



Social Intelligence Demystified

Julie King

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The Internet has had a profound impact on the way people come together and discover information, resulting in a new "social intelligence" that affects organizations across all sectors. Associations are uniquely positioned to dominate under the new rules of engagement, yet they also face significant risks and must be prepared for fierce competition from the business sector. To successfully navigate the changes taking place, association leaders need to gain a big-picture understanding of the new rules of engagement, as well as an understanding of how they can move forward using actionable steps. Social Intelligence Demystified does both, by first breaking down the new rules of engagement and then providing toolkits that can be used by leadership, staff, and volunteers to practically apply what has been learned. It also explores emerging ideas from the fields of neuroscience and behavioural economics to help readers better understand the hidden emotional drivers that influence decision making. After reading Social Intelligence Demystified, readers will understand how a new form of social intelligence is transforming the way people discover, connect, and make decisions. It clearly explains the interconnectedness of search, social media, and digital content and why looking at these as silos puts organizations at risk. This book is designed to empower leaders to make smart decisions about how they can and should leverage digital technologies within their organizations.

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