

## **SERVICES**

We help companies harness the business power of microsharing quickly and effectively.

We help you:

- Understand the territory and shortcut your learning curve
- Innovate productive, valuable, profitable uses of microsharing
- Save time and money
- Avoid damaging mistakes
- Be engaging, genuine and use the medium to its fullest
- (and... have fun doing it!)

## **How We Do It**

We provide a full range of professional services: briefings, speaking, seminars, research, analysis, strategy, program development, implementation, training, coaching, advising, assessments, enhancement of existing efforts, implementation, innovation and promotion.

## **Internal vs. External?**

There are two main ways to use microsharing for business: externally for “market engagement” and internally for “collaboration and communication.” Some companies can even do both at once. Microsharing is a powerful way to connect people to one another inside of companies and throughout the marketplace.

## **Benefits you receive:**

*Enterprises:*

Boost internal and external talent and collaboration, employee engagement and retention and break down silos that put a drag on business efficiency.

*Companies and Brands:*

Engage more deeply with their markets in the strategic new ways that microsharing makes possible.

*Individuals:*

Build your network, access better professional relationships, faster knowledge-sharing and leveraged problem-solving. Microsharing is particularly valuable for Executives, sales and marketing professionals, consultants, freelancers and of course celebrities (musicians, actors, media personalities, etc.)

*Media brands:*

We can show you how to develop dynamic and engaging “behind the scenes” personalities, content, sneak-previews and other genuinely engaging “teaser” content during the normal process of producing your product.