



## Extending Your Influence: Listen at Scale

with Charlene Li, Founder and CEO, *Altimeter Group*, Author, *The Engaged Leader*

For leaders, one of the most powerful uses of social media and big data is the power they can give you to listen at scale—to hear, in real time, what customers, employees, and other specific groups of people are saying about the things that matter most to your business. The tools are so numerous and evolving so fast that it can be dizzying, and dangerously tempting to try to listen to everything at once. The result of which, of course, is meaningless cacophony—an endless stream of information you can't really use.

### Listening at Scale

- Constant tuning into the audiences that are important to you for reaching your goals

### Choose your audience wisely

- Once you've selected your key audience, allocate 15 minutes to just listening. *What is your audience's truth?*
- Hone in on specific conversations. *Where is your audience located? What topics are they talking about?*
- Identify and listen to your trusted **filters**. These are people whose views you trust in the marketplace: *connectors, influencers, and subject matter experts.*

### Lessons Learned at Red Robin

- Use your enterprise social network to communicate with the front lines. This gives you a direct line to the consumer and may help you shortcut your company's development and innovation process.

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## Prepare

*Before you watch the video*

On what platforms, social networks, or other digital media do you “listen at scale” to groups essential to your business priorities?

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## Practice

*After you watch the video*

Consider one of your top priorities as a leader. Now take a minute to jot down all the communities or groups of people who might be sharing valuable information related to this priority.

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On which platforms, networks, or media are these most likely to be connecting? If you could only listen to one, where would you start?

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