# ZN

Making digital your competitive advantage

**Online Digital Master Class: HyperThinking**
HyperLinking

# Introduction

## What is this going to be about?

- In this section we are going to talk about networks and the sometimes hidden connections between everything . Discovering these connections can take us to some amazing places.

## Things you will learn in this section include:

- How to connect apparently unconnected things
- How to expand your knowledge through networks
- How to solve problems using the internet

# Expand your knowledge using your social networks

## Take advantage of the expertise of your contacts on social networks:

- Seek out people and communities who interest you.
- Position yourself prominently within these communities: it will give you a source of information and contacts.
- Understand social media and the shifting media landscape.

# Increase your personal value:

- Establish and take advantage of your online identity
- Increase your professional value and highlight yourself within your organization.
- Worried about any of this? Don't be!

- Check the course 'Building your Personal Branding Online' for guidelines on making a brand:
  1. know what is about you out there
  2. manage what information about you is online.
  3. own it: make yours whatever is out there

## References:

Phil Weiss social channels:

| Linkedin | *http://www.linkedin.com/in/pcweiss* |
|----------|--------------------------------------|
| Facebook | *https://www.facebook.com/weissphil* |
| Twitter | *https://twitter.com/pweiss* |
| Google + | *https://plus.google.com/u/philweiss* |
| Webpage | *http://www.hyperthinker.eu/* |