



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Robyn Logan is the founding director of the International Coach Academy (ICA), a global coach training school with students in more than 40 countries. With more than 20 years experience as a consultant and business coach, Robyn's current fascination is the growth of Web 2.0 technologies, in particular online social networks and their relationship to learning and coaching.

Larry Magid is the co-author of **MySpace Unraveled** and the Co-Director of ConnectSafely.org. A syndicated technology columnist and broadcaster for more than two decades, Larry regularly contributes technology reports to *CBS News*, the *New York Times*, *San Jose Mercury News*, and other major media outlets. He has made repeat appearances on *The Larry King Show*, *The Today Show*, *CBS This Morning*, *NPR's Talk of the Nation Science Friday* and more.

Derrick Sorles is a Web 2.0 strategist and a blog coach and consultant. He is the Co-Owner of BusinessBloggingConsultants.com and YourBusinessMDs.com. Derrick helps businesses expand their Web presence utilizing new social media such as blogs, podcasts and video podcasts. His emphasis is on helping clients expand online communities through a combination of Web 2.0 strategies and technologies.

Dave Taylor is the founder of Intuitive Systems, a consulting firm and a prolific author who has been published more than 1,000 times, launched four Internet-related startup companies, and has written 20 business and technical books. Dave also maintains three blogs *The Business Blog* at Intuitive.com, "Ask Dave Taylor", and *The Attachment Parenting Blog*. Dave also most recently authored **The Complete Idiot's Guide to Growing Your Business with Google**.

Coaching Using Web 2.0

MONDAY FEBRUARY 4TH, 2008

11AM PT (2 PM ET)

Web 2.0 has been hailed as the business revolution in the computer industry, changing how the world uses and views the World Wide Web. Technologies such as blogs, wikis, podcasts, RSS feeds, social software and more are an increasingly integral part of business success today.

How does Corporate America define and use Web 2.0 and what are the key characteristics, issues and innovations of Web 2.0?

We'll talk with coaches and other experts about working with Web 2.0, and will also discuss its potential to transform companies and result in business success.

HIGHLIGHTS

According to **Forrester Research**, there will be "strong demand" for Web 2.0 tools across enterprises in 2008. Even though 42% of enterprises say adding Web 2.0 tools is not on their agenda, according to a Q3 2007 survey, Forrester expects that half of those will change their mind and embrace Web 2.0 tools by year end.

Additionally, the April 17th, 2007 issue of **The Economist**: states that "Web 2.0 has moved from buzzword to reality in many of the world's largest corporations", according to a survey of 406 senior executives worldwide by the Economist Intelligence Unit. **According to the survey, almost 80% of corporations believe Web 2.0 has the potential to increase revenues.**

But what exactly is Web 2.0? How can both large corporations and entrepreneurs understand and harness its capabilities?

And how can coaches use Web 2.0 to both expand their business and interact with clients in new ways?

Our panel of experts address these questions, discussing how coaches can use blogging, social networks, and other online collaboration tools to their advantage.

Highlights of the show include:

- An overview of why Web 2.0 is changing the way we do business.
- An introduction to technologies including peer content production, social networking, Web services, and collaboration tools.
- Why Web 2.0 can be critical to the success of independent coaches and entrepreneurs alike.
- The challenges that prevent some people from embracing Web 2.0.
- How coaches can use technologies like blogging and social networking to their advantage.
- Best practices and guidelines to begin using Web 2.0 within your business.

For more information on **Insight on Coaching**, feel free to contact Tom directly at floyd@ieconsulting.biz

"COACHES CAN USE SOCIAL NETWORKING TO FORM A COMMUNITY WITH THE CLIENTS THEY ALREADY HAVE. IN MANY CASES, A COACH'S CLIENTS DON'T KNOW EACH OTHER. HOWEVER BECAUSE COACHES OFTEN SPECIALIZE IN A PARTICULAR AREA, IT'S NATURAL THAT MANY OF THEIR CLIENTS WILL HAVE SIMILAR INTERESTS AND ISSUES. BY ALLOWING THEM TO NETWORK WITH EACH OTHER, IT EXTENDS THE POWER OF COACHING TO PEER SUPPORT. AS A RESULT, PEER COACHING EMERGES INTO THE ONLINE LEARNING ARENA AS WELL."

ROBYN LOGAN

"WEB 2.0 IS HAVING AN ENORMOUS IMPACT ON HELPING TO FIND YOUR PLACE IN THE PECKING ORDER AND VALIDATE YOUR OPINIONS. THE ELECTION HAS CERTAINLY PROVEN THIS. I THINK PART OF THE REASON WHY OBAMA HAS DONE SO WELL IS BECAUSE HE HAS HELPED CAPTURE THE YOUTH VOTE LARGELY THROUGH THE WEB 2.0 PHENOMENON. I'M NOT SAYING HE HASN'T DONE OTHER THINGS, BUT THAT'S HAD A HUGE IMPACT ON HIS EFFECT AMONG YOUNG PEOPLE."

LARRY MAGID

"AN IMPORTANT ITEM TO DISCUSS IS THE POWER OF SEARCH, AND HOW SEARCH HAS INFLUENCED AND CHANGED THE WAY WE DO BUSINESS. WHAT WE ARE NOW TRYING TO CREATE IS A WAY FOR PEOPLE TO DO A KEYWORD SEARCH AROUND OUR BUSINESS THAT RESULTS IN THEM VISITING OUR WEBSITE OR CONTACTING US. BLOGGING ENABLES THIS, BECOMING BOTH A COMMUNICATION TOOL AND A POLLING STRATEGY."

DERRICK SORLES

"GETTING INVOLVED IN THE ONLINE, ON-GOING CONVERSATION CAN BE DIFFICULT, AND MANY COMPANIES GO ABOUT IT THE WRONG WAY. IT'S ALMOST LIKE GOING INTO A REALLY CHIC, POPULAR PARTY AND SAYING THE WRONG THING OR ACTING THE WRONG WAY. ACT INAPPROPRIATELY, AND IT WILL BE SOMETHING YOU WRESTLE WITH FOR THE NEXT SIX MONTHS. PEOPLE ARE GOING TO SAY

"OH AREN'T YOU THE GUY THAT SHOWED UP WITH THE PINK TIE" - AND THOSE SCENARIOS HAPPEN IN THE ONLINE WORLD TOO."

DAVE TAYLOR

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