

| B                                  | I                  | N                 | G                    | O                 |
|------------------------------------|--------------------|-------------------|----------------------|-------------------|
| underpromise<br>and<br>overdeliver | Facebook           | Competition       | Twitteratti          | hashtag           |
| clouderati                         | Practical-tactical | rathole           | crowdsourcing        | Hangout           |
| globalization                      | on your<br>plate   | <b>FREE</b>       | user<br>friendly     | Infographic       |
| core<br>values                     | big<br>picture     | Ping              | bleeding<br>edge     | long tail         |
| close<br>the loop                  | deliverables       | moving<br>forward | mission<br>statement | get your<br>input |

|               |                 |                 |                    |                 |
|---------------|-----------------|-----------------|--------------------|-----------------|
| <b>B</b>      | <b>I</b>        | <b>N</b>        | <b>G</b>           | <b>O</b>        |
| action item   | on your plate   | big picture     | Webex              | comfort zone    |
| bleeding edge | Viral Marketing | Klout           | Listening          | core competency |
| collaborative | cloudera        | <b>FREE</b>     | Influencers        | incent (v.)     |
| big data      | Instagram       | bite the bullet | social bookmarking | Hangout         |
| user friendly | pinterest       | Gamification    | core values        | hashtag         |

|                   |               |                    |                 |                |
|-------------------|---------------|--------------------|-----------------|----------------|
| <b>B</b>          | <b>I</b>      | <b>N</b>           | <b>G</b>        | <b>O</b>       |
| comfort zone      | Influencers   | big win            | core competency | pass the ball  |
| bleeding edge     | collaborative | Practical-tactical | Twitterverse    | cutting edge   |
| user gen          | incent (v.)   | <b>FREE</b>        | globalization   | customer focus |
| low hanging fruit | Instagram     | PTO                | decks           | engagement     |
| content providers | Follow Friday | big data           | Cloudverse      | cloudera       |