

Embracing IBM Verse

Moving Beyond Technology to Gaining Value



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Independent
Collaboration
Strategist

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Workshop Leader

Pivot Theme

Cultivating
Productive
Collaboration

Market

End User
Organisations
(not vendors)

Working to help
drive success at
end user organisations

Overview

The Promise
of IBM Verse

Framework

Pursuing
Effective Use

Approach

User Adoption
Thinking

Overview

The Promise
of IBM Verse

newly
re-imagined



Design Thinking
(let's start again ...)

newly
intelligent



IBM Watson Inside
(machine learning,
system intelligence)

A black and white photograph of a worker in a factory. The worker is standing on a platform, looking towards the right. The background is filled with large, complex machinery, including several large gears and a complex network of pipes and structural elements. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of industrial scale and complexity.

newly
integrated

Multi-Tool World
(IBM Verse,
IBM Connections,
IBM Sametime, etc.)

more

effective communication



text here

greater
clarity on priorities



Visual attribution to key
people and projects

better engagement



A trusted system
creates freedom
for engagement,
replacing anxiety
for prioritisation

fewer
missed opportunities

Surfaces the essential,
de-emphasises the non-
essential

re-ignite love for email



Email that
works for us,
not enslaves

Overview

The Promise
of IBM Verse

Framework

Pursuing
Effective Use

***What does
Effective Use
look like?***

Our people can make
effective choices
between many tools

Our people become
more effective
and efficient
with email

Inter/intra-group
communication is
improved

Using
IBM Verse

People become
more effective
in their work



Re-imagined tools give opportunities for re-imagining behaviour



Re-imagined tools give opportunities for re-imagining behaviour

Example: my responsibility



Clear
Purpose,
Clear
Articulation

Well
Structured
Messages



Re-imagined tools give opportunities for re-imagining behaviour

Example: my responsibility



Fewer
emails, more
coffee
catchups

What's the
best way to
convey that?



Re-imagined tools give
opportunities for
re-imagining behaviour

Example: my
responsibility



Re-imagined tools give opportunities for re-imagining behaviour

Example: agreements within teams about work practices



Reflective
analysis and
co-learning

How do we
best work
together?



Re-imagined tools give
opportunities for
re-imagining behaviour

Example: agreements
within teams about
work practices



While email has an ongoing role, many organisational issues require the openness and transparency of social tools



Retailer with
Dog Food
Recall

Sharing
Learning &
Best Practice



While email has an ongoing role, many organisational issues require the openness and transparency of social tools



CEMEX with
Alternative
Fuels

Capturing
Ideas for
Innovation



While email has an ongoing role, many organisational issues require the openness and transparency of social tools



Bayer
Material
Science

Finding
Expertise



While email has an ongoing role, many organisational issues require the openness and transparency of social tools



Knowledge workers
face a multitude
of tools for
communication and
collaboration



Ideal Usage
Profile

Build
Competence
in New Tools



Knowledge workers
face a multitude
of tools for
communication and
collaboration



Email vs.
Social vs.
IM vs.
Coffee

Make
Effective
Choices

Knowledge workers
face a multitude
of tools for
communication and
collaboration



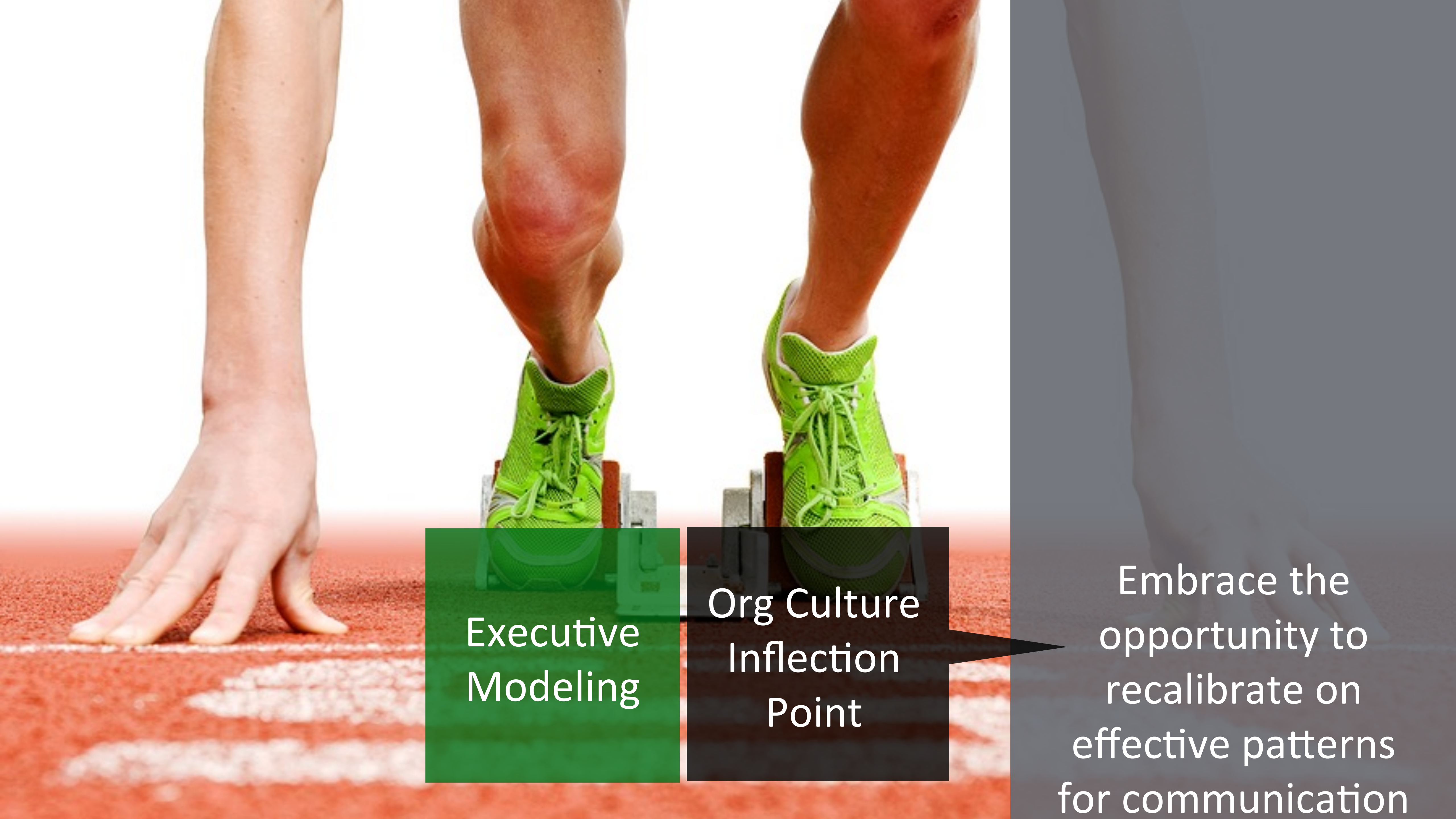
Band of
Brothers
(and Sisters)

Need
Direction to
Optimise

Knowledge workers
face a multitude
of tools for
communication and
collaboration



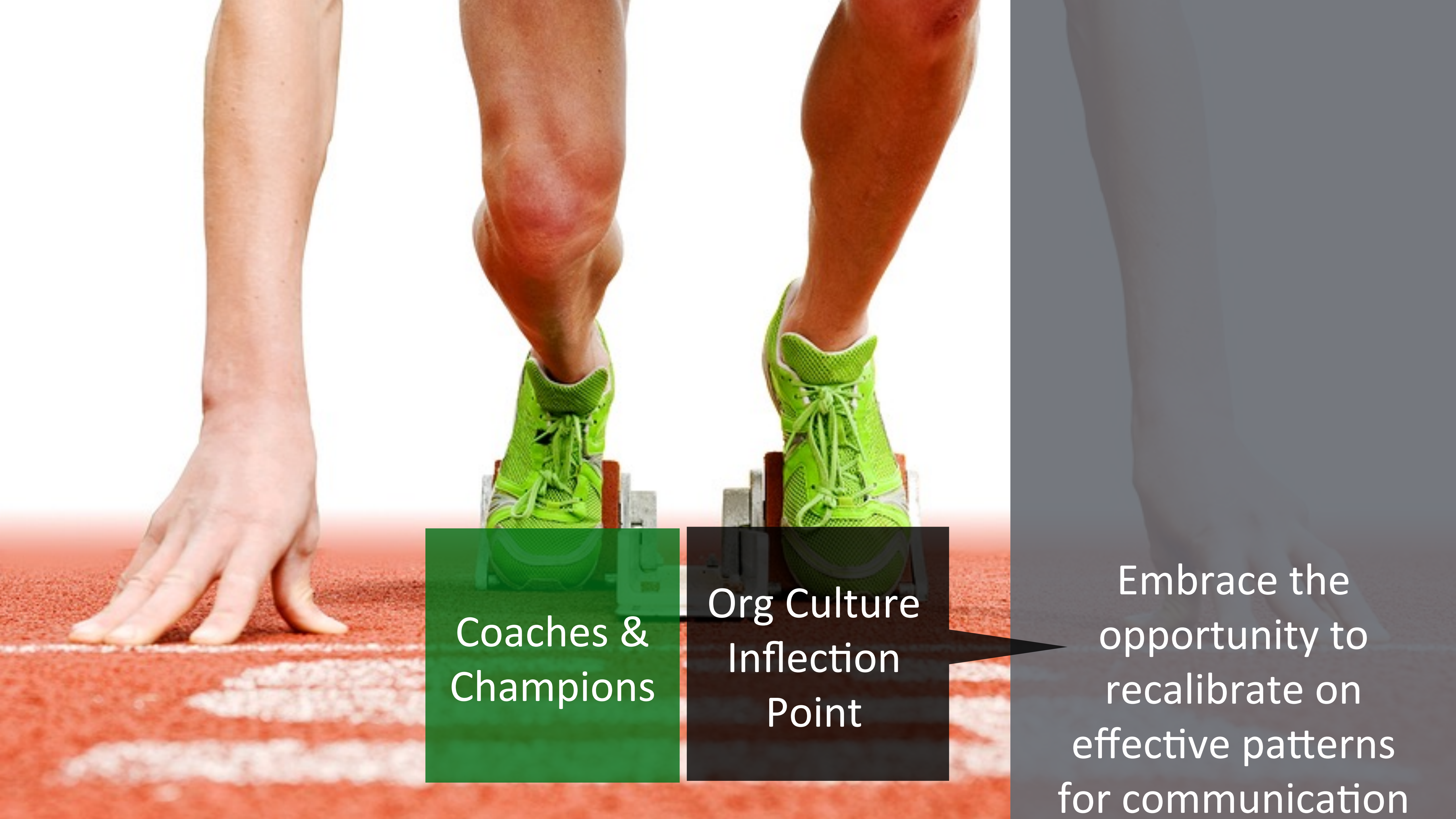
Embrace the opportunity to recalibrate on effective patterns for communication



Executive
Modeling

Org Culture
Inflection
Point

Embrace the
opportunity to
recalibrate on
effective patterns
for communication



Coaches &
Champions

Org Culture
Inflection
Point

Embrace the
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R O A D M A P

R O A D M A P

Really Understand
the Technology

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Really
Understand
the
Technology

Outline the
Vision

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Really
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Outline
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Accept that Technology
is a Small Factor in Success

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**Determine Your
Governance Approach**

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Outline
the Vision

Accept that
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Determine
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**Make Every Effort to
Engage the Business**

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Make Every
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Apply Intentional
Energy to Adoption

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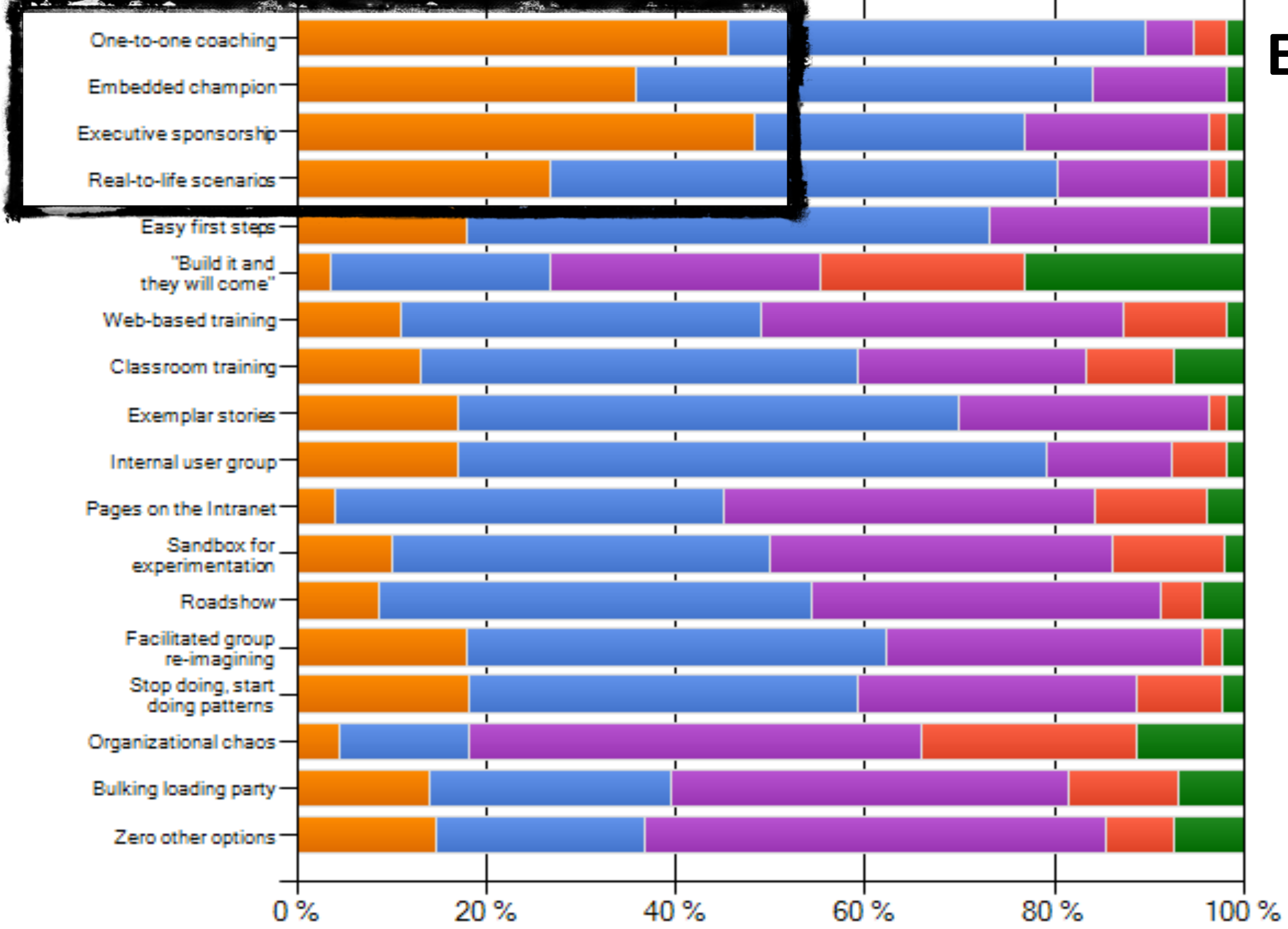
STAGE 1
Winning
Attention

STAGE 2
Cultivating
Basic Concepts

STAGE 3
Enlivening
Applicability

STAGE 4
Making
It Real

Effectiveness of Strategies for Adoption



R O A D M A P

STAGE 1
Winning
Attention

Executive
Support

Stress importance of effective and productive communication; model the vision

Real-to-Life
Scenarios

IBM Verse plus other tools (e.g., IBM Connections), integrated into work practices

Exemplar Stories

Individuals, teams, and groups that have achieved great value from IBM Verse

R O A D M A P

STAGE 2
Cultivating
Basic Concepts

Web-Based Training

Vision
Capabilities
Basic Concepts

R O A D M A P

STAGE 3
Enlivening
Applicability

Facilitated Group
Re-Imagining

Active engagement with teams on interaction patterns; how to make them more productive

Embedded
Champions

Focus on effective practices for productivity and collaboration; IBM Verse is one aspect

One-to-One
Coaching

Coaching on how to embrace the best of new tools for getting work done

R O A D M A P

STAGE 4
Making
It Real

Internal User
Group

Stop Doing, Start
Doing Patterns

Tools, practices, expectations,
and culture of effective work
(and communication)

Which tools for which purposes?
Shared agreements within teams

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The technology of
IBM Verse
is very promising



The technology of
IBM Verse
is very promising

Put effort into
cultivating effective
communication and
work practices



The technology of
IBM Verse
is very promising

Put effort into
cultivating effective
communication and
work practices

Embrace the
promise, explore the
reality in your firm,
start today





Michael

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