

e-Intelligence for Social Entrepreneurs & Activists: Master Collaboration, Commentary and Criticism in a Connected World



“Good dialogue encourages people to solve their problems collaboratively, to see one another as valuable sources of knowledge and experience, and to forge new links with each other. In our view, there is no surer route to community building and to fulfilling the promise of democracy and lifelong learning than through the deepening of good, on-going dialogue.....that connect communities.” Preskill, S. Vermilya, L and Otero, G (2000)

Collaboration

Want to learn how to collaborate on-line with fellow activists/social entrepreneurs?

- A primer on social networking for professionals, where to find and connect with the people who will make a difference to your work...
- Start, build, manage and maintain on-line collaboration for your field or invite others to join a cross-disciplinary effort to further knowledge and understanding...

Commentary

Want to increase the chances of being asked to comment on events in your field?

- Learn how to increase the chances of the popular/specialist press, NGOs, think-tanks and government institutions getting in touch to hear your view...

Criticisms

Want to keep an eye on what other people say about your work?

- Learn how to be alerted day or night when somebody comments/references your work/initiative and that of others that are of interest to you...

Connected World

Are these familiar?



What can I take away from the session?

Two minute primer on the implications of web 2.0, viral outreach, Wikinomics and...

- Hands-on experience and a field-tested *Getting Stuff Done Handbook* as a reference
- An new/improved LinkedIn, Facebook or other social networking profile that'll meet your connection need
- Your own blog, your own website (as relevant) and the skills to keep either up-to-date
- Case study on how the Wilderness Foundation is using viral marketing to reach their trails alumni and beyond at zero cost

Who by, who for, why, when and where?

Workshop run by...

Michael Ambjorn, ex-IBMer who recently returned from Brazil where he set up and ran a social enterprise with the São Paulo e-Intelligence Programme as its flagship initiative. His blog *Tools, Thoughts and Things one can Do with a little Time and Hardly any Resources* can be found here: <http://consulting.ambjorn.com/>

Workshop for...

Scottish Social Entrepreneurs and Activists interested in learning but also helping by giving feedback and sharing insights during this Guerilla-pilot with just eight seats to build 2008 workshop meeting the needs of Scottish Social Entrepreneurs and Activists.

Where and when?

The Melting Pot Edinburgh – Tuesday 18th Dec 3-5pm

Want to come?

Write to michael@ambjorn.com

- Workshop free but bring own Wi-Fi enabled laptop.