Having a mature social media strategy can result in asset growth from existing client and in new assets.

(Newswire.net -- August 27, 2015) Irvine, CA -- Hearsay Social has just announced at a financial services conference in San Francisco that they have developed a new model to help firms grow their businesses through social media. This Social Business Maturity Model can be used to measure how well company's social business programs are doing in relation to their associates and other industry averages. It will also provide a roadmap to maintain competition, measure social initiatives, and increase company returns on investments in social media.

According to Wealthmanagement.com, Hearsay Social’s Maturity Model measures how well a firm ranks in each one of seven areas that are critical for success and gives a cumulative score. The seven areas they use to rank are: social business project team, executive championship, content marketing strategy, social business program coverage and adoption, advisor engagement and maturity, integrated digital program, and results measurement and analysis. Hearsay Social believes that having a mature social media strategy can result in asset growth from existing client and in new assets.

“You can’t change what you cannot measure and it’s not easy to measure intangibles such as the new currencies of leadership,” says Maryam Malek, the author of the book The New Currency of Leadership: A CEO’s Blueprint for the New Economy, which details her sixteen point plan of measuring, improving and expanding the intangible parts of business. “It’s a process.”

“When you become really big, when you get set in your own ways of doing things, then those very things that made you a success could also become the reason for your demise. Your greatest strength is also your greatest weakness,” explains Malek on the importance of a company’s adaptability.

It’s true that with the popularity of social media on the rise more and more companies will need to adapt to this new culture that the world is turning toward. Companies will need to be able to adapt to the technological and social age if they want to get ahead in business. Those who are not willing to adapt will be left in the dust.

Fortunately, with the increasing popularity of social media, it is becoming even easier for companies to manage their social media. Social media, before long, will become second hand to every company in the world. Malek’s book, The New Currency of Leadership: A CEO’s Blueprint for the New Economy, along with her sixteen point plan, will help businesses bring social business into their everyday lives. “When an organization embraces these new currencies and fully engages with the people, something magical happens. The team, your team, will work harder, contribute more, and be proud of and happy enough about their jobs to innovate more, give better service, and provide a better product. All of which will end up increasing the bottom line,” says Malek.

It has been true that many big companies have had trouble not being adaptable. Are they the only ones in danger if they don’t switch to the social business market?

“There are many facets to adaptability. Large companies are not the only ones that may not be adaptable. An
“entrepreneur can be set in his ways, do things the only way he knows how,” explains Malek.

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**About Maryam Malek**

Dr. Malek has been a senior executive with IBM, Xerox and Gallup working with CEOs and Fortune 500 companies globally setting Strategic direction and Leadership Development. She is the founder of Corporate Development Consulting and Center for Applied Emotional Intelligence in Southern California working with organizations globally to improve Leadership Effectiveness, Strategic Planning and Employee Productivity.

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