

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

FilmBox by Photomyne

Here is an AI-powered negative film scanner app. The app's scanning algorithm automatically inverts colours and enhances the image to be able to get the best possible scans of old film negatives. It's one more good meeting point of the nostalgic and the new tech.

<https://apple.co/2BPbQK8>

Books

Leadership is Language
by David Marquet

Leadership culture is a mirror of the leadership language. The right language is the way take greater ownership. This book explains how choosing the right words can dramatically improve decision-making and execution on one's team.

<https://amzn.to/2Nxs9hc>



Creating a Crisis Growth Plan

In creating a crisis growth plan starting with opportunity marketplaces is important. Successful strategic execution of the plan may depend on the emerging talent management strategy that is explained in this MIT Sloan article based on recently released research.

<https://bit.ly/2COilgG>

Mini article

From a social media platform to an e-commerce site? Instagram tests shopping tags in post captions.

<https://bit.ly/2YEWPDz>

Virtual Events and Interviews

As there are more and more virtual events, video interviews online and webinars today getting the right equipment is now necessary. Most of the virtual events and video interviews are too long, boring and are made with the most amateur equipment (i.e. laptop's webcam) even when the web video content is by the large-budget corporations.

<https://bit.ly/31q0AOL>

The Voice of Personal Brands

These are the times when people that lose trust in media companies, look for thought leaders that they can trust. High-profile experts and influencers are perceived as better sources that can make sense of the current complex world, bring clarity and give direction for future rather than keep adding to the data clutter. This is why these are vital times for those who have been or begun building their personal brands.

<https://bit.ly/3eEHfgE>

Behavioral Science for Good

This is a timely article about finding opportunities to apply behavioral science for good in the private sector. As written in the article: “a recent survey of behavioral teams found over 300 teams within companies, including Walmart, PepsiCo, and Morningstar, among other large firms.” The interest in applied behavioral science is growing. (Use Chrome to open)

<https://bit.ly/3dGLtmw>

Organizational Intelligence

Intelligence is neither information nor data. Intelligence is neither knowledge nor wisdom. It may contain all of them, some of them or it may not at all but it is clearly above them in quality and value. Intelligence isn't intellectual because it is intellectual. Intelligence isn't just real, it is true. The authors of this HBR article wrote about the components of Organizational Intelligence (or OI). According to George Yip and Nelson Phillips OI “consists of five competencies: sending messages that reinforce strategy, fostering an ethos of ‘who we are’, using “action strategy,” rebelling from the top, and staging moments of theater.”

<https://bit.ly/3eFziYx>