Social Networking is growing up.. Are You?

Old School → New School

- 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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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

- **Web 0.0**
  - Information
    - Mosaic/NetScape Browser
      - Visualises/Navigates
      - Information across a Data Network
  - Hardware
    - Relevance Driven Internet

- **Web 1.0**
  - Knowledge
    - Yahoo/Google/Wikipedia
      - Organises/Converts
      - Network Information into Knowledge
  - Software
    - Relevance Driven Internet

- **Web 2.0**
  - Intelligence
    - Facebook/Ecademy
      - Organises/Converts
      - Network Knowledge into
      - Network Intelligence or Relationships
  - Software/Cloud
    - Resonance Driven Internet

- **Web 3.0**
  - Wisdom
    - Resonance Engine/Social DNA
      - Organises/Converts
      - Network Relationships/Consciousness into
      - Applied Network Wisdom and Action
  - Cloud/Mindware
    - Resonance Driven Internet is source for
    - Relevance

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