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# **8 Twitter Insights from the Inc. Leadership Conference - And How You Can Access ALL Shared Insights**

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We're on the third and final day of our joint leadership conference with Inc. Magazine in Denver. If Twitter is any indication, our 350+ attendees are getting some incredible insights on the payoff of employee engagement and team building on the bottom line.

**Here are eight insights that attendees and others have shared on Twitter** (using the hashtag #incleaders):

- @smallgiantsbuzz: [Buy Accutane](#). Bob lapointe: treating your employees as well as you treat your customers will result in great business.
- @townsendwardlaw: Mr B. - Core skill of management is 'individualization' - tapping into strengths and weaknesses and leverage into performance...
- @DeniseWBarreto: 'Fear of the unknown' is the most common human state - Leaders rally people to the future (aka: the unknown!)
- @brett: 8 C's of culture: camaraderie, celebrations, community, caring, consistency, connect, commitment, communication
- @adanigelis: You have to decide what decision-making method is going to work best for your company --Traci Fenton of @WorldBlu
- @MyStratPlan: J.D. Mariott: the seven most important words in business are "I don't know. What do you think?"
- @LeighEBuchanan: A: decisions made by leader. B: decisions made with employee participation. C: decisions made by consensus. Minimize your As.
- @Brad\_Heath: What's important to your employees is important to them. What's important to them is important to you, says @paulspiegelman

To date I've counted close to 900 tweets and retweets from and about the event. **You can access them** on Twitter by going to the #incleaders search page. If you subscribe to blogs in an RSS feed, you can also go here to add the tweets as a new subscription so you'll be notified when people share new insights.

Thanks to our partner Inc. Magazine (@incmagazine) for live tweeting from the event, and to everyone else – attendees and others – for sharing our speakers' insights with your Twitter networks. It's clear from the volume of event tweets so far that thanks to social media, human capital strategies for a more productive workplace will get a good boost from this – and that benefits companies everywhere!

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