



Collective Intelligence 2010

The future of enterprise collaboration

Ross Dawson | CEO - Advanced Human Technologies

The birth of social networks

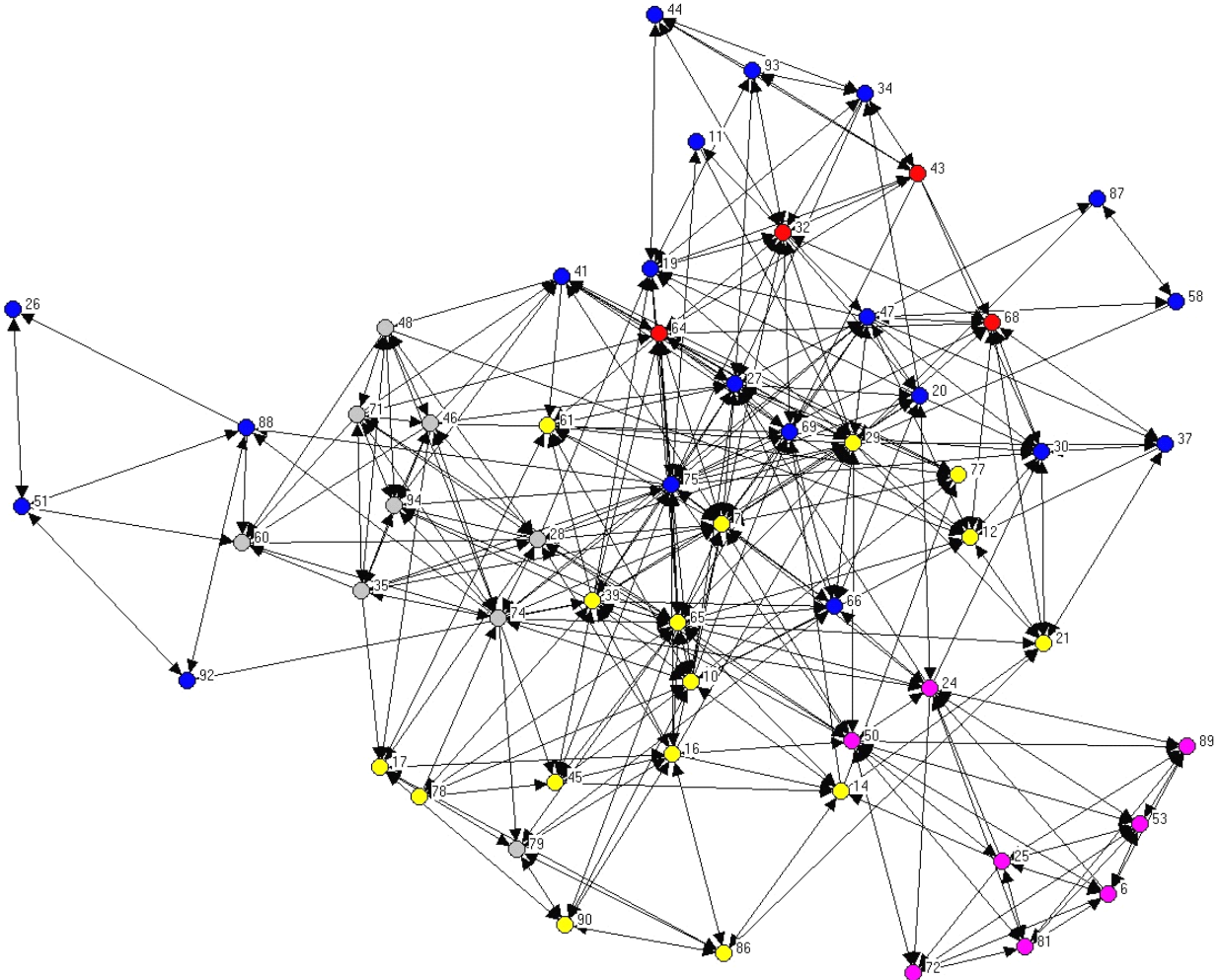


Traditional hierarchical organisations



Photo credit: liber,
<http://www.flickr.com/photos/liberato/171610084/>

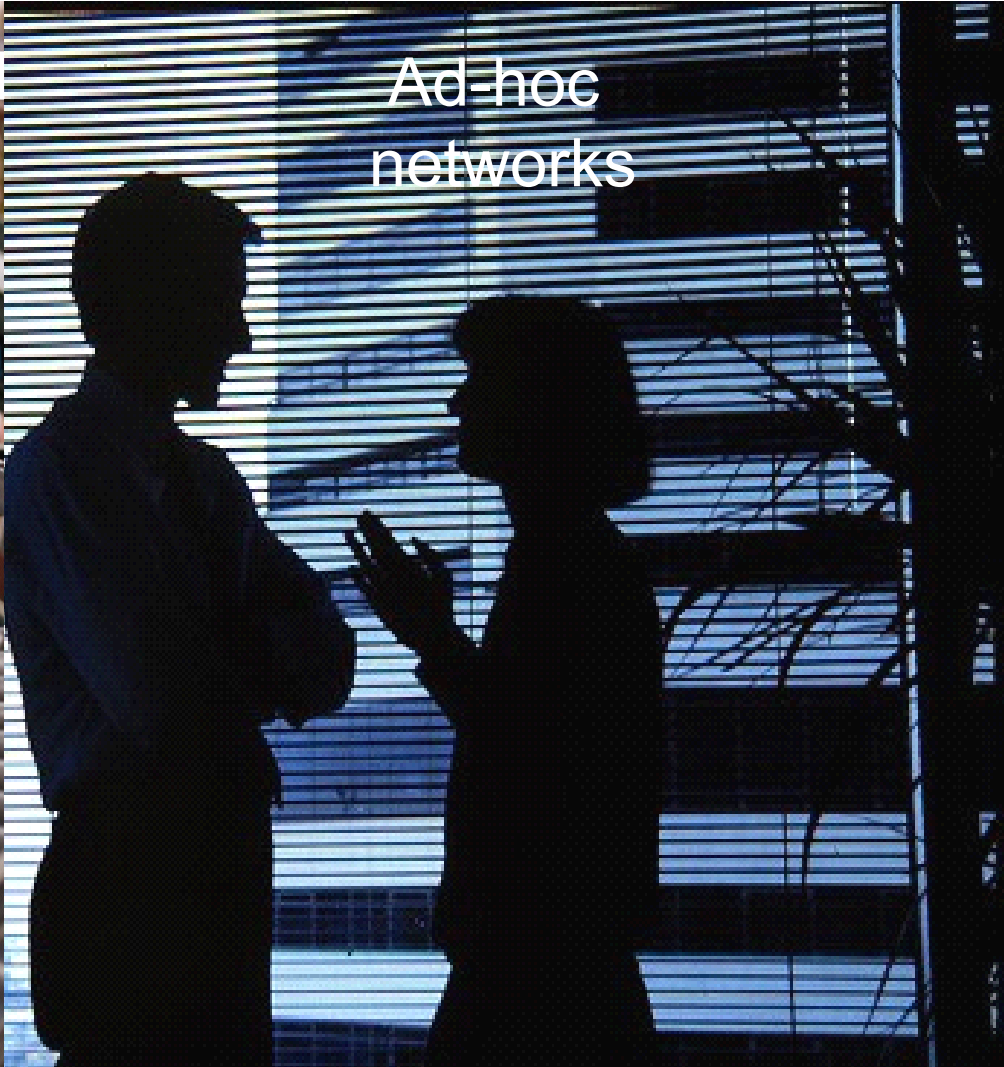
How organisations *really* work today



The two layers of organisations



Standardised processes



Ad-hoc networks

Value creation with Web 2.0



Source: McKinsey & Co

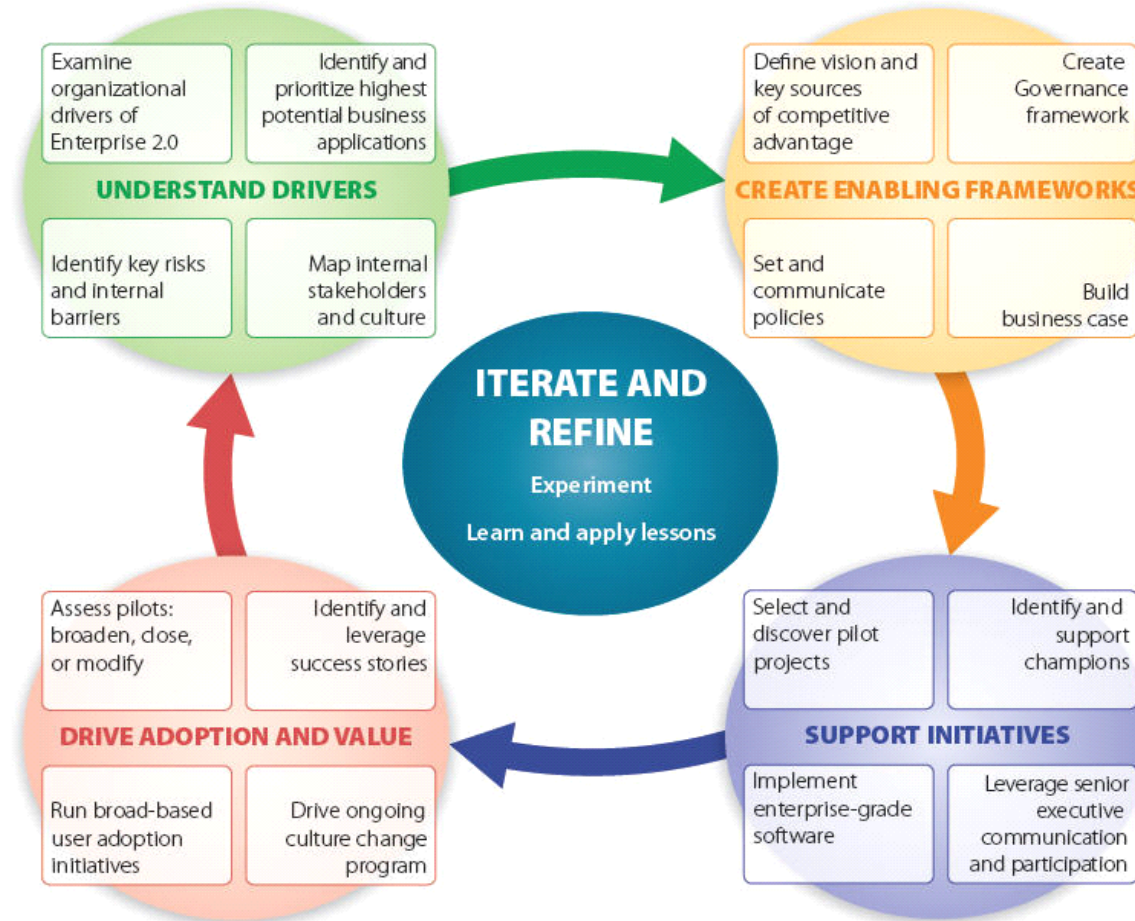
Taking diverging paths



Practical steps for value creation



Enterprise 2.0 Implementation Framework



Benefits	Risks/ Concerns	Risks of NOT using social tools
Productivity and efficiency	Productivity loss	Reduced competitiveness
Staff engagement	Loss of control	Harder to attract talented staff
Knowledge access	Information reliability	Fragmentation of information
Reputation as leader	Reputational damage	Unauthorized use of web tools

Typical governance process



Nominate project leader and project sponsor

Identify key stakeholders and interests

Prioritize desired outcomes

Identify key risks and concerns

Establish and communicate HR policies

Set IT strategies and guidelines

Enterprise 2.0 resources



Implementing Enterprise 2.0 REPORT
A practical guide to creating business value through collaboration using Web 2.0 technologies
Ross Dawson
www.implementingenterprise2.com

Special Introductory Offer – Order Now

Enterprise 2.0 combines two key concepts:

1. The evolution of Web 2.0 and the emerging technologies to enhance organizational performance
2. Establishing the organizational processes and practices that will maximize the benefits of these technologies

Use Implementing Enterprise 2.0 Report to:

- Gain a clear understanding of Enterprise 2.0 and how it is transforming organizations
- Identify opportunities for value creation
- Provide a structured view of benefits and risks
- Develop governance structures
- Create and communicate a clear Enterprise 2.0 strategy for your organization
- Educate executives to take action
- Design and implement successful projects

Who should read Implementing Enterprise 2.0 Report:

- Senior executives
- CIOs and IT managers
- Change agents
- HR managers
- Learning executives
- Strategy team
- Operations executives
- Risk managers
- Internal and external consultants

www.ImplementingEnterprise2.com

Trends in the Living Networks
New Dawn or opportunity for business and society in a hyper-connected world

Multiplatform Enterprise 2.0 Executive Briefing on 5th March on Manufacturing organizations with web and mobile technologies

To complement our 1st Enterprise 2.0 Executive Briefing on 24 February, Ross Dawson presents and leads a panel on Enterprise 2.0. The briefing will be a key part of the 1st Enterprise 2.0 Executive Briefing on 5th March. The briefing will be a key part of the 1st Enterprise 2.0 Executive Briefing on 5th March. The briefing will be a key part of the 1st Enterprise 2.0 Executive Briefing on 5th March.

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Industry networks

- Leverage organizational networks
- Implement Enterprise 2.0
- Influence decision-makers
- Build client leadership
- Access valuable content
- Establish social media strategies

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