The quality of our interactions determines the quality of our personal and organizational reputations. High quality interactions = high quality organization. This is as true for on-line interactions as it is for face-to-face interactions. Many people are still struggling to figure out how to be social on social media.

So, how does one truly maximize their on-line social potential? Enter: “Social Excellence.”

Social Excellence [n]: A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility. A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation. Acting in a responsible and respectable manner, with high expectations of others. Being authentic and living everyday with integrity as the best version of yourself. Being confident and vulnerable. Being fun and compassionate. Being open, kind and bold. The deepest level of societal participation and contribution.

This concept is based in real-life, human-to-human, face-to-face interactions. Can it be translated to the on-line space?

Here are 10 Ways To Be Socially Excellent On-Line.

1. Be the best version of yourself - No matter how annoyed you are with the slow driver in front of you, crying baby on your flight or the bad service at the restaurant, try and refrain from being overly negative. What does complaining about someone in 140 characters solve? Not a whole lot. Be mindful of your content and try to stay positive in what you submit to the world wide web. For instance, “This dude in front of me smells. FML.” doesn't really raise the level of discourse in your life, does it? Choose the best version of you — even in your tweets and posts.

2. Be curious - The internet is filled with amazing things that are more enriching than a Facebook check, YouTube laugh, or Amazon.com. Find topics you are passionate about and have a desire to learn more about them. Here are a few good places to start: TED, Seth Godin, MIT, Free on-line magazines, Khan Academy, etc. Better yet, ask your on-line “friends” for suggestions.

3. Be generous - “This made me think of you…” followed by a thoughtful quote, article, photo, video, link, etc. can be a wonderful gift. As you login to Facebook, Twitter, LinkedIn, Pinterest, or whatever your social medium of choice is, think about how you can make someone’s day a little brighter with your on-line interactions. Make a few people’s day every day and you’ll find yourself surrounded with caring relationships.

4. Be authentic - On-line, be who you truly are. If you believe in something say it, share it, retweet it, or offer a “like.” Don’t just post things you think people want to see. But be sure to refer to idea #1 above. Keep this rule in mind though… read twice, post once. Make sure what you’re saying or posting really represents what you mean, your values, and who you are from the point of view of the people on the other end. Remember, your audience is varied and diverse, consider the best way to truly express who you are so that they can understand and appreciate you.

5. Be vulnerable - Anonymous messages or comments aren’t Socially Excellent. Own what you say, and as much as possible, do so publicly. Vulnerably, boldly, and thoughtfully sharing appreciation, compliments, and even constructive criticism, is a way to truly engage with the world “below the surface.” Relationships, including on-line relationships, are built through heart-to-heart connections and those require emotional involvement. Don’t be a troll.

6. Be a connector - Connect people to things they didn’t already know. Whether it is a mutual friend, an idea, an article, an event or a picture – people love receiving something personal that says, “My colleague posted this and I thought of you. You two should meet each other.” Now the operative word of this idea is PERSONAL. Try your best not to sound like various spam alerts. With a personal touch, being a connector goes a long way.
7. **Be a supporter** - Social Media translation - Retweet, repost, click the like button, #FF. People want to feel like their ideas, pictures, events and articles are worthwhile. The best way you can let them know you like is by letting them know you LIKE. That thumbs up icon on Facebook is a poster’s goal. That retweet on twitter makes that user feel special. Go ahead. Make their day.

8. **Be a real person** - Social media is a great way to connect with people. However, you will always fall short if you are trying to replace face-to-face communication. Use social media as an avenue to set up lunch, coffee or any other person-to-person interaction. “Hey @justinbieber, instead of tweeting back and forth about this, would you like to grab lunch? When are you free?” (with 38 characters to spare)

9. **Be a wisdom seeker** - Social media offers an opportunity to surround yourself with thought leaders. Choose to have only one degree of separation from content experts. Follow them, repost them, link to them, and then ask them for their input. They’re more likely to respond and link you to their network than you might think.

10. **Be the person who gathers others together** - Be about something on-line. Don’t just be on-line. Gather others together, or join others who are already gathered together, about things you care about. Build a movement by tagging and linking your posts. Attach photos, videos, and articles to make posts more meaningful. If you are about SOMETHING, you can quickly become an important go-to source for information and networking about that thing. You can influence, you can lead. Social Excellence isn’t just about being nice. It is about intentionally connecting socially so that you can make social impact. The worldwide web machine, if used properly, provides unlimited potential to do just that.

Your on-line “social self” is an extension of your real self. The interactions you create on-line, in today’s world, define who you are as much as (or maybe more than) anything else. Social media provides the opportunity to exponentially improve your reputation – but it also provides the opportunity to exponentially increase your potential for making other people’s lives better.

When you’re on-line, choose to be perpetually generous, curious, and positive. Be intentional about connecting with others on a deep, meaningful level. Be authentic, open, and vulnerable to invite warmer, richer, more heartfelt relationships on-line. Choose to be Socially Excellent.

# # #

*Please feel free to re-print (with appropriate credit given to Phired Up Productions) in organizational publications, blogs, magazines, etc. We exist to help groups grow. If sharing this through your channels does that, then please share away! Let us know by E-mailing Info@PhiredUp.com*
Book Matt Mattson, Jessica Gendron Williams, or Josh Orendi to share their groundbreaking, inspirational, and practical Social Excellence message with your audience. These successful entrepreneurs, bold young professionals, and experienced speakers have led highly interactive, emotionally moving, and borderline crazy programs for audiences of all types since 2002.

The message in the book itself was hailed as, “An inspiring guide to finding a richer life full of meaning – and changing the world. Relationships create revolutions, and these authors are starting a bold movement,” according to Keith Ferrazzi, bestselling author and networking guru.

Mattson, Gendron Williams, and Orendi are leading a movement to re-connect society. Social Excellence inspires a lifestyle of plentiful handshakes, deep personal relationships, expanding social networks, the ability to inspire and organize others around important causes, and a focus on helping every individual find a way to matter to the world. Participants learn the social skills needed for success in their work, and they also learn why those skills matter – because handshakes truly can change the world.

**Recommended Audiences:** volunteers, business leaders, young professionals groups, community and civic organizations, non-profit leaders and volunteers, high school and college student audiences, religious congregations, political activists, conferences and conventions, and more.
Workshops, Trainings & Keynotes: Grow your group or inspire your audience with Phired Up’s world class workshops, trainings, and keynote programs. Learn Dynamic Recruitment and/or Social Excellence from the company that is 100% dedicated to helping people gather together around meaningful causes to change the world in a positive way. Cost: $7,500/day per speaker (special pricing available for collegiate audiences).

**Social Excellence**, popularized in Phired Up’s book *Social Excellence: We Dare You* is our most popular keynote and workshop topic.

Phired Up teaches Social Excellence through a progression of lessons that deepen the learning each step of the way. Starting with a redefinition of the word, “social,” Phired Up challenges conventional thinking and brings us back to our human nature as social beings. From there participants learn how Social Excellence as a lifestyle can transform them and their organizations, they learn a magic trick called “The Screw” which opens doors to new relationships, they learn about first impressions, exchanging contact information, social etiquette, listening, remembering names, and all the basic skills of a social master. They learn about “The Four Pillars” of Social Excellence, Curiosity, Generosity, Authenticity, and Vulnerability. They learn about transformation and the power of personal stories.

The advanced learning kicks in with the introduction of the concept of powerful conversations, and what it takes to consistently have these life-changing, transformative, intense engagements. They learn about the “fun zone” and the “deep zone.” They learn to “Be the Person” they want to be. All of this is taught through highly interactive activities that have the participants not just talking about the concepts, but doing them and actually networking with the people in the room. At the end of the classroom sessions, participants are often seen thanking each other for being authentic and vulnerable, they often hug one another (seriously) and find ways to stay connected with many of the participants they interacted with. We’ve even had a pairing that met during a Social Excellence training get married because of their deep connection. Phired Up also offers social dares that actually send the participants “into the streets” to let the real-world learning begin. Social Excellence is best learned through personally challenging oneself to experiment with new behaviors and levels of courage, and that is exactly what Phired Up delivers.

Phired Up’s *Dynamic Recruitment Workshop* is an interactive, experiential recruitment education program that helps membership organizations use a relationship-based, values-centered approach to drive a higher quantity of higher quality members into their groups. For over a decade Phired Up has delivered this membership recruitment training experience to organizational leaders. Need more members? Volunteers? Donors? Congregants? Participants? Learn how to recruit them from the recruitment experts at Phired Up.

This workshop is best delivered as an interactive workshop for active members and leaders of membership organizations. The content touches on all of the powerful lessons of Dynamic Recruitment which can be previewed here. Learners will understand the skills, product knowledge, audience awareness, and motivation necessary to attract a high quantity of high quality people to their cause. Dynamic Recruitment is the science of organizational growth and is often paired with training about the art of organizational growth, Social Excellence (see above).

**Audiences**
Phired Up’s messages are excellent for volunteers, business leaders, young professionals groups, community and civic organizations, non-profit leaders and volunteers, high school and college student audiences, religious congregations and leadership, political activists, conferences and conventions, and more.
We Grow Groups

Phired Up’s newest book, **Social Excellence: We Dare You; How Handshakes Can Change The World** is, according to Keith Ferrazzi, bestselling author and networking guru, "An inspiring guide to finding a richer life full of meaning -- and changing the world. Relationships create revolutions, and these authors are starting a bold movement."

Social Excellence is a philosophy, a way to approach your days, a lifestyle. Characterized by handshakes, deep, meaningful conversations, and heart-to-heart connections, people who choose Social Excellence as their lifestyle understand that human connection is the key to changing the world.

This book, overflowing with real-life examples of Social Excellence in action, is not a book to be read in quiet solitude. It is a book that dares the reader to engage with the people and society around them. The authors describe how to build masterful social skills, tell stories of how people have changed the world through interpersonal connection, and challenge readers to push their social comfort zones to the max through edgy Social Dares.

As technological connections increase, personal, human, face-to-face connections can suffer. But those human connections are vital to organizational success and personal fulfillment. Social Excellence is the key to standing out from the crowd, to lifting your eyes from the screen and seeing the faces of potential relationships around you, and to creating the world you imagine.

Social Excellence: We Dare You is written to inspire community leaders, organizational members, non-profit volunteers, religious congregations, business leaders, political advocates, high-performing students, and anyone who is seeking a way to truly matter in the world.

Many organizations distribute this book to their leaders and members and hold book discussion groups. Phired Up offers a rare opportunity to actually work directly with the authors – if an organization buys 25 or more copies, one of the authors of the book will host two 30-minute Skype discussions with the readers. Bulk Rates: 1-14=$22.95; 15-25=$19.00; 26-99=$18.00; 100-299=$16.00; 300+=$12.00

**GROW YOUR GROUP COACHING:** Phired Up offers long-term coaching and consulting services to cause-based membership organizations to help them grow their group. Organizations looking to engage a higher quantity of high quality people in their cause can hire a Phired Up coach to work with them through multiple on-site visits and regular distance-based coaching calls to achieve their long-term growth goals.

Phired Up has a team of highly experienced recruiters, educators, and coaches to guide organizational leaders toward the skills, attitudes, and behaviors necessary to grow their group. We believe that organizations can change the world, and we know that they can often have a greater impact on the world if they attract a higher quantity of high quality people to their ranks. We know how to do that. Using the philosophies of Dynamic Recruitment and Social Excellence, we can help an organization build and execute a plan for gathering people together around their cause.

**RESEARCH:** The Research Department of Phired Up Productions can help you understand how to grow the quantity of quality members involved in your organization/community. We ask the right questions to get the right people involved in your purpose. Membership organizations are made of two things: people and purpose. Your organization’s purpose is up to you, but helping you drive a high quantity of high quality people to that purpose is what Phired Up is for. Many organizations have significant potential for growth, but lack an understanding of their current membership profile, their system for attracting and retaining the best members, and their pool of potential members.
ABOUT SOCIAL EXCELLENCE
Phired Up Productions was founded upon the belief that organizations change the world. A group of people gathered together around a powerful, positive purpose is the driving force for improving the world. We teach the art and science of helping those world-shaping organizations grow. And we teach those lessons in entertaining, inspiring, interactive, and innovative ways.

Social Excellence [n]: A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility. A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation. Acting in a responsible and respectable manner, with high expectations of others. Being authentic and living everyday with integrity as the best version of yourself. Being confident and vulnerable. Being fun and compassionate. Being open, kind and bold. The deepest level of societal participation and contribution.

Social Excellence is the art of organizational growth. It is a philosophy, a way to approach every day, a lifestyle. People who choose Social Excellence are exceptional at interpersonal communication, they experience deeper more powerful relationships, they are the hosts of every situation in which they find themselves, they have expansive personal and organizational networks, they understand that all leadership is social, they realize their potential for impacting the world is directly correlated to their ability to connect with other people in meaningful ways.

BENEFITS OF SOCIAL EXCELLENCE
Organizations and institutions that choose to provide in-depth Social Excellence educational experiences to their audience should be prepared to experience…

- More confident leaders due to a clarification of priorities.
- Increased retention due to more engaged members.
- Improved recruitment due to more socially prepared members.
- Heightened social awareness due to a re-definition of the word “social.”
- Enhanced public relations due to wider and deeper relationship networks within the community.
- Superior member values congruence due to behavior-based training.

CURRICULUM SNEAK PEEK  To see Phired Up presenting Social Excellence, visit here: http://tinyurl.com/SocExVideo

The following offers a glimpse at 4 components of the Social Excellence curriculum typically shared by Phired Up. This is by no means an exhaustive report of the entire curriculum, but is intended to provide a "sneak peek."

Only 5 degrees of Human Connection separate any person from their potential for changing the world.

1. Handshakes lead to conversations.
2. Conversations lead to relationships
3. Relationships lead to collaboration.
4. Collaboration leads to organization.
5. Organizations change the world.

Count your handshakes to determine your personal leadership potential. After all, you can’t lead nobody. People will trust, believe in, and follow the people with whom they have shared a meaningful human connection. Want to matter to the world?

Want to leave a legacy? Want to be a leader? Start by shaking hands. Continue by listening and caring. Then organize around the causes that matter to you.

Phired Up teaches both the discipline and skill of deep human connection.
Be The Person...

Social Excellence requires momentary choices that lead to personal patterns of behavior that eventually become a person’s lifestyle. The person you are is determined by the choice you make in this moment. But it goes further than that...

We train and support membership organizations. Membership organizations are made of members. Therefore the quality of your organization is directly correlated to the quality of its members. Therefore the quality of your organization is directly correlated by the person you choose to be. Right now. In this moment.

Phired Up teaches about the power of momentary choices in determining the quality of an overall organization. Through 100+ simple statements (selection available at www.tinyurl.com/betheperson) Phired Up engages participants in an interactive reflection about the person they choose to be.

The Four Pillars of Social Excellence are Curiosity, Generosity, Authenticity, and Vulnerability. Each of these pillars, these measures of maturity, these behaviors of excellence, these core values of the lifestyle called Social Excellence build upon one another to provide a simple, clear, daily guide for building a life of human connection and meaning.

Curiosity challenges learners to be both interested and interesting. Approach every person despite their differences or place in society with an understanding that they have something powerful to teach you. Learn from them. Ask interesting questions and care about the response. Enter the “Fun Zone” or the “Deep Zone” and experience “Heart-to-Heart” connections.

Generosity is about making other people’s day, week, and life a little bit better because you’re in it. This pillar teaches the power of generosity in breaking down the walls that divide us, but it also reminds us that social skills used for personal gain is not a demonstration of Social Excellence. Social Excellence requires a generous approach, and an intention to improve society.

Authenticity and Vulnerability are the pillars that channel empathy, and create mutual bonds of emotional connection. Choosing to let your guard down, be open and truthful, and not circumvent reality in favor of your comfort zone allows people to connect their authentic self with the authentic self of others – a goal of Social Excellence.

Powerful Conversations are built from more than good listening, body language, and standard interpersonal skills (though those are important). These are the conversations that while you are in them, time seems to stand still. These are the conversations that change the path of people’s lives. These are the conversations that shape our memories, our stories, and our lives. These are the conversations that Socially Excellent people strive for every day.

If a person can create more powerful conversations, their life is richer, their network is larger, the level of trust others put in them is greater, their leadership potential is maximized, and their organizations benefit from all of this. Powerful conversations are the one tool we truly have to change people’s minds, to learn life’s most important lessons, and to change the world.
More About Social Excellence

- Phired Up’s Social Excellence curriculum has been adapted for audiences as diverse as college freshmen going through orientation, corporate managers, professional associations, nonprofit volunteers and fundraisers, fraternity/sorority leaders, other college student leaders (RA’s, student government, student organization leaders, etc.), and more. The core messages are universal, and each audience has unique applications and lessons that make it practical to them.

- Advanced organizational leaders often experience the “Social Excellence Journey,” which is an 11-step guide to the progression from finding the desire and courage to interact with other people to creating an organization that is not only relevant to its community, but truly significant to the world in which it exists.

- Almost every Social Excellence program includes the use of Phired Up’s proprietary Social Excellence Dare Cards. These business card sized dares challenge participants to take their learning “into the streets” and interact with other people in extreme and positive ways.

- Social Excellence: We Dare You, the book on Social Excellence provides a comprehensive, fun, accessible book full of challenges, reflections, activities, and stories about the Social Excellence lifestyle and movement. See below.

- Read more about Social Excellence, including several year’s worth of blog posts about this philosophy at www.PhiredUp.com/SocialExcellence.