

# Social Networking is growing up.. Are You?

Old School -> New School

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Like -> Learn  
relevance -> resonance  
connecting and sharing -> learning and growing  
catch up -> wise up  
massive networks -> massive relationships  
Be the source -> Everyone is a source  
information and knowledge -> insight and intuition  
sales -> support  
expressing your voice -> making a difference  
competing -> collaborating  
entertaining -> empowering  
trending -> trusting

intelligence -> wisdom  
interests -> intentions  
preferences -> priorities  
behaviour -> way of being

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# THE COLLABORATION CYCLE



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## Summary of Step by Step Collaboration

For effective collaboration it is important you begin by making an effective **connection**. This will centre on what you share that is *similar* to one another, *opposite* to one another and things that are a mix of the two or *complementary* to one another. These are what you go on to have **conversations** about and which you may choose to **cooperate** around to do something together. If cooperation is significant enough you may feel you actually want to **contribute** to one another in more tangible ways. Frequent contributions lead you to begin to **commit** to one another. With enough commitments that you are following through on and honouring you might then feel you want to work together for the long term and agree verbally or contractually to **collaborate** with one another in some kind of partnership that will focus on creating something over a long period. When you have **created** something significant enough you will typically want to **communicate** it to others so it can be sustained. This final step leads you to building more extended relationships with others and bringing in new **connections** but at a larger scale. ↻ At this point you have begun the collaboration cycle again and are going through it at a higher level and as a *virtuous cycle*. If collaboration fails at any given stage it is probably because earlier stages were not completed fully or you are currently acting on a stage further ahead of where you need to be collaborating. For example it would not be appropriate to collaborate if any of the parties involved felt they had not experienced enough cooperation or there was not enough connection.

## Working with the right priorities and proportions of Empowering, Engaging and Entertaining.

Collaborating people will typically focus on collaborating around goals that **Empower**, **Engage** or **Entertain**. For any given collaboration there is probably an ideal mix or proportion of these for the individuals involved. If the view cannot be agreed as to what the mix should be then collaboration will be stalled or abandoned. Only changing the mix, as when people use non-violent communication can salvage such unfolding collaborations. **The most sustainable collaborations are Empowering in an Entertaining way which people find continue to be worth Engaging with.**

# Evolution of Social Networking Relationships

From *Relevance* driven websites to *Resonance* driven communities

