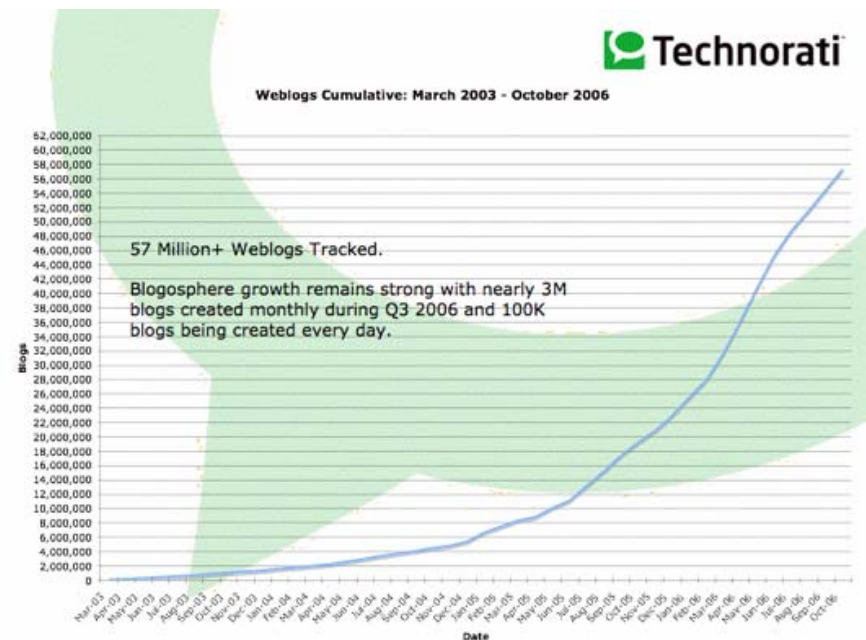


“Out There”

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You've noticed something different...

- The definition and notion of “privacy” seems to be changing as technologies bring people together.
- People are sharing more information about themselves online – and more about others!
- Organizations and individuals are finding themselves bewildered by this new trend, and can't decide what to do...embrace it or fight it...
- **WHAT IS GOING ON???**



First, a history lesson - privacy has long been a luxury only the rich could afford.

- Humans lived in small villages for most of recorded history.
- Every secret was known almost instantly by everyone – gossip at the town well.
- Only the feudal lord, away in his castle, could keep some semblance of privacy.
 - But there were always the servants who often knew too much!



Then, suddenly, in the postwar era, humans (in the west) retreated to their own little castles

- Finally, most Westerners could afford their own home, and they did so.
- They weren't dependent on anyone they knew for food, shelter or safety.
- We became anonymous in our subdivisions, which led to a certain amount of alienation
 - "Bowling Alone"



But then something changed...was it the Internet?

- When the Internet arrived, people could publish anything they wanted to the whole world – and a few often did.
- But was the desire to share always there, lurking in the background?
- There seems to be a core set of *attitudes* that exist, independent of whatever technology happens to be available



A large portion of the population espouse values that are “out there.”

- People who are “Out There” are more likely to:
 - Value fame as an “asset”
 - Willing to share certain types of sensitive information on the web
 - Believe it is appropriate to criticize their organizations on the web
- There’s more of these than you might think – 69% of the population agrees with at least one of these statements!



People have different thresholds for what is appropriate to share on a blog or website.

“It is appropriate to share the following on a blog or website...”

Corporate information (% agree)

- Praise of your organization (72%)
- Events or activities in your organization that are already public knowledge (71%)
- Opinions about the performance of your organization (39%)
- Opinions about your competitors (33%)
- Events or activities in your organization that are not yet public knowledge (16%)
- Trade Secrets (8%)

Personal information (% agree)

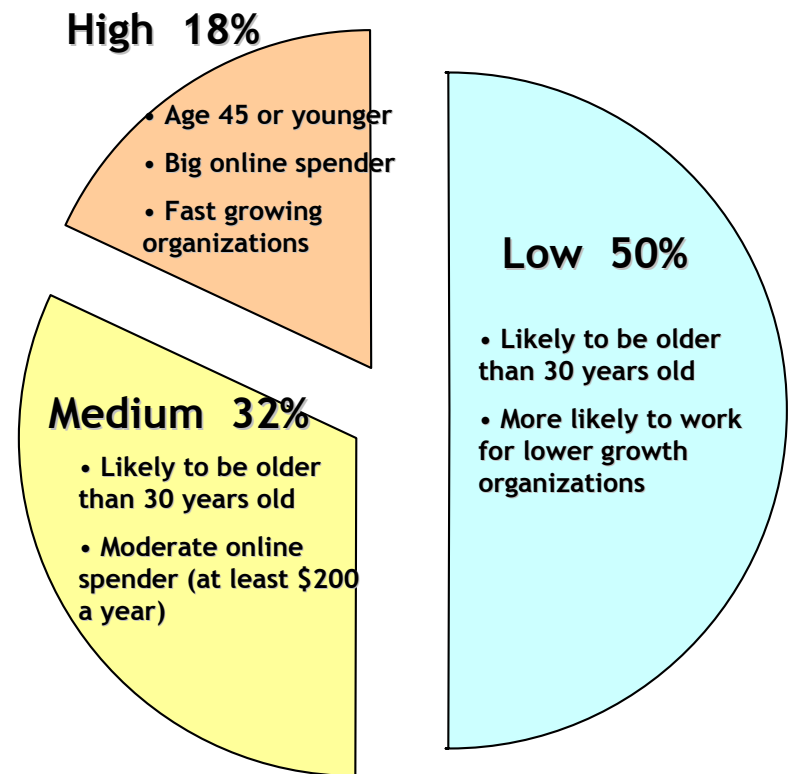
- Educational background (66%)
- Job title/function (63%)
- Your name (54%)
- City of residence (53%)
- Photograph (53%)
- Place of employment (42%)
- Conversation with people you manage (12%)
- Conversation with your boss (11%)
- Personal net worth, assets and/or debts (10%)

More willing to share with others

Less willing to share with others

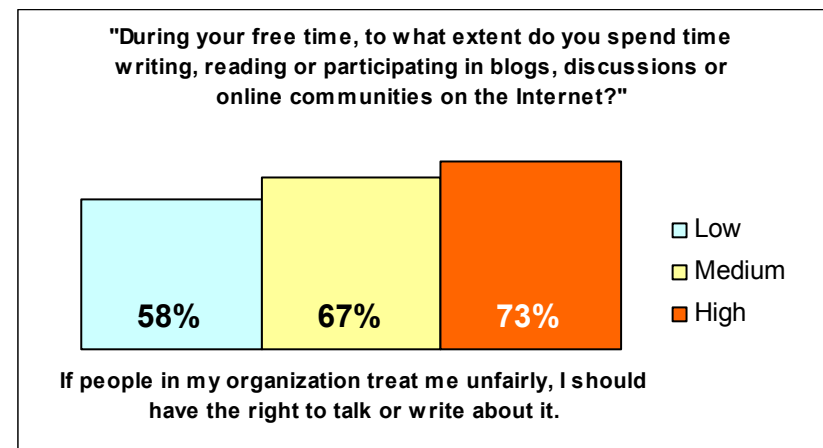
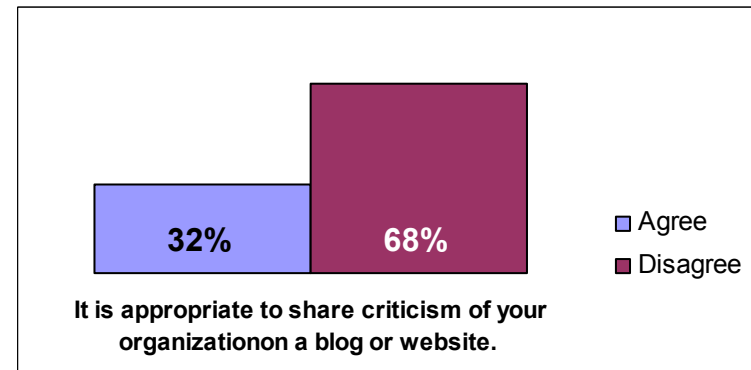
Our overall picture shows that half of all business professionals are at least moderate level participants in online communities.

- About half of people report active participation in online communities.
- Those who participate a lot are more likely to be:
 - Younger than 45
 - Spend at least \$1,000 over the Internet every year
 - Work for organizations growing more than 10% per year

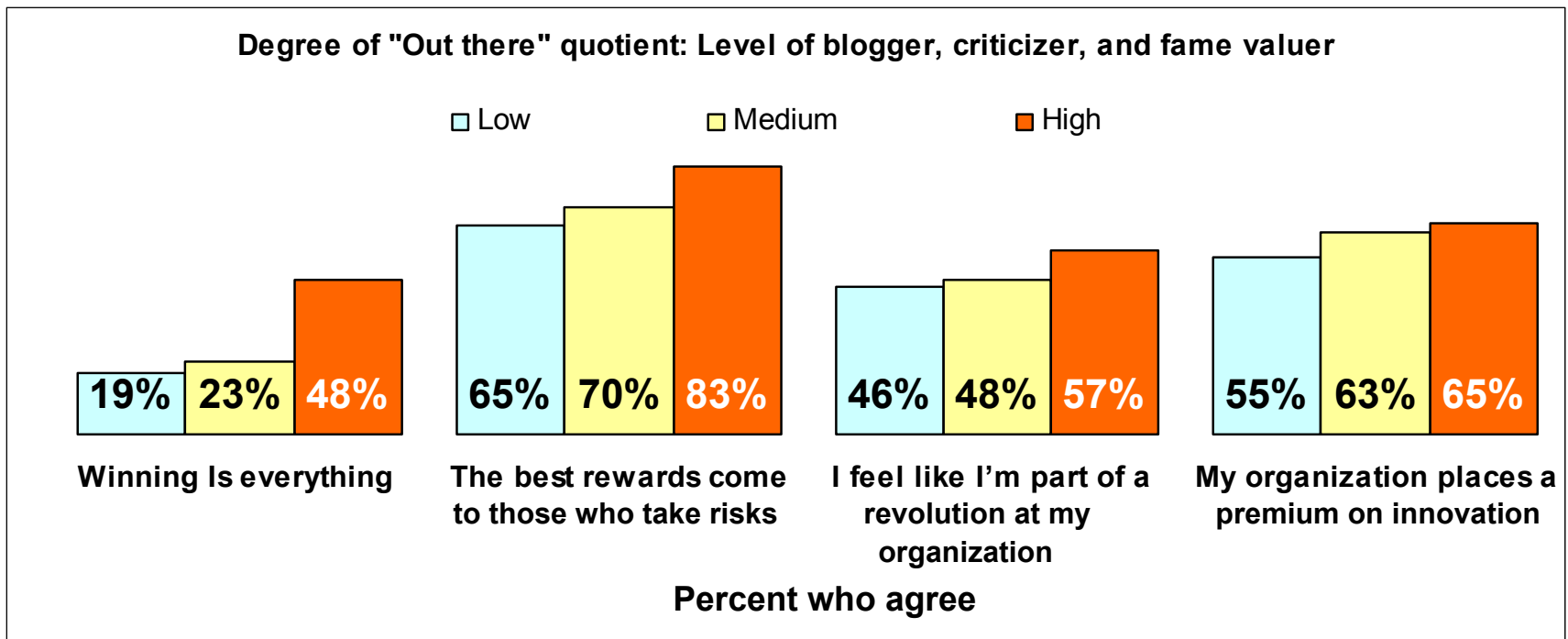


About a third of the population feels its OK to criticize their organization online.

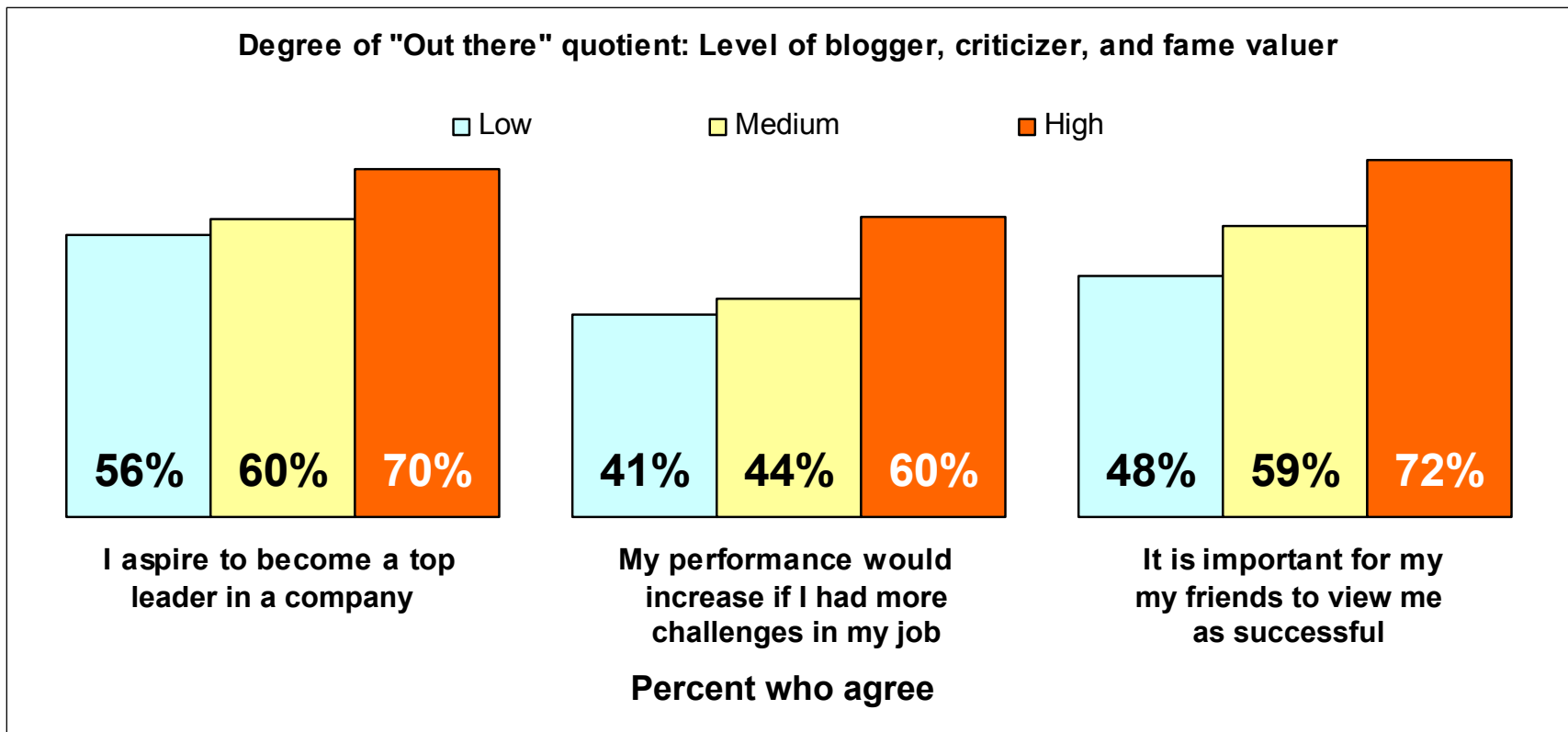
- These are probably who you worry about most - 32% of the population think its OK to share “criticism of organization” online
- “Criticizers” are:
 - More likely to be men
 - More likely to be under 45
 - More likely to work for fast growing organizations
- Lots of overlap with the “fame is important” variable as well



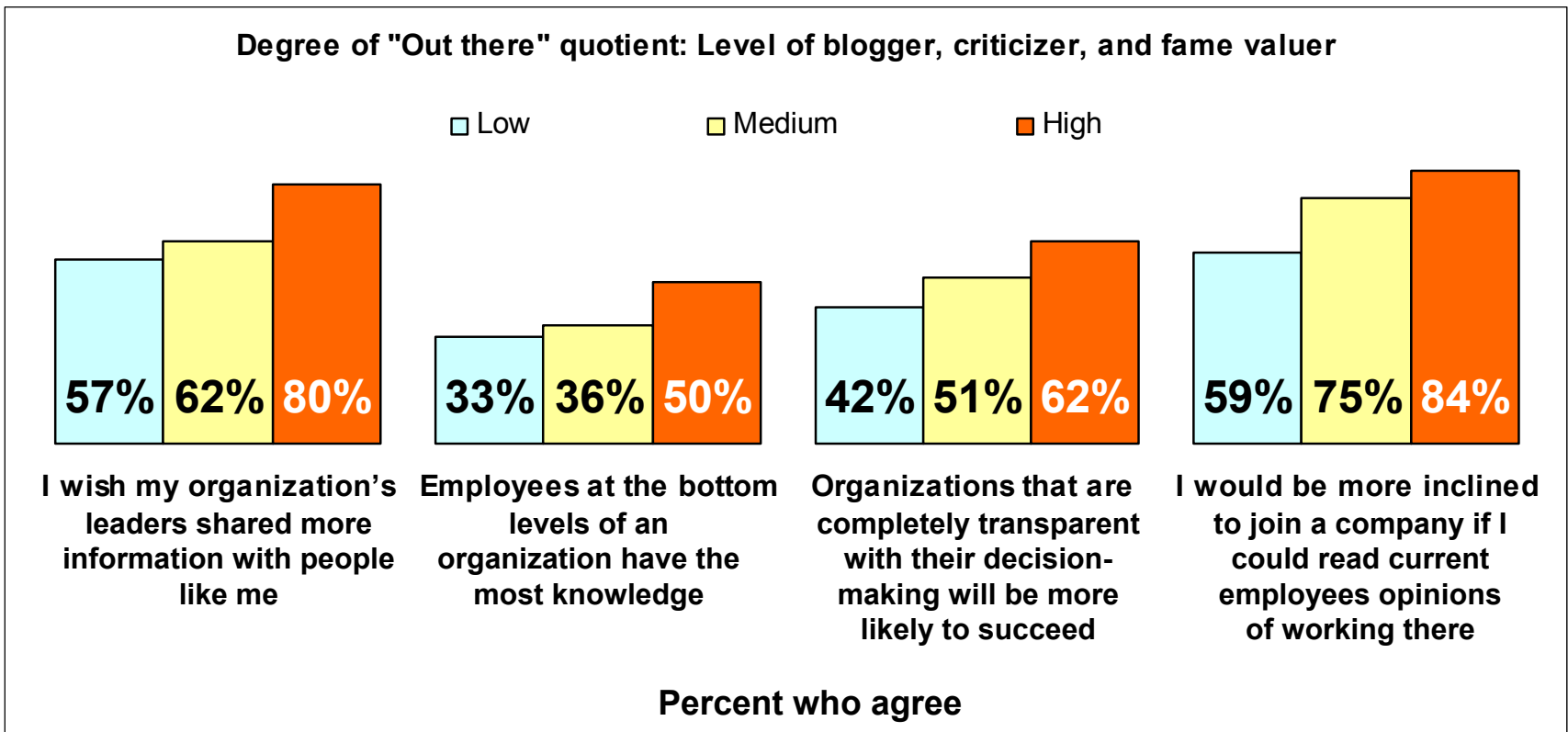
Those “Out There” have very different opinions about competition and their organizational lives.



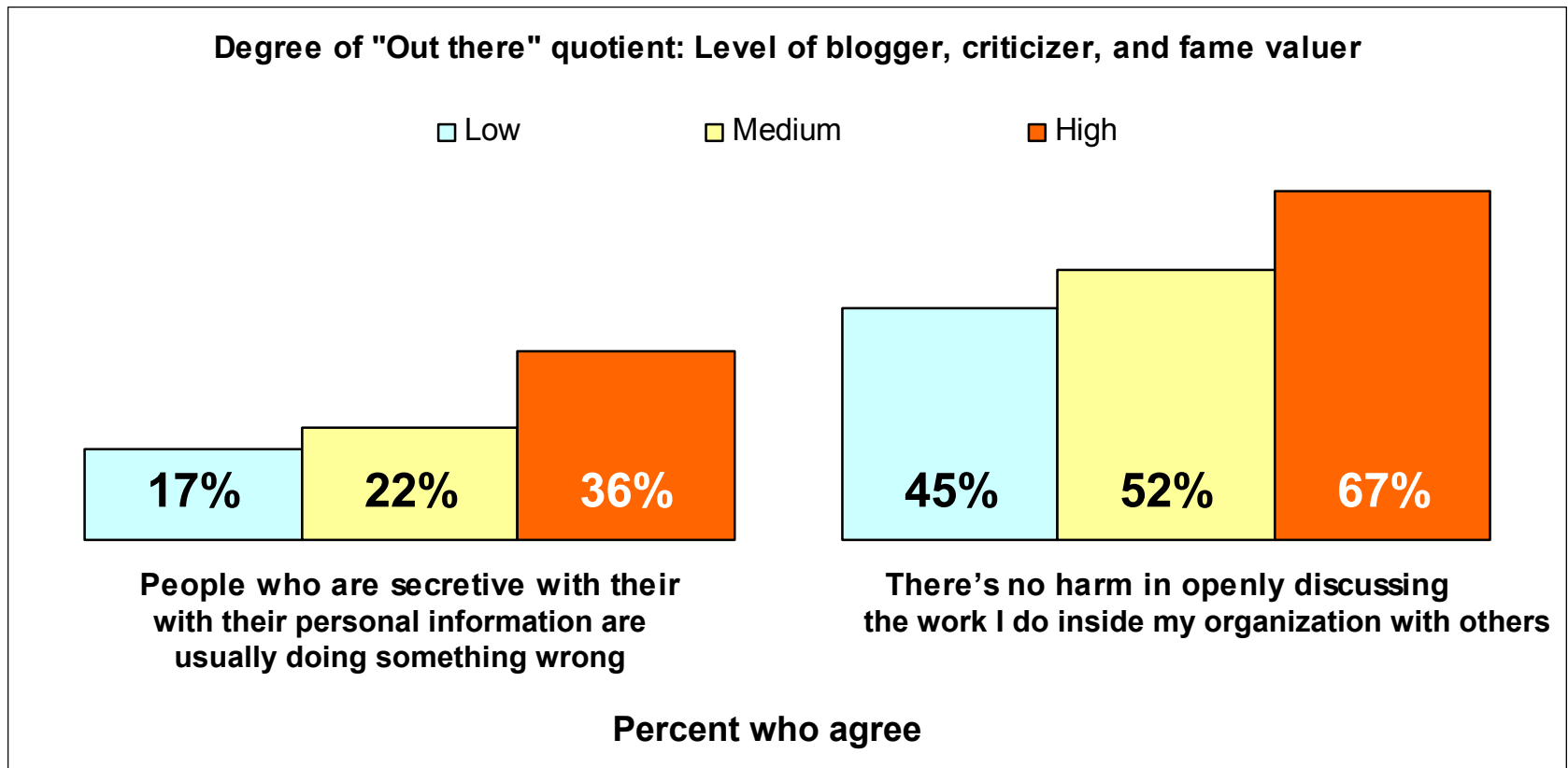
They also aspire to leadership, feel unchallenged, and want to be perceived as successful.



They want more information, feel knowledge resides at the bottom and endorse transparency in the organization.



They're not trusting of those who keep secrets, and want to discuss what they do with others.



So, what do you need to know about “Out There”?

- Your “Out There” people are the ones who are:
 - Fast followers
 - More flexible
 - Open communicators
 - Aspire to greatness
 - Looking for new, innovative ideas
 - In short - your future leaders
- Any attempt to control it ham-handedly will only lead to excessive blowback

Here are some ways to take advantage of the “Out There” phenomenon.

- Accept the new reality
- Internally, be freewheeling
 - But not to the point of distraction
- The criticizers will always be with you
 - But have them turn it inward rather than outward
- Try to focus on the “fame” issue more than “money”
 - Reward people with status and recognition, don’t try to buy their silence or punish them into silence (unless they’re breaking the law)
- Use these tendencies to develop and implement new, innovative idea
- Customers will be able to tell when employees feel they’re well respected or listened to in the organization
 - Everyone is listening to your “naked conversations”

If you can manage these, “Out there” won’t catch you by surprise!

How can the AttentionCompany help me with Out There?

- We have the experience, tools and methodologies to help you fully benefit from the Out There phenomenon.
- We can help you use Out There to drive internal innovation and communication.
- Our proprietary solution will help employees compete to offer the best ideas (as rated by their peers) for your future strategy