



# Matterness: What Fearless Leaders Know About the Power and Promise of Social Media

*Allison Fine*

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**Matterness: What Fearless Leaders Know About the Power and Promise of Social Media** Allison Fine  
The threat of a connected world creates a deep-in-the-gut fear for many leaders. The Internet and especially social media shout: Danger! Personal lives, careers, businesses, and organizations are all at risk of damage so overwhelming it doesn't even have a name. Is it the risk of public failure? Having to do things differently? Loss of control over the dialogue? Bad reviews of us or our organizations? Attacks by whackadoodles? All of the above?

What is so frightening?

Fear of losing control over every little detail prevents attention to details that do matter. Meanwhile precious energy is lost protecting yourself and your organization from change that's not fully understood or appreciated. Exhaustion and inertia kick in. Bottom lines go red. Now that is the truly scary stuff.

Readers of Matterness will escape this trap.

Matterness:

- Recognizes the real and imagined dangers of social media without coddling
- Emphasizes the dignity and value of each person's voice in a truly connected world
- Gets to the heart of why so many people feel powerless when they should be feeling powerful
- Uncorks and pours a tall measure of perspective on the remarkable opportunities of the social age, and a bit of fire-in-the-belly encouragement to make the most of them

This book explains that we don't need better people; we need better leaders who focus on the stuff that matters. When people matter the most, the priorities change. We begin to see our organizations from the outside in, listen to suggestions and ideas, work with and not at other people and organizations. When we're in conversation and connected we can direct how we want to work, get to the essence of our personal or professional goals, and make work manageable and enjoyable again.

If Customer Relations, HR, and Leadership had a social media lovechild, they'd call it Matterness.

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