

IBM Smarter Business and Technology Series

# Lotusphere and InformationOnDemand Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

9 March, 2011 Singapore

## The Social Advantage: Leverage Social Business to cultivate leadership & innovation

Anne Bartlett-Bragg  
Headshift | Dachis Group





# Dachis Group

220+ staff  
10 cities  
5 countries

The 2.0 Adoption Council

facebook Stuzo

XPLANE™ | The visual thinking company™  
A Dachis Group Company  
[www.xplane.com](http://www.xplane.com)

headshift

hinchcliffe & company

The 2.0 Adoption Council

headshift

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[www.headshift.com](http://www.headshift.com)

[hinchcliffeandcompany.com](http://hinchcliffeandcompany.com)

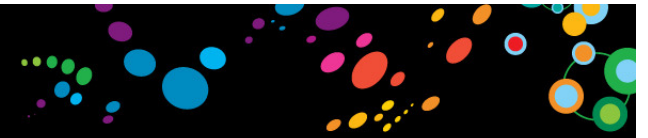
[www.20adoptioncommunity.com](http://www.20adoptioncommunity.com)



# Your social business landscape?

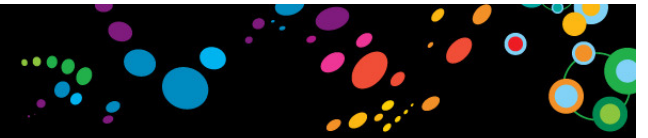
Do you have:

- A social intranet?
- A social network (internal)?
- Blogs
- Wikis
- Micro-blogging / communication



# Current trends





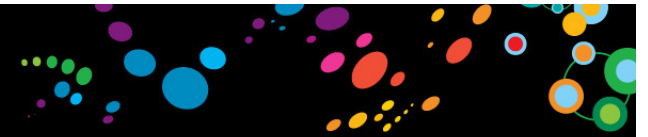
# Current trends



By 2014, social networking services will replace e-mail as the primary vehicle for interpersonal communications for 20 percent of business users

*Gartner, February 2010*

ORK... PRIVATE NETWORK...PR:



## Current trends



“There has also been a ‘tipping point’ for social tools. For leading intranets in 2010, basic social tools are no longer ‘nice to have’, they’re now standard. This includes site-wide commenting, the integration of blogs, micro-blogging, wikis, and social staff directories, and free-ranging contributions from all levels of an organisation, from the CEO down and frontline staff up.”



# Current trends – what does this mean?

- The changing nature of work
  - “Always on”
  - Mobile / iPhone / Blackberry
  - Time-shifting
  - Virtual teams
  - Gen Y
- Integrated vision
  - Planning for social business
  - Roadmaps / skills / policies / culture / systems



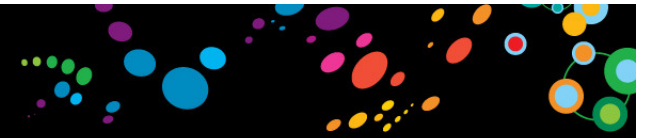
# Current trends - results

Organisations who use collaboration and social networking tools are 57% more likely to out perform their competitors

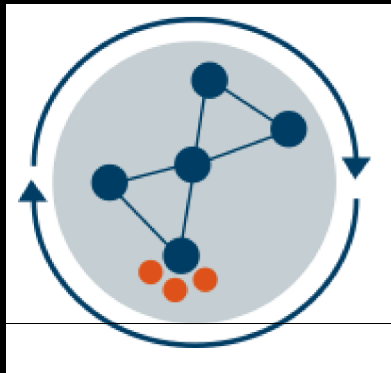
*IBM :*

*Working Beyond Boundaries, 2010*

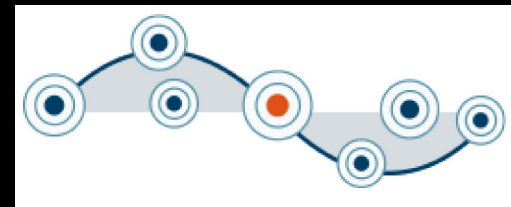




# What is social business design?



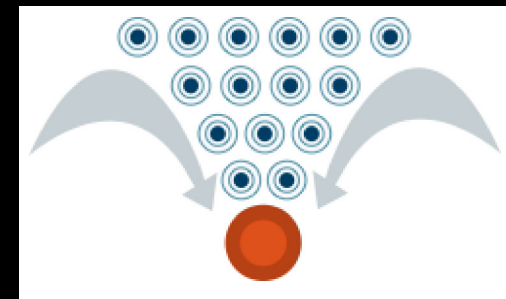
**Connections**



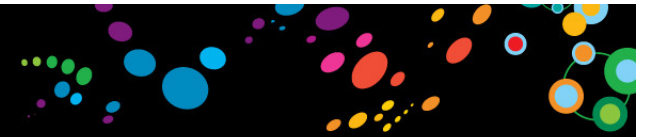
**Communication**



**Culture**



**Clarity**



# Your social business – as a whole system



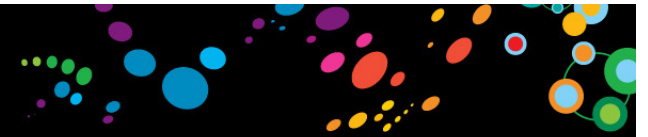
Search  
Share  
Contribute  
Participate

Action plans  
Reports  
Artefacts  
Collect  
Evidence  
Categorise  
Manage  
Share  
Contribute  
Participate

Action plans  
Reflections  
Reports  
Artefacts  
Collect  
Evidence  
Share  
Contribute  
Participate

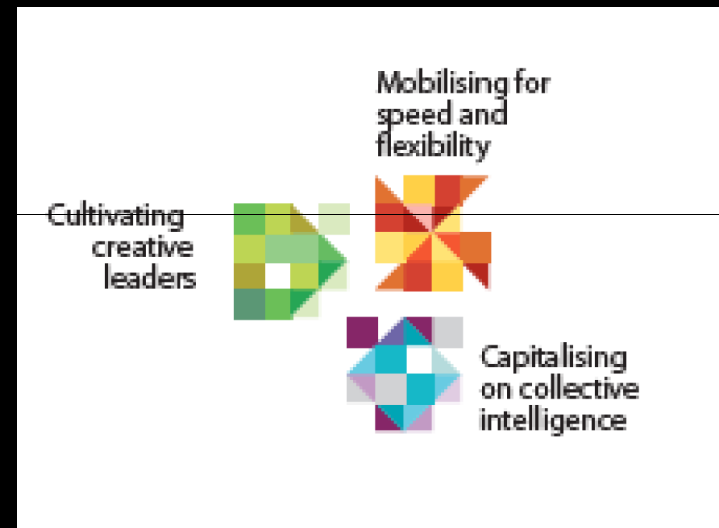
Accountability  
Action plans  
Reports  
Artefacts  
Collect  
Evidence  
Share  
Contribute  
Participate

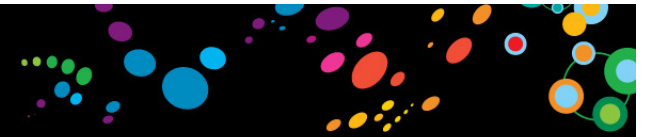
Network  
Connect  
Share  
Contribute  
Participate



# How do you leverage social business?

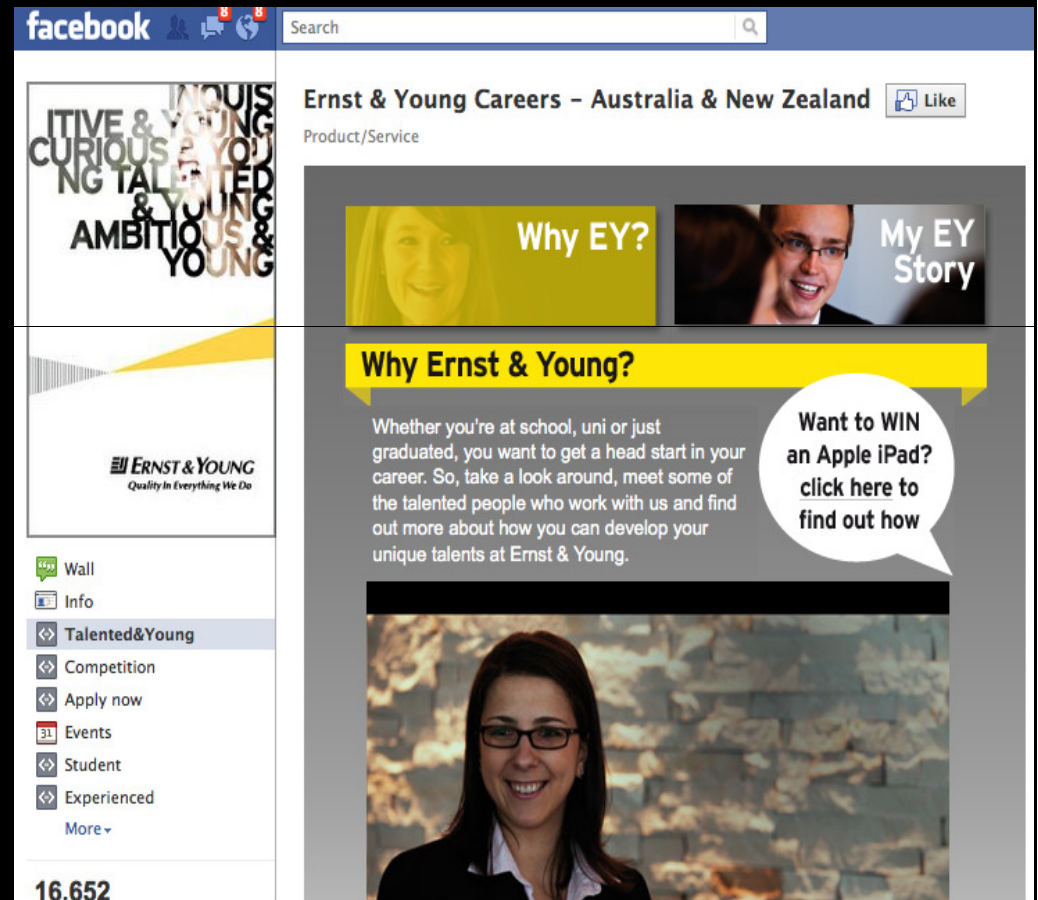
- 1) Cultivate creative leaders (in complex, changing environments)
- 2) Mobilising talent - speed & flexibility
- 3) Capitalising on collective intelligence





# How do you attract talent?

- Do you currently use social networks?
  - LinkedIn
  - Facebook
  - Others?
- Do you leverage your internal networks?





# Social networks for professionals

The screenshot shows a Facebook group page for 'e-Legal e-LEGAL'. The group description states it is a discussion group for legal technology specialists, law firm IT staff, litigation support staff, paralegals, lawyers, and anyone involved with legal applications, services or new technologies. It lists various legal and IT services such as Automated Forms, Business Intelligence, Case Management, Compliance, Computer Forensics, Contract Management, Corporate Governance, Court Reporting, CRM Software, Database Conflict of Interest, Data Protection, Database Management, Debt Collection, Digital Dictation Workflow, Digital Evidence, Dockets, Document Accounting Solutions, Document Drafting, Document Management, e-Billing, e-Discovery, e-Mail, Forms / Generation Processing, Full Text Retrieval/Library Management, Groupware, Image Scanning, Intellectual Property, iPortals, Knowledge Management, Litigation Support, Matter Management, Networking / Communications, Networking Security, Optical Character Recognition, Time Entry, Billing, Training / eLearning, Trial Animation & Graphics, Trial C, Voice Recognition and Word Processing.

**About this Group**  
Created: November 21, 2008  
Type: Networking Group  
Members: 13,212  
Owner: Richard des Moulins  
Website: <http://www.e-LegalTechnology.org>

**Group Members in Your Network**

- Evelyn Fang**, Knowledge Management Consultant  
London, United Kingdom
- Anna Shaw**, Commissioning Editor at Ark Group  
London, United Kingdom

**Lawyers** [Join]

**Wall** | Info | Photos | Discussions

**Juliana Fernandes** I am a lawyer in Brazil! When you need my services, the homepage of my office is [www.fernandesdeoliveira.adv.br](http://www.fernandesdeoliveira.adv.br) I work in Rio de Janeiro, Sao Paulo and Brasilia! Thanks!  
6 hours ago · Report

**Hatem El-Shamy** Dear all,  
If anybody is seeking doing business in Egypt or anything related to civil, criminal, Personal Status, IP Laws & I.T inquiries, establishment of Companies for foreigners, I'd like to have the pleasure for assisting you.  
kindly contact me: [hahameshami@gmail.com](mailto:hahameshami@gmail.com) or call: +020107092220  
Yesterday at 23:40 · Report



# It all starts here!!

Induction / on boarding programs

- 83% of new workers say they feel better connected with co-workers through internal social networks
- 67% of organisations with internal social networks say their staff get up to speed faster!



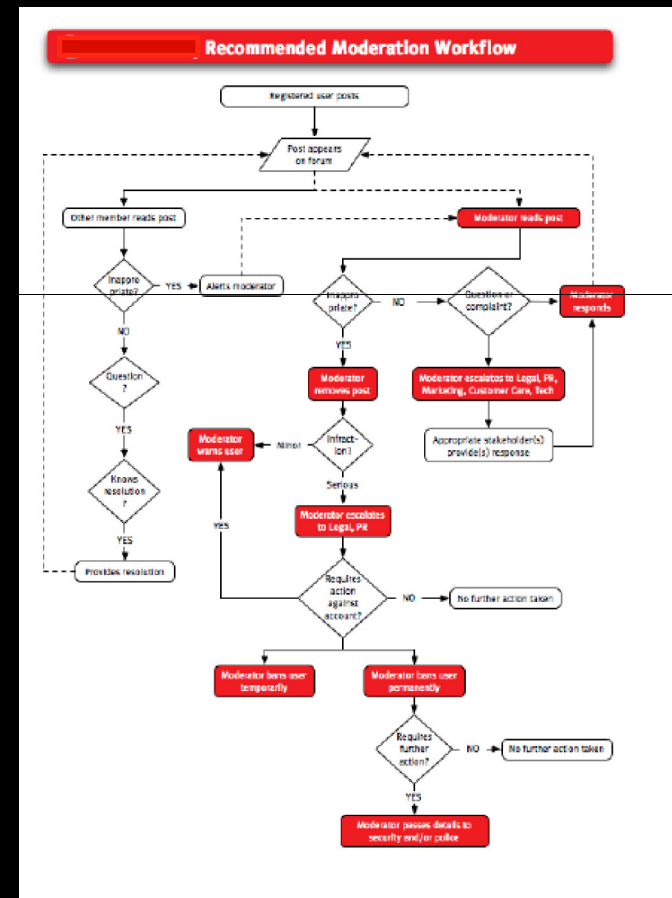
# Collective intelligence

- 78% of organisations gain efficiency from sharing and applying relevant practices
- 65% say they can find answers quicker
- Builds on experience
- Avoids duplication and re-inventing wheels
- Enables discovery of new opportunities

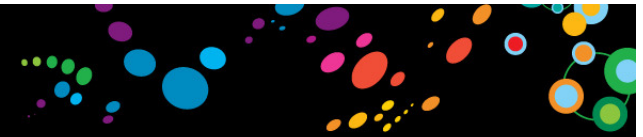
# Case study:

## Global telecommunications company

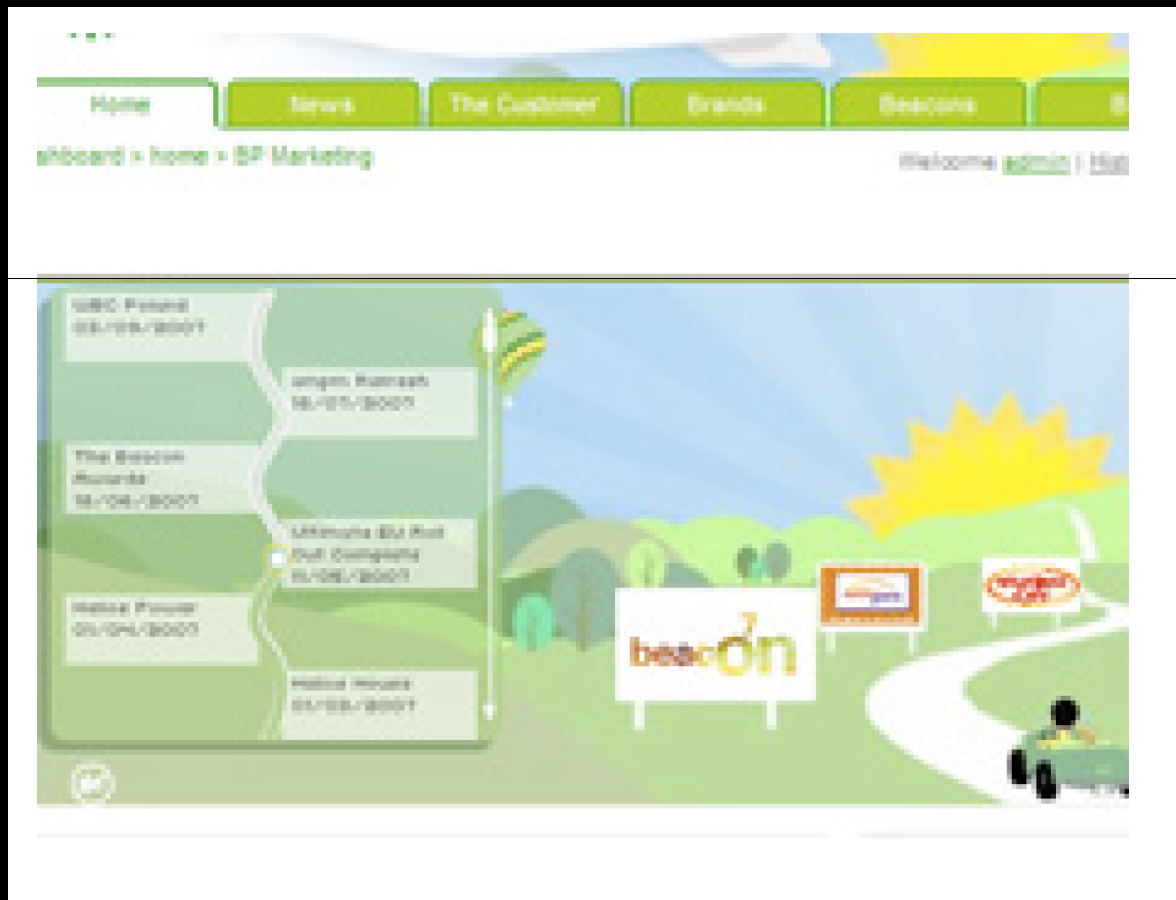
- Empowered employees
- Changed their customer service workflows
- Increased customer satisfaction
- Reduced call centre staff stress levels & retention rates







# Case study:



## BP Beacons Awards

A communication hub for global innovation

Employees submitted ideas

Others voted

Other contributed new ideas



# Developing creative leaders

What is a creative leader?

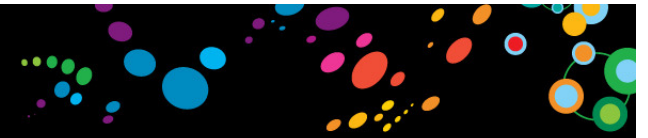
- Effective communicators
- Know how to reinvent relationships
- Support and enable collaboration
- View the big picture – whole organisation
- Explore unconventional ideas



## Tips for implementation

- The real challenge is culture change
- Productivity gains will be about applying the best technologies quickly
- New forms of learning not just essential - they're critical
- Focus on 4Cs:
  - **Connections**
  - **Culture**
  - **Communication**
  - **Content**

To enable managers to build a sustainable, innovative position in their market.



# Next steps...?



IBM Smarter Business and Technology Series

Lotosphere and InformationOnDemand Come to You



# 2011 Social Business Summit

March 24  
London

March 10  
Austin

April 6  
Singapore

March 2  
Sydney

[annebb@headshift.com](mailto:annebb@headshift.com)

<http://www.socialbusinesssummit.com>

