

Social Network Management System (SNMS)

Why the SNMS?

The Social Network Management System provides a process that will assist you in reaching your FlowingPoint. The SNMS monitors your ability to identify and utilize the social resources that exist within your network to help you accomplish your goals (i.e., find a job, get a promotion, complete a project). In order to create win-win relationships that produce results, the need to master the fundamental skills required to leverage these social resources is critical to helping you accomplish your goals.

What is the Flowing Point?

The concept of reaching your FlowingPoint is actually more of a destination than a process. When an individual, organization or community has reached their FlowingPoint, they have maximized the number of contacts that can provide information leading to a solution.

Turning Opportunities into Success

Think of an opportunity that has presented itself to you in past. It could have involved a job opportunity or selling one of your products. Whatever the opportunity, it either led to success or nothing at all. For the opportunity that led to success, ask yourself this: was it an easy process or did it take some work and time? Now think of an opportunity that led nowhere: how much energy did you invest? If you can think of what you went through to either reach a solution or to determine that it was a dead end, you are ahead of most people. Most individuals are usually unaware of how they've handled opportunities identified through their social network. The SNMS provides a framework that will allow you to identify opportunities and work on them through a process that leads to a solution. Identifying opportunities is the first stage and requires your social network. If the knowledge of your network is limited, then your opportunities will be too. Increasing your awareness of network resources is critical to identifying new opportunities for success.

Using the SNMS to turn Opportunities into Solutions

The FloWork system helps you organize your opportunities and lets you monitor your progress each step of the way. The first thing you need to do is identify the opportunity. Opportunities happen in many different ways. The more connected you are, the greater the likelihood of being in the right place at the right time. Once you've been presented with an opportunity, the next step is to make contact with the individual or individuals involved. You might think this is a simple step, but it takes planning and the right approach. After all, you can only make a first impression once. Once you've made contact, the next step is to explore the potential relationship and opportunity. The exploration stage is basically a fact-finding mission that will help determine if you will move forward and what will be required of you and your contact.

After you have exhausted the exploration stage, it's time to start strategizing. The strategy stage involves working out logistics and what the relationship will look like. Once a strategy has been developed, the next step is to negotiate. This stage involves specific skills that will help you reach a solution. Of all the other stages, the negotiation phase is the most critical. Creating a win-win situation is essential to developing long lasting, mutually beneficial relationships. The last stage occurs when you have reached a solution. This is when your opportunity has become tangible in the form of money, a new relationship or a completed product. However the solution is defined, it's the end of the process but **not** the end of your journey. For every opportunity you identify, the process begins all over again. The SNMS framework will allow you to monitor your progress and provide you with a tool to organize your contacts. Before you know it, the process will become part of what you do on a regular basis. The skills that you build and develop will lead you to a successful network and lead you to your FlowingPoint.

What Next?

Contact a Flowwork Representative to find out how you can reach your FlowingPoint at 1.877.flowwork or email us at info@flowwork.com