

## Christopher S. Rollyson and Associates

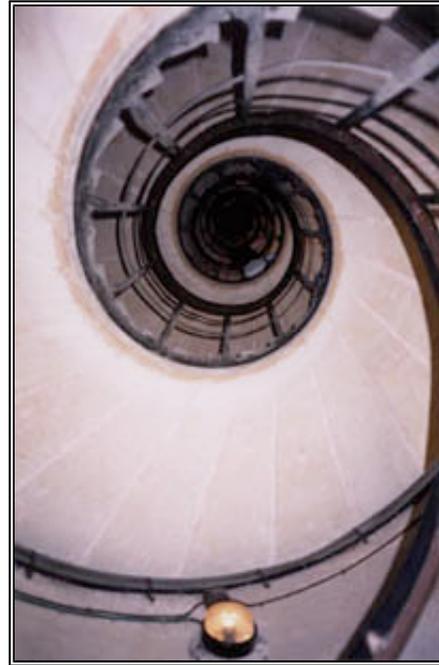
Strategy | Knowledge | Innovation | Marketing | Technology

# New Strategy for Enterprise Competitiveness

CSRA is a business strategy consultancy that helps business and government leaders understand how disruptive market forces like social networks and Web 2.0 are changing business. By understanding market forces, you can act appropriately to manage risk and increase competitiveness.

- We deliver higher value by operating a virtual model, so you get better teams and pay less for overhead.
- We are veterans of the most prestigious consultancies, corporations, startups and professional services firms, and we excel at creating and managing global engagements to minimize risk while optimizing results
- We enter new relationships as explorations because we don't assume that your company is a candidate for our services.
- Managing Director Christopher Rollyson is a 20 year veteran of two global consultancies and several business ventures. As a management consultant and marketing executive, he taps a formidable global network of corporate executives, technology firms, renowned consultants, entrepreneurs, bankers, attorneys, venture capitalists, designers and experience architects.

*We are our clients' secret weapon.*



## Inside CSRA

- [Managing disruption](#)
- [What we do](#)
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- [CSRA Online in pdf](#)
- [Executive summary in pdf](#)

[The Executive's Guide to Web 2.0](#)

### Notable

[Web 2.0 Misalignment](#)

[2009 Predictions for Web 2.0](#)

[Social Network Roadmap](#)

[Obama Web 2.0 Case Study](#)

[Social Networking Wrap-up](#)

[Enterprise LinkedIn](#)

### Select Publications

[Report](#): Web 2.0 in Healthcare

[Advisory](#): Enterprise 2.0

[Advisory](#): Social Networking

[Topics in Strategy](#) for CEOs, CMOs and CIOs

[Report](#) for CEOs and CIOs: Web 2.0 & Investment Banks

[Report](#) for CEOs and CMOs: Forrester Consumer Forum

[More](#)



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# Consumer Empowerment

As we've been writing for some time, Web 2.0 is giving individuals collective voices that can rival the authority of global enterprises and governments, which is disruptive because it changes the rules. We call it Consumer Empowerment. Blogs, social networking, podcasts, wikis, vlogs and their intermediaries like Technorati, MySpace and iTunes give customers the tools to create and distribute content for free—instantly and globally. When rules change, you can quickly strengthen your market position by understanding and adapting more quickly than competitors.



**Google any specific product, phrase or service**, and you will notice that customer content is growing quickly, especially in specific, customer-centric areas that organizations aren't focused on. Customers contribute customer-relevant content because they are passionate about the subject. Growing "tribes" of individuals connect, collaborate, and become smart very quickly. **Threat:** large organizations are losing control over the information about their reputations, products and services. **Opportunity:** adding value to these customer-led conversations can increase your credibility and appeal.

**Large organizations attained their market power through efficiency**, the hallmark of the Industrial Economy. In the emerging Knowledge Economy, innovation will enter its golden age, but it won't be like the past, when innovation was a consistent failure because there wasn't an economical means of involving customers. In the Knowledge Economy, digitized business processes and empowered customers will drive new models of innovation. **Threat:** it's risky to share "unsanitized" information with customers. **Opportunity:** with open innovation, you can seize the advantage and out-innovate competitors.

**Consumer empowerment presents opportunities and threats.** CSRA helps companies to manage the risk of adapting to the new context that market disruptions create. We advise organizations on creating strategy to increase their relevance and competitiveness in the consumer empowered Knowledge Economy. We help with getting involved in blogs, video and audio content, and how to integrate these efforts into existing processes. We advise on collaborating with Web 2.0-enabled customer tribes to co-create breakaway customer experience. This involves rethinking of many of the assumptions about your business. Explore the Consumer Empowerment Adoption Curve.



## Learning More

- [Do you have](#) Web 2.0 Misalignment?
- [Invite us to speak](#) to your team or trade group
- [Point of view](#): consumer empowerment
- [Social Network Roadmap](#)



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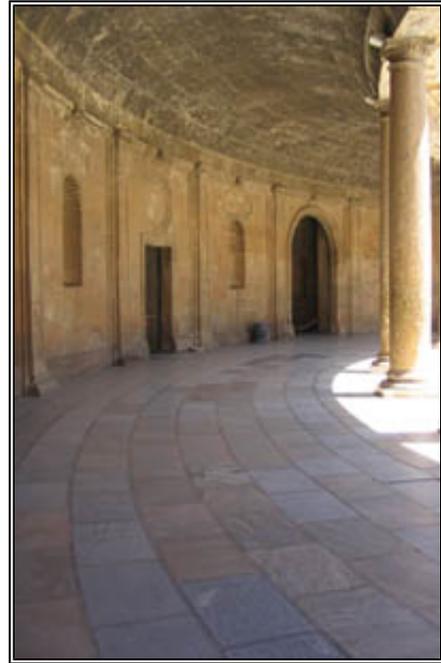
# What We Do

At CSRA, we serve clients across all phases of the strategy life cycle. We create a collaborative engagement team with your employees, partners and our consultants. We help your company to understand disruptive market phenomena and how they affect your business by changing the context around you. We also help you to perceive what business your company is really in and how you can increase value in the new context. We create a future state and strategy for how to achieve it. We support your team in implementing the strategy.



Although clients have diverse needs, most of our work follows a pattern:

- We quickly brief you on the disruption—for example, 1) how your customers, competitors and other stakeholders are using social networks like LinkedIn, Facebook, MySpace, social tagging and other Web 2.0 sites to communicate independently of you or 2) how to compete with new competitors from emerging markets. This helps you to understand the new changes in the market.
- We look at your company and your industry. *Many companies get in the habit of defining themselves in terms of how they do things.* Disruptive change interrupts the how. We help you to understand your core value proposition that transcends the how. This grounds your team and prepares them to lead new initiatives.
- Now that you have your arms around what's new and what your core value is, we guide you in creating a future state and strategy for how you will get there. This gives you perspective. It's your keel.
- We help you to make it happen by mentoring and guiding you to make changes in how you communicate and interact with customers, partners and other stakeholders. We also source and manage external subject matter experts.
- Because customer relationships are the bedrock of your business, our approach is generally to guide you and transfer knowledge to your team, so you become the experts as quickly as possible.



*We excel at mentoring to transfer new hands-on operating skills to your team*



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# How We Work

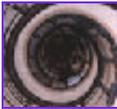
At CSRA, we configure our expertise, process and technique to your individual needs. We leverage our experience, approach and tools, but we approach each situation without preconception. Here is a very broad, select sample of some of the ways we work with our clients:



- Conduct interactive executive workshops to facilitate your understanding of emerging trends and your business. We use a variety of fast-cycle techniques such as scenario envisioning. We often supplement our research with subject matter experts.
- Provide guidance on using emerging technologies, processes and approaches for business development, marketing research, product/service development, customer service, recruiting, partnering. Examples are LinkedIn, MySpace, Facebook, Second Life, Twitter, YouTube.
- Mentor your employees and business partners on the new "social graces" in new social milieux. How to act in numerous situations such as facing negative criticism of your product, environmental policy, manufacturing, workers' rights policy, etc.
- Primary research into emerging trends among customer and prospect groups.
- Create staged plans for engaging customers to create community and passion around the experience that your offerings enable. Create situations in which customers advise each other and collaborate with you to create new offerings.
- Strategy and launch programs for new revenue streams.
- Initiatives to maximize word of mouth marketing; how to help customers to help you.
- Assistance with launching wikis, blogs, social tagging and other Web 2.0 solutions. Help you meet the providers of these new services.
- Advice on integrating new initiatives with your existing customer relationship practices and processes. We show you how to get your activities with print, multimedia, online, sales and customer service to synch with your activity with social networks.



*Our experience and tools enable us to manage risk and reduce engagement length.*



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# Clients and Proof Points

As our client roster indicates, we have advised executives in global enterprises, professional associations, government, and technology start-ups in a wide spectrum of strategic issues. Access case studies individually via each "+" link by each client.



- Leading bulge bracket (investment) bank [±](#)
- Big Three automaker [±](#)
- Market leading online community provider
- Supply chain software start-up [±](#)
- Global leader in semiconductors, electronics and wireless [±](#)
- Top three home products manufacturer
- Marketing services marketplace spin-off [±](#)
- Global leader in consumer electronics and television manufacturing
- Consortium of global oil companies
- Leading enterprise software consultancy
- Cabinet official of state executive branch
- Top three server manufacturer and software developer [±](#)
- Market leader in third party claims processing software [±](#)
- Diversified systems integrator and VAR
- Global management consultancy focused on technology channel [± ±](#)
- Global financial institution
- Technology nonprofit start-up
- CxO of world's largest futures exchange
- On-line management journal and community start-up
- World's largest professional services consultancy [± ± ± ±](#)



Access detailed information on [services](#), [engagements](#) and [case studies](#)



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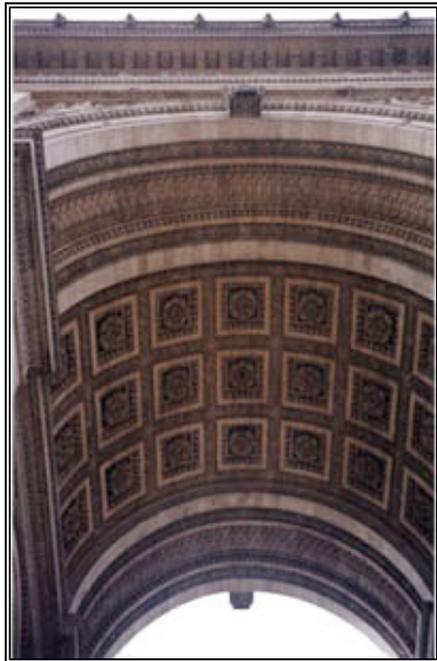
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# Services/Summary

At the core of our services is helping CEOs, CMOs and CIOs to use disruptions like social networks and Web 2.0 to seize unusual advantage. We guide clients in applying social networks to their business processes. Our risk mitigation approach helps clients to pursue daring initiatives and achieve their goals more often by making fewer mistakes. Due to the strategic nature of our work, we usually serve as facilitators and partner with our client's management.



In 2009, our main paths to market are the Social Network Roadmap methodology and tools and the Executive's Guide to Web 2.0.



Services are comprised of our approaches and resources according to your needs.

Click chevrons to learn more

Social Network Roadmap	Executive's Guide to Web 2.0
<p><i>Methodology and tools for strategy, design and management of social networking initiatives. Helps select platforms; offered in 3 tracks</i></p>	<p><i>Tools for design, implementation and management of social networking initiatives with major platforms &amp; solutions</i></p>
<p><b><u><a href="#">Social Network Roadmap Prelim track</a></u></b></p> <ul style="list-style-type: none"> <li>• Executive briefings and workshops for management teams</li> <li>• Ideal for bringing your team current on social network trends and how they are affecting your industry and firm</li> <li>• Features exercises, concrete goals and materials</li> <li>• Usually 1/2 day to 2 days</li> <li>• Occasionally offered publicly</li> </ul>	<p><b>Executive's Guide to LinkedIn</b></p> <ul style="list-style-type: none"> <li>• <u><a href="#">Enterprise</a></u> <ul style="list-style-type: none"> <li>◦ 3-phase services delivery framework</li> <li>◦ Select services &amp; deliverables</li> <li>◦ Enterprise Process Innovation</li> </ul> </li> <li>• <u><a href="#">Individual</a></u> <ul style="list-style-type: none"> <li>◦ Customized programs</li> <li>◦ Public seminars</li> <li>◦ Profile Builder</li> </ul> </li> <li>• <u><a href="#">EGLI blog rated Global Top10</a></u></li> </ul>
<p><b><u><a href="#">Social Network Roadmap Pilot track</a></u></b></p> <ul style="list-style-type: none"> <li>• Web 2.0 Ecosystem Audit</li> <li>• Web 2.0 Readiness Assessment</li> <li>• Web 2.0 Pilot Design</li> </ul>	<p><b>Executive's Guide to Twitter</b></p> <ul style="list-style-type: none"> <li>• <u><a href="#">Strategy</a></u></li> <li>• <u><a href="#">Programs &amp; implementation</a></u></li> <li>• <u><a href="#">Methodology</a></u></li> </ul>
<p><b><u><a href="#">Social Network Roadmap Enterprise track</a></u></b></p>	

- Feasibility
  - Due diligence
  - Baseline
  - Benchmarking
- Strategy
  - Governance
  - Metrics & Measurement
  - Adoption Plan
- Implementation
  - Pilot
  - Integrate
  - Scale

[SNR blog rated Global Top10](#)

#### **Executive's Guide to Facebook**

- 3-phase services delivery framework
- Enterprise Process Innovation
- [Discussions & thought leadership](#)

#### **Executive's Guide to Blogging & Wikis**

- 3-phase services delivery framework
  - Vision
  - Strategy
  - Programs
- Enterprise Process Innovation

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# About/Speaking Engagements

I invite you to hear me speak about strategic and tactical issues of Web 2.0 and social network-related disruption, and how to harness these market forces to make your company and your career more vibrant. I regularly speak at conferences, professional associations and other executive and professional venues. I also give public and private seminars for more in-depth learning. Below is a list of imminent and [past public speaking engagements](#) and some of the events that I have chaired. I also enthusiastically present to private groups because I enjoy tailoring remarks to address specific interests and thorny problems. Public venues usually have links to speaking materials.

- Here is a summary sheet of my [speaking qualifications, with references](#)
- Here are speaker [bios and photos](#)
- Also, find [media information](#), short articles, editorials, news mentions and news releases.
- For more detailed papers and reports, see [Resources](#).



*To inquire, [please contact us](#) and provide these details about your proposed event:*

- Location, date, time and duration
- Number of people expected
- Member annual dues (if applicable)
- Member demographics:
  - % VP+ entrepreneurs (venture-backed or fast growth)
  - % VP+ SMB/SME (small business or slow growth)
  - % Director+ Fortune 1000

## Imminent Speaking Engagements

Role and Topic	Date	Venue and Location
Links point to more information and registration		
<a href="#">Speaker</a> , Personalizing and Scaling Innovation with Social Networks	7 Oct. 2009	Business Innovation Conference, Chicago, USA
<a href="#">Speaker</a> , Using LinkedIn to Build Your Consulting Practice and Career	7 Oct. 2009	Midwest Society of Professional Consultants, Chicago, USA
<a href="#">Speaker &amp; Moderator</a> , Networking for Success (Social Networks for Disruptive Innovation)	9-11 Oct. 2009	<a href="#">PanIT</a> , Chicago, USA
<a href="#">Speaker</a> , Using Web 2.0/Social Networking for Competitive Advantage	19 Oct. 2009	University of Chicago Booth, Entrepreneurial Round Table, Chicago, USA
<a href="#">Speaker</a> , Converting LinkedIn, Facebook and Twitter into Business You Can Put In the Bank	27 Oct. 2009	Virtual New York National Speakers Association, New York, USA



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# Contact us

Always use this page to keep in touch; it's our permanent global address.

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Facebook	<a href="http://www.facebook.com/csrolllyson">http://www.facebook.com/csrolllyson</a>
Twitter	<a href="http://twitter.com/csrolllyson">http://twitter.com/csrolllyson</a>
Del.icio.us	<a href="http://del.icio.us/csrolllyson">http://del.icio.us/csrolllyson</a>
Slideshare	<a href="http://slideshare.net/csrolllyson">http://slideshare.net/csrolllyson</a>
*VoIP: IM, call and tele/video conference globally at no cost ( <a href="http://skype.com">http://skype.com</a> )	



For more information on Chris Rollyson, please refer to [Quals](#)