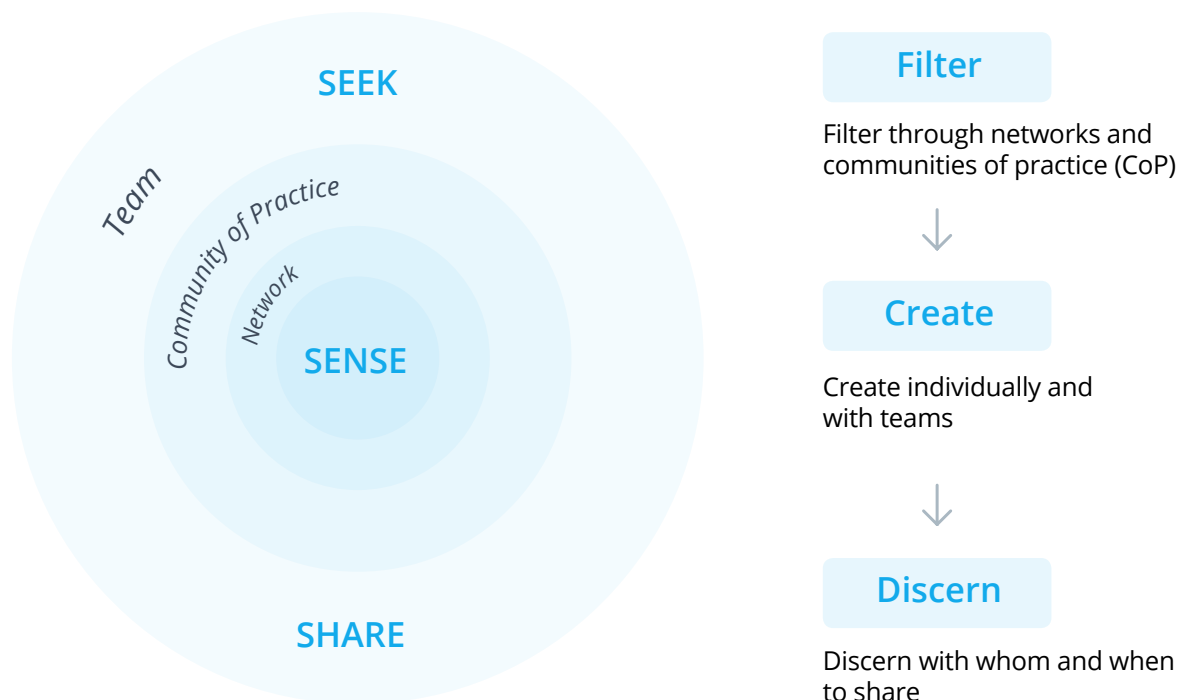


The Seek > Sense > Share Framework

- A guide to building social selling intelligence with content curation.



Seek > Sense > Share Overview

The **Seek > Sense > Share** model is a great way to combine the approach of learning, reasoning and understanding. Developed by Harold Jarche, the framework offers a guide for sales people to actively build knowledge and intelligence. According to Jarche, the framework represents the way we set out to find information that is relevant to our learning and development projects, make sense and use that information to share with others our understandings.

Seek

Seeking is finding things out and keeping up to date. Building a network of relevant information sources is helpful in this regard. It not only allows you to “pull” information, but also have it “pushed” to you by trusted sources. Good curators are valued members of knowledge networks.

Sense

Sensing is how we personalize information and use it. Sensing includes reflection and putting into practice what we have learned. Often it requires experimentation, as we learn best by doing.

Share

Sharing includes exchanging resources, ideas, and experiences with our networks as well as collaborating with our colleagues.

Seek

Seek relevant content for your audience. Easy to say, but hard to do in a world of content shock and filter failure. There is so much content published it can be hard to keep up. Here are some tips on how to seek relevant content for your audience:

- Use tools such as Google Alerts, RSS readers to keep up to date & be alerted when there is new content online that is relevant to you & your network.
- Use dedicated curation tools like BuzzSumo & Twitter lists to help seek and filter content for curation.

Sense

Tools and algorithms can help you filter content. But only humans can make sense of it. Before you share content on social with prospects, you need to understand and contextualize it for yourself. Make sense of content in the following ways:

- Read and make notes (which you can share later)
- Ask questions within your social network
- Add commentary on content and ask others for views
- Challenge and put forward different views within your online professional network
- Provide context - sharing why you think a piece of content is relevant

Share

You are what you share. Sharing your insights and sales intelligence is what builds your authority as a trusted advisor. Here are some tips on how best to share content

- Share in the right networks with the right audience
- Add value when you share - include reasoning and commentary
- Build a habit and a rhythm for social sharing