

LEADERSHIP TOOL

INTERNET PLANNING

Over the next three months, The Agenda (a monthly newsletter from TRG¹) will focus on the steadily increasing importance of the Internet at all levels of business and life.

While the Internet has become a critical part of our culture, there are many areas of regarding ownership, control of intellectual property, outreach and positioning that are not being systematically reviewed to the extent they should be.

These writings focus on:

- * Definition of Core Concepts
- * Nature of Support
- * Immediate Access
- * Overall Positioning
- * Interaction with Clients and Allies
- * Protection of Assets
- * Ongoing Planning Sequence

Core Concepts:

- * The Internet is a blend of methods, platforms and entry ports.
- * The Internet serves as both a 'highway' and a series of 'tools'.
- * The worldwide web is 'owned' by the composite of all entities and individuals who use it.
- * The programs, systems, and named methods belong in most cases to specific entities.
- * Those elements that are 'universally' owned are evolving so rapidly that specific 'owned' applications that belong to specific entities should be protected to the extent possible.

Support:

- * There is a vital need that both the talent and the critical programs that position groups on the web are under their immediate control, particularly when providing a groups' 'tools'.
- * At the minimum, all groups should bring to one or more central websites under their direct control.
- * Internal governance within groups as relates to internet offerings and capabilities is of critical importance.
- * The ability to adjust websites regarding message and appearance warrant specialized training for members of support teams.
- * ALL leaders and advisors to business should have knowledgeable support available in 'Real Time' to adjust their primary website, as well as the means of managing ongoing e-communication.

Access:

- * If there is a significant lag time in moving from recognition of a need for new information to placement of that information on the web, working adjustments should be taken.
- * A principal concept is 'two sets of eyes' capable of reviewing all website content and forming adjustments.
- * Well understood Policies & Procedures for development, presentation and support is a high priority².

Positioning:

INTERNET PLANNING 12/19/13

Positioning is the intersection of intended perception by all and the relation of that perception to the offering of competing interests.

For planning purposes 'Competing' goes far beyond the merits of organization. Of necessity, 'Competing Interests' should include alternate activities that may cause prospective clients to turn away due to time factors.

An example might be a law or accounting firm that no longer systematically adjusts information on their website, believing that new clients are coming from referral and that after an initial view have no further reason to visit the site. A professional site that is not dynamic will not help keep the firm in the forefront of clients' minds.

* Positioning should include a clear understanding of the impression both intended to be made and actually in place at any time.

Interaction:

The sequence by which you interact with clients and allies should NOT be left to chance.

The use of the calendar is often at the center of this planned element.

'How' you interact can be lost under the pressure of competing interests, when contact is not being made on an ongoing basis (preferably with a primary contacts scheduled).

By example: **THE TRG WEBSITE** is a critical component for how we interact with a broad network on an ongoing basis, and is enhanced at least twice a month with new tools.

Of the highest importance is not leaving interaction to chance, but taking the time on a regularly scheduled basis to plan and adjust.

Protection:

Being properly positioned on the Internet is no longer simply important, it is critical, which makes the protection and security of your presence there equally critical.

In assessing and acting on your business / family (yes... that is right) security, it is important to:

1. Treat the web like your office or home
2. Do NOT invent your own security measures
3. Form working relations with true experts that you trust
4. Move forward with a plan and a calendar-based review for your protection in how you touch the web

Above all else BE PROACTIVE in considering the web as an open two-way forum that offers boundless opportunity, as well as the potential for distinct threat. Act accordingly.

Planning:

When it comes to the internet:

1. The better you plan, the farther you can reach into the business (and social) world
2. The best and only fully effective plans are done by teams bringing multiple talents
3. Due to the constant evolution of everything on the web, visiting / assessing / adjusting your plans on a calendar basis is a critical step

For your business, branding and planning remember that your approach to the internet is vital,

INTERNET PLANNING 12/19/13

because the internet is a wide open door to everywhere that we live, work and thrive.

Central Point: The internet has progressively evolved from a highly significant part of business, to a critical function touching all aspects of our business (and for some personal) lives.

This evolution has not reached a state of slowing, therefore systematic and cyclical internet - focused planning should be on engaged on a rolling basis.

Please remember that the primary TRG principles apply throughout:

1. If it is not in writing it, does not exist
2. A calendar to everything
3. Two sets of (independent) eyes on each element of the plan.

SPECIAL NOTES:

1. The Agenda Newsletter is forwarded monthly to the TRG network of Clients and Allies without charge. Please send an email address if for any individual who wishes to receive The Agenda.
2. A full index the TRG developed Policies and Procedures is available on the TRG WEBSITE.