



EXECUTIVE FORUM

2009/2010 Leadership Series®



Advance Intelligence

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Gathering... Bring Yours

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Program Location

Donald R. Seawell Grand Ballroom
at The Denver Center for the
Performing Arts

14th & Arapahoe, Denver, CO 80204

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www.executiveforum.net • 303-796-0444

Rahaf Harfoush

December 3, 2009 • 8:30–11:30 a.m.

Yes We Did: Strategic Insights and Social Media from the Campaign that Changed History

No matter what people may think of President Obama's politics, most admired Candidate Obama's campaign strategies. As a member of his new media team, Rahaf Harfoush brought the 20-somethings' penchant for tech and talk that defines social media marketing to the campaign strategy. While his competitor campaigned as candidates have for decades, Obama was campaigning Web 2.0 style, as described in Harfoush's 2009 book, *Yes We Did: Strategic Insights and Social Media from the Campaign that Changed History*. Do you want to know how you plan and roll out a communication campaign that goes viral and reinforces your message day after day via text messages, facebook pages, and tweets? Harfoush will share tried and true strategies from the last presidential campaign and other social networking-based international marketing campaigns she has been involved in.



Rahaf Harfoush is a social media strategist. She graduated from the Ivey School of Business, at the University of Western Ontario, with Honors in Business Administration. Rahaf is now Associate Director of the Global Cooperation Initiative at the World Economic Forum in Geneva.

LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

STRATEGIC ORIENTATION

- Innovation Management: Is good at bringing the creative ideas of others to market. Has a sense about managing the creative process. Has good judgment about which creative ideas and suggestions will work. Can project how potential ideas may play out in the marketplace.

PEOPLE LEADERSHIP

- Customer Focus: Acts with customers in mind. Is dedicated to meeting the expectations and requirements of internal and external customers. Gets first-hand customer information and uses it for improvements in products and services. Establishes and maintains effective relationships with customers and gains their trust and respect.

Leadership Competencies are adapted from: Lombardo, Michael, and Eichinger, Robert. *For Your Improvement: A development and coaching guide for: learners, supervisors, managers, mentors, and feedback givers.* Minneapolis: Lominger Limited, Inc, 2000.