

Open Leadership: How Social Technology Can Transform How You Lead

Charlene Li
Altimeter Group
February 11, 2011
Twitter: @charleneli



You **Tube**

 **myspace**
.com

Foodspotting

flickrTM

 **Hyves.nl**

XING^X

orkut^{beta}

foursquare

 **人人网**
renren.com

facebook[®]

 **del.icio.us**

formspring

qik

yammer[≡]

hi5

twitter

Linked in[®]

tumblr.

 **plaxo**

HABBO[®]

PLURK
your life, on the line

 **StumbleUpon**

OUT of CONTROL?





Direct 2 Dell

one-2-one communications with Dell

Home > Flaming Notebook

Flaming Notebook

Beyond what you've seen in the blogosphere, there is no update on the now infamous "flaming notebook" from Osaka. We replaced the customer's computer and are still investigating the cause. We think it was a fault in a [lithium ion battery cell](#). Dell's engineering teams are working with the Consumer Product Safety Commission and a third-party failure analysis lab to determine the root cause of this failure and to ensure we take all appropriate measures to help prevent a recurrence. By the way, lithium ion batteries are used in billions of notebooks, mp3 players, PDAs and cell phones these days.

Published Thursday, July 13, 2006 4:50 PM

by [Lionel Menchaca](#), [Digital Media Manager](#)

Filed Under: [Products](#), [Technology](#), [Consumer/ Small Business](#), [Customer Experience](#)

search

🔍 CATEGORIES

- [Battery Recall](#) (12)
- [Consumer/ Small Business](#) (61)
- [Customer Experience](#) (39)
- [Design](#) (6)
- [E-Commerce](#) (6)
- [Enterprise](#) (42)
- [Environment](#) (5)
- [Gaming](#) (18)
- [Linux](#) (8)
- [Products](#) (71)
- [Strategy](#) (31)
- [Technology](#) (40)

It's about **RELATIONSHIPS**



How to give up **control** but still be in **command**



STRATEGY



LEADERSHIP



PREPAREDNESS



STRATEGY



LEADERSHIP



PREPAREDNESS

How Best Buy Created a Social Strategy




Barry Judge // Updates from the CMO of Best Buy



[Best Buy's Silver Bullet](#) »

The first post

SHARE   

Here it is – the first post. Whew glad that's over.

August 27th, 2008 in [Uncategorized](#) | [2 Comments](#) »



TWEET THE TWELPFORCE
To contact the Twelforce, just Tweet to us by adding "@twelforce" to the beginning of your tech-related question. Or go to BestBuy.com/Twelforce



TWELPFORCE

Follow

@Thom_Cordeiro Is this for school? work? entertainment? via @Jesus_BBY

8 minutes ago from Twelforce

@lieutenantdeath A number of things can be wrong. #geeksquad at your local store will be happy to look at it! via @Jesus_BBY

8 minutes ago from Twelforce

@Njurisin Youd be suprised :) Is it a Geek Squad Subscription of Trend Micro? #Twelforce via @GSAGENTP

9 minutes ago from Twelforce

@WritingSoul I'm glad to hear! via @Jesus_BBY

9 minutes ago from Twelforce

@lynnakay What are the main features you want? via @Jesus_BBY

9 minutes ago from Twelforce

@lynnakay I would say it all depends on what you want to use it for, what do you want to do with your new computer? via @MichaelASander

29 minutes ago from Twelforce

@lieutenantdeath there are a few possibilities. I would rec'd bringing it to your local geek squad precinct via @E_Brunswick_BBY

about 1 hour ago from Twelforce

@22samurai no. U alrady paid 4 1. We just gotta get U 2 pay 4 another on the same receipt & then U get ur free game. via

Name Twelforce
Location USA
Web <http://bestbuy.com>
Bio A collective force of Best Buy technology pros offering tech advice in Tweet form. Become a fan of Best Buy on Facebook: <http://www.facebook.com/bestbuy>

2,301 following 18,542 followers 521 listed

Tweets 20,397

Favorites

Actions
block TWELPFORCE
report for spam

Following



View all...

RSS feed of TWELPFORCE's tweets





STRATEGY



LEADERSHIP



PREPAREDNESS



STRATEGY



LEADERSHIP




PREPAREDNESS



Rethinking **LEADERSHIP**

The Salesforce “Chatter-ati”





“You can imagine the Chatterati creating as much value as an SVP in the organization by sharing their institutional knowledge and expertise - and we should look at compensation structures with that in mind.”

- Marc Benioff, CEO of Salesforce.com



STRATEGY



LEADERSHIP



PREPAREDNESS



STRATEGY



LEADERSHIP

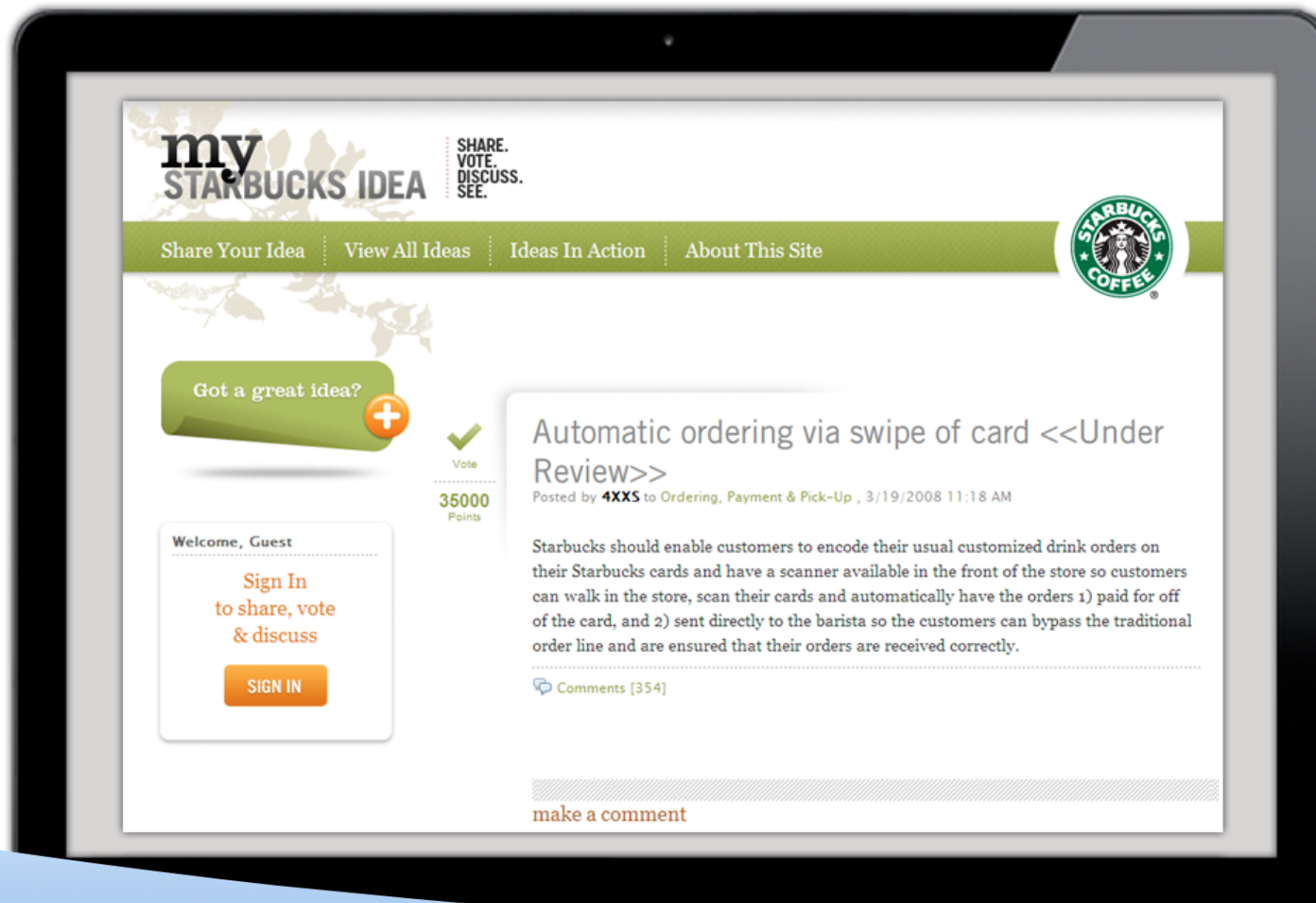


PREPAREDNESS

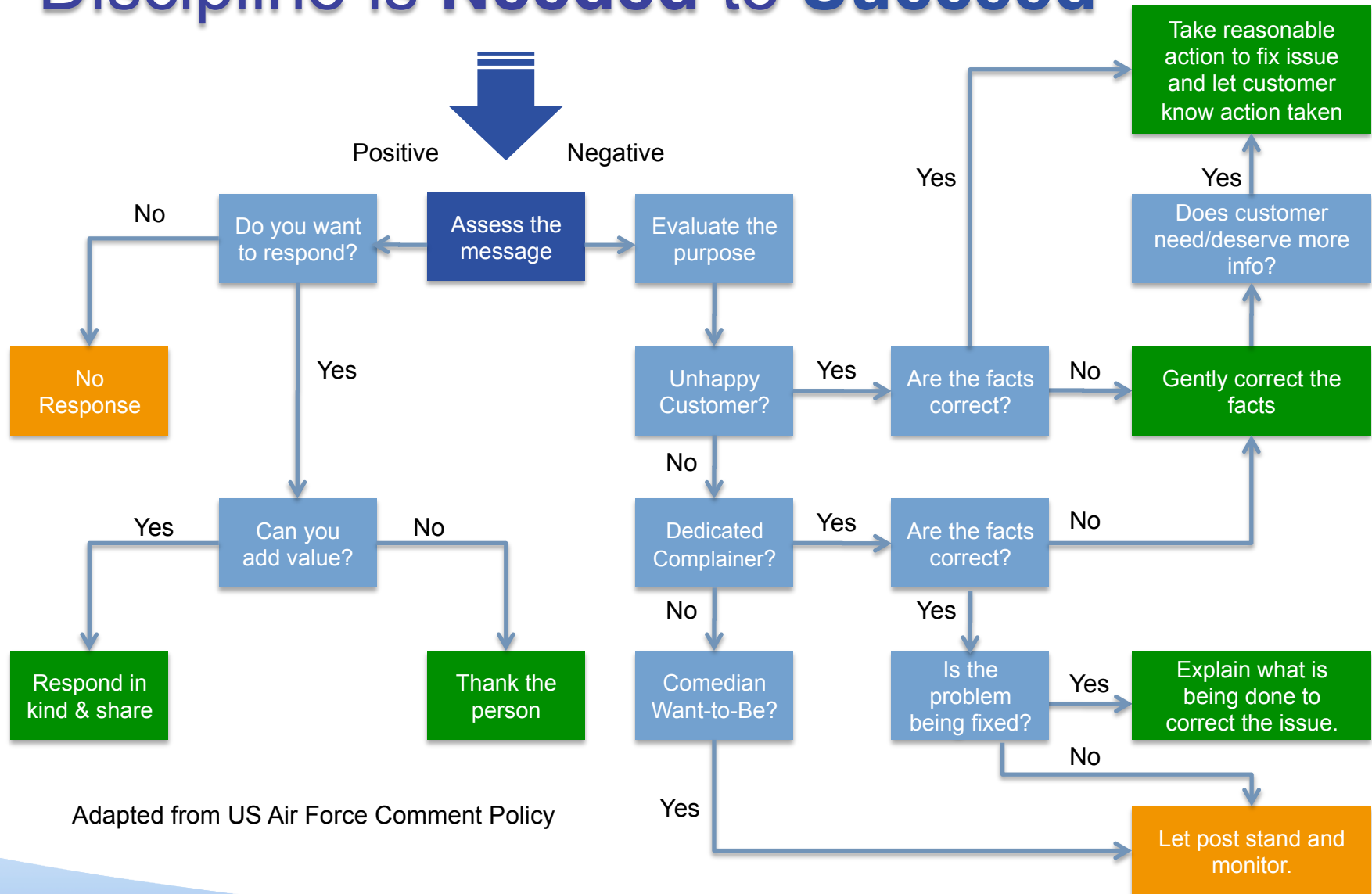


Be **PREPARED**

Starbucks involved **50 People** around the organization **From the Start**




Discipline is Needed to Succeed



Adapted from US Air Force Comment Policy

Ask the **Right Questions** as a Leader



“We tend to overvalue the things we can measure, and undervalue the things we cannot.”

- John Hayes, CMO of American Express

Prepare for Failure



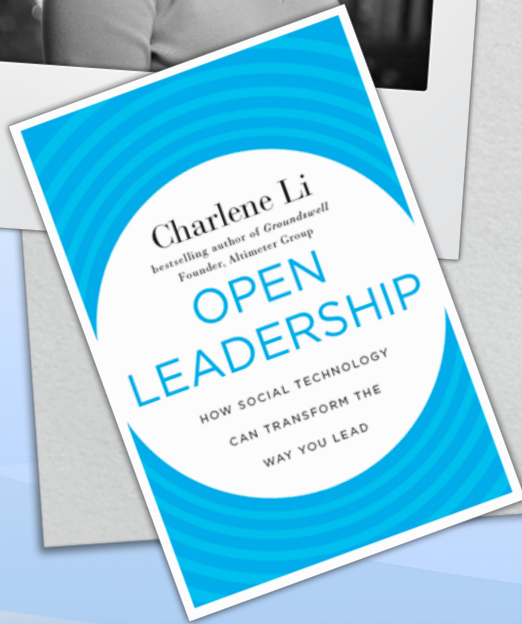
No relationships are perfect
Google's mantra:
“Fail fast, fail smart”



Create Sandbox Covenants



Give Up Control
AND STILL BE IN COMMAND



Charlene Li

charlene@altimetergroup.com

charleneli.com/blog

Twitter: [charleneli](https://twitter.com/charleneli)

For slides, send an email to
slides@altimetergroup.com

For more information & to buy the book
visit open-leadership.com