From Zero to Enterprise2.0 Hero!
How to make social software stick in your organisation...

Stuart McIntyre | Collaboration Matters | Social Software Evangelist

Collaboration matters

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Agenda

- What is a Collaborative Organisation?
- How can Social and Collaboration tools help?
- What is Social Computing?
- Why Social Software for Business?
- The Tools
- Challenges
- Breakthroughs
- Take-aways

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About Me

- Stuart McIntyre

- Social Software Evangelist

- Lotus Connections Specialist

lotusconnectionsblog.com

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Interactivity is good!

Some Questions for you...

Are you personally:

On LinkedIn or Xing?
On Facebook?
On Twitter?
Sharing your location?

Does your organisation:

Have a company page on LinkedIn?
Have a page On Facebook?
Have a company ID or track mentions on Twitter?

Has your organisation deployed Social Software?

What is Collaboration?

Collaboration is:

- a recursive process where two or more people or organisations **work together toward an intersection of common goals** — for example, an **intellectual endeavour that is creative in nature**—by sharing knowledge, learning and **building consensus**.

- Collaboration **does not require leadership** and can sometimes bring better results through decentralisation and egalitarianism. In particular, **teams that work collaboratively can obtain greater resources, recognition and reward** when facing competition for finite resources.

Source: http://en.wikipedia.org/wiki/Collaboration

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What makes a Collaborative Organisation?

- A collaborative organisation is one that has the following characteristics:

    - The values and objectives of employees and management are aligned,

    - A climate of mutual trust and respect exists,

    - The knowledge of all the staff, customers and suppliers is shared and pooled to optimise the organisation's operations and opportunities,

    - Decision making is more decentralised than it is in most current organisations and more stakeholders in the organisation play a role in defining the direction in which the organisation moves, and

    - Hierarchical structures are kept to a minimum. The company is managed democratically by consensus rather than by command and control.

From http://www2.physics.utoronto.ca/~logan/cqchin.doc

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Areas where Social Software can support cultural change

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What will be the key technologies required?

- First, technology is not the solution - it is part of the solution

- Must be embraced by cultural change, by business leadership and by user education (not technical training)

- However, some technology may help:

  - Social Profiles

  - Communities of Practice

  - Ideas Sharing & Innovation Management

  - Collaboration 'Places'

  - Presence Awareness

  - Discussion Forums

  - plus many more...

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So what is Social Computing?

- Social Computing (otherwise known as Social Software) is:

  *Social computing is a general term for an area of computer science that is concerned with the **intersection of social behaviour and computational systems**. It has become an important concept for use in business.*

  *... Social computing has to do with **supporting any sort of social behaviour** in or through computational systems. It is based on **creating or recreating social conventions and social contexts through the use of software and technology**. Thus, blogs, email, instant messaging, social network services, wikis, social bookmarking and other instances of what is often called social software illustrate ideas from social computing, but also other kinds of software applications where people interact socially.*

- A February 13, 2006 paper by market research company Forrester Research suggested that:

  *Easy connections brought about by cheap devices, modular content, and shared computing resources are having a profound impact on our global economy and social structure. Individuals increasingly take cues from one another rather than from institutional sources like corporations, media outlets, religions, and political bodies. To thrive in an era of Social Computing, companies must **abandon top-down management and communication tactics, weave communities into their products and services, use employees and partners as marketers, and become part of a living fabric of brand loyalists**.*

  Source: http://en.wikipedia.org/wiki/Social_computing

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The web has become social

Home pages

1.0 One-way & static

E-mail
Static Websites
Discussion forums
Instant Messaging
Chat Rooms

E-commerce

1.X Dynamic & interactive

Dynamic Websites
Portals
Communities
Agents
Video Conferencing
Web services
Collaborative filtering
VOIP

Social Media

2.0 Two-way & social

Blogs
Wikis
RSS
Mashups
Pod- & webcasts
Social Networks
Social Bookmarking
Folksonomies
Social search
Micro-blogging
Video sharing
…and much more

Social Software
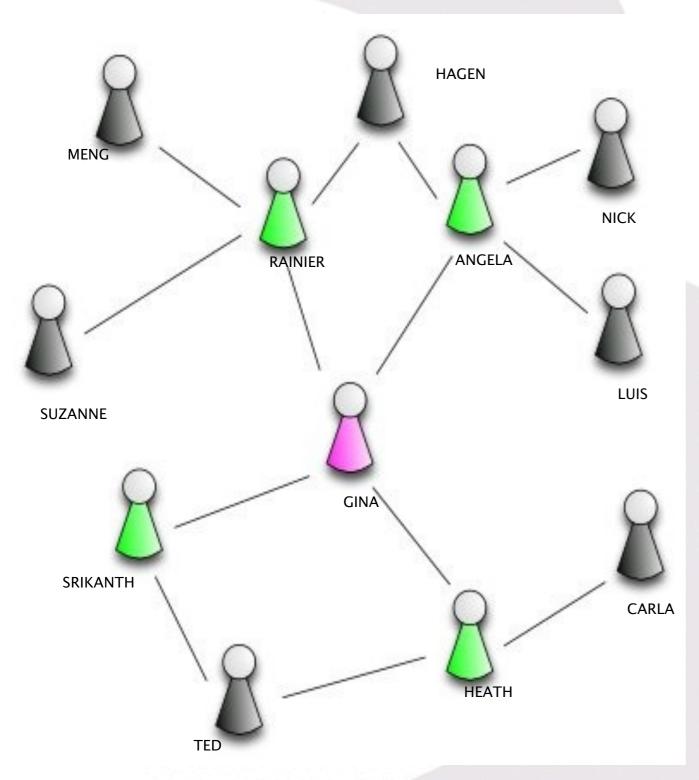
Twitter Job Description by Date Joined

Professional Geek

IT Support/Professional

Social Media Strategist

Web Developer

IT Journalist

Professional Blogger

Social Media Guru

Oprah

Full of Sh*t
(Twitter not developed yet)

Web 2.0 Consultant

AJAX Developer

Celebrity

Journalist

Mum

06 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec **07** Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec **08** Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec **09** Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Futurist

Innovator

Social Media Consultant

Social Media God

Twitter Developer

Social Media Expert

Blogger

PR Consultant

Marketing Expert

Odeo Developer

rg refinedgeek.com

© Damian Damjanovski 2009

Enterprise Social Software is about...

- Driving **innovation** into products faster
- Making the new generation **more productive, more knowledgeable**, faster
- Harnessing the **knowledge of the wise**, before they retire
- Being **more responsive** to customers, with knowledge from subject experts you may or **may not** know

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What is a Social Network?

- A social network is a network of people

- But it is not about the people – it's about *relationships*

- The value is **in** the relationship or tie "between" people

What improves Social Network "bandwidth"?

- **Trust** is key to information sharing and collaboration

- Research has identified two types of trust that are **critical to collaboration**

  - Benevolence based trust

  - Competence based trust

Trust and knowledge sharing: A critical combination, IKO White Paper, 2002

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Social Networking to Collaboration

Critical Success Factors	Seekers I need someone	Contributors I am someone
Awareness	How do I know **who** is out there?	How can I become more **known**?
Competence (Trust)	Is this person **competent**?	How can I **advertise** my expertise?
Benevolence (Trust)	Will this person **help** me?	How can I develop my **reputation** as a trusted partner?
Mechanism	Do we have a method to **collaborate**?	

Social Networking (bracket covering Awareness, Competence, Benevolence rows)

Collaborative Tools (bracket covering Mechanism row)

Weave social networking into existing collaboration tools to **naturally discover** people and their knowledge

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Understand the Difference Between Teams and Communities

Teams are groups of people with **complementary skills** that come together to **get things done**, not necessarily to simply share knowledge -> *analogous to "chopping the wood"*

Communities are groups of people with **similar skills** or interests that come together to **share knowledge** and **develop** those **skills and competencies** -> *analogous to "sharpening the saw"*
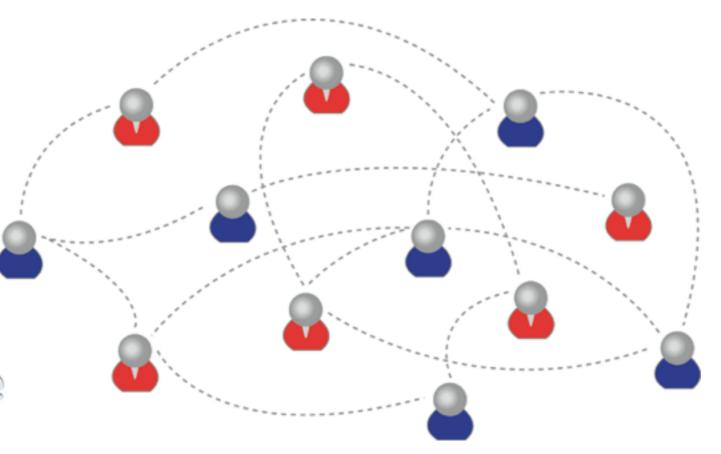
Traditional team collaboration tools are for working with the people you know.
Social tools are for finding the people you wish you knew.

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Connecting & Sharing in a business context

Find and connect with people across boundaries

Become aware of what others are doing

Tap into the knowledge of your network

Rapidly share and find ideas, experiences and knowledge

So why Social Software for Business?

Knowledge must flow... and be captured in the flow

"*Email is where knowledge goes to die*"
Bill French

The Tools

Remember the key technologies required?

- Social Profiles

- Communities of Practice

- Ideas Sharing & Innovation Management

- Collaboration 'Places'

- Presence Awareness

- Discussion Forums

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Where do those technologies sit?

Social Profiles - Lotus Connections Profiles

Communities of Practice - Lotus Connections Communities

Ideas Sharing & Innovation Management - Lotus Connections Blogs, Activities and Lotus Quickr Team Places

Collaboration 'Places' - Lotus Quickr Team Places, Lotus Connections Activities, Files and Wikis

Presence Awareness - Lotus Sametime (integrated into almost every Lotus product)

Discussion Forums - Lotus Connections Communities

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Profiles

Wikis

Bookmarks

Communities

Blogs

Activities

Homepage

Files

Lotus Connections 2.5

IBM Lotus Connections social software

Lotus Connections is social software for business that **empowers you** to be more **innovative** and helps you **execute** more quickly by using dynamic networks of **coworkers, partners** and **customers.**

Lotus Connections

Home page

Profiles   **Communities**

Blogs   **Files**   **Activities**   **Wikis**   **Bookmarks**

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Profiles

Quickly find the people you need by searching across your organisation and connecting to others.

Lotus Connections

All your social software needs
ready for business

Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise

Bookmarks

Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise

Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog

Activities

Organise your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster

Homepage

Manage your attention by viewing relevant social data aggregated across your subscriptions, notifications, and network of colleagues.

Files

Upload and share any type of file with colleagues and communities. Store versions and view downloads, comments and ratings.

Wikis

Create wiki spaces for individuals, groups, and communities to coauthor pages. View changes across pages, ratings, and comments.
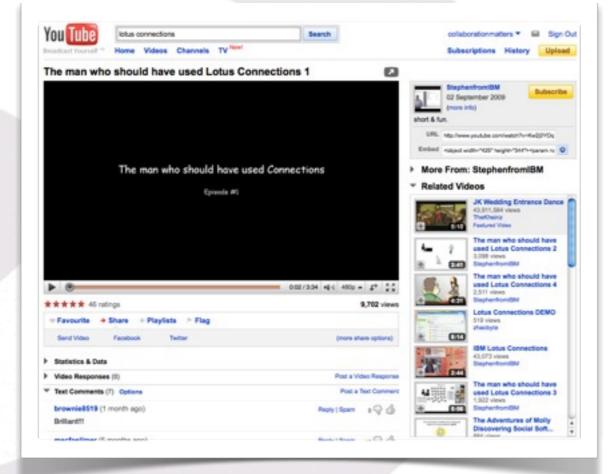
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More on Lotus Connections

http://www.lotus.com/connections

http://lotusconnectionsblog.com

http://www-10.lotus.com/ldd/lcwiki.nsf

Youtube:

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But these lessons also apply to...

The Challenges

Cultural Inertia

" The largest enemy of change and leadership isn't a "no". It's a "not yet"…Change almost never fails because it's too early. It almost always fails because it's too late. "
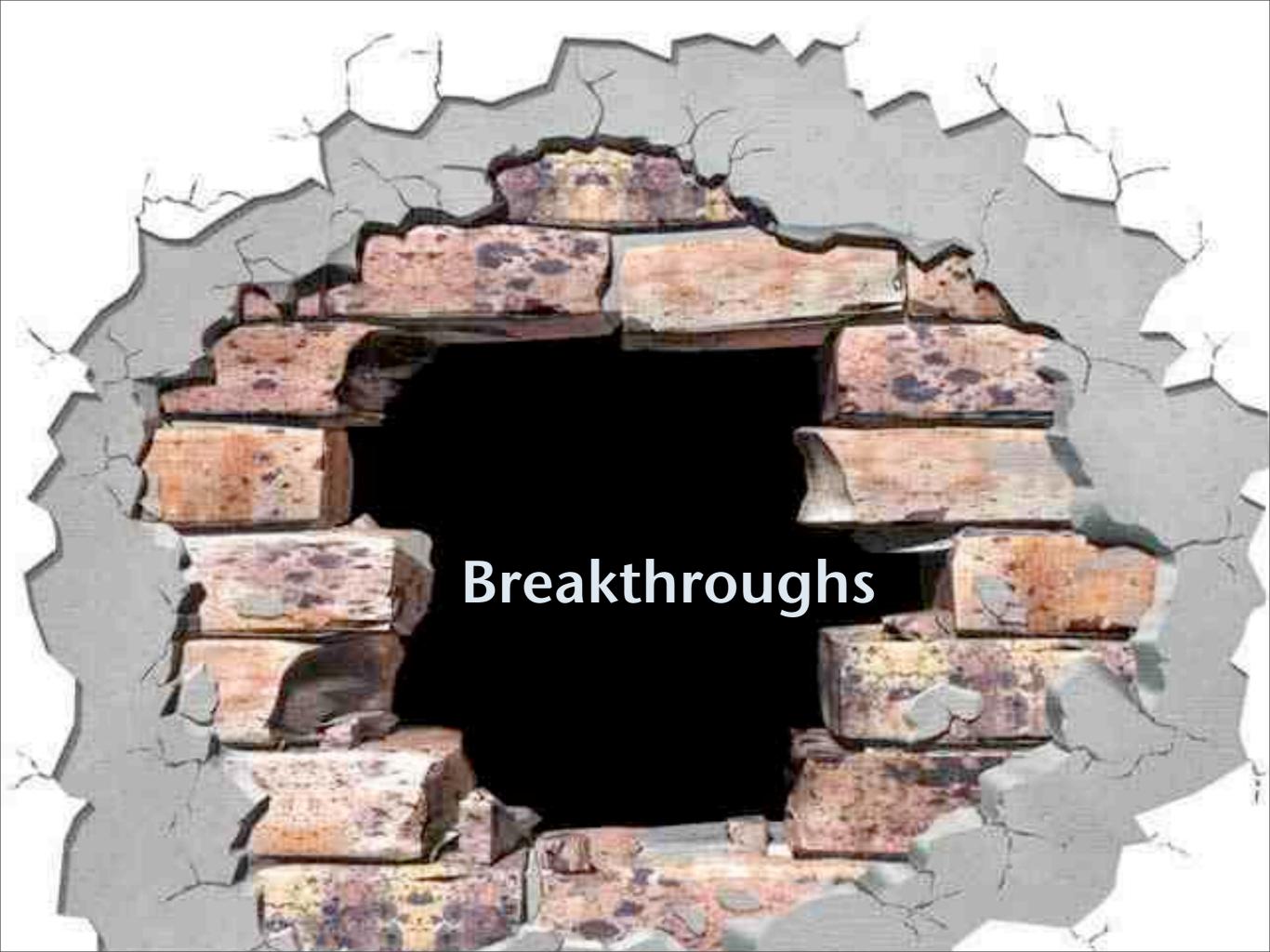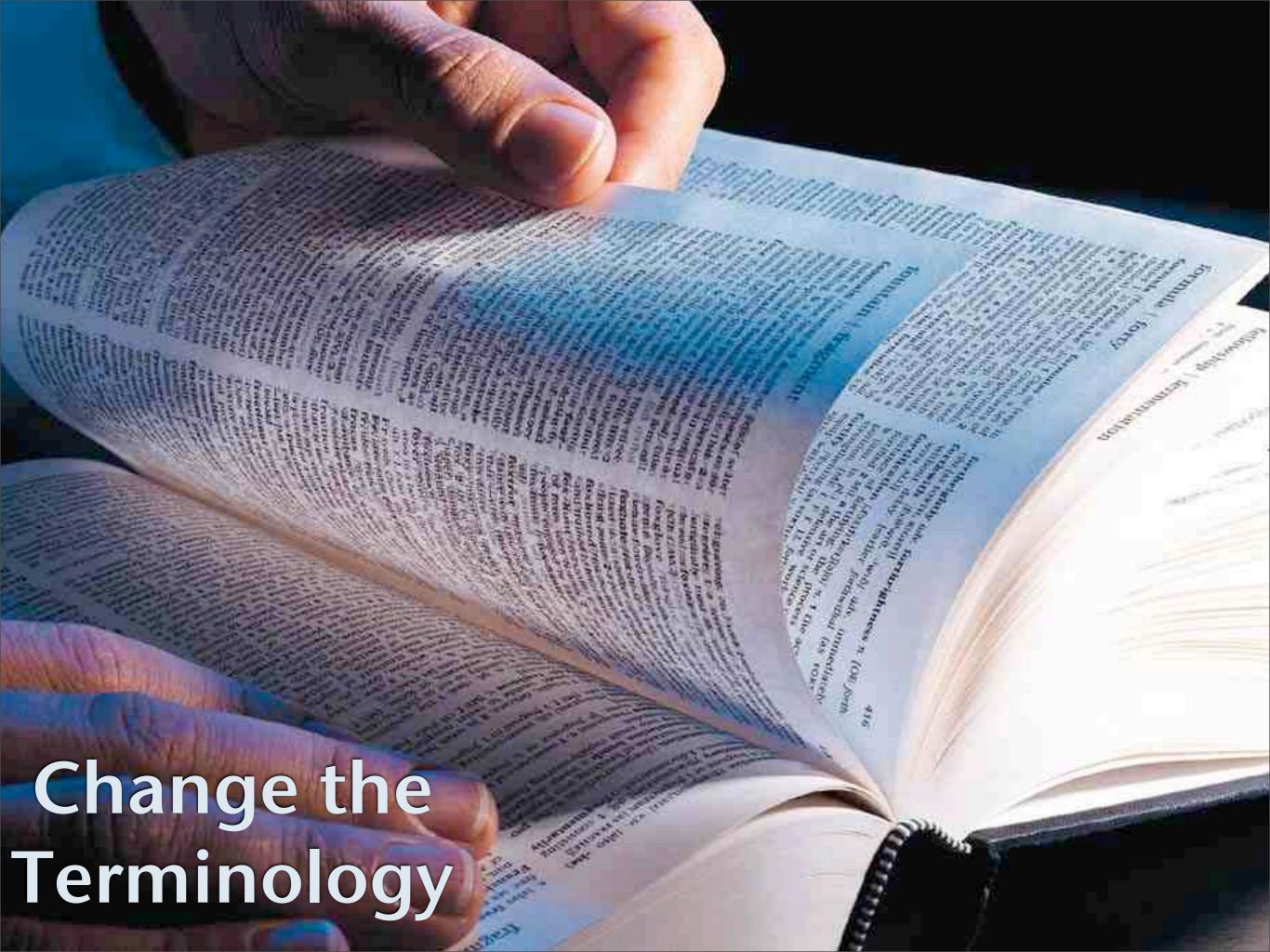
Seth Godin, Author

The IT Department

Knowledge Hoarding

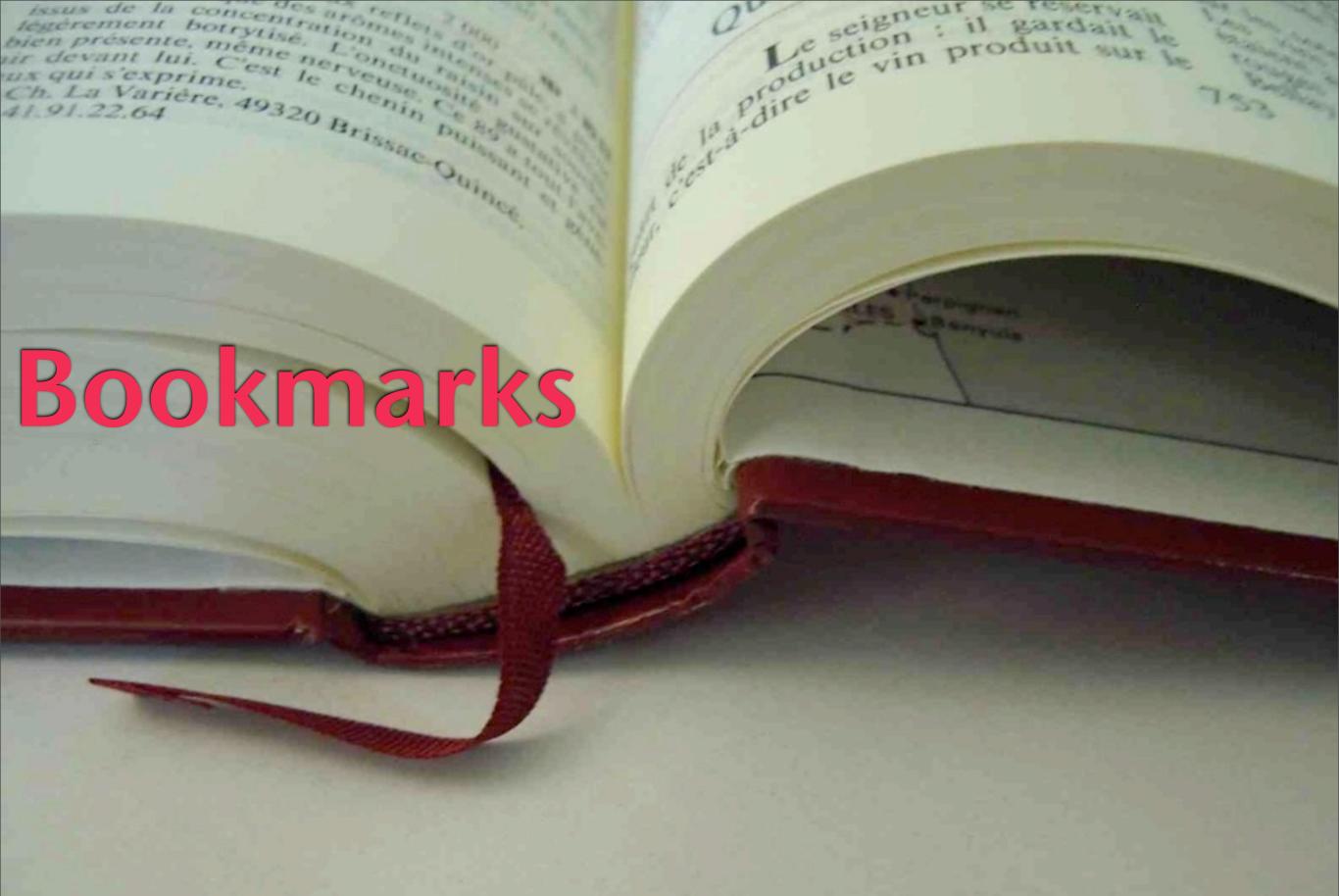**People don't give away their knowledge unless they feel they get something in return, if only it is to be seen.**

Where might it lead?

Breakthroughs
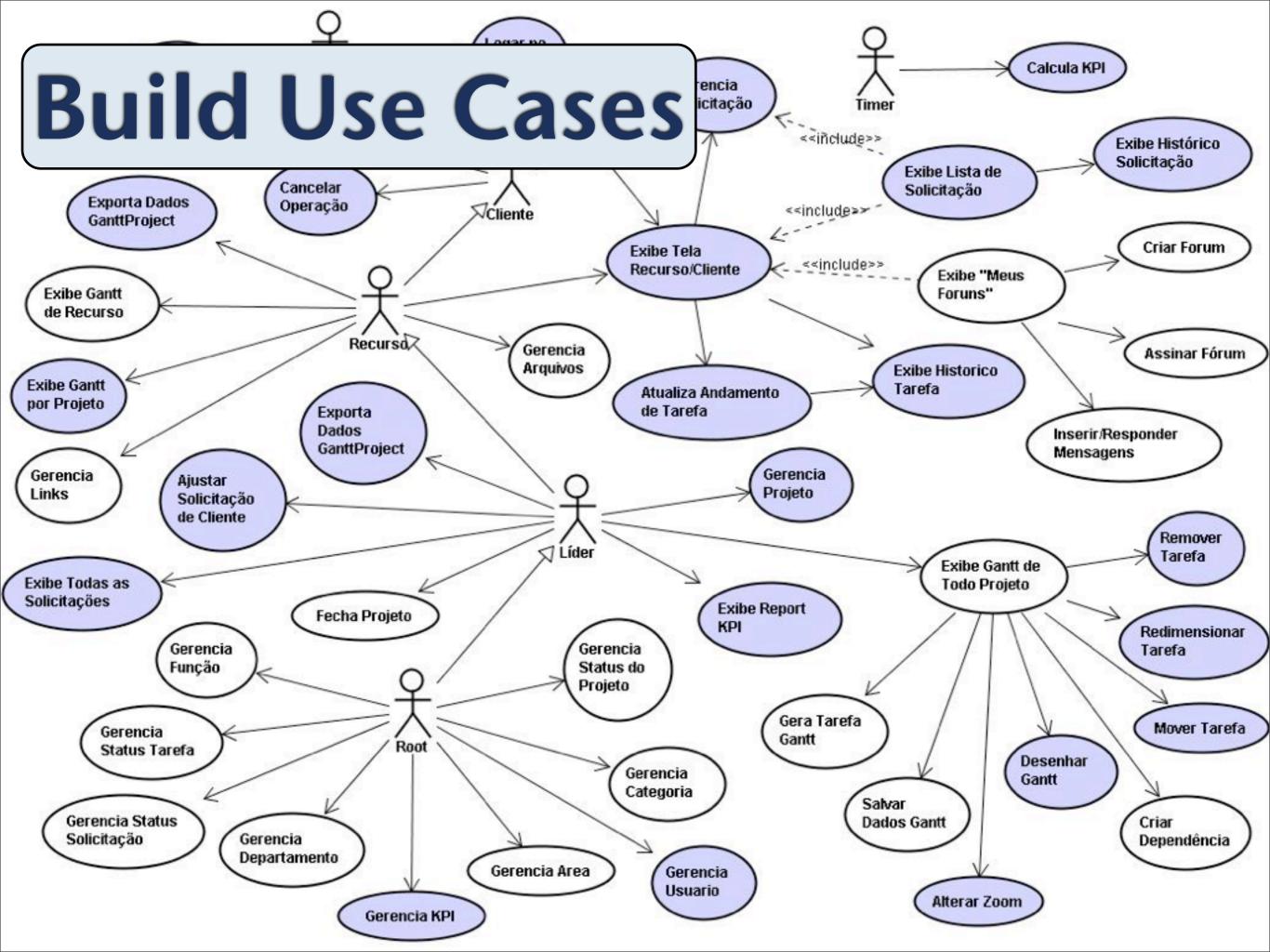
Change the Terminology

Profiles

"Employee Phonebook"?

Activities

"Shared Task Management"?

Bookmarks

"Shared Research Repository"?

Go for the low hanging fruit

Image: http://www.slideshare.net/Niezette/100-pictures-for-powerpoint-presentations

Engage the Leadership

Build Use Cases

Contextual Access

Who knows what?

Anything new?

How to share?

How to collaborate?

When to contribute?

I am a knowledge worker

Where to find stuff?

Change Your Own Habits

Make a Splash

Plan for Adoption

Think big, start small

Measure, measure, measure

Plan, Pilot, Define/Execute, Repeat

Find the fastest routes to value

Win over the evangelists, mavens

But... Embrace viral growth

But in truth, social software isn't really about the tools. It's about what the tools let users do and the business problems the tools address.

Jakob Nielsen, Usability Guru

Take-aways for the business folks

Embrace the ideas, principles
and practices from the Social web

Seek the low hanging fruit

Avoid the jargon

Empower your knowledge workers

Take-aways for the IT folks

Embrace Lotus Connections as a platform

Start helping the organisation in its Enterprise 2.0 transformation

Traditional IT-driven Pilot wont work here

Thank You!

Questions?