

*What's interesting?*



*A POINT OF VIEW!*

*What's point of view?*



**BELIEFS, OPINIONS, VIEWS ABOUT...**

...issues, trends, news, problems,  
opportunities.

## *How a **POV** differs.*

<b>POINT OF VIEW</b>		<b>beliefs and ideas that provoke conversation, build understanding, something a person would say</b>
<b>VISION</b>		Why the organization exists, provides direction to what company does
<b>VALUE PROPOSITION</b>		Value customers get from doing business with company
<b>MESSAGING</b>		Most important points to convey about company, product, service
<b>ELEVATOR SPEECH</b>		Simple sentence describing business, how it differs

## *How to find points of view.*

**They exist in every company; you don't need to spend a bazillion dollars creating them.**

- **LISTEN IN NEW WAYS**
- **ASK DIFFERENT QUESTIONS**
- **ANALYZE THE DIGITAL CONVERSATIONS**
- **CHALLENGE ASSUMPTIONS**
- **BE CONTRARIAN**
- **GO MORE NARROW**
- **DO '100 MPH' BRAINSTORMING**
- **TAP INTO ASPIRATIONS, ANXIETIES AND FEARS**

*Nine point of view themes  
that people like to talk about,  
hear about*

**ANXIETIES**

**CONTRARIAN**

**PERSONAL STORIES**

**COUNTERINTUITIVE**

**DAVID VS. GOLIATH**

**ASPIRATIONAL**

**AVALANCHE  
ABOUT TO ROLL**

**“HOW TO”**

**GLITZ & GLAM**

*What's even more  
interesting to people?*



**WHEN WE LISTEN AND MAKE  
PEOPLE FEEL HEARD.**

*What to listen for*

- **CONTEXT**
- **EMOTION**
- **NEW POINT OF VIEWS**
- **QUESTIONS**
- **PATTERNS**

# How to listen

## PASSIVELY LISTENING

- | Monitor blog conversations
- | Tap into emotions, metaphors from video, and photo-sharing sites
- | Use visual analysis tools to see context, relevancy, changing intensity of marketing conversations
- | Subscribe to consumer generate media analysis services
- | Mine conversation patterns in customer relationship management systems

## ACTIVE LISTENING

- | **Recognition:** Make it easy for people to provide ideas or even to complain. **Most companies stop here.**
- | **Acknowledgement:** provide a relevant response that shows the person that you hear and appreciate her views.
- | **Endorsement:** have a conversation with the person to get a cull context of where the person is coming from and what's interesting to them. This shows an appreciated and recognition of that person's point of view.