change the world, influence leads to buy in, leads to change.. #kaizenblog
- 4:26 pm **3keyscoach:** Q2 What is the bridge between your business vision and becoming an influencer? #kaizenblog
- 4:26 pm **Note\_to\_CMO:** @marketwire Old Spice is a good case in lack of influence: Huge buzz, sales -7% per Brandweek. #kaizenblog
- 4:26 pm **dc2fla:** @CommAMMO Agree. Influence can be multi-tiered and from many directions. e.g what influences my opinion of a politician/my vote) #kaizenblog

- 4:26 pm **CommAMMO:** Possible. Not w/out internal commit. RT @3keyscoach: Can coaches/consultants influ orgs so treat each oth in diff ways? #kaizenblog
- 4:26 pm **huperniketes:** @ambercleland Exactly. Planting seeds for a harvest, not to trigger an immediate action. Like revolution. #kaizenblog
- 4:26 pm **derekedmond:** @3keyscoach maybe not the "world" but at least try to influence/impact the immediate circle #kaizenblog
- 4:26 pm **CASUDI:** @GetResults change in attitude expands to social engineering ~ does it not ? #kaizenblog
- 4:27 pm **persuasionfox:** @tbkuplic: expertise is knowledge & abilities & doesn't mean someone can influence others. #kaizenblog
- 4:27 pm **tomasacker:** Influence more subtle process today. Experts disagree, so people don't trust experts. #kaizenblog
- 4:27 pm **ConversationAge:** @Note\_to\_CMO I was just reviewing a fabulous deck on changing behavior w/data <http://ow.ly/2cvMZ> #kaizenblog
- 4:27 pm **marketwire:** Interesting! Link? RT @Note\_to\_CMO: @marketwire Old Spice is a good case in lack of influence: Huge buzz,sales - 7% per Brandweek #kaizenblog
- 4:27 pm **johnheaney:** @CASUDI online influence dependent upon repetition. will be fleeting if not a focus of influencer. think celebrities #kaizenblog
- 4:27 pm **huperniketes:** @JoelFoner Action in the general sense/awareness of influence. If action is a lifestyle activity, it would be societal. #kaizenblog
- 4:27 pm **3keyscoach:** @CommAMMO Internal commitment is essential. How do we create that bridge to internal commitment? #kaizenblog
- 4:27 pm **CommAMMO:** @CASUDI Models of persuasion (rhetorical theory, social capital theory, etc.) can be pos or neg... #kaizenblog
- 4:28 pm **GetResults:** @CASUDI of course it does. A change in attitude opens perspective, who knows the dimensions of that? #kaizenblog
- 4:28 pm **dc2fla:** RT @3keyscoach: Can coaches/consultants influence how orgs behave internally so they treat ea other in different ways? #kaizenblog
- 4:28 pm **3keyscoach:** RT @ConversationAge: @Note\_to\_CMO I was just reviewing a fabulous deck on changing behavior w/data <http://ow.ly/2cvMZ> #kaizenblog
- 4:28 pm **Note\_to\_CMO:** Q2: Bridge betw vision and influence. Jim Koch/Boston Beer Co. "Want to change how American public thinks of beer." #kaizenblog
- 4:28 pm **ambercleland:** Q2 The bridge between biz and becoming an influencer is the mission of the biz and the vision of the leadership #kaizenblog
- 4:28 pm **johnheaney:** @persuasionfox influence also requires ability to communicate. not necessarily a talent of someone with expertise #kaizenblog

- 4:28 pm **megfowler:** influence exists in levels: what influences me to buy is diff. from what influences me to give charitably, change my mind, etc. #kaizenblog
- 4:28 pm **3keyscoach:** RT @tomasacker: Influence more subtle process today. Experts disagree, so people don't trust experts. #kaizenblog
- 4:28 pm **ConversationAge:** @tomasacker would you say it's a combination of data and observed behavior? #kaizenblog
- 4:28 pm **tbkuplic:** @QuantFun I don't think influence leads to expertise, but in the best circumstances they are concurrent #kaizenblog
- 4:28 pm **jaydesignhaiti:** RT @marketwire: Interesting! Link? RT @Note\_to\_CMO: @marketwire Old Spice is a good case in lack of influence: Huge buzz,sales -7% per Brandweek #kaizenblog
- 4:28 pm **Note\_to\_CMO:** @ConversationAge Thanks for fwding link - just fav'ed it and will read! #kaizenblog
- 4:29 pm **macengr:** RT @ambercleveland: Q2 The bridge between biz and becoming an influencer is the mission of the biz and the vision of the leadership #kaizenblog
- 4:29 pm **CASUDI:** @3keyscoach A2 : Doing excellently or in our design biz ~ one of a kind design / leader / influencer of new #kaizenblog
- 4:29 pm **CommAMMO:** RT @ambercleveland: @3keyscoach I believe that we can change the world, influence leads to buy in, leads to change.. #kaizenblog
- 4:29 pm **Note\_to\_CMO:** @marketwire Blogged this earlier this week - <http://bit.ly/cIdN1r> #kaizenblog [Old Spice is very interesting problem!]
- 4:30 pm **JoelFoner:** @tbkuplic @QuantFun I think influence does lead to expertise, through connection with more people and concepts. #kaizenblog
- 4:30 pm **deckerton:** Big brands like Old Spice probably appreciate belief-influence. Sales were down, but now their brand feels more relevant. #kaizenblog
- 4:30 pm **GetResults:** @3keyscoach an arched eyebrow from an influential person can halt action even before marketing is contemplated #kaizenblog
- 4:30 pm **CommAMMO:** But process is same, no? RT @megfowler: influ exists in levels: what influences me to buy is diff. from what influences me to... #kaizenblog
- 4:30 pm **andrewmueller:** RT @GetResults: @CASUDI of course it does. A change in attitude opens perspective, who knows the dimensions of that? #kaizenblog
- 4:30 pm **huperniketes:** @3keyscoach Influence is an everyday occurrence for all. Parents want to influence kids, esp as teens. #kaizenblog
- 4:30 pm **ConversationAge:** @stales today were discussing a topic that might be juicy to you, Alicia: influence and its role in business #kaizenblog
- 4:30 pm **Note\_to\_CMO:** @jaydesignhaiti Just sent my link, which has another link to Brandweek's data re Old Spice - #kaizenblog

- 4:30 pm **dc2fla:** Nice @megfowler Influence as a process & not exclusively uni-directional either business or personal #kaizenblog
- 4:31 pm **tomasacker:** @ConversationAge Acting as an example, yes. And more about helping people internalize message and feel good about selves. #kaizenblog
- 4:31 pm **CASUDI:** @Note\_to\_CMO online BUZZ = fleeting online influence ref @oldspice #kaizenblog cc@johnheaney
- 4:31 pm **andrewmueller:** @Note\_to\_CMO Old Spice campaign was a brand marketing effort, the effect is seen over time not immediately #kaizenblog
- 4:31 pm **robertocastro:** RT @marketwire: Popularity has nothing to do with influence. Are you more convinced if Kutcher recommends a brand or your friend? #kaizenblog
- 4:31 pm **ConversationAge:** @GetResults hence the good idea of A/B testing? #kaizenblog @3keyscoach
- 4:31 pm **3keyscoach:** RT @huperniketes: @3keyscoach Influence is an everyday occurrence for all. Parents want to influence kids, esp as teens. #kaizenblog
- 4:31 pm **Note\_to\_CMO:** @deckerton There's no such thing as "relevance" when your brand is down 7% YOY. Buzz doesn't equal conversion. #kaizenblog
- 4:32 pm **micronauta:** RT @marketwire: Popularity has nothing to do with influence. Are you more convinced if Kutcher recommends a brand or your friend? #kaizenblog
- 4:32 pm **CommAMMO:** @Note\_to\_CMO Great example in SamA - I ask ppl, "what do u want ppl to think, feel or do" as result of comm'ns... #kaizenblog
- 4:32 pm **dc2fla:** @MegFowler re: the process: as we listen, observe responses of those we seek to influence (our audience/ stakeholders) we adjust #kaizenblog
- 4:32 pm **ambercleveland:** Amt of influence impacts the amt of action. i.e., if asked to click for a cause, I will...if u ask me to buy, I'll think abt it #kaizenblog
- 4:32 pm **ConversationAge:** RT @Note\_to\_CMO: @deckerton There's no such thing as "relevance" when your brand is down 7% YOY. Buzz doesn't equal conversion. #kaizenblog
- 4:32 pm **deckerton:** RT @marketwire: Popularity has nothing to do with influence. Are you more convinced if Kutcher recommends a brand or your friend? #kaizenblog
- 4:32 pm **GetResults:** @ConversationAge yes, I'm a big fan of using the best of Direct Response techniques - testing is always helpful #kaizenblog
- 4:32 pm **WDYWFT:** Microsoft Kin Discontinued After 48 Days - <http://nyti.ms/aaYg3r> #kaizenblog
- 4:32 pm **CommAMMO:** @Note\_to\_CMO What abt lag time between socmed campaign and sales? Will we know so soon? #kaizenblog

- 4:33 pm **YannR:** @ConversationAge "energize & engage" employees => appeal to their human side maybe... organizations can desensitize people #kaizenblog
- 4:33 pm **dc2fla:** RT @Note\_to\_CMO: @deckerton There's no such thing as "relevance" when your brand is down 7% YOY. Buzz doesn't equal conversion. #kaizenblog
- 4:33 pm **Note\_to\_CMO:** @andrewmueller The campaign has been out there 6 months, has 12.2 million views. Long enough to see something? #kaizenblog
- 4:33 pm **CASUDI:** @andrewmueller @GetResults I am always looking at dynamics of changing attitude ~ both of one & of populations (Mktg:-) #kaizenblog
- 4:33 pm **marketwire:** Bookmarked and will cont to track! RT @Note\_to\_CMO: @marketwire Blogged this earlier this wk - <http://bit.ly/cIdN1r> #kaizenblog #kaizenblog
- 4:33 pm **johnheaney:** @micronauta you may not want popularity to determine influence, but it certainly does. Kutcher gets sponsors b/c of popularity #kaizenblog
- 4:33 pm **huperniketes:** @3keyscoach The extent to which they affect behavior is based on a key factor in influence: trust. Have they earned it? #kaizenblog
- 4:33 pm **SocialMktg\_AM:** I'm sure you are all aware of the Fast Company Influence project? Thoughts? <http://ow.ly/2cw1O> #kaizenblog
- 4:33 pm **QuantFun:** RT @tbkuplic: @QuantFun I dont think influence leads to expertise, but in the best circumstances they are concurrent #kaizenblog
- 4:33 pm **3keyscoach:** RT @WDYWFT: Microsoft Kin Discontinued After 48 Days - <http://nyti.ms/aaYg3r> #kaizenblog
- 4:33 pm **ConversationAge:** @tomasacker can this "helping people feel good about themselves" be used to manipulate evidence? e.g., popularity #kaizenblog
- 4:33 pm **GetResults:** @micronauta Celebrity and/or popularity does impact influence, but in varying degrees & among different groups - it's selective #kaizenblog
- 4:33 pm **andrewmueller:** No we won't >RT @CommAMMO: @Note\_to\_CMO What abt lag time between socmed campaign and sales? Will we know so soon? #kaizenblog
- 4:33 pm **ambercleveland:** @marketwire the ? about @aplusk - depends on what the recommendation is 4, he's a celeb but he's also very smart about SM #kaizenblog
- 4:34 pm **3keyscoach:** RT @YannR: @ConversationAge "energize & engage" employees => appeal to their human side maybe... orgs can desensitize people #kaizenblog
- 4:34 pm **deckerton:** @Note\_to\_CMO Totally agree. That's why my clients are small biz, not big brands. Small biz don't value "relevance" #kaizenblog

- 4:34 pm **megfowler:** @CommAMMO I don't think it is -- not the same path to influence what I do with my wallet as to influence what I do with my time #kaizenblog
- 4:34 pm **Note\_to\_CMO:** @CommAMMO Amen re Sam Adams. Jim K is a visionary guy. Had great convo w/ him a few months ago on this topic. #kaizenblog
- 4:34 pm **db:** RT @megfowler: influence exists in levels: what influences me to buy is diff. from what influences me to give charitably, change my mind, etc. #kaizenblog
- 4:34 pm **deckerton:** or "buzz" for that matter. #kaizenblog
- 4:34 pm **johnheaney:** @GetResults Oprah's popularity translates into influence when she recommends a book. She's trusted in that sphere. #kaizenblog
- 4:34 pm **ConversationAge:** Many smart contributors to today's #kaizenblog chat - make sure you follow the hash tag to gain insights. Thank you!
- 4:34 pm **dc2fla:** RT @megfowler: influence exists in levels: what influences me to buy is diff. from what influences me to give charitably, change my mind, etc. #kaizenblog
- 4:35 pm **JJRiquelmeM:** RT @ConversationAge: RT @tomasacker: The word "influence" implies acceptance. May lead to action, may not. #kaizenblog | action may be contrary to input, too
- 4:35 pm **marketwire:** .@ambercleveland No doubt @aplusk is more savvy than your ave celeb. He owns a successful biz too! But, my pt is being missed. #kaizenblog
- 4:35 pm **Note\_to\_CMO:** @CommAMMO I don't think 6 months is too soon. I hope it ticks up because I want to believe! Data doesnt look good tho. #kaizenblog
- 4:35 pm **3keyscoach:** @Note\_to\_CMO Love Jim Koch's take! And the beer is tasty too. :) #kaizenblog
- 4:35 pm **ConversationAge:** Related to Q2: can feedback loops help you bridge business vision and becoming an influencer? #kaizenblog
- 4:36 pm **tomasacker:** To be influenced, means one desires either to be right or to be liked. #kaizenblog
- 4:36 pm **CASUDI:** RT@GetResults @micronauta Celeb popularity does impact influence, but varying degrees & among different groups- it's selective #kaizenblog
- 4:36 pm **YannR:** @deckerton 'Buzz doesn't equal conversion.' we should ask @oldspice if their sales and do-good perception have jumped #kaizenblog
- 4:36 pm **Sametz:** having a great conversation over at #kaizenblog (tweeting as @megfowler) join us!
- 4:36 pm **3keyscoach:** RT @ConversationAge: Many smart contributors to today's #kaizenblog chat-make sure U follow hashtag to gain insights Thank you!
- 4:36 pm **JoeCrockett:** But if you put popularity & influential together in 1 spot you have a powerhouse #kaizenblog

- 4:36 pm **GetResults:** @johnheaney precisely. but remember that even though books fly off shelves w her backing, it's only a small % of everyone #kaizenblog
- 4:36 pm **Note\_to\_CMO:** @ConversationAge Helping ppl feel good abt themselves is a "core psychological hunger" (partner's words!), so IMO, yes! #kaizenblog
- 4:36 pm **deckerton:** I'm more influenced by @ConversationAge than anyone right now. #kaizenblog
- 4:36 pm **CASUDI:** @DavidSpinks #kaizenblog on influence today ~ You may enjoy ~ happening now :-)
- 4:37 pm **ConversationAge:** @katjaib thank you for participating. Hope you got useful information and connections #kaizenblog
- 4:37 pm **andrewmueller:** Old spice is a tired brand, the campaign had huge reach but did it reach the right folks + will it affect FRY?? #kaizenblog
- 4:37 pm **SocialMktg\_AM:** RT @deckerton: I'm more influenced by @ConversationAge than anyone right now. #kaizenblog
- 4:37 pm **macengr:** @ConversationAge #kaizenblog Feedback loops ARE useful, but you have to be willing to adjust to the feedback.
- 4:37 pm **3keyscoach:** In case you missed it...Q2 What is the bridge between your business vision and becoming an influencer? #kaizenblog
- 4:37 pm **GetResults:** @JoeCrockett true, enough, but often the person who influences may influence only a small circle, if you could influence Obama? #kaizenblog
- 4:37 pm **ambercleveland:** RT @megfowler: what influences me to buy is diff. from what influences me to give charitably, change my mind, etc. #kaizenblog
- 4:38 pm **ConversationAge:** @Note\_to\_CMO so sucking up is a good methodology ;) #kaizenblog
- 4:38 pm **deckerton:** @yannr I think the consensus so far is "no". But their results are likely measured in months, not weeks. #kaizenblog
- 4:38 pm **Note\_to\_CMO:** @YannR Brandweek data says sales down 7% YOY (IRI data). #kaizenblog
- 4:38 pm **GetResults:** Must run - have enjoyed brief interlude today (thank you's later) here on #kaizenblog
- 4:38 pm **andrewmueller:** .@Note\_to\_CMO NO the interesting part of the campaign only took place this week, w/ the responses to individuals #kaizenblog
- 4:38 pm **marketwire:** Buzz doesn't = conversion immediately. I'm guessing lots have changed their perception of @oldspice from "old man" to "hip" #kaizenblog
- 4:38 pm **dc2fla:** Influence by example leverages reputation, i.e pereceived opinion of our actions & our stated views, values #kaizenblog
- 4:39 pm **3keyscoach:** @Huperniketes Earning the privilege to influence is important! #kaizenblog

- 4:39 pm **Note\_to\_CMO:** RT @deckerton: I'm more influenced by @ConversationAge than anyone right now. #kaizenblog [When shes says jump, I say how high.]
- 4:39 pm **ConversationAge:** @macengr how about feedback loops proposed to the people you are looking to influence - data about their behavior #kaizenblog
- 4:39 pm **WDYWFT:** RT @3keyscoach: @Huperniketes Earning the privilege to influence is important! #kaizenblog
- 4:39 pm **huperniketes:** @YannR Influence needn't be immediate to be effective. As long as they lose the "grandad's cologne" image, they succeed. #kaizenblog
- 4:39 pm **tbkuplic:** @JoelFoner My one worry is that once you have influence, what's the external incentive to gain expertise? #kaizenblog
- 4:39 pm **Note\_to\_CMO:** @ConversationAge I'm on board with that. #kaizenblog
- 4:39 pm **ConversationAge:** @Note\_to\_CMO LOL! good to know :D #kaizenblog @deckerton thank you for the compliment
- 4:40 pm **andrewmueller:** .@Note\_to\_CMO the rest of the campaign was your standard run of the mill large brand advertising effort #kaizenblog
- 4:40 pm **YannR:** with @3keyscoach, they make it about a higher purpose @deckerton: I'm more influenced by @ConversationAge than anyone right now. #kaizenblog
- 4:40 pm **CASUDI:** @GetResults @JoeCrockett ~ I like that influence ONE and they in turn influence millions :-)) ref your Obama tweet :-)) #kaizenblog
- 4:40 pm **megfowler:** our founder wrote on the @sametz blog about for profits learning from NFPs re: communicating mission. mission amps influence. #kaizenblog
- 4:40 pm **macengr:** @ConversationAge #kaizenblog Perhaps, but that may still mean you need to adjust your actions to influence them in the right direction
- 4:40 pm **CommAMMO:** Profound. RT @tomasacker: To be influenced, means one desires either to be right or to be liked. #kaizenblog
- 4:40 pm **derekedmond:** @3keyscoach A2: The bridge? hmm.. hard work and focusing on setting goals! #kaizenblog
- 4:40 pm **dc2fla:** @GetResults Great to have your insights. Will look for you next week #kaizenblog
- 4:40 pm **andrewmueller:** @Note\_to\_CMO how many of those views were in the last week? I think about 4 million #kaizenblog
- 4:41 pm **CommAMMO:** RT @tbkuplic: @JoelFoner My one worry is that once you have influence, whats the external incentive to gain expertise? #kaizenblog
- 4:41 pm **ConversationAge:** @macengr for example, the @oldspice online campaign (see? they got me to mention them for 1st time) #kaizenblog

- 4:41 pm **Note\_to\_CMO:** @andrewmueller The campaign, given financial metrics to date, as failed. Hope personalized tweets do something. Want to believe. #kaizenblog
- 4:41 pm **CommAMMO:** RT @3keyscoach: @Huperniketes Earning the privilege to influence is important! #kaizenblog
- 4:41 pm **JoeCrockett:** @GetResults 1) I wasn't think only in terms of a person 2) Obama was influential & popular; He won the presidency #kaizenblog
- 4:41 pm **BobonBusiness:** RT @ConversationAge: RT @tomasacker: The word "influence" implies acceptance. May lead to action, may not. #kaizenblog | action may be contrary to input, too
- 4:41 pm **3keyscoach:** @tbkuplic Can you say more about this external incentive? #kaizenblog
- 4:42 pm **CASUDI:** @ConversationAge @macengr ~ not knowing what you are influencing in BIZ is a great loss ~ feedback v. important of course #kaizenblog
- 4:42 pm **macengr:** @ConversationAge #kaizenblog If what the others are saying is tru, it's not working (-7%) so Old Spice needs to check and maybe adjust
- 4:42 pm **YannR:** @Huperniketes good point, 'influence' X axis and 'short vs long term' Y axis #kaizenblog
- 4:42 pm **huperniketes:** @3keyscoach Building on your relationships, inspiring confidence in your values and decisions, building trust. #kaizenblog
- 4:42 pm **megfowler:** here it is from the @sametz blog: <http://bit.ly/cBrsWg> mission builds influence! #kaizenblog
- 4:42 pm **CommAMMO:** RT @dc2fla: Influence by example leverages reputation, i.e perceived opinion of our actions & our stated views, values #kaizenblog
- 4:42 pm **Note\_to\_CMO:** @andrewmueller Lets wait for the data. A brand isnt successfully repositioned until it sells something. #kaizenblog
- 4:42 pm **ConversationAge:** @CommAMMO how about peer pressure? Comparing to ppl doing smart stuff @tbkuplic @JoelFoner #kaizenblog
- 4:42 pm **3keyscoach:** RT @Huperniketes @3keyscoach Building on your relationships, inspiring confidence in your values and decisions, building trust. #kaizenblog
- 4:42 pm **marketwire:** Well said RT @CommAMMO: Profound. RT @tomasacker: To be influenced, means one desires either to be right or to be liked. #kaizenblog
- 4:42 pm **macengr:** @JoeCrockett #kaizenblog But Obama didn't follow through - Actions must match message
- 4:43 pm **tbkuplic:** @ConversationAge @macengr Feedback loops work independent of someone's rational thinking. That's what makes them so powerful. #kaizenblog
- 4:43 pm **huperniketes:** @3keyscoach Also, influence should be treated as 2-way street. Let others know how they influence you, you value their input. #kaizenblog

- 4:43 pm **ConversationAge:** @Note\_to\_CMO that's my response to those who say "maybe it was just an awareness campaign" needs to have action tied to it #kaizenblog
- 4:43 pm **YannR:** really? after? RT @Note\_to\_CMO: @YannR Brandweek data says sales down 7% YOY (IRI data). #kaizenblog
- 4:43 pm **JoeCrockett:** @macengr True. And that will negatively affect his influence going forward. #kaizenblog
- 4:44 pm **dc2fla:** @ConversationAge Do we choose to be influenced? We choose our models, heros & favorites, friends-different standards for each #kaizenblog
- 4:44 pm **CASUDI:** RT@NoraBurns It's Friday! Don't let the week slip by w/o thanking your team for their specific contributions! // influence team #kaizenblog
- 4:44 pm **ConversationAge:** RT @tbkuplic: @macengr Feedback loops work independent of someone's rational thinking. That's what makes them so powerful. #kaizenblog
- 4:44 pm **Note\_to\_CMO:** @ConversationAge Peer pressure is hugely influential. Teen smoking, for example. "Source similarity" (partner language again!) #kaizenblog
- 4:44 pm **3keyscoach:** @ConversationAge @CommAMMO @JoelFoner @tbkuplic Peer pressure in soc med seems to lead to wanting to be "rock stars" #kaizenblog
- 4:44 pm **macengr:** @tbkuplic #kaizenblog Interesting. Will have to ponder that!
- 4:44 pm **macengr:** @JoeCrockett #kaizenblog Exactly.
- 4:45 pm **marketwire:** @Note\_to\_CMO @andrewmueller Let's not forget about lead time. With heavy brand loyalty in that industry, could be months. #kaizenblog
- 4:45 pm **Note\_to\_CMO:** @YannR Per Brandweek. Down 7% 52 weeks YOY, I think. Campaign is 6 months in. #kaizenblog
- 4:45 pm **CommAMMO:** RT @3keyscoach: @ConversationAge @JoelFoner @tbkuplic Peer pressure in soc med seems to lead to wanting to be "rock stars" #kaizenblog
- 4:45 pm **andrewmueller:** .@Note\_to\_CMO they were personalized high production value real-time videos...that was innovative #kaizenblog
- 4:45 pm **tbkuplic:** Even works when people are doing dumb stuff RT @ConversationAge: @CommAMMO how about peer pressure? @tbkuplic @JoelFoner #kaizenblog
- 4:45 pm **JoeCrockett:** Influence is an outcome integrity internally and to your message. No follow thru=lessened trust=drop in influence #kaizenblog
- 4:45 pm **ConversationAge:** @dc2fla sometimes we're influenced independent of rational thinking - e.g., peer pressure, emotional response #kaizenblog
- 4:45 pm **dc2fla:** Great share @megfowler connecting on a deeper level @sametz blog: <http://bit.ly/cBrsWg> mission builds influence! #kaizenblog

- 4:45 pm **CASUDI**: @3keyscoach @ConversationAge ~ great #kaizenblog today ~ Thanks ~ appointment calls.
- 4:45 pm **megfowler**: influence isn't a tab on your analytics report. #kaizenblog
- 4:46 pm **3keyscoach**: RT @JoeCrockett: Influence is an outcome integrity internally & to your message. No follow thru=lessened trust=drop in influence #kaizenblog
- 4:46 pm **andrewmueller**: .@Note\_to\_CMO IMO the personalized responses will not make a difference, the brand is tired but mktg innovative #kaizenblog
- 4:46 pm **ConversationAge**: @CASUDI thank you for participating, Caroline. Always great contributions and thinking @3keyscoach #kaizenblog
- 4:46 pm **Note\_to\_CMO**: @andrewmueller I hope they do something. I'd love to do that (but wont - America doesnt want to see me in shower. Trust me.) #kaizenblog
- 4:46 pm **macengr**: RT @JoeCrockett: Influence is an outcome integrity internally and to your message. No follow thru=lessened trust=drop in influence #kaizenblog
- 4:46 pm **huperniketes**: @YannR Maybe they're losing core customers as they shift towards different market segment. #kaizenblog
- 4:46 pm **CommAMMO**: Q2 bridge to business - is influence just the means to the end (perceived expert) that leads to ppl taking your calls? #kaizenblog
- 4:46 pm **3keyscoach**: @megfowler How would it be accurate? Some influence is offline #kaizenblog
- 4:46 pm **marketwire**: @megfowler But people using a service like @klout certainly believe it is. #kaizenblog
- 4:47 pm **dc2fla**: @ConversationAge exactly. All very god reasons to take time to assess "the why"of our beliefs, feelings, actions-for congruence #kaizenblog
- 4:47 pm **macengr**: @megfowler #kaizenblog True - How would you measure it anyway?
- 4:47 pm **ConversationAge**: @Note\_to\_CMO there are no borders online ;) #kaizenblog
- 4:47 pm **techguerilla**: @andrewmueller couple of diff perspectives (one mine) on influence. <http://bit.ly/dxSDyS> <http://bit.ly/d5q0Vj> #kaizenblog
- 4:48 pm **tbkuplic**: Good question RT @macengr: @megfowler #kaizenblog True - How would you measure it anyway?
- 4:48 pm **piratewife**: RT @megfowler: influence exists in levels: what influences me to buy is diff. from what influences me to give charitably, change my mind, etc. #kaizenblog
- 4:48 pm **3keyscoach**: @CASUDI Good to have you here! Have good appointment! #kaizenblog
- 4:48 pm **CommAMMO**: Lots of discussion about how we measure influence. Offline, it's by job - profs, accountants, lawyers, etc... Same/Diff online? #kaizenblog

- 4:48 pm **3keyscoach:** RT @techguerilla: @andrewmueller couple of diff perspectives (one mine) on influence. <http://bit.ly/dxSDyS> <http://bit.ly/d5q0Vj> #kaizenblog
- 4:48 pm **ConversationAge:** @dc2fla why objectives and strategy should be aligned with core value(s) #kaizenblog
- 4:49 pm **BeckyMcCray:** Hey, @JoeCrockett is saying some really sharp things, in the #kaizenblog discussion.
- 4:49 pm **andrewmueller:** Old spices product is a fragrance which triggers memory associations, can this be changed with ads? #kaizenblog
- 4:50 pm **megfowler:** @3keyscoach @macengr folks want to think influence = a lot of people paying attention... but trainwrecks attract attention, too. #kaizenblog
- 4:50 pm **Tshirts4Hire:** RT @megfowler: influence exists in levels: what influences me to buy is diff. from what influences me to give charitably, change my mind, etc. #kaizenblog
- 4:50 pm **dc2fla:** RT @megfowler: influence isn't a tab on your analytics report. | Right on! (despite promises of magic algorithms - Klout) #kaizenblog
- 4:50 pm **tomasacker:** Let's see how much influence Steve Jobs has in 10 minutes: <http://ow.ly/2cwnY> #kaizenblog
- 4:50 pm **ConversationAge:** Q3: What has worked for you to build influence? #kaizenblog
- 4:50 pm **dc2fla:** Amen! RT @ConversationAge: @dc2fla why objectives and strategy should be aligned with core value(s) #kaizenblog
- 4:51 pm **Note\_to\_CMO:** RT @megfowler: @3keyscoach @macengr many think influence = a lot of people paying attention. [trainwrecks attract attention, 2]. #kaizenblog
- 4:51 pm **YannR:** loved it, got to run thx all #kaizenblog look forward to the transcript
- 4:51 pm **huperniketes:** @SocialMktg\_AM The FC Influencer campaign got negative buzz. Who signs up? (I know I wasn't "invited", for what that's worth.) #kaizenblog
- 4:51 pm **Note\_to\_CMO:** @tomasacker Less than he had right now, I'll bet... #kaizenblog
- 4:51 pm **macengr:** @ConversationAge #kaizenblog Developing personal relationships (trust is key) and demonstrating competence
- 4:51 pm **3keyscoach:** @megfowler RE: trainwrecks Great! (sarcastic) We can influence by showing what not to do :) #kaizenblog
- 4:51 pm **3keyscoach:** RT @ConversationAge: Q3: What has worked for you to build influence? #kaizenblog
- 4:51 pm **WDYWFT:** RT @AMAnet just wrote: Top 25 Online Influencers in Leadership (HRExaminer) | <http://ht.ly/2cnkz> #kaizenblog
- 4:52 pm **marketwire:** To build influence=provide relevant, interesting content, be authentic, build relationships first #kaizenblog
- 4:52 pm **Note\_to\_CMO:** @ConversationAge What has worked for me to build influence? Building relationships, 1 at a time. #kaizenblog

- 4:52 pm **CommAMMO:** RT @megfowler: @3keyscoach @macengr folks want to thnk influ=lot of ppl paying attention... trainwrecks attract attention, too. #kaizenblog
- 4:52 pm **ConversationAge:** RT @dc2fla: RT @megfowler: influence isn't a tab on your analytics report | Right on! despite promises of magic algorithms-Klout #kaizenblog
- 4:52 pm **ambercleveland:** @tbkuplic the external influence to gain expertise is your brand and the desire for continued/greater influence #kaizenblog
- 4:52 pm **tomasacker:** Q3: Passion and other focus at the expense of self. #kaizenblog
- 4:52 pm **huperniketes:** @ConversationAge Listening. Articulating what I understand to be other's concerns, and how I will handle them. #kaizenblog
- 4:52 pm **3keyscoach:** @YannR Thanks for joining us this wk! Have great weekend! #kaizenblog
- 4:52 pm **andrewmueller:** RT @techguerilla: @andrewmueller couple of diff perspectives (one mine) on influence. <http://bit.ly/dxSDyS> <http://bit.ly/d5q0Vj> #kaizenblog
- 4:52 pm **3keyscoach:** RT @Note\_to\_CMO: @ConversationAge What has worked for me to build influence? Building relationships, 1 at a time. #kaizenblog
- 4:52 pm **tbkuplic:** @3keyscoach Yeah rock star thing is over. Limit of true social "friend" group is about 150 ppl. What do we call rest? Audience? #kaizenblog
- 4:52 pm **3keyscoach:** RT @marketwire: To build influence=provide relevant, interesting content, be authentic, build relationships first #kaizenblog
- 4:53 pm **ConversationAge:** RT @macengr: @ConversationAge #kaizenblog Developing personal relationships (trust is key) and demonstrating competence
- 4:53 pm **andrewmueller:** Influence resides in domains, a person can be influential in one area but much less in another #kaizenblog
- 4:53 pm **megfowler:** Q3: those who influence me are consistent, balanced, mission-driven, respectful of those they influence & listeners/wide-eyed. #kaizenblog
- 4:53 pm **derekedmond:** @ConversationAge A3: demonstrate expertise & show successes as well as being available to help, coach and/or provide assistance #kaizenblog
- 4:53 pm **CommAMMO:** RT @andrewmueller: Influence resides in domains, a person can be influential in one area but much less in another #kaizenblog
- 4:53 pm **JoeCrockett:** Klout is just a tool. We should never rely on just one tool. Thats why mechanics have Toolboxes. #kaizenblog
- 4:54 pm **SteveKoss:** True @ConversationAge influential borders are limitless if people believe it is worth it to cross & they can do what is required #kaizenblog

- 4:54 pm **Note\_to\_CMO:** @andrewmueller Agreed. The mail room guy is a 3 dan and leads dojo. Shifting definitions of influence, group identity and "we" #kaizenblog
- 4:54 pm **huperniketes:** RT @Note\_to\_CMO: @ConversationAge What has worked for me to build influence? Building relationships, 1 at a time. #kaizenblog
- 4:54 pm **3keyscoach:** I'll post recap w/ highlights from today's convo early next week #kaizenblog
- 4:54 pm **CommAMMO:** RT @megfowler: Q3: those who influ me r consistent, balanced, mission-driven, respectful of those they influ & lstnrs/wide-eyed. #kaizenblog
- 4:54 pm **huperniketes:** RT @JoeCrockett: Klout is just a tool. We should never rely on just one tool. Thats why mechanics have Toolboxes. #kaizenblog
- 4:54 pm **3keyscoach:** RT @JoeCrockett: Klout is just a tool. We should never rely on just one tool. Thats why mechanics have Toolboxes. #kaizenblog
- 4:54 pm **ConversationAge:** RT @megfowler: Q3: those who influence me are consistent, balanced, mission-driven, respectful of thse they influence, listeners #kaizenblog
- 4:54 pm **MediaMiser:** RT @CommAMMO: RT @andrewmueller: Influence resides in domains, a person can be influential in one area but much less in another #kaizenblog
- 4:54 pm **huperniketes:** RT @andrewmueller: Influence resides in domains, a person can be influential in one area but much less in another #kaizenblog
- 4:54 pm **CommAMMO:** Huzzah! RT @JoeCrockett: Klout is just a tool. We should never rely on just one tool. Thats why mechanics have Toolboxes. #kaizenblog
- 4:54 pm **dc2fla:** Worked for me? learning from being a parent - learning to listen to my children! (seriously) #kaizenblog
- 4:55 pm **tbkuplic:** @ambercleveland Have to think about that idea. Lots of layers there #kaizenblog
- 4:55 pm **Note\_to\_CMO:** Hey @tomasacker - how does being called "author" change your influence w/ strangers? #kaizenblog
- 4:55 pm **DAJUVI:** RT @megfowler: Q3: those who influence me are consistent, balanced, mission-driven, respectful of those they influence & listeners/wide-eyed. #kaizenblog
- 4:55 pm **megfowler:** A teacher might only have 30 kids a year to influence, but those 30 lives have a massive impact. #kaizenblog
- 4:55 pm **3keyscoach:** RT @derekedmond A3: demonstrate expertise & show successes as well as being available to help, coach and/or provide assistance #kaizenblog
- 4:55 pm **ambercleveland:** RT @megfowler: those who influence me are consistent, balanced, mission-driven, respectful of those they influence & listeners #kaizenblog

- 4:55 pm **ConversationAge**: RT @Note\_to\_CMO: Hey @tomasacker - how does being called "author" change your influence w/ strangers? #kaizenblog [gets you speaking gigs]
- 4:55 pm **macengr**: @JoeCrockett #kaizenblog Is it a useful tool? That's an important question too.
- 4:55 pm **CommAMMO**: Q3 am hoping expertise, sharing others', leads to influence in business. As PT prof, different objective for that influ. #kaizenblog
- 4:56 pm **Paul\_Pruneau**: @ConversationAge Influence happens when you consistently add value. Never easy. Difficult to sustain. Requires long-term view.#kaizenblog
- 4:56 pm **BeckyMcCray**: RT @JoeCrockett: Klout is just a tool. We should never rely on just one tool. Thats why mechanics have Toolboxes. #kaizenblog
- 4:56 pm **Note\_to\_CMO**: @tomasacker Seriously - this is an interesting point! Speaking to many abt this. "Author" > PhD. #kaizenblog
- 4:56 pm **DAJUVI**: RT @megfowler: A teacher might only have 30 kids a year to influence, but those 30 lives have a massive impact. #kaizenblog
- 4:56 pm **phillymac**: RT @megfowler: A teacher might only have 30 kids a year to influence, but those 30 lives have a massive impact. #kaizenblog <= Damn straight
- 4:56 pm **3keyscoach**: RT @Paul\_Pruneau Influence happens when you consistently add value. Never easy. Difficult to sustain. Requires long-term view #kaizenblog
- 4:57 pm **ConversationAge**: @megfowler because they also go on and model that influence in their own ways #kaizenblog
- 4:57 pm **CommAMMO**: RT @Paul\_Pruneau: @ConversationAge Influence happens when you consist add value. Never easy. Difficult 2 sustain. Reqs LT vu. #kaizenblog
- 4:57 pm **tcpeter**: RT @phillymac @megfowler: A teacher might only have 30 kids a year to influence, but those 30 lives have a massive impact. #kaizenblog
- 4:57 pm **Note\_to\_CMO**: Said another way (Mark Twain quote), "An expert is a guy from another town." #kaizenblog
- 4:57 pm **megfowler**: influence doesn't need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 4:57 pm **3keyscoach**: @Note\_to\_CMO @tomasacker There seems to be growing trend to write books. Does "author" open doors quicker? #kaizenblog
- 4:58 pm **andrewmueller**: one problem w/ tools that try to measure influence is they look at influence on single channel #kaizenblog
- 4:58 pm **JoeCrockett**: @macengr I found that Klout gave me some insight into my influence (small, very small) and what I might change. #kaizenblog
- 4:58 pm **tomasacker**: @Note\_to\_CMO Author is derived from "authority." Influence depends on audience and desires. #kaizenblog

- 4:58 pm **marketwire:** @Note\_to\_CMO Or in the web 2.0 world, an "expert" is the guy next door and their mother. #kaizenblog
- 4:58 pm **Note\_to\_CMO:** @3keyscoach (I sure hope so!) #kaizenblog
- 4:58 pm **CommAMMO:** Much BS out there... Bane of my work. RT @macengr: @JoeCrockett Is it a useful tool? Thats an important question too. #kaizenblog
- 4:58 pm **huperniketes:** RT @megfowler: influence doesn't need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 4:58 pm **ambercleveland:** Love this! RT @megfowler: influence doesnt need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 4:58 pm **3keyscoach:** 3 minutes to end of main part of convo. I can stick around until 1:15 ET for last comments #kaizenblog
- 4:58 pm **CommAMMO:** RT @andrewmueller: one problem w/ tools that try to measure influence is they look at influence on single channel #kaizenblog
- 4:59 pm **3keyscoach:** RT @tomasacker: @Note\_to\_CMO Author is derived from "authority." Influence depends on audience and desires. #kaizenblog
- 4:59 pm **SocialMktg\_AM:** RT @ambercleveland: Love this! RT @megfowler: influence doesnt need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 4:59 pm **CommAMMO:** RT @megfowler: influence doesnt need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 4:59 pm **Note\_to\_CMO:** @marketwire Or in the IT world, "the guy next door who still lives w/ his mother." #kaizenblog
- 4:59 pm **andrewmueller:** another problem with tools that measure influence: they are not domain specific and don't look at history #kaizenblog
- 4:59 pm **ConversationAge:** @Note\_to\_CMO depends on goal. You can get speaking gig w/book. You get to change lives w/great book #kaizenblog
- 4:59 pm **dc2fla:** @3keyscoach Strange perhaps. "Author" (vs. writer, essayist, journalist etc.) raises a red flag for me. = Intro on talk show #kaizenblog
- 4:59 pm **CommAMMO:** Measuring influence is such an important topic - gets to heart of ROI of social media non-mktg... #kaizenblog
- 5:00 pm **CommAMMO:** RT @andrewmueller: another problem with tools that measure influence: they are not domain specific and dont look at history #kaizenblog
- 5:00 pm **dc2fla:** RT @andrewmueller: one problem w/ tools that try to measure influence is they look at influence on single channel #kaizenblog
- 5:00 pm **Note\_to\_CMO:** Influence (per Cialdini school of thought) starts w/ relationship building: reciprocity + liking. #kaizenblog
- 5:00 pm **3keyscoach:** Looking for transcript? @ConversationAge will post transcript later today #kaizenblog

- 5:00 pm **timbursch:** RT @megfowler: influence doesn't need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 5:00 pm **meghanmbiro:** RT @AndrewMueller: another problem with tools that measure influence: they are not domain specific and don't look at history #kaizenblog
- 5:00 pm **3keyscoach:** @dc2fla What bothers you about "author"? #kaizenblog
- 5:01 pm **DeniseMpls:** RT @megfowler: influence doesn't need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 5:01 pm **CommAMMO:** @JoeCrockett Integrity as goal: say more about that? #kaizenblog
- 5:01 pm **3keyscoach:** RT @Note\_to\_CMO: Influence (per Cialdini school of thought) starts w/ relationship building: reciprocity + liking. #kaizenblog
- 5:01 pm **tomasacker:** Author may open doors. Like University degree, opening fewer since everyone is an author today. :) #kaizenblog
- 5:01 pm **huperniketes:** RT @ConversationAge: @Note\_to\_CMO depends on goal. You can get speaking gig w/book. You get to change lives w/great book #kaizenblog
- 5:01 pm **andrewmueller:** online influence measuring tools are oversimplifying the nature of influence #kaizenblog
- 5:01 pm **tbkuplic:** @3keyscoach Internal incentive could be self improvement, desire for knowledge. Drivers toward expertise and then influence. #kaizenblog
- 5:02 pm **Paul\_Pruneau:** @ConversationAge Sort of a diminished credential these days. Aren't we all authors publishing content every day? #kaizenblog
- 5:02 pm **CommAMMO:** Interesting that much of this convo is less business-related and more life-related. Influence as balance? #kaizenblog
- 5:02 pm **techguerilla:** @JoeCrockett integrity is simply an attribute that can increase influence, but so are things like good looks #kaizenblog
- 5:02 pm **dc2fla:** That 10 ft wave can kill influence ;) The current's steady flow - that's the ticket #kaizenblog
- 5:03 pm **techguerilla:** @AndrewMueller I would argue we are overcomplicating influence. we want to focus on attributes vs results #kaizenblog
- 5:03 pm **megfowler:** in social media, the backchannel has as much influence as the podium. #kaizenblog
- 5:03 pm **andrewmueller:** Conclusion: online influence measurement tools are measuring something related to influence, but not influence #kaizenblog
- 5:03 pm **CommAMMO:** Hope ur right - no wave 4 me! RT @dc2fla: That 10 ft wave can kill influence ;) The currents steady flow - thats the ticket #kaizenblog
- 5:03 pm **3keyscoach:** Thank you, everyone for making this convo fast & full of insights & ideas! @ConversationAge & I appreciate your energy! #kaizenblog

- 5:03 pm **tbkuplic:** @3keyscoach External incentive would have to be like a feedback loop. Social proof as @cialdini describes it. #kaizenblog
- 5:03 pm **andrewmueller:** funny and true >RT @techguerilla: integrity is simply an attribute that can increase influence, but so are things like good looks #kaizenblog
- 5:03 pm **JoeCrockett:** @CommAMMO I am an internally motivated person. To me things like influence are outcomes of integrity to my values. #kaizenblog
- 5:03 pm **macengr:** RT @andrewmueller: Conclusion: online influence measurement tools are measuring something related to influence, but not influence #kaizenblog
- 5:04 pm **ambercleveland:** Thanks for a great chat everyone. See you next week @3keyscoach and @conversationage :) #kaizenblog
- 5:04 pm **marketwire:** @andrewmueller Agreed. Those tools are trying to pigeon hole what influence really is and what it represents. #kaizenblog
- 5:04 pm **andrewmueller:** @techguerilla now that would be an interesting discussion for sure #kaizenblog
- 5:04 pm **JoeCrockett:** @techguerilla Good looks can change. #kaizenblog
- 5:04 pm **eaweisser:** So true. RT @Note\_to\_CMO: I find on Twitter, pushing for big follower numbers has inverse relationship w/ building influence. #kaizenblog
- 5:04 pm **CommAMMO:** RT @andrewmueller: Conclusion: online influence measurement tools are measuring something related to influence, but not influnc #kaizenblog
- 5:04 pm **3keyscoach:** Thank you, as always, @ConversationAge for co-hosting chat! #kaizenblog
- 5:04 pm **techguerilla:** @AndrewMueller influence incites action or change in mental perception. only the action can be measured from afar #kaizenblog
- 5:04 pm **andrewmueller:** @ambercleveland cheers and have a great weekend! #kaizenblog
- 5:05 pm **dc2fla:** @3keyscoach It's personal."Author" says no more than "writer" & less than poet, novelist, journalist. Often puffery in an intro. #kaizenblog
- 5:05 pm **tomasacker:** Re: speaking gigs. Most "buy" celebrity; e.g. land a plane in water, score winning goal, cut off own arm to survive, etc. #kaizenblog
- 5:05 pm **JoeCrockett:** Thanks for allowing me to interact on #kaizenblog. It is thought provoking and it was fun
- 5:05 pm **SocialMktg\_AM:** Thanks to all for the great chat and to @3keyscoach and @ConversationAge for making it happen. #kaizenblog
- 5:05 pm **artsonline:** RT @techguerilla: @AndrewMueller I would argue we are overcomplicating influence. we want to focus on attributes vs results #kaizenblog

- 5:05 pm **3keyscoach:** @techguerilla @AndrewMueller Perhaps this is a possible #kaizeblog topic? #kaizenblog
- 5:05 pm **marketwire:** Thanks @3keyscoach @ConversationAge for a lively chat on this Friday afternoon! #kaizenblog
- 5:05 pm **WDYWFT:** RT @SocialMktg\_AM: Thanks to all for the great chat and to @3keyscoach and @ConversationAge for making it happen. #kaizenblog
- 5:05 pm **CommAMMO:** Same 4 me. RT @JoeCrockett: I am an internally motivated person. To me things like influ R outcomes of integrity 2 my values. #kaizenblog
- 5:05 pm **techguerilla:** @AndrewMueller we want to assign "positive" attributes to influence, but positive/negative is irrelevant #kaizenblog
- 5:06 pm **Note\_to\_CMO:** Big and exhausting discussion on #kaizenblog chat today. I need a drink. Coffee, I mean.
- 5:06 pm **megfowler:** thanks to @3keyscoach and @conversationage for a great discussion today! we were reading it all here @sametz. #kaizenblog
- 5:06 pm **huperniketes:** @Paul\_Pruneau That makes authoring a book more valuable: an appreciation for undertaking something larger than a blog post. #kaizenblog
- 5:06 pm **3keyscoach:** @JoeCrockett Glad you were here! Consider yourself permanently invited to join in! #kaizenblog
- 5:07 pm **tomasacker:** Thanks @ConversationAge and @3keyscoach for influencing me to attend today's chat. #kaizenblog
- 5:07 pm **3keyscoach:** @megfowler Thank you for participating! You added lot of value to convo! #kaizenblog
- 5:07 pm **andrewmueller:** @techguerilla also opinion, the subconscious, belief, ranked values, etc #kaizenblog
- 5:07 pm **JoeCrockett:** Thanks, @3keyscoach #kaizenblog
- 5:07 pm **huperniketes:** RT @megfowler: in social media, the backchannel has as much influence as the podium. #kaizenblog
- 5:07 pm **CommAMMO:** Great discussion all - thanks. Best regards. @3keyscoach, @ConversationAge and everyone! #kaizenblog
- 5:08 pm **3keyscoach:** @Note\_to\_CMO LOL Thanks as always! Have great weekend, Stephen! #kaizenblog
- 5:08 pm **JoelFoner:** Speaking of influence... iPhone 4 press conference liveblog on ArsTechnica <http://bit.ly/9hWpb8> #kaizenblog
- 5:08 pm **3keyscoach:** @tomasacker We try hard! LOL Glad you could join in! #kaizenblog
- 5:09 pm **sushobhan:** "@Note\_to\_CMO: Said another way (Mark Twain quote), "An expert is a guy from another town." #kaizenblog" Hilarious but truth well told #fb
- 5:09 pm **3keyscoach:** @3keyscoach Thank you for participating! Hope you can join in again #kaizenblog
- 5:09 pm **3keyscoach:** RT @JoelFoner: Speaking of influence... iPhone 4 press conference liveblog on ArsTechnica <http://bit.ly/9hWpb8> #kaizenblog

- 5:09 pm **dc2fla:** @3keyscoach @ConversationAge Thanks again for launching my Friday afternoon with rich conversation #kaizenblog
- 5:09 pm **andrewmueller:** Wow, time passed quickly...thanks to everyone for a great conversation, and special thanks to @conversationage #kaizenblog
- 5:09 pm **marketwire:** Influencing herself. Nice ;-) RT @3keyscoach: @3keyscoach Thank you for participating! Hope you can join in again #kaizenblog
- 5:09 pm **WDYWFT:** @JoelFoner Have you seen [http://www.youtube.com/watch?v=FL7yD-0pqZg&feature=player\\_embedded?](http://www.youtube.com/watch?v=FL7yD-0pqZg&feature=player_embedded?) (foul language) #kaizenblog
- 5:10 pm **andrewmueller:** @3keyscoach do you also organize #kaizenblog
- 5:10 pm **3keyscoach:** Accidentally tweeted myself! LOL #kaizenblog
- 5:10 pm **ambercleveland:** @AndrewMueller Thanks Andrew, you too. Love the #kaizenblog chat!
- 5:11 pm **3keyscoach:** @andrewmueller One of my duties as co-host! Do you have ideas? @ConversationAge & I welcome guest experts #kaizenblog
- 5:11 pm **ConversationAge:** Thank you all for participating to #kaizenblog chat today. We had a record 77 contributors and almost 600 tweets!
- 5:12 pm **andrewmueller:** @Note\_to\_CMO Hey S, you made me think today re: old spice. Thanks for the discussion. #kaizenblog
- 5:12 pm **dc2fla:** Thans @Note\_to\_CMO, @CommAMMO, @andrewmueller, @ambercleveland, @CASUDI, @tomasacker & @megfowler for influential insight :) #kaizenblog
- 5:12 pm **3keyscoach:** @CommAMMO Delighted you joined in. Hope you can participate again! #kaizenblog
- 5:12 pm **3keyscoach:** RT @ConversationAge: Thank you all for participating to #kaizenblog chat today. We had record 77 contributors, almost 600 tweets!
- 5:12 pm **andrewmueller:** @3keyscoach Well special thank to you for co-hosting a great discussion at #kaizenblog
- 5:13 pm **3keyscoach:** @ConversationAge Ummm...the recap could be a challenge! :-D #kaizenblog
- 5:13 pm **huperniketes:** @ConversationAge @3keyscoach An excellent #kaizenblog as always. Glad I was able to participate this time. :-)
- 5:14 pm **3keyscoach:** @andrewmueller Well, thank you! Good to hear! #kaizenblog
- 5:14 pm **I5Design:** @ambercleveland I followed the discussion and should have contributions next time, thanks for the #kaizenblog invite!
- 5:14 pm **Paul\_Pruneau:** @Huperniketes I better get to work! #kaizenblog
- 5:14 pm **3keyscoach:** @huperniketes We are too! You always add good stuff to convos! #kaizenblog

- 5:14 pm **CommAMMO:** @3keyscoach Have put it on the calendar -- however, still wanting more info on how to measure influence... ;-)  
#kaizenblog
- 5:15 pm **3keyscoach:** @Paul\_Pruneau See you, Paul! #kaizenblog
- 5:15 pm **ConversationAge:** Transcript of today's #kaizenblog chat on #influence in #business <http://ow.ly/2cxsD>
- 5:15 pm **CommAMMO:** @dc2fla And thanks for your influential thinking, too! #kaizenblog
- 5:16 pm **3keyscoach:** @CommAMMO You might want to chat w/ co-host, @ConversationAge about measuring influence. She's knowledgeable about this stuff #kaizenblog
- 5:16 pm **3keyscoach:** RT @ConversationAge: Transcript of today's #kaizenblog chat on #influence in #business <http://ow.ly/2cxsD>
- 5:16 pm **Miss\_Dazey:** @JoeCrockett Joe, you are always learning new things and sharing with me. What is #kaizenblog?
- 5:17 pm **ConversationAge:** @macengr thank you for participating, Scott. BTW, poets have had great influence on my thinking/feeling, esp. Rilke #kaizenblog
- 5:18 pm **3keyscoach:** @Miss\_Dazey Chat that combines concept of kaizen & how relates to our businesses. Fridays at 12pm ET. Consider yourself invited #kaizenblog
- 5:19 pm **3keyscoach:** @Miss\_Dazey Here's post that explains in more detail <http://tinyurl.com/mlxc4a> #kaizenblog
- 5:20 pm **BethHarte:** The #kaizenblog conversation around influence = very interesting...you should check it out! <http://ow.ly/2cxsD>
- 5:22 pm **BethHarte:** @marketwire I wish I had @3KeysCoach's magical powers of influencing oneself... ;-)  
@BethHarte: BLOG! Nope...not working. #kaizenblog
- 5:23 pm **macengr:** Marketers / PR folks: Transcript of today's #kaizenblog chat on #influence in #business <http://ow.ly/2cxsD>
- 5:26 pm **Miss\_Dazey:** @3keyscoach Thanks for the link, I'll pop over and read all about #kaizenblog
- 5:30 pm **rodwhisnant:** RT @yannr: biz influence = ability of a organization to make its constituents feel like sharing their experience #touchpoints #kaizenblog
- 5:32 pm **JoeCrockett:** @Miss\_Dazey Sorry I didn't get 2 U quicker a/b #kaizenblog (I walked away 4 a little bit of lunch). I see someone provided the link for you
- 5:32 pm **ginger\_kathy:** RT @megfowler: influence doesn't need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 5:41 pm **I5Design:** @3keyscoach Thanks very much! I found the discussion very insightful. Have a great #Friday and I'll be following #kaizenblog
- 5:47 pm **tbkuplic:** @3keyscoach @ConversationAge Thanks so much for a great discussion today #kaizenblog

- 5:47 pm **persuasionfox:** Proof you can't assume common understanding of words like influence. Each person has own meaning depending on context. #kaizenblog
- 5:48 pm **ConversationAge:** Looks like influence does increase engagement - final totals for today's #kaizenblog chat are 627 tweets, 81 contributors.
- 5:52 pm **CommAMMO:** Attn #kaizenblog RT @augieray: New Blog Post: 3 Lessons Abt Mktg (Not Jst SocMed) fr @OldSpice's Successful SocMed Pgm <http://bit.ly/cdlmyW>
- 5:53 pm **3keyscoach:** @I5Design Today's discussion was pretty cool I'm looking forward to reading transcript for recap. Join in #kaizenblog whenever you're ready
- 5:53 pm **3keyscoach:** @tbkuplic You're welcome! Hope you become one of our regulars on #kaizenblog. You tweet great thoughts!
- 6:03 pm **I5Design:** @3keyscoach Thanks again, I feel very welcome to #kaizenblog Do not fear going slowly; only fear standing still. ~ Chinese proverb
- 6:07 pm **ConversationAge:** @katjaib that's awesome! And it looks so yummy ;) #kaizenblog
- 6:15 pm **FusedMind:** RT @Marketwire: To build influence=provide relevant, interesting content, be authentic, build relationships first #kaizenblog
- 6:38 pm **snowwhite197:** RT @megfowler: influence doesn't need to be a 10 ft wave -- it can also be a current. #kaizenblog
- 9:17 pm **CASUDI:** TY 4 RT/CONVO =#ff @dc2fla @3keyscoach @ConversationAge @andrewmueller @GetResults @CommAMMO @johnheaney @denispaulvc @katjaib #kaizenblog
- 9:40 pm **CommAMMO:** TY #Kaizenblog - @CASUDI @DC2FLA @3keyscoach @conversationage @JoeCrockett @TBKuplic @Note\_2\_CMO @MegFowler Smart discussion! #FF
- 9:43 pm **JoeCrockett:** RT @CommAMMO: TY #Kaizenblog - @CASUDI @DC2FLA @3keyscoach @conversationage @TBKuplic @Note\_2\_CMO @MegFowler Smart discussion! #FF
- 10:44 pm **JoeCrockett:** RT TY #Kaizenblog - @CASUDI @DC2FLA @3keyscoach @conversationage @CommAMMO @TBKuplic @Note\_2\_CMO @MegFowler Smart discussion! #FF