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

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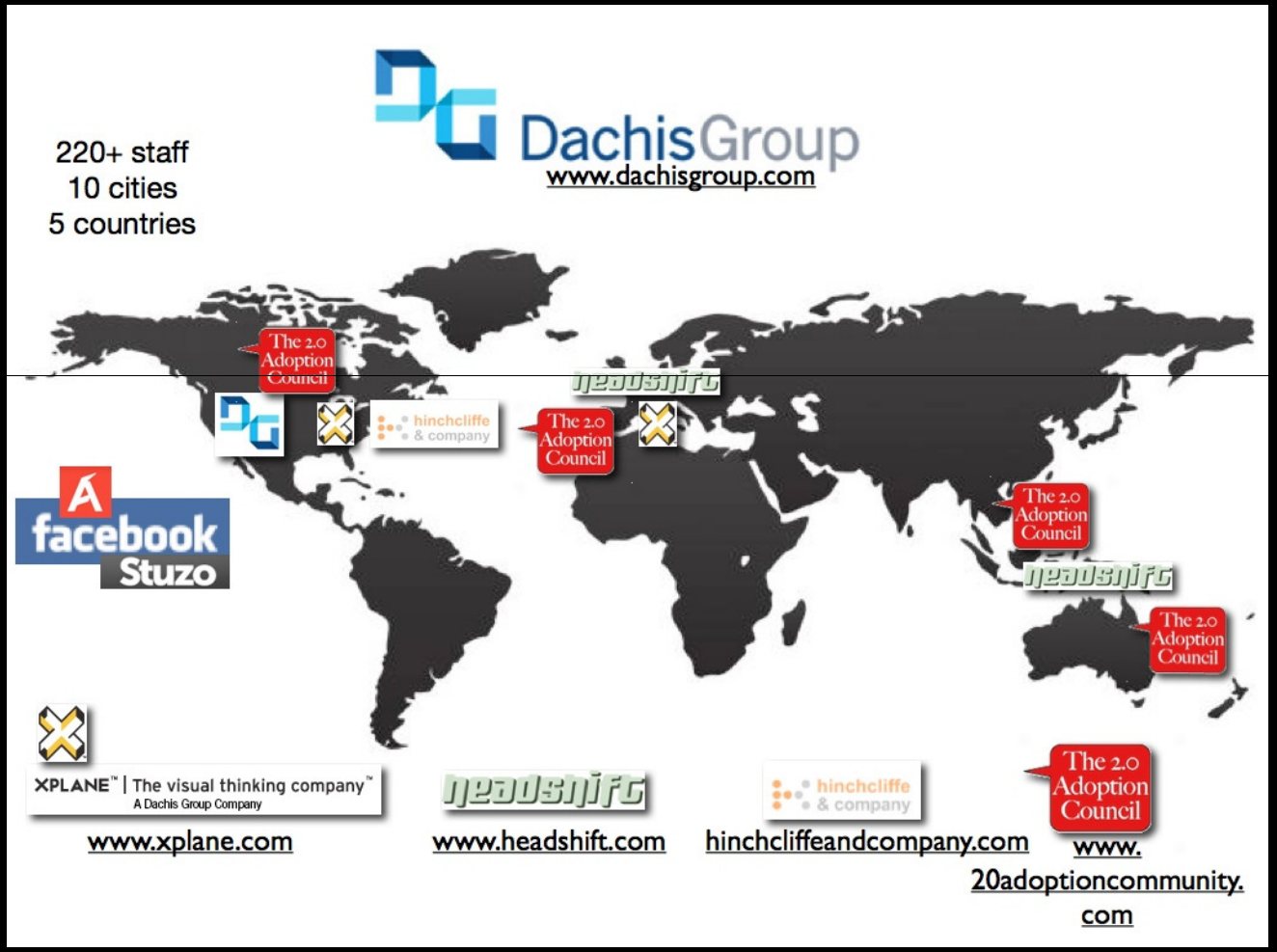
IBM

Dachis Group



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

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

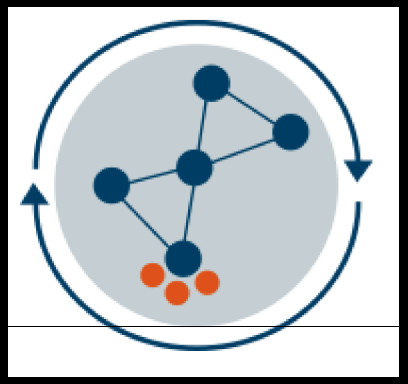
Current trends - results

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

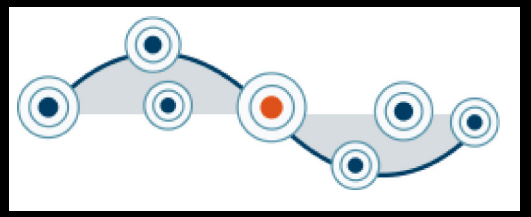
IBM :

Working Beyond Boundaries, 2010

What is social business design?

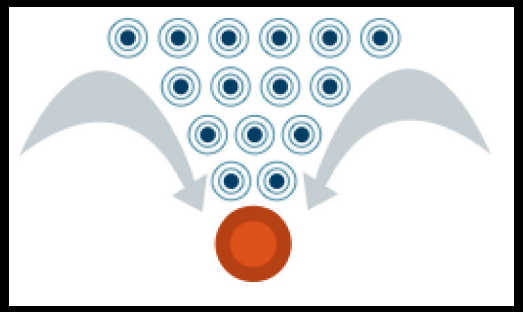


Connections



Communication

Culture



Clarity

Your social business – as a whole system

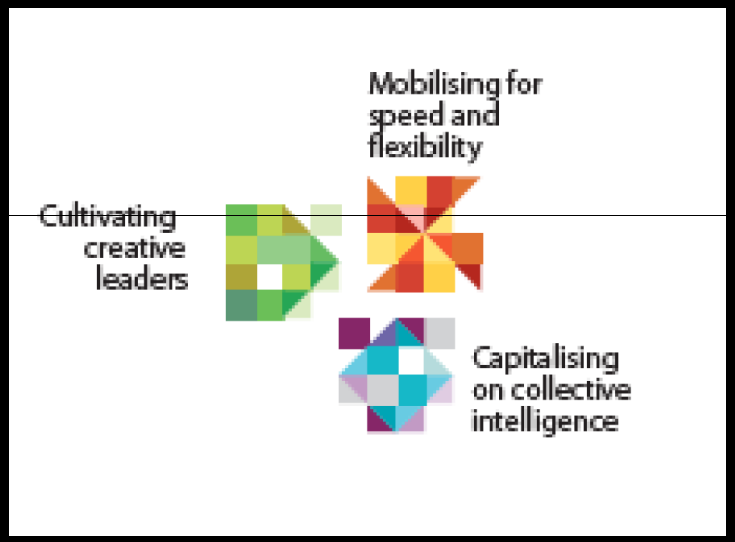
Knowledge Management	Information Management	Learning Management	Performance Management	Social Networking
Search	Action plans	Action plans	Accountability	Network
Share	Reports	Reflections	Action plans	Connect
Contribute	Artefacts	Reports	Reports	Share
Participate	Collect	Artefacts	Artefacts	Contribute
	Evidence	Collect	Collect	Participate
	Categorise	Evidence	Evidence	
	Manage	Share	Share	
	Share	Contribute	Contribute	
	Contribute	Participate	Participate	
	Participate			

How do you leverage social business?

1) Cultivate creative leaders (in complex, changing environments)

2) Mobilising talent - speed & flexibility

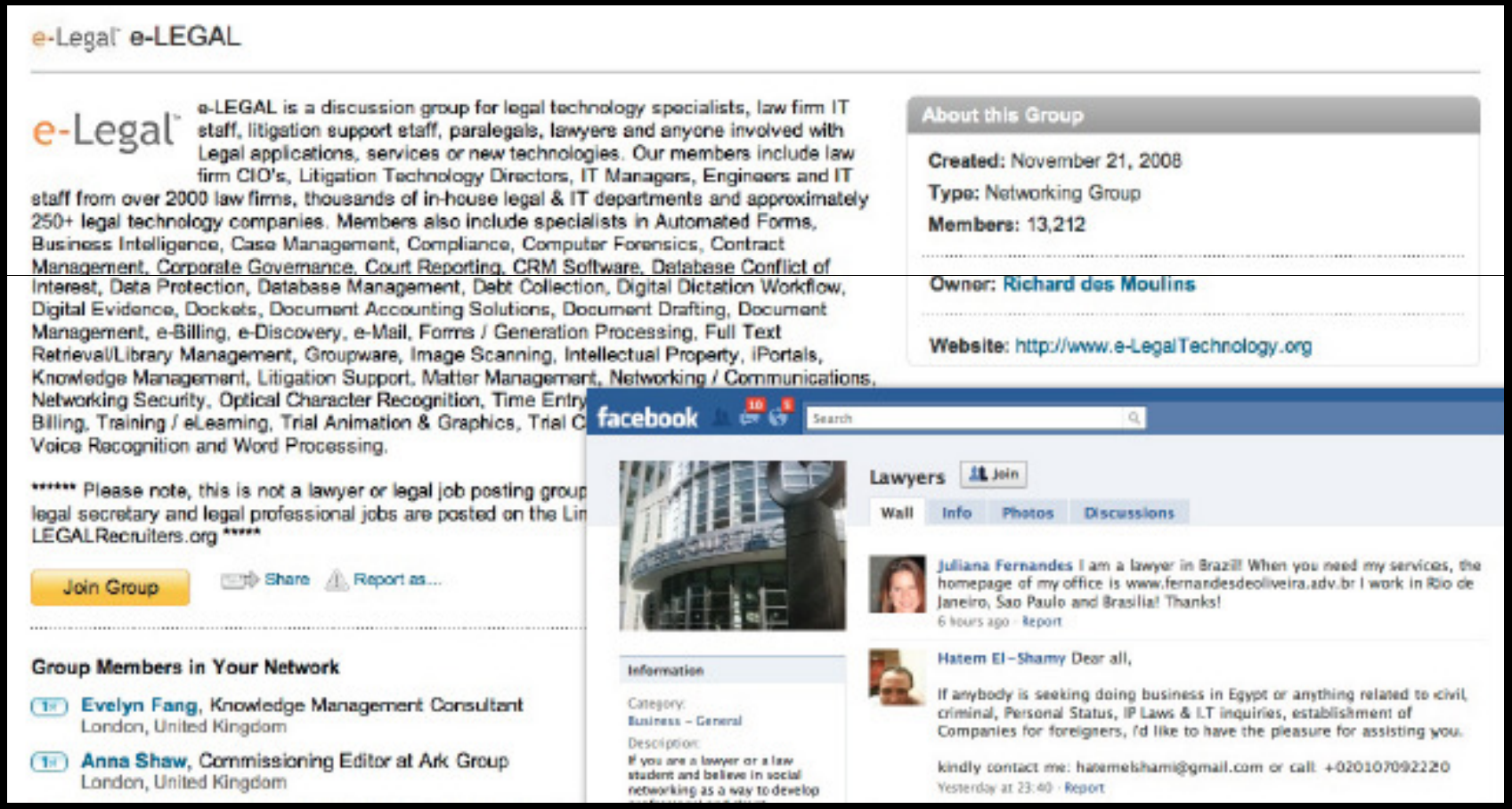
3) Capitalising on collective intelligence



How do you attract talent?

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

Social networks for professionals

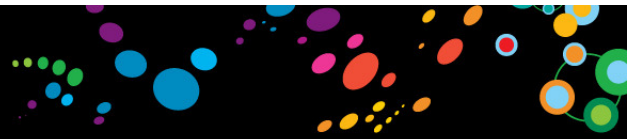


It all starts here!!

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!



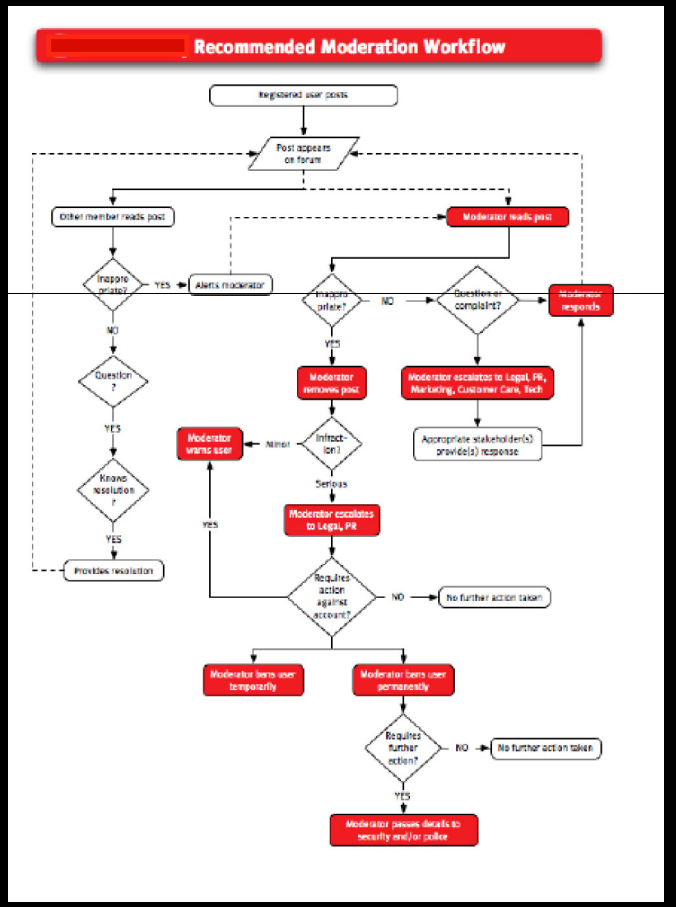
Collective intelligence

- 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…?

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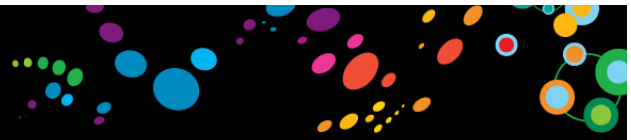

2011

Social Business Summit

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