

The 12 Principles of New Media

Be the Connector

Conversation video transcript

Subject: Online vs. offline

BRIAN POWLEY
ICROSSING

I think social networking has been around forever, right? It's just now we can do it online.

GARY A. BOLLES
MICROCAST

So the technology has enabled I think the connector in many people to arise. But it's still not the roll for everybody.

CHRIS PETERSON
CHAUTAUQUA COMMUNICATIONS

You're either born a connector or you're not. And I am not a connector, absolutely. I have a very thin black book.

GARY A. BOLLES

And the connector is not a rare a role as it used to be because by reducing the friction to communication, especially through email as well as with blogs, we've taken away a former major friction that kept people from being able to effectively reach each other on an ongoing basis and to scale audiences beyond just the people that they knew.

CHRIS HEUER
SOCIAL MEDIA CLUB

We have to realize that we can't be all digital. We must be multi-modal in the channels that we communicate to our customers to. And in fact that's one of the big things that we're doing is about moving online activity to offline back to online. That's the whole purpose of our events. That we're able to make this in person connection between people. To have a conversation. To exchange insights. To learn from one another and then to continue that dialogue online.

Subject: The person

CHRIS HEUER

Most of the people that I know doing that connecting are confident in themselves and where they're at in life and what they're doing and knowing that it benefits them to help other people make good deals happen.

CHRIS SHIPLEY
GUIDEWIRE GROUP

And it's a lot about ego. Being the hostess. Being the host. Being the person that people turn to because the Rolodex is the largest is a lot about ego.

GREG STERLING
STERLING MARKET INTELLIGENCE
Openness and friendliness and sort of a knowledge of a network of people. Being able to recognize where connections between people make sense and being proactive about that.

CHRIS SHIPLEY
I think it's also a lot about the social characterizations of the person. Someone's social nature to want to engage and to get gratification back from that engagement that connecting. So there's an innate socialness about being a connector in the industry that feeds the ego that feeds the other parts of one's being that is satisfied.

SAMANTHA MUCHMORE
DRAFTFCB

A lot of it is based on the experience you get the first time you make that connection. And if that was a good experience then you trust them and you're going to listen to them again and again.

COLETTE VOGELE
VOGELE LAW

In the last four years probably the most influential connector or person that I was most influenced by being associated with was Lawrence Lessig. He's great. He obviously has influenced some of my views about what's going on with new media and he cares deeply about what he's into.

CHRIS PETERSON

I've become much more conscious about relying on them for networking because I find that ultimately that's how you network. Bumping into people like myself doesn't do me any good actually at all.

Subject: Value from connecting

BRIAN POWLEY

Well, it's a little bit old fashioned but I feel what comes around goes around. And anyone I feel I can help because they're smart and they're really interested and they've got passion. I think helping anyone and connecting anyone even if there's no benefit to me will ultimately help me in the long run.

CHRIS HEUER

And he's been connecting people like this for a long time because he sees his long term benefit in helping other people succeed.

CHRIS SHIPLEY

If you're really about trying to move an industry forward then being generous with those connections is to everyone's benefit.

CHRIS HEUER

You do better for yourself by helping other people do better. And I think that belief is what's common amongst all connectors.

COLETTE VOGELE

I think he has a mission and he knows that he really wants to make sure the Internet stays free and culture develops and big principles. And if I'm out there on the ground floor meeting people and working with people and telling them how to implement these things in their business without stripping the world of new culture, I'm part of his mission in a way. And I think that might be why he does it. And it gives me energy back.

GARY A. BOLLES

There's a constant giving back that's an absolute requirement in this age. If you want that information to come to you.

CHRIS HEUER

The other thing that's more specific and tangible that's important in this is that I also get the ability of getting looked up to as a leader by some because I'm out there actively trying to do this and there aren't a lot of us out there.

GREG STERLING

I also think that in the long run the good will it creates benefits me. I don't have any specific financial incentives to do it.