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Civilization comes from the latin word

Whether you know it or not, your business has a community. It could be a formal membership—maybe you offer a subscription-based product, for instance—or just a collection of loyal fans or customers that you should be treating like a community, if you want to stand apart from your competitors.How you treat new community members within the first 30 to 60 days will determine whether or not you keep them in the fold. And for every growing business, customer retention is the holy grail: According to Bain researchers, increasing customer retention by just 5% can boost profits by as much as 25%-95%. For this reason, I geek out on the onboarding experience we offer our clients. Here are some favorite strategies every business, large or small, should consider trying out.Related: The Hard-To-Nail Formula That Makes Building A Startup EasierConnect With Members' "Pyramids Of Influence"Most brands don't think beyond collecting phone numbers and email addresses. At The Community Company, which helps brands build communities around their products and services, we find we're able to boost engagement by at least 25% just by requesting contact information, not just for our immediate clients, but also for the people who impact how they spend their time or money. In other words, to turn customers into community members—and to grow the community overall—ask not just, "Who are you?" but also, "Who do you know?" For example, a personal assistant can help you get an entrepreneur's attention for a task that needs completing or a benefit you're offering. We've also found that community members' public relations and marketing people are often eager to take advantage of our services. It's not about nagging your existing customers to do word-of-mouth marketing on your behalf—it's about asking for an opportunity to leverage relationships that already exist. To cultivate them further, consider sending these influencers handwritten notes to make them feel valued and connected to you.Offer Instant OpportunitiesAfter a member joins your community, it's your job to keep them engaged. Don't bombard them with emails. Opt for few strategically spaced-out messages on how to navigate your platform or take advantage of special features. And if you have additional products or services, now is the time to offer them.At Young Entrepreneur Council, for example, we immediately direct new members to a web page featuring deals and discounts we've negotiated, knowing that they're most excited about reaping the benefits of membership after they first join. But you need to think of this as an onboarding process—a means of helping people who've already opted into your services figure out how to get the most out of them. We're careful to avoid the hard sell (or, worse, the upsell), which is always counterproductive.Related: Your Startup's MVP Isn't Working, But Here's What MightAsk Open-Ended Questions . . .The one question our Member Concierge team is prohibited from asking members is, "How can I help you?" It's well-intentioned but rarely gets a response with any meaningful data. People often feel too vulnerable to ask for help, or simply don't know all the ways you might be able to lend a hand. If you're dealing with a group of ambitious executives, better questions (depending on what kinds of products you offer, of course) might be, "What are you working on right now that you're really excited about?" or, "What skills do you have that may be useful to your fellow community members?" These open-ended questions will give your members a chance to build social capital in your group. The responses will also give you meaningful insights into your new members, particularly if you learn to read between the lines. Connecting the dots is a fundamental element of any community-building effort.After all, the more information your members share with you, the better you'll be able to serve them. So don't hesitate to get into particulars (the worst that can happen is a community member declines to respond).If you have a community of business owners, you might ask them to share revenue (or at least a range), or ask if they have venture funding. Even a less confidential metric, such as number of employees, will allow you to estimate the size of their company. For, say, a community of rock climbers, you may ask how advanced their climbing skills are, what their most challenging climbs have been, or where they plan to climb next.All this can help you arrange offline interactions among your most passionate fans. You should also ask your new members where they frequently travel. If you've got members who bounce between new York and Los Angeles quite a bit, wouldn't it be to everyone's advantage to connect those members with one another?Collecting this kind of information—always with consent from your members, of course—allows you to make connections between people in your group, know what additional services you can offer them, and how to communicate with them as an ongoing member of your community. You can't do most of that just by tweaking a sales funnel.Ryan Paugh is the COO of The Community Company, an organization that builds community-driven programs for media companies and global brands. He is also the coauthor of Superconnector: Stop Networking and Start Building Business Relationships That Matter. The future of innovation and technology in government for the greater goodOur annual guide to the businesses that matter the mostLeaders who are shaping the future of business in creative waysNew workplaces, new food sources, new medicine—even an entirely new economic systemCelebrating the best ideas in businessPage 2The future of innovation and technology in government for the greater goodOur annual guide to the businesses that matter the mostLeaders who are shaping the future of business in creative waysNew workplaces, new food sources, new medicine—even an entirely new economic systemCelebrating the best ideas in business During the holiday season, giving back is a powerful theme, especially if it's something you focus on year round. Intellinet, a management-consulting and Microsoft-centric technology-services firm, is one great example. The company is committed to promoting and supporting the non-profit initiatives of individual employees, providing company-sponsored volunteer opportunities, and incorporating the act of giving into company events. Through its Intellinet Serves and Intellinet Foundation, Intellinet has supported more than 50 local, national, and global charities since its inception in 1993. "Intellinet Serves was created to fulfill our goal of servant leadership and live out the core value of Service," its mission statement reads.Given the company's core value of service and a clear vision to serve others as its primary business goal, I was curious what impact this can have on a business. So I recently sat down with Mark Seeley, Intellinet's President and Senior Partner, to get his thoughts on the topic and identify lessons for other entrepreneurs eager to give back.You say service is one of your core business values. Why is that? Intellinet was founded 20 years ago with a set of core values, and service was a key part of that. We are driven by a God-given sense of stewardship, whether that's with the challenging projects we get to work on with our clients or the amazing group of people that choose to entrust us with their careers. One of the driving forces around our stewardship principle is that profitable growth is essential for the vitality of the business, but it's not the most important reason for why we exist. While our core values are leadership, accountability, passion, integrity, and service, our purpose is all around a legacy of service.What comprises your "service" agenda?Through our Intellinet Foundation, we focus on three main areas. The first is actual time in service to nonprofits. We encourage and sponsor team-building days at local and national charities, such as Atlanta Food Bank, Atlanta Mission, Habitat for Humanity, and others.The second core tenet is integrating these charities into our activities. For instance, this year we chose a JDRF 5K as a quarterly service event in which we raised over \$10,000 and brought out 70 people to walk to support this causeThe third is the actual giving of our profits to these charities. The Intellinet Foundation was set up at the inception of our founding for this key purpose. We have been fortunate to give over \$250,000 to these charities that have benefited not only from our time but also from our profit.How does this focus on service affect employee's happiness?We want Intellinet to be the best place our employees have ever worked. Employees feel that they are working for more than a paycheck. These comments come from surveys that we do both externally and internally. One of our employees said it was a true blessing to work for a company that cares about others as much as we do. That dedication to service bleeds into the type of service we provide for our clients.You mention impact being more important than money. How has that focus affected your company's financial success?Our customers almost invariably comment on the quality of people. By having a service-based mission and purpose, it's allowed us to attract a mission-based person. Our employees value the mindset and it shows in their passionate work ethic and dedication to our clients.How has the service-orientated focus benefited your organization in ways you would not have imagined?By having strong core values, it has definitely allowed us to attract employees that have the same strong core values. In the consulting world, our business is all about people helping people, and our employees are the ambassadors of our brand that can unlock immense value within our clients. It makes for an amazing team of sharp, driven, and compassionate people that help us live out our motto of Promises kept.Our founder always realized the value of a purpose-driven company, but it was reassuring to see that our employees and clients would fully embrace that purpose too of our mission of creating a legacy beyond just profit. It's attracted great people and great clients that have become longstanding friends.What impact has your organization had on the community as a result of your service focus?Companies like Intellinet that stand for a purpose greater than themselves can truly impact the community—not only financially and through time invested, but also through encouraging a broader group of companies to do the same. Our company started a purposeful giving program eight years ago over the holidays. So annually, instead of giving out cards, wine, or cakes to our clients, we allow our employees to select charities that are important and impactful to them. In lieu of gifts, we encourage our clients and partners to choose one of these charities from which we make a donation on their behalf. The feedback that we've gotten is that they love it and want to do it within their companies. . Many have. I get great joy out in knowing that we are helping our community, and that others are so inspired as to follow suit with similar initiatives.

civilization comes from the latin word civis which means, the word civilization comes from a group of latin words associated with what. what is the root word of civilization

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