



The Social Leadership Handbook

Julian Stodd

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Social Leadership encapsulates the mindset, skills and behaviours required to be an effective leader in the Social Age. It recognises that power and authority are founded more on what you curate and share, how you build your reputation, than simple positional authority. It's a model of leadership that is more fluid and relevant than ones based on longevity, situation or hierarchy. Under a social model, sharing and narrating trump command and control. It's a collaborative venture with communities at it's heart. The NET Model of Social Leadership is built around three Dimensions: 'Narrative', 'Engagement' and 'Technology'. The NET model is both an idea and a call to arms. This book is a guide for organisations looking to develop Social Leadership capability and for individuals looking to become Social Leaders. Julian Stodd is Founder and Captain at SeaSalt Learning: helping organisations thrive in the Social Age

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