

When I Understood  
**Social Networking**

By Penny Power

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Penny Power

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A birthday wish from the  
Ecademy team.

## Celebrating 12 years of Ecademy. Our Mission.

“To be the place for business people to be themselves, without the need to push, without the need to force. A place to be a friend to other business people and through that see the wonder of what open, random and supportive communication can deliver for each other. Ecademy is a friendship network for business people and that is how we will continue to grow”

Thomas Power, Penny Power & Glenn Watkins from the Ecademy Team



Photo provided by Dianna Bonner

## Thoughts from the founders after 12 years.

“Every year is a milestone, anyone in business knows this. For us it has been a journey that we know many Ecademy members share. Living a life of dedicated conviction and belief in a vision. In our 12th Year I am truly seeing our message being adopted and our belief in friendship in business being understood. I have never felt more excited about Ecademy’s potential to make a difference to the lives of business people – I feel we have ‘come of age’ and we have matured into the community we all believed we could be.” **Penny Power**

“Building Ecademy continues to be a challenging and rewarding, complex puzzle of people and technology! Thanks must go to the Ecademy team and all of our members who belong to our support network for business people.” **Glenn Watkins**

“I knew the instant Penny suggested the idea of Ecademy to me on 7th February 1998 in a Pizza Express that we would create something amazing. Having Glenn Watkins as our CEO made the dream possible. The three of us have been through the most incredible 12 years. 7th February is the day we started a very special shift across the world, spreading friendship in business. We were very early, but we were right.” **Thomas Power**

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## What is Ecademy?

Ecademy is a Social Business Network. Created as a community, it has developed over 12 years into a warm, supportive and creative place. Business people join from all over the world and we encourage an Open, Random and Supportive philosophy.

Ecademy is a Social place where business happens. You will experience many conversations that are business related and socially related. People are real here, they experience real life in real time. Conversation is what we encourage, not Broadcasting. You will see that I teach and share all the time about the power of having conversation to create your brand, followers and friends. I like to teach the philosophy of this new world and how to adapt to it.

Ecademy exists to make your business stronger, to bring the right people to you at the right time.



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## Who is Penny Power?

Penny is the Founder of Ecademy, which she created with Thomas Power and Glenn Watkins to help business people develop friendships which will support them, care for them, listen to them and advocate them.

Penny was born in 1964 in Farnham, Surrey, and married Thomas Power in 1990. They have three children Hannah, Ross and TJ.

Penny lives and breathes the power of friendship, believing this is the most powerful force on earth and is determined to leave the world a friendlier place. A day in the life of Penny is all about friendship. Being a friend to her children, a friend to Thomas, a friend to her colleagues and a friend to Ecademy members.

**“It is an easy life really, it is simple... when you are a friend, life just makes sense and it all falls into place.”**





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## What led you to write this poem?

I spend 100% of my working life advocating, teaching and sharing how Ecademy and social networking can make a difference to people's lives. I believe it is as much about personal development as it is about business development.

This poem came to me when I was on a train journey; I wanted to write down, just for myself at first, the impact that this world has had on me as a person. It flowed out of me with all the feeling I have accumulated through my own journey. It captures everything that Ecademy is, and what it continues to strive to be for anyone that joins the Ecademy family.

I hope that people read and re-read the words and allow it to become a guide to their thoughts when online. I am very grateful to our Ten BlackStar friends that also believed in this and sponsored the book as a gift to others.

# Thank you

to the following Blackstar friends who believed in the poem and the vision.



Mindy Gibbins-Klein, Founder, The Book Midwife



Tom Evans, Mentor and Author, Commutabooks



Demos Flouri, Proprietor, Find Me! Marketing



Sadie Murray, Independent Marketing Executive, Freelifive Live It!



Dr. Ketan Joshi, Director, InnOrbit Sarl



Grant Leboff, Principal, The Intelligent Sales Club



Dr. Lisa Turner, CEO, Psycademy



Mark Rhodes, Speaker, Business Mentor, Rhodes2Success



William Buist, Director, The Societal Web



James R. McBrearty, Tax & Accounts Consultant, Taxhelp.uk.com



## When I Understood **Social Networking**

I understood myself and who I was

I learned what my value was

I learned my unique value

## I looked outwards

I understood others and who they are

I became **open** with my thoughts, my actions and  
my heart

I became random with my ideas and **connections**







I became **supportive** in my intentions to others

I **shared** my thoughts, dreams and plans openly

I shared my **knowledge** widely

I supported other peoples **dreams**

I liked meeting new people

I loved meeting people that weren't 'like me'

I stopped judging and started **listening**

I allowed my world to be bigger

I felt I was no longer alone

I cared for others and others cared for

**me**

listening

me



## **I found new opportunities because**

I learned to **read** better  
and listen with **intent**

I woke up with **purpose** and **intention**

I felt people at the end of my keyboard as I typed



# inspiration

I realised I could **write**

I realised I could **inspire** others

I found my **voice** and

I learned to **teach**

**I liked what I heard**



**I really, deeply understood  
what it meant to be connected**

**I understood that I could feed  
others as well as myself**

**I found that when I fed others  
I could feed myself**



I experienced serendipity

the more people

I knew and

the more

knew

me

serendipity

I learned to trust again

I learned my strengths

I stopped worrying about my weaknesses

learn adapt  
survive

**I learned how to adapt, survive  
and grow as a person**

# I learned to slow down and

notice my life

and other people around me

I learned how to love my business life







I learned to master  
technology  
so it served me  
and others

I could serve and  
support others in real  
time  
on demand  
globally



I changed my attitude to people  
and became their friend

I changed my thoughts,  
I felt positive

I became stronger through my network

Self esteem became **social esteem**

Self worth became **social worth**

**Everyone gained** not just me

I became **stronger** because I could see and feel  
my value to others

strength

value

I became intuitive

I learned to listen with my heart

**I realised being me is enough**



I like myself in fact I am learning to  
love myself, because others 'like me'  
I built my brand and  
I learned how to take care of it

I discovered my legacy  
I realised that friendship is  
the most powerful force on earth  
I cherished my network

**I became happier**




I felt a sense of  
**freedom**  
**and**  
**relief**





I became **Known, Liked and Followed**





I became humane

I was richer

in more

ways

than

one



In this social world  
be a **friend**  
and watch **business grow**



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# Testimonials

**Social Networking has changed my life.** I have met incredible inspiring people who I simply would not have known if I did not embrace engaging openly on Ecademy and other platforms. I have gained genuine friends who I value a great deal, knowledge that has helped me develop my business, collaborations that have brought financial wealth and opened new doors for me and the opportunity to work with many wonderful clients. I have gained a very positive vision of the future and learnt that the best thing you can be in social networking is to 'be yourself' and that being a 'Supportive Business Friend' is more than enough.  
**Ces Loftus, Creatively Minded Design**

**Social networking has proven to be a wonderful tool** for me to develop and expand friendships across the globe. It can be a great tool for your business but only when used properly. I have found it to provide significant value when used as a platform for targeted marketing and brand creation. Perhaps what I have enjoyed the most is the opportunity to create strong individual relationships; which produce a much stronger possibility to develop a personal relationship with your customers and potential customers that can only increase retention in the long run. The Open and Random environment of communities such as Ecademy allows for deeper market penetration"  
**Sadie Murray, Freelife Live It!**