

# TRANSCRIPT

## TPN :: Connections Episode #006: Cynthia de Lorenzi- 'Success in the City'

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**STAN RELIHAN:** Hey, welcome to the connections show; a weekly PodCast all about the Internet and the art of business networking. I'm Stan Relihan coming to you from Sydney, Australia. This morning I'm talking to Cynthia de Lorenzi, Chief Executive Officer at Success in the City. Good morning Cynthia, how are you?

**CYNTHIA DE LORENZI:** Good morning Stan, how are you?

**STAN RELIHAN:** I'm terrific. Great to be talking to you.

**CYNTHIA DE LORENZI:** Me too

**STAN RELIHAN:** Perhaps we could begin by letting you tell us just a little bit about yourself.

**CYNTHIA DE LORENZI:** Well, I'm a serial entrepreneur. I don't think that they have a program to cure that yet but it's something I think that is becoming a common phenomenon as we watch the emergence of technology and it's a very exciting time for people who have this fascination with starting businesses related to emerging technology. So I'm very commonly referred to here for Success in the City which is a organization for senior level executive women and by that I mean women who serve as entrepreneurs, CEO, directors of organizations and corporations and the emphasis of our organization is social networking.

And it was an accidental discovery when I moved to the Washington DC area from Dallas, Texas five years ago. I found myself looking for a network of friends that I was missing because I had lived in Texas for more than 20 years and I left behind incredible women who were very close friends.

So in an effort to reach out to women I had met professionally I invited them to a social networking organization and we now have more than 700 women who serve in leadership roles in organizations or their own companies. That's a lot of fun. I also have several other companies. I have an IT consulting practice called Patriot Computer Group, I have a web development company called Go Gaga and I have a business development firm called De Lorenzi Group so I'm quite a busy entrepreneur.

**STAN RELIHAN:** And quite a well connected one...

**CYNTHIA DE LORENZI:** Thank you

**STAN RELIHAN:** ...because you were one of the guiding influences and probably the **leading** influence in helping me secure Vint Cerf as a guest on the G'day World PodCast on The PodCast Network awhile back.

**CYNTHIA DE LORENZI:** And I was tickled to help you.

**STAN RELIHAN:** It was fantastic. Obviously you're a part of my network and I'd e-mailed you, amongst others in my network, to say look I've been interviewed on this show and part of it is that there's been a challenge.

And at that point I thought well look this is going to be a real challenge LinkedIn to see how the network actually works together for people willing to help each other. And about 10 days before I heard from you, I actually sent a referral request through Christian Mayaud, who is one of the most connected people in LinkedIn. Christian is the founder of LinkedIn Lions and he's got a philosophy of basically passing on every request that he receives and letting the recipient decide.

When about 10 days had gone by and I still hadn't heard back from Vint, and I wasn't really starting to get too discouraged but I thought okay look he's a busy guy and in demand by a lot of people but maybe he's not going to be interested and then I'm a late owl like you are I believe.

**CYNTHIA DE LORENZI:** Yes

**STAN RELIHAN:** And I was online one night, I think it was about 12:30 after midnight and I received an e-mail from you, I was doing my LinkedIn follow-up and check in and you were half-way through listening to the PodCast I think and said that you were enjoying it and I'd e-mailed back saying, okay well look if you're halfway through at the end of it he sets me this challenge and maybe you'd like to pick up this story.

**CYNTHIA DE LORENZI:** Well it's really interesting; I'm probably like many other people who are into social networking and are out there, you get a lot of e-mail and you don't have an opportunity to review everything but for some reason your message stood out and I decided to listen to your PodCast and I was really intrigued through it. It's just that you could not say I'm listening and I'm really liking what you're saying I was just intrigued and I don't always have the time to reach out to people but it was one of those things that just caught my attention.

And when I listened to the end about Vint I was intrigued because I know Vint personally. He's somebody I admire greatly. He's very busy, like many of us are, but I am a huge fan of his work especially as an evangelist for the Internet. I used to be the CEO of an Internet service provider company, one of the earliest ones here in our region called Patriot Net which we now sold about a year ago. But I know Vint personally; admire him and what he does so I said, oh I have got to reach out to him for you and I did and I shared with him a note, I encouraged him to listen to your PodCast which he did.

And so I thought it might be a great opportunity for him to speak on an international platform about his interests in the Internet. So I think it was that personal follow-through so I'm assuming because he was connected to Christian he saw the e-mail. But it was because he was connected to someone he knew personally, he knew my work on the

Internet and I'm a strong supporter of his work, that I think it set a reason for him to contact you so this is why it worked.

**STAN RELIHAN:** Absolutely without doubt because the preponderance possibly of two e-mails drawing attention to the same thing would certainly have drawn attention to it. I don't want to minimize Christian's contribution to this but I know that you made the difference because it was two days later that I received the e-mail from Vint saying yes we're on.

**CYNTHIA DE LORENZI:** Excellent.

**STAN RELIHAN:** And that was just so exciting. And then the thrill of excitement afterwards because I'd seen Vint on my network for about nine months and had never asked to connect although I'm not a shy person because I'm a head-hunter and I'm a fairly proactive networker. I invite a lot of people to connect with me - and most of the time, they accept.

But you know, I thought, well look, Vint certainly wouldn't need me even and I mean even if I was the most connected recruiter in the United States he still wouldn't need to make a connection. So I thought look, it's nice just to know that he's in my network. I didn't want to have "rejected by Vint Cerf" on my invisible resume. I would have been crushed.

**CYNTHIA DE LORENZI:** I understand.

**STAN RELIHAN:** So afterwards when it was all over I sent him a note saying thank you very much for being involved, I really appreciate it and I'm interested to see that you are a science fiction fan like I am. That was true because I've actually got that on my profile and I've listed my favourite books and like you he was online at the same time and I'd sort of sent a little note at the end, now that we've actually had some interaction would you be open to connecting. He went sure, send me an invitation.

And because we happened to be online around about the same time we exchanged a number of e-mails in near real time and it was just so thrilling for me, it was probably ultimately round about two o'clock in the morning when I finally connected to Vint Cerf.

For someone who was in the Internet industry as I had been before I entered recruiting, it was such a thrill. And I remember e-mailing you knowing that you would be the one person that I could probably share it with that would understand my glee and excitement of it.

**CYNTHIA DE LORENZI:** And I agree with you and I'm thrilled to have Vint in my connection list, too. And I think that's one of the things about social networking is that even though I'm an open networker and I connect with pretty much any invitation I receive -I think it's also important that people who are like Vint, you have to have a reason to connect with them because you don't want to intrude on people's time that is already probably so overbooked and so overwhelmed, and so you want to have a reason with somebody like Vint to be connected and you now have common interest.

**STAN RELIHAN:** Exactly

**CYNTHIA DE LORENZI:** I think that makes a lot of sense.

**STAN RELIHAN:** Exactly. But see it was just so thrilling for me and a real test for me, to LinkedIn, the way that you reached out to volunteer your assistance.

**CYNTHIA DE LORENZI:** I think it's important here what we're doing.

**STAN RELIHAN:** Well look I really appreciate it because I agree I think it is important. Certainly here in Australia people have been a lot slower off the mark in terms of picking up LinkedIn and using it widely as a business tool although it seems to be slowly gathering momentum. And that was part of it but I've received e-mails from a number of people around the world who've actually used it to convert their LinkedIn sceptic friends about the benefits of LinkedIn.

But my PodCast at the time was only a small part of it. The real proof of the pudding and the real power of it was to follow it up within about six weeks with something as significant as Vint Cerf actually responding and participating in such a wonderful way. And I mean what a wonderful humble and pleasant man.

I mean, he's responded very quickly to e-mails that I've sent him for someone that busy, you know, really he's a genuinely nice guy and it was a fantastic interview to hear him talk and one of the things that he and I discussed in the e-mail which was really fascinating is that, you know we've heard the story about how Philo Farnsworth invented the idea of television sequential scanning - and he was able to die watching colour television.

But the significance of creating the Internet and then tools like LinkedIn, appointments arranged by e-mail, interviews conducted by Skype - on his laptop no less - were absolutely amazing implementations and how thrilling it is for someone on the outside to see that. But what a mind-blowing experience it must be for him to see and participate in that.

**CYNTHIA DE LORENZI:** I think he must be so excited and I think one of the things that's really important that we're witnessing now is the fact that Vint now serves as an evangelist. That's his title; he's an evangelist of Google.

**STAN RELIHAN:** I couldn't think of a better one.

**CYNTHIA DE LORENZI:** Could there not be? And what's exciting is that he has the foresight and the wisdom to recognise that even though he was there at the early days of creating the Internet that its not just traditional media forms. It creates opportunities to talk to other people who maybe are not aware of the importance of the message of what's happening in the Internet today, through LinkedIn, through Skype, through these other medias. So he reached out to a whole new audience that perhaps he would not have spoken to in any other way.

**STAN RELIHAN:** That's exactly right and one of the things that he'd said is that yes, thrilling for him but what he gets most excited about is seeing the new and unexpected uses the Internet platform is being put to by some of the young people and one of those obviously is, virtually closed the loop completely. I mean uTube was a classic one of those things that came out of nowhere created by some really really young guys and now of course is owned by Google.

**CYNTHIA DE LORENZI:** Is so true. And what's really interesting and what Vint knows and those of us who have been out there playing in this field, is that a lot of the innovation comes from the edge of the Internet and by that we mean things like young people like who started uTube. It's improbable and they don't necessarily understand what's going to happen when they start this. I'm sure the founders of LinkedIn did not recognise and weren't even prepared for the rapid growth, the interest, the uses of LinkedIn they didn't anticipate. It's just like Success in the City. I would never have anticipated the response we had.

When we started this organisation it was founded just from the simple callout that I need a couple of girlfriends who are leaders of organisation running million dollar companies who need to talk to other women who have similar interests. And that's exactly what's happened here. And it's the places where we intersect and we have the opportunity to connect whether it's for a moment or for a longer period of time, something begins to happen that's life-changing.

**STAN RELIHAN:** Excellent. Because the whole topic of this series of PodCasts that I'm doing is not just about LinkedIn it's about business and social networking. Now obviously there is an electronic form that makes it a lot easier to connect people right across the world or different parts of the country, but it's those face-to-face networking events and functions and groups that also play a big part of it. Perhaps you could expand a little and talk about how you use business networking whether it be LinkedIn, whether it be other tools your Success in the City group, whatever it is, to further your business interests.

**CYNTHIA DE LORENZI:** It's really been a fascinating journey. And I would say that every single day I'm learning about what's happening in this sector of social networking. Of new media, and it's become this unique phenomenon that's beginning to merge everywhere. Where people are looking out and every day I think I know where everything's going on then I'll go online and somebody has introduced me to something new.

I think the greatest challenge we have today is determining what networks you're going to use because I receive invitations daily to join other organisations. There's Zing, and there's all these new ones emerging. I just signed up on Facebook, I had not been on Facebook until another friend of mine, who's the CEO of a multi million dollar company here, invited me to join. She'd been a member a long time ago but it was determining so you're either leading or you're following at every given moment. Because it's people that you have as a trusted source you follow into LinkedIn.

There was something called, long before LinkedIn, called the Six Degrees, and its not around anymore, but Six Degrees was one of those first social networks that emerged that you joined and you said, I want to know how I'm connected to you and the other people then how many degrees am I away from somebody else.

So it was kind of like a distance kind of relationship where you knew somebody personally and then you could click on them and see how close you were to that. How many hops I have to take to be with Vint to be a relationship to me. Now it's become a little bit more intimate where you say and you can send out invitations to connect or you accept them. I'm what's called an open networker. I want to be connected because I always believe that there's always a moment where I need to find somebody who knows knowledge or

connections to something I need to know. We hosted a conference here on July 13<sup>th</sup> and it's called new media nouveau.

The conference was about social networking and using new media. And I used my network to go out and ask people about new media tools that they were using so that became a very important tool for me to be able to provide information to the attendees at my conference about resources that they would not have. So it can be anything from preparing for a conference to, hey I need to hire somebody. And I may go to you and say Stan, even though you're in Australia do you know somebody in the US that can help me fill this position? So it could be anything as centralised as that to something broader; I'm putting on a conference and I need to have knowledge.

**STAN RELIHAN:** Exactly. And that's one of the great things. I was talking to Sheilah Etheridge, just yesterday it was, and she was obviously one of the most prolific answerer of questions on LinkedIn. We were talking about the question and answer forum that LinkedIn has introduced in the last few months and how successful that has been as a sort of take-up but more importantly its such a wonderful nucleus and it's almost the centre of the LinkedIn site itself now...

**CYNTHIA DE LORENZI:** It is.

**STAN RELIHAN:** ... because what it allows people to do is to get together and meet and interact on the site rather than having to say well thankyou I've got your connection now and I'll e-mail you privately and all that stuff was happening around the sides. Now with the Q and A forum, people are interacting with each other on the site.

**CYNTHIA DE LORENZI:** I was surprised, I never thought I would use the question and answer format until, and it was interesting because I went out and I could pick people in my network who had in their profile a probability that they would be able to provide me some information. And I got some great contact and information back that I didn't anticipate.

**STAN RELIHAN:** It's the world's biggest expert network.

**CYNTHIA DE LORENZI:** it is, it is. So you not only go to Wikipedia but you go and you can ask people directly their thoughts and input.

**STAN RELIHAN:** Exactly. Now I was having a conversation with Ron Bates who we all know is the most connected person in the world on LinkedIn and he's a head-hunter and knows everybody. But we were talking about the recruiter recruitment factor of LinkedIn. Now LinkedIn is a great tool for recruiting but it's not necessarily a recruiters tool because there are only about 110,000 recruiters on LinkedIn. That's one for every 110, 120 people which is probably a fair proportion.

But it is a great tool for people and companies to actually go out and recruit people for their own companies and of course there's no greater user of the LinkedIn database network for employing people than LinkedIn themselves.

**CYNTHIA DE LORENZI:** True. It's been interesting to watch because it seemed like people who are in the recruiter, the head-hunter field, were not the early adopters of LinkedIn. It

became, and I'm not sure where that began to pick up steam, but I've watched it grow steadily.

What's interesting though, because I was concerned when I began to watch this emergent because there are other networking organisations emerging like this but one of the things was that appealed to me that LinkedIn was the high level, the quality of people, it's a business persons networking resource because you didn't want to fall into a place where you became then a pawn for sales.

And I've been pleased that I've not felt that I've been inundated with people pursuing me for sales, it seems like people are respectful of that, that you haven't had an overwhelming outreach of people that they seem to recognise the importance of valuing that network and not abusing that network.

**STAN RELIHAN:** Exactly. I've been impressed by the fact the noise factor is actually so small.

**CYNTHIA DE LORENZI:** True and that's important to people. I think because people will flee from something if they feel like people are abusing the opportunity to connect with other people.

**STAN RELIHAN:** Absolutely. Now one of the things that Christian and I talked about, and I asked him the question, is why there is such a high calibre and such a representation of CEOs, directors, presidents and so forth in the group and part of that I guess is that Christian was one of those, he initially at the beginning, who as a venture capitalist and over the years, 20 years or so, had built up a huge personal Rolodex around about 6,000 names.

And he knew Reed - and as a result of that, him and a few others put there networks out there and invited everyone they knew and because I guess they'd all been involved in Internet pioneering and so on, it was that initial nucleus of people that all got together that established the set, if you like, of what LinkedIn is about. And of course that's now trickled down and expanded outwards and so on.

But that initial nucleus of highly connected people not only connected in terms of knowing each other but in terms of where they were in the business. And that's one of the things that I see is that cluster is that when you look at the background of some of these people, the guys that developed uTube came from the same environment that Paypal have come from, with Reed Hoffman was a Paypal alumni and of course these are the same people that are at the cutting edge of a number of things. I mean obviously Skype is owned by the Paypal eBay group. And so you see these little clusters of people who are in the right place at the right time when technology was being developed.

**CYNTHIA DE LORENZI:** I think you're exactly right. It's when two opportunities meet each other and you never know where it's going to go. I come to you with an idea and you have another piece of the puzzle or the pie or the concept or the idea and we go, wait a minute, if we put these two things together, what begins to happen? And I think it's a surprise but it's what we shared before and that's what Vint finds so intriguing about what's happening here. It's what happening on the edge. Vint, when the Internet started, could not have predicted or foreseen what was going to happen, that people would be

telling their life story, that news would be announced through the Internet, that people are going out there and filming news on the minute.

I mean, it's become the point where people are writing blogs. Blogs is an emerging technology. Here comes national media and they need to have the man on the street view about emerging news. Where do they go? They do not necessarily send somebody out on the street of New York to get their comment or feedback. They go to the Internet; they see what bloggers are writing about.

**STAN RELIHAN:** Exactly. That's right. But what is interesting is that it was the confluence of so many technologies. We talk about the concept of convergence and usually people are just talking about the convergence of media using the IP platform.

But there was suddenly technologies, as someone who had spent nearly 20 years in broadcast television production, the quality of the little hand-held cigarette pack sized video cameras that we've now got, that you can actually shoot even on your mobile phone, that is one of the things that make those news stories so available is that there is a medium for recording that and at high quality in just about everybody's hand.

And then there is the ability to edit them on wonderful software on a Mac or on a PC and then there is the ability to upload that on to somewhere like uTube.

**CYNTHIA DE LORENZI:** It is amazing to me. I am always intrigued. I think what's really interesting is to watch the generational difference. I think if you want to see where we're going, go follow a 14 year old around and watch what they're doing with technology. That's going to tell you, it's those young people who come and view it very differently.

I remember our first computer we bought for our son when he was 13 years old and those early days, the first people out there providing Internet connectivity was AOL. When we got our first phone bill for it, he was charged by the minute for being on the Internet and we were not sure this was a good idea. Yeah, our first computer was five thousand dollars.

**STAN RELIHAN:** No, exactly.

**CYNTHIA DE LORENZI:** It was our son who taught us how to use the Internet.

**STAN RELIHAN:** Yes.

**CYNTHIA DE LORENZI:** It was our son who taught us how to use computer. So he looks at it differently I think than people maybe in my generation, I'm a baby boomer. But I'm always intrigued to go down and watch those generations as they merge and how they interact with what's going on in technology.

**STAN RELIHAN:** Exactly.

**CYNTHIA DE LORENZI:** Those are the people going to tell us where we're going to go. And there's still yet to be imagined uses for the Internet which makes it all the more exciting.

**STAN RELIHAN:** Absolutely. And that is one of the great things. I mean there has been a lot of debate and questions about what is web 2.0. Well for me, web 2.0 is the democratisation of the Internet. You know there was a wonderful time when we

connected, fill out forms and have that information come back to us. We thought that was terrific. That was web 1.

Now, of course, there are many sites and LinkedIn is one of those. Ebay is one of those. Dig is a classic example of one of those where the bulk of the content - 90% of the content - is not generated by the site owners but by the users themselves.

**CYNTHIA DE LORENZI:** I think you're exactly right. What's really interesting, I was talking to one of the people who's on my board of directors who's in one of the millennial generations and we were talking about My Space and Facebook and a fact I had not, I was sharing with her that I'd just set up my Facebook account and how easy it was compared to my anxiety that I just had imagined, I thought that it would be a hard thing to do. Maybe something I don't use. And she's a My Space user and I said, well, tell me how you see My Space.

She said, to me My Space is my online address book. I never thought of it that way. I thought it was a place where I'm going to tell you the story about me. And in my life. And it's really, to her, it's just this simple concept. It's my online address book. All my friends are on there so when I want to connect with somebody, I use that as my vehicle. Are you familiar with Twitter?

**STAN RELIHAN:** Yes, in fact Cameron who brought me into the PodCast network and interviewed me in the first place, has just in the last couple of week become a real fan of Twitter. And in fact I'm going to get a young guy in Sydney that I met up with recently as part of my head-hunting processes, I'm going to get him on as a guest in the next couple of weeks because he is to Twitter I guess what I am to LinkedIn here in Australia. He was just recently telling me that they created this small Twitter live meeting.

**CYNTHIA DE LORENZI:** Oh really?

**STAN RELIHAN:** And he's having his own little success story. I think they had about 25 people turn up. And they took photographs and he wrote and e-mailed Twitter and told them what he'd done and then the owner of Twitter e-mailed him back and has sent him some t-shirts to give away at the next thing and he's really buzzed and excited about it. So I'm going to get him on in the next couple of weeks as well.

**CYNTHIA DE LORENZI:** I have a colleague of mine who's actually my publicist, his name's Geoff Livingstone and he has an organisation called Livingstone Communications or Livingstone Buzz. He's a very well known blogger here. He's coming out with a new book called Now Is Gone. He's into the Twitter phenomenon. He's really an evangelist, one of the earlier doctors of new media and he specialises in that. You might be happy to have him on your show too.

**STAN RELIHAN:** Please, if you could e-mail me his details, that would be fantastic.

**CYNTHIA DE LORENZI:** Be happy too.

**STAN RELIHAN:** Good because one of things that I've been tasked with by Cameron and of course part of the challenge and excitement for me is to try to take myself and the other

listeners along with us on a journey if you like to discovering how to use these tools more effectively.

**CYNTHIA DE LORENZI:** I think that's an important role that you've taken on here Stan and I think it's really exciting that's why I accepted your invitation to join you on this PodCast. New media, which implies in itself, is so new that the rules are being written as we travel this journey, as we learn about doing PodCasts, I mean my friends were laughing last night. I was at this social networking event, we went to see the mystics play - Sheila Johnson downtown - and that was a great event and I said, I've got to get home, I'm doing a radio show in Australia and they were laughing, they said Cynthia you're not going to make it in time! I said no, I'm going to do it from my home.

**STAN RELIHAN:** Fantastic. That's the wonderful thing about the whole Internet and the wonderful tools that are coming with it, is that it allows people from different parts of the world to interact. Sometimes in a more meaningful way than you can with people in the same city as you.

**CYNTHIA DE LORENZI:** Exactly. Just imagine that today we met because of LinkedIn.

**STAN RELIHAN:** Absolutely.

**CYNTHIA DE LORENZI:** Because we're members of Lions, you sent out a simple call, sharing your PodCast which I listened to, which there was a call to action and here we are now connected and I would that consider that you and I are friends even though we haven't met in person, I would consider you one of my most significant connections now in LinkedIn and if at any moment I may call you and say hey I'm doing a radio show or I'm doing a talk or something and I'd like to have an opportunity to interview you or vice versa and can you help me connect this way?

**STAN RELIHAN:** Absolutely, I mean you've had a significant impact on my life and I'm keeping that little exchange of e-mails which is wonderfully done because g-mail allows you to record conversations but just that whole sort of interaction about how we took it from one step to the next and how I updated with you in saying okay well then it's accepted and its scheduled for this and then the subsequent e-mails and my absolute thrill at 2am to say look I'm connected to him now and those are the sort of little moments that I will never forget.

**CYNTHIA DE LORENZI:** And it was exciting for me to watch your excitement as you do that.

**STAN RELIHAN:** Exactly. Exactly, and I knew that I could share it with you and look I'm 48 years old but you know I was like a 16 year old at that particular moment.

**CYNTHIA DE LORENZI:** And I know...

**STAN RELIHAN:** And that's fun. It doesn't often happen in life when those occasions arise and I don't feel embarrassed or ashamed about that at all. I'm delighted and I want to share it with others.

**CYNTHIA DE LORENZI:** And I know that Vint is as equally as excited that he had the opportunity to talk to you and to your listeners around the world about his passion about

what's happening in the Internet and the importance, I mean, this really tells us something that somebody like Vint Cerf has signed up on LinkedIn and has connected with people, I mean that's what's really important...

**STAN RELIHAN:** Mmm, not hiding behind a wall you know...

**CYNTHIA DE LORENZI:** He's not hiding behind a wall...

**STAN RELIHAN:** He's making himself available.

**CYNTHIA DE LORENZI:** Exactly.

**STAN RELIHAN:** That was what I found so amazing.

**CYNTHIA DE LORENZI:** And he chooses who he wants to be LinkedIn and I think that that's really important that his network of people and resources are respectful of that. He knows that I'm not going to e-mail him with every single thing that's going on and abuse that.

But he knows me well enough to know that, I'm sure hearing from Christian was one thing, but hearing from somebody that he knows who actually is doing the same kind of work and bringing the awareness to the importance of keeping the Internet this free an open resource for people that if I said here's an opportunity Vint, I know what you're trying to tell the world, here's a platform I think you'd have an opportunity so it was a perfect opportunity to bring two people together to discuss a subject that's important to all of us.

**STAN RELIHAN:** Absolutely. Now the spin-off effect from that is really interesting because one of the things that he'd mentioned was the immerse-tele presence technology that Cisco have developed.

**CYNTHIA DE LORENZI:** Yes.

**STAN RELIHAN:** Now Cisco are just a hundred metres from my office and I know the Sales Director, Jeff Sheard there very well. What was interesting is just literally four days before I heard Vint's PodCast interview with Cameron was that Jeff had been telling me about immerse-tele presence. And he'd shown me the room that they had which is, for those that don't know what immerse-tele presence is, there is three large life-sized image high definition plasma screens, so they're a little bit larger than normal and 65 inches diagonally and there are three of those arranged in front of a semi-circular table. And what Cisco does is that you can buy this room and wherever you're in the world you buy it, it's made to exactly the same dimensions with the same décor and what happens is by having a semi-circular table, you're actually kept at a certain fixed distance from the camera and the lens so that you get the same realism and life-size focal depth. And when the other monitors are switched on, it's like the table is not semi-circular any more, it's a circular table.

**CYNTHIA DE LORENZI:** Oh, very good.

**STAN RELIHAN:** And you can see people there on the other side and it's all you can do to stop yourself from getting up and wanting to walk around and shake their hands. And it was amazing because I'd just been exposed to this idea about four days before and then to hear Vint talking about it, wow, that was just really amazing.

**CYNTHIA DE LORENZI:** I love this. A couple of the others thing that I do here to continue my fascination in emerging technology is one, I'm on the Board of Directors for the Telework Coalition and it's the emergence of technology which makes it possible for people to work remotely from home and I think it has such promise and importance in our country today. I don't know about where you live but traffic congestion is a huge issue and the opportunity to work and have this sense of connectivity is so important for people who are working in an environment like that.

To be able to connect and you watch the median technology and those go-to meetings and these new emerging technologies but the sense to have a sense of presence I think is going to be so valuable. So that's really exciting news. And I'm also coach here of the Tech Emergence committee for the Northern Virginia Technology Council and we're hosting the program talking about the super trends that are emerging and how they're going to affect junior business.

**STAN RELIHAN:** Excellent. Now, we're on half an hour, just running on the deadline for that but I'd just like to finish off with one question. We've talked about the enormous personal benefits and excitement that we get from using these various tools and one question I want to ask you I guess is, are you able to actually point to any tangible ways you can say social and business networking whether it be LinkedIn or Facebook or anything else has actually made deals happen for me, has actually had a bottom line impact on my business.

**CYNTHIA DE LORENZI:** There are so many ways that it has affected my life; it is because of social networking that I started Success in the City. It is not only affected my life, it is watching women, and we like to say that through social networking and women knowing each other personally and men knowing each other personally it creates deals on hills and we say not only deals on hills but deals on hills on wheels.

It is incredible to watch how this has grown, how you could start groups. You know Success in the City and Facebook, we have a Success in the City group on Facebook, we have a Success in the City group on LinkedIn. It is opportunities for people to find their common interest to intersect but it's not just this group here, there's other groups that emerge - Forbes. Forbes magazine, Forbes the organisation for people in business has set up their own group on LinkedIn.

People and businesses and multi-million dollar industries are recognising the value of having, creating smaller, we're no longer this reach out this broad message through national media, which is still important roles, but it's niche marketing and the sooner people recognise its reaching your niche market and communities is how business is going to be driven in the future. Not so much the broader scope.

So, yes it is definitely changed my bottom line. I wouldn't be building an organisation called Success in the City that's going to become a national organisation, maybe international one day, if it was not for the fact that social network is driving forces so strongly today.

**STAN RELIHAN:** Excellent. Well look I think it's been a fantastic experience talking to you and a great note to wrap that up on. And insights that I've gained from talking to you I'm sure the same level of appreciation will be shared by our listeners as well.

**CYNTHIA DE LORENZI:** Thankyou Stan, it was a delightful morning for me to be able to speak with you.

**STAN RELIHAN:** Excellent.

**CYNTHIA DE LORENZI:** Take care.

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