

# Lotusphere and InformationOnDemand Come to You

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

22<sup>nd</sup> of February, 2011

Makati Shangri-La Manila, Makati City, Philippines.

## **People-Centric vs. Content-Centric**

*The Copernican Revolution needed to become a Social Business*

John Mullins | Social Business Executive | IBM ASEAN



Tweet freely...*(like you needed my permission)*



twitter

Home Profile Find

What's happening?

140

**#LIOD11**

**New!** Add a location to your tweets. [Turn it on](#) - [No thanks](#)

Tweet

Latest: Considering a tablet. iPad now or playbook to come? If iPad, for evangelist, which one and how big? about 7 hours ago

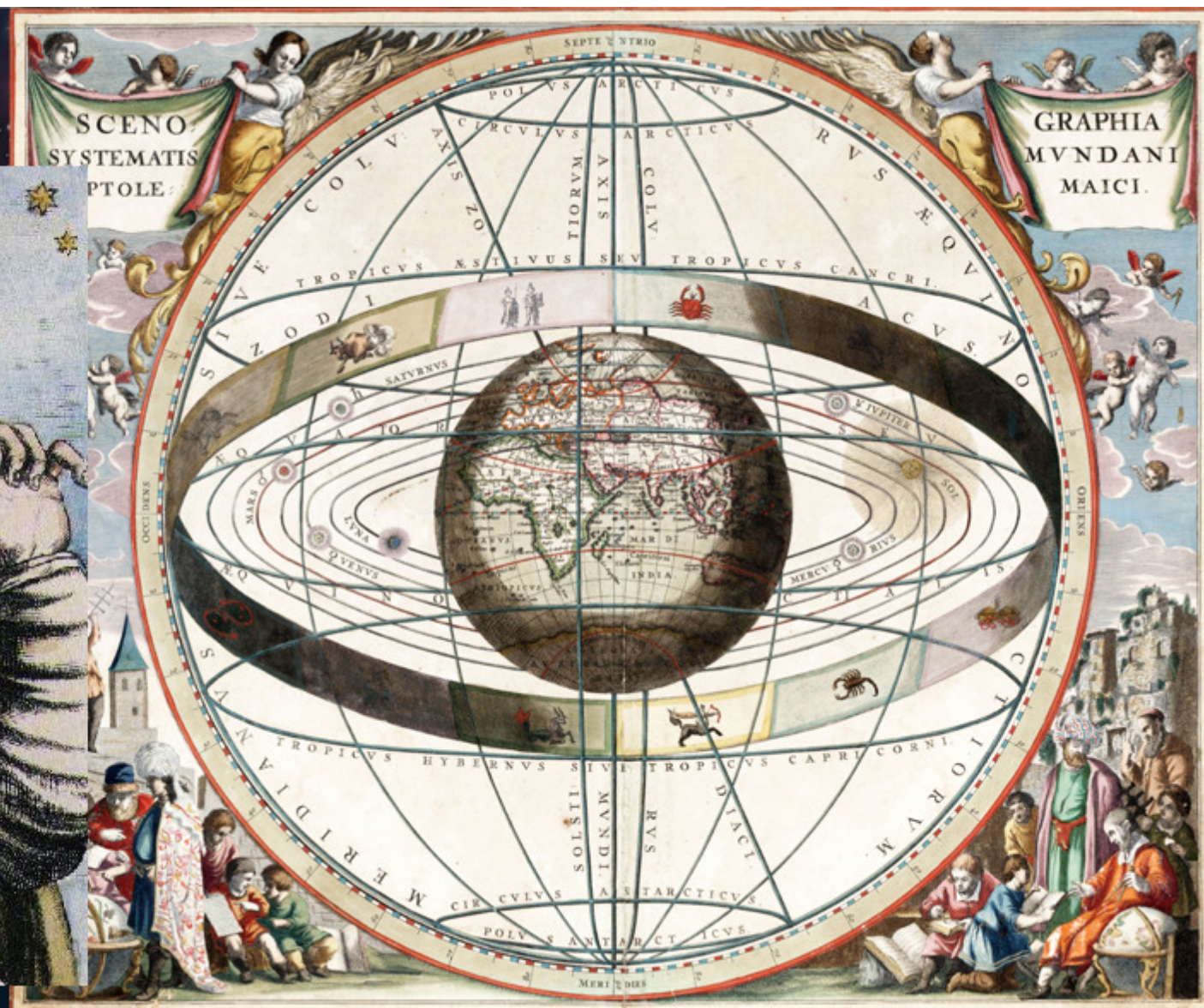
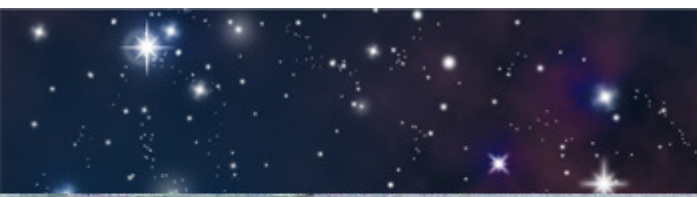


It's January 1511





# Ptolemy showed us how the Earth is the center of the universe





# Along comes Nicolaus Copernicus

## NICOLAI COPERNICI REVOLUTIONVM LIBER PRIMVS,

Quòd mundus sit sphaericus. Cap. I.



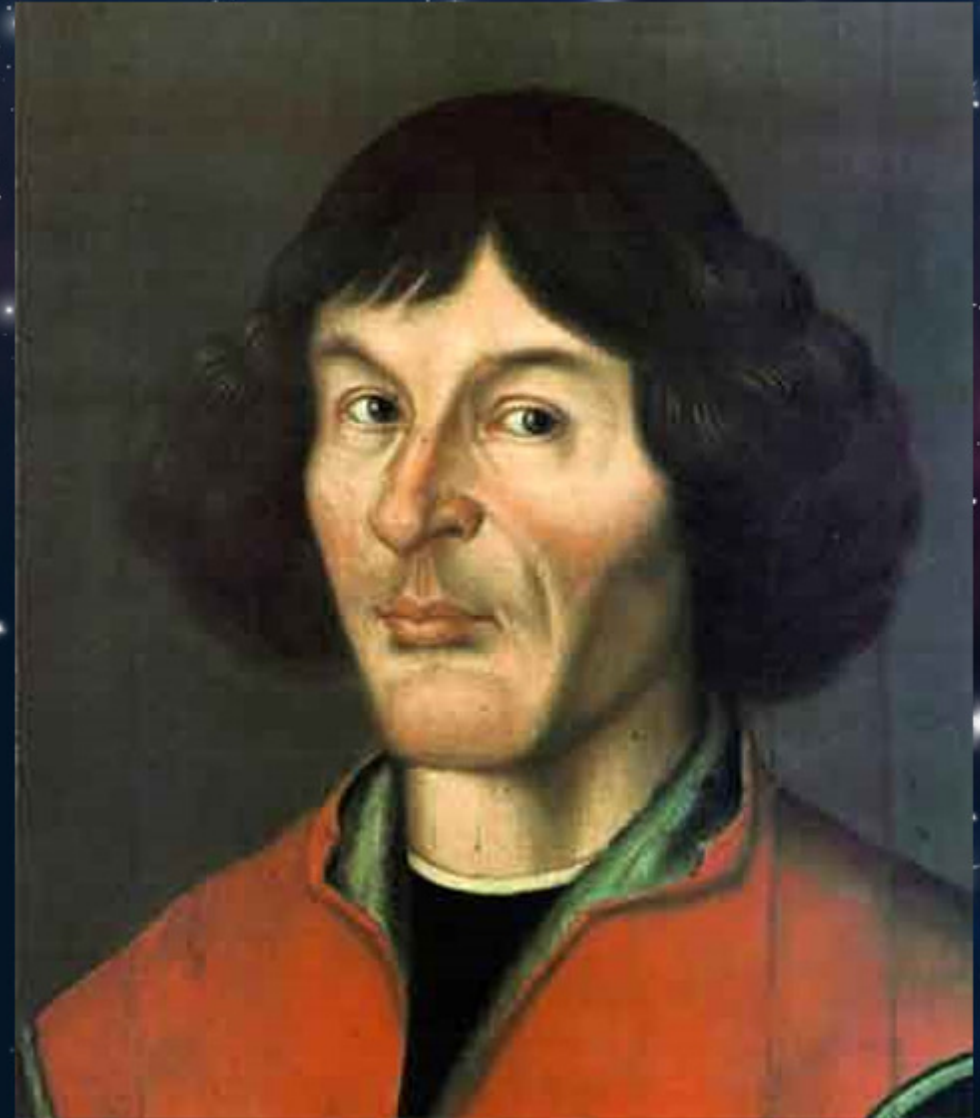
**P**RINCIPIO aduertendum nobis est, globosum esse mundum, siue quòd ipsa forma perfectissima sit omnium, nulla indigens compagine, tota integra: siue quòd ipsa capacissima sit figurarum, quæ comprehensurū omnia, & conseruaturū maxime decet: siue etiam quòd absolutissimæ quæque mundi partes, Solem dico, Lunam & stellas, tali forma conspiciantur: siue quòd hac uniuersa appetat terminari, quod in aquæ guttis cæterisque liquidis corporibus apparet, dum per se terminari cupiunt, Quo minus talem formam cælestibus corporibus attributam quisquam dubitauerit.

Quòd terra quoque sphaerica sit. Cap. II.



**T**ERRAM quoque globosam esse, quoniam ab omni parte centro suo innititur. Tamen si absolutus orbis non statim uideatur, in tanta montium excelitate, descensusque uallium, quæ tamen uniuersam terræ rotunditatem minime uariant. Quod ita manifestū est. Nam ad Septentrionem undequaque commeanibus, uertex ille diurnæ reuolutionis paulatim attollitur, altero tantundem ex aduerso subeunte, pluresque stellæ circum Septentriones uidentur non occidere, & in Austro quædam amplius non oriri. Ita Canopum non cernit Italia, Ægypto patentem, Et Italia postremam fluij stellam uidet, quam regio nostra plagæ rigentioris ignorat. E contrario in Austrum transeuntibus attolluntur illa, residentibus istis, quæ nobis excelsa sunt. Interea & ipsæ polorum inclinationes ad emensa terrarum spacia eandem ubique rationem habent, quod

a in



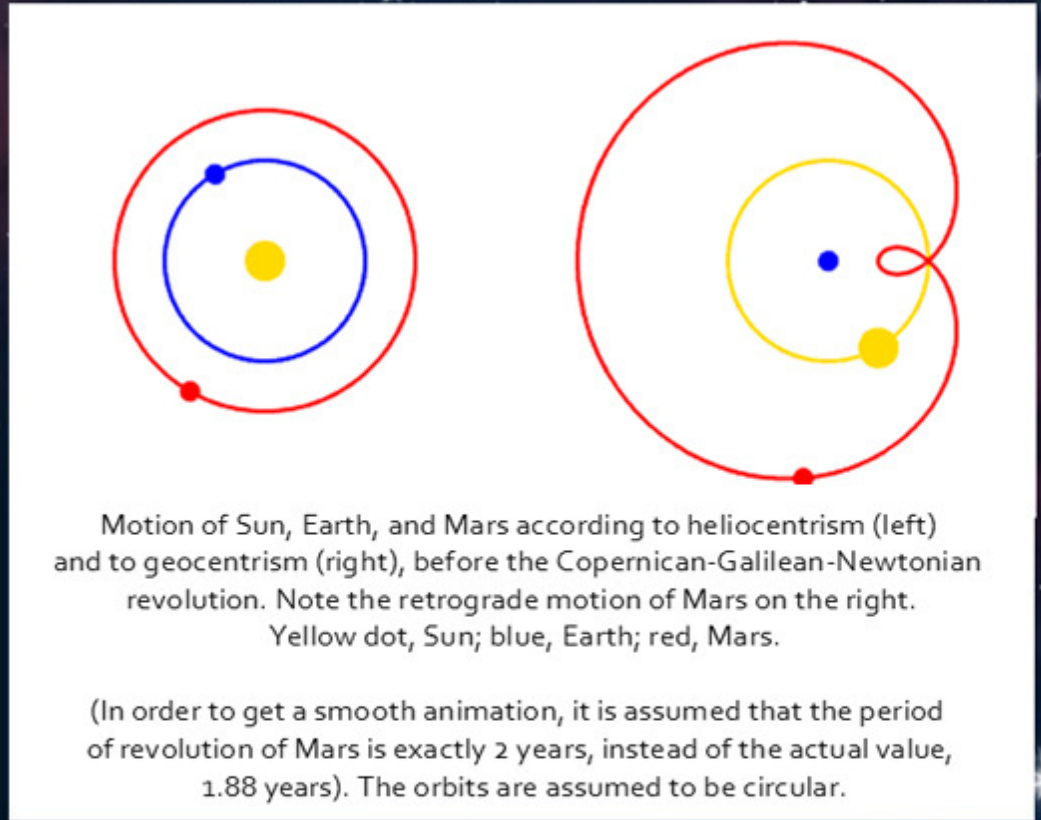
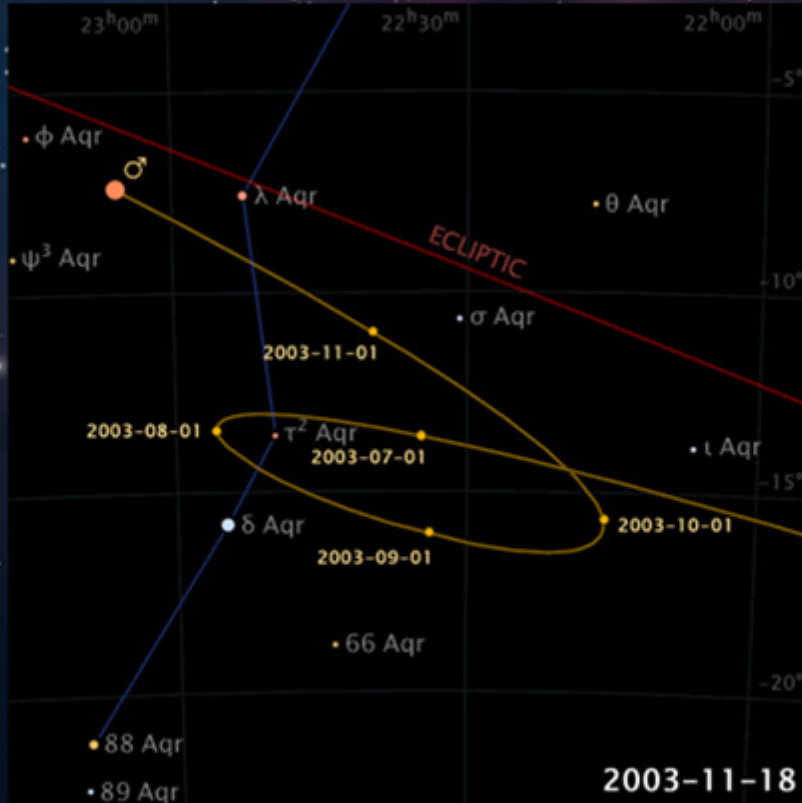


# Along comes Nicolaus Copernicus





# There were symptoms that an earth-centric model might not be correct





# Could a earth-centric model be wrong?







Maybe what needs to change is our perspective





New tools and experience have provided a different perspective on the earth-centric model





Fast forward to today....  
What's the relevance for today's discussion?





# Let's look at knowledge management from our historic content-centric perspective



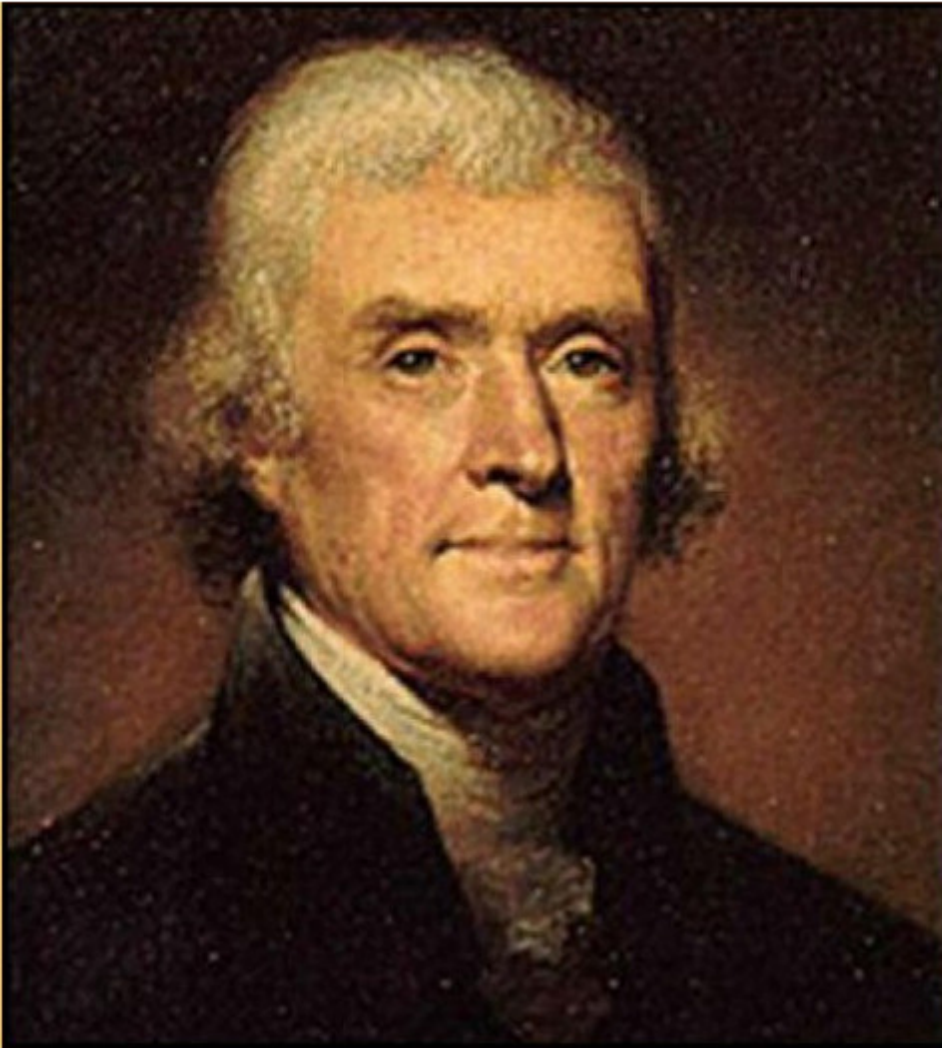


# We have developed library sciences





# Thomas Jefferson's Baconian method





# Jeopardy

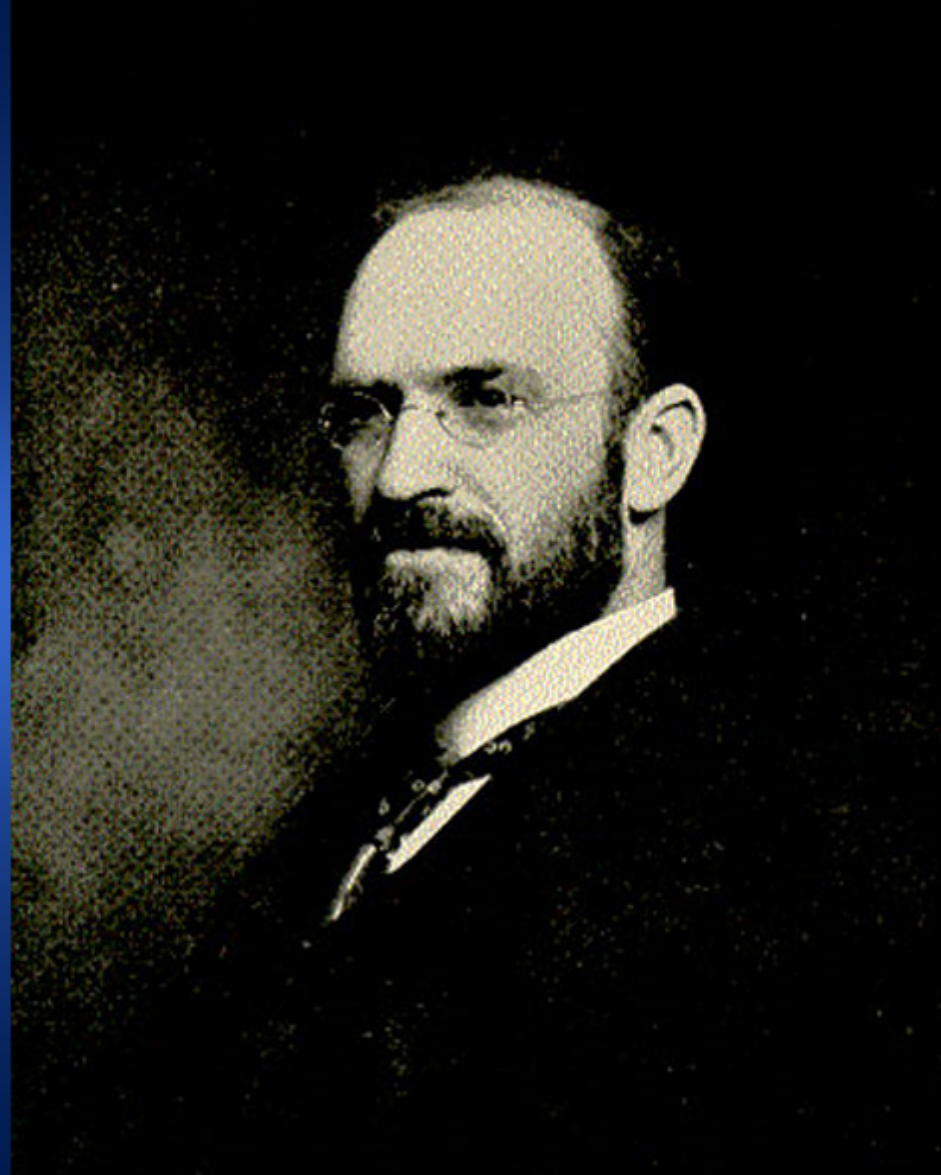
# JEOPARDY!





Jeopardy

**THIS MAN  
INVENTED A  
LIBRARY  
CLASSIFICATION  
SYSTEM STILL  
IN USE TODAY**





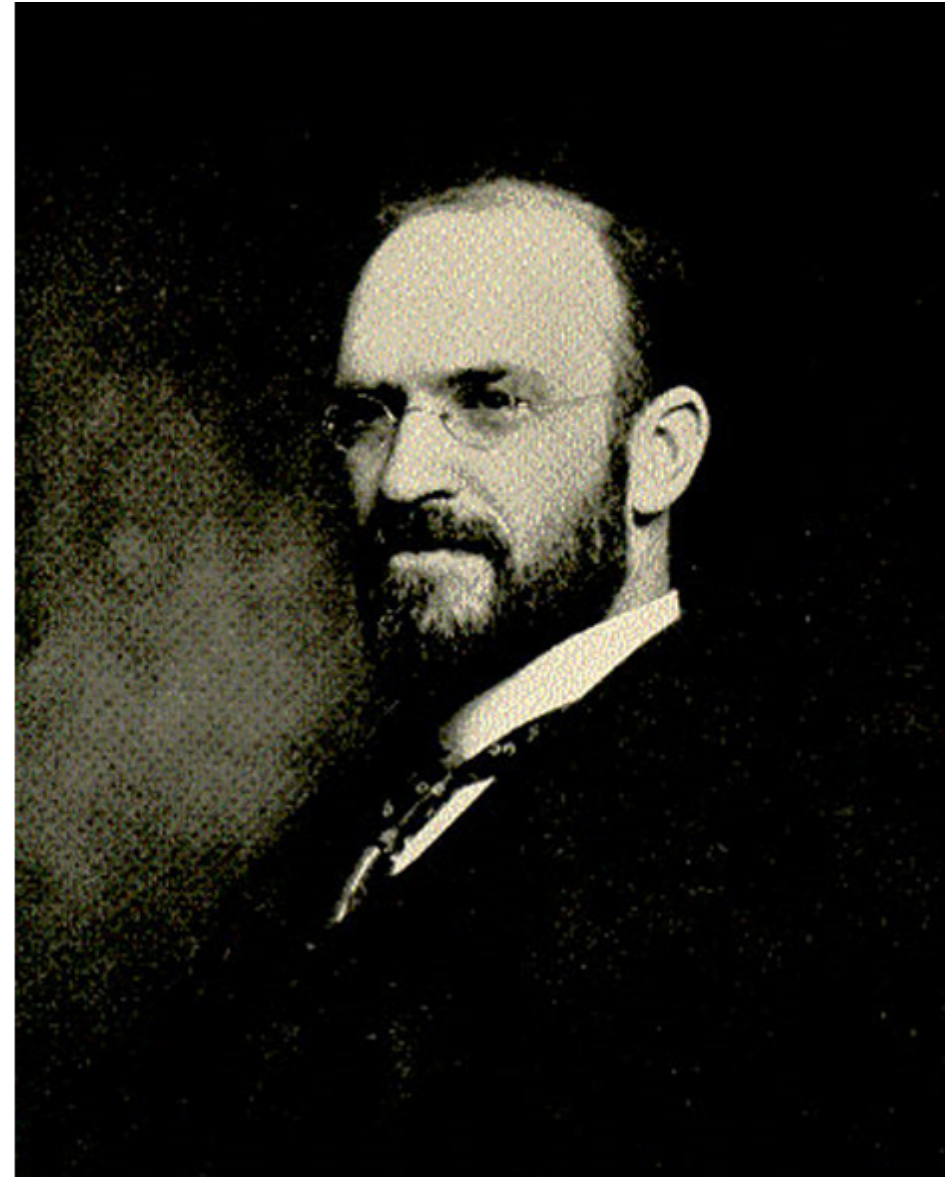


# Jeopardy – Who is Melvil Dewey?

## Melvil Dewey

(1851-1931)

### Inventor of the Dewey Decimal Classification System





Jeopardy

**BASED ON THE  
DEWEY DECIMAL  
SYSTEM THIS  
700 SERIES BOOK  
IS ABOUT THIS  
SUBJECT**



**734  
AND**



# Jeopardy – What is the Arts?

700 – Arts

730 – Plastic Arts, Sculpture

734 – Sculpture from ca. 500 to 1399



**734  
AND**

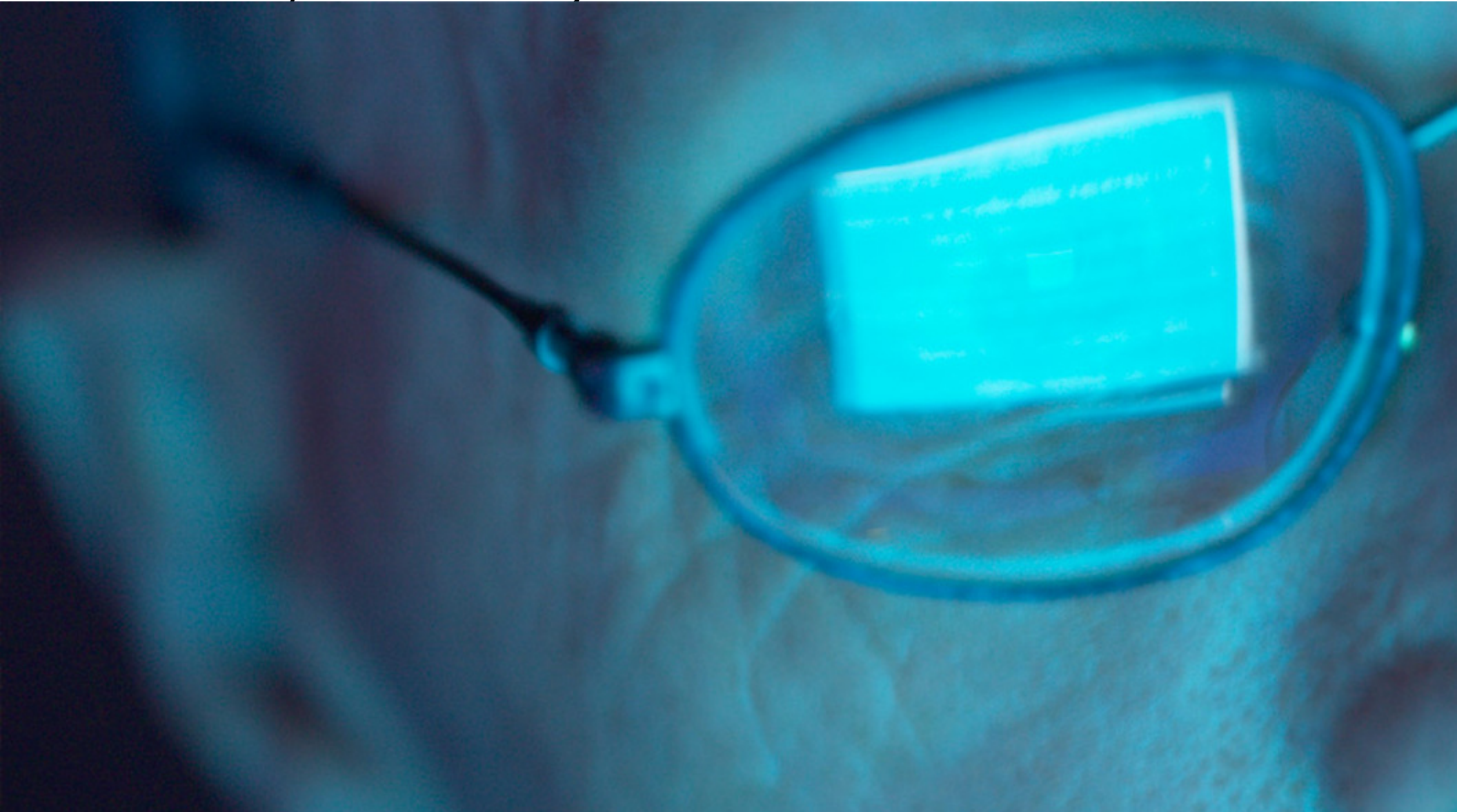


# Today's bookstores "Where's the self help section?"





So at work, why is it so hard to find what you're looking for?





Jeopardy

**THIS MAN PUT  
"PRESS"URE  
ON HIS CONTENT  
CONTROLLING  
CONTEMPORARIES**





# Jeopardy – Who is Gutenberg?



# The printing press distributed power





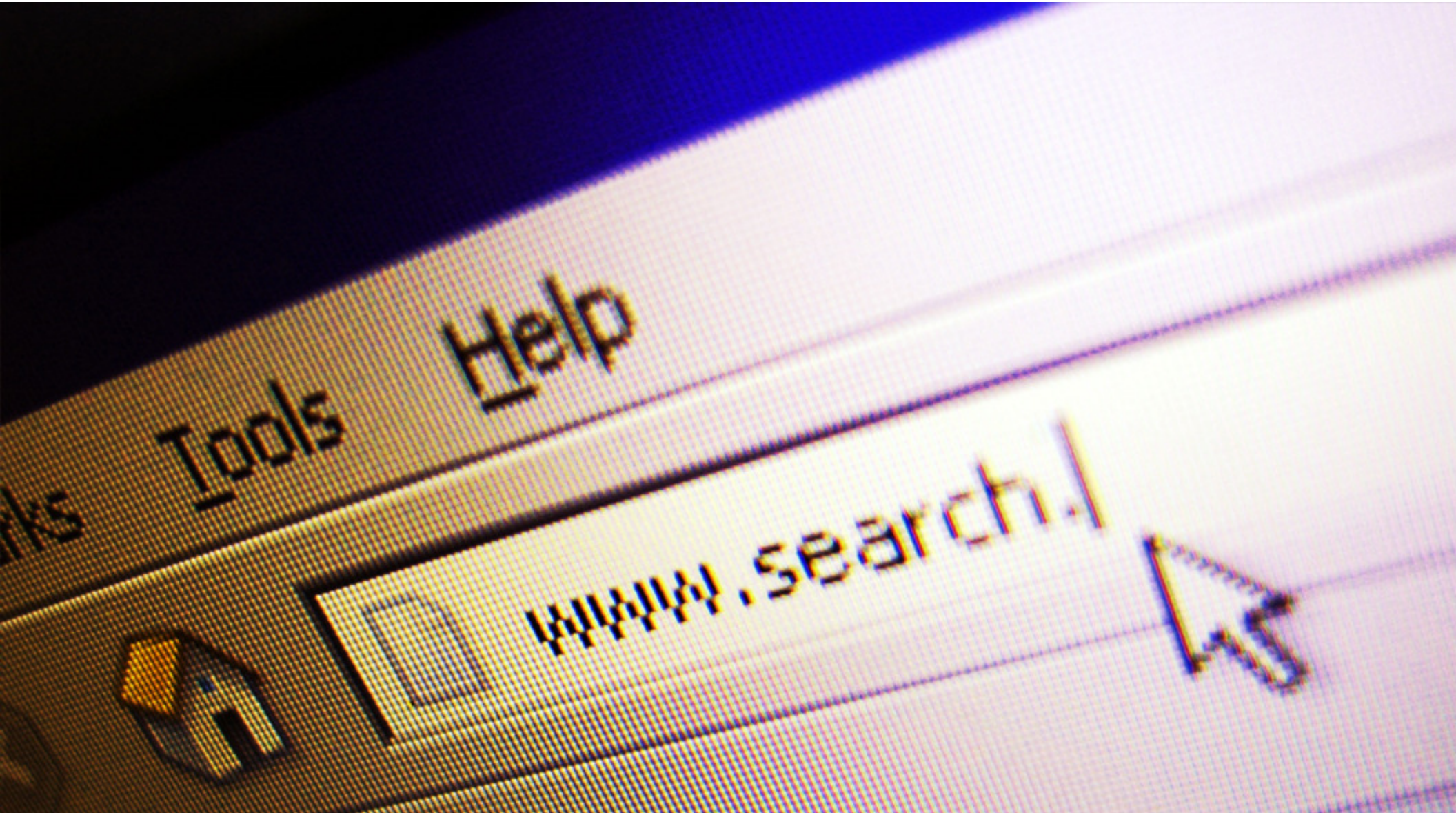


Now everyone has a press





We have access to way more content than we need





The content-centric model of knowledge management is broken

the meaning of life

About 16,000,000 results (0.12 seconds)

▶ [Meaning of life - Wikipedia](#)

The meaning of life constitutes



Don't rush to form a lynch mob (or start angry tweeting)



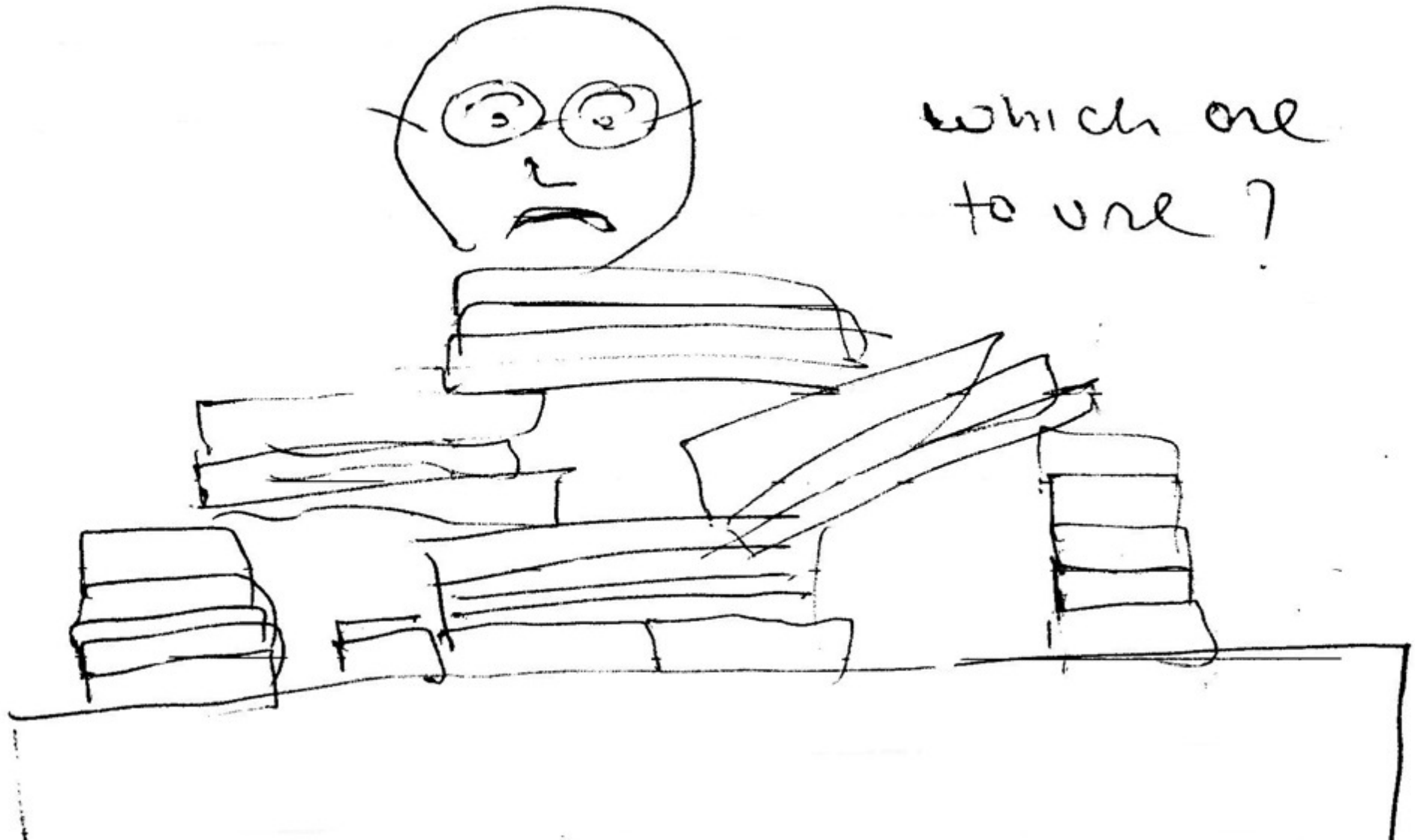


But we can't ignore the symptoms of an overwhelmed content-centric model





Which one to use?



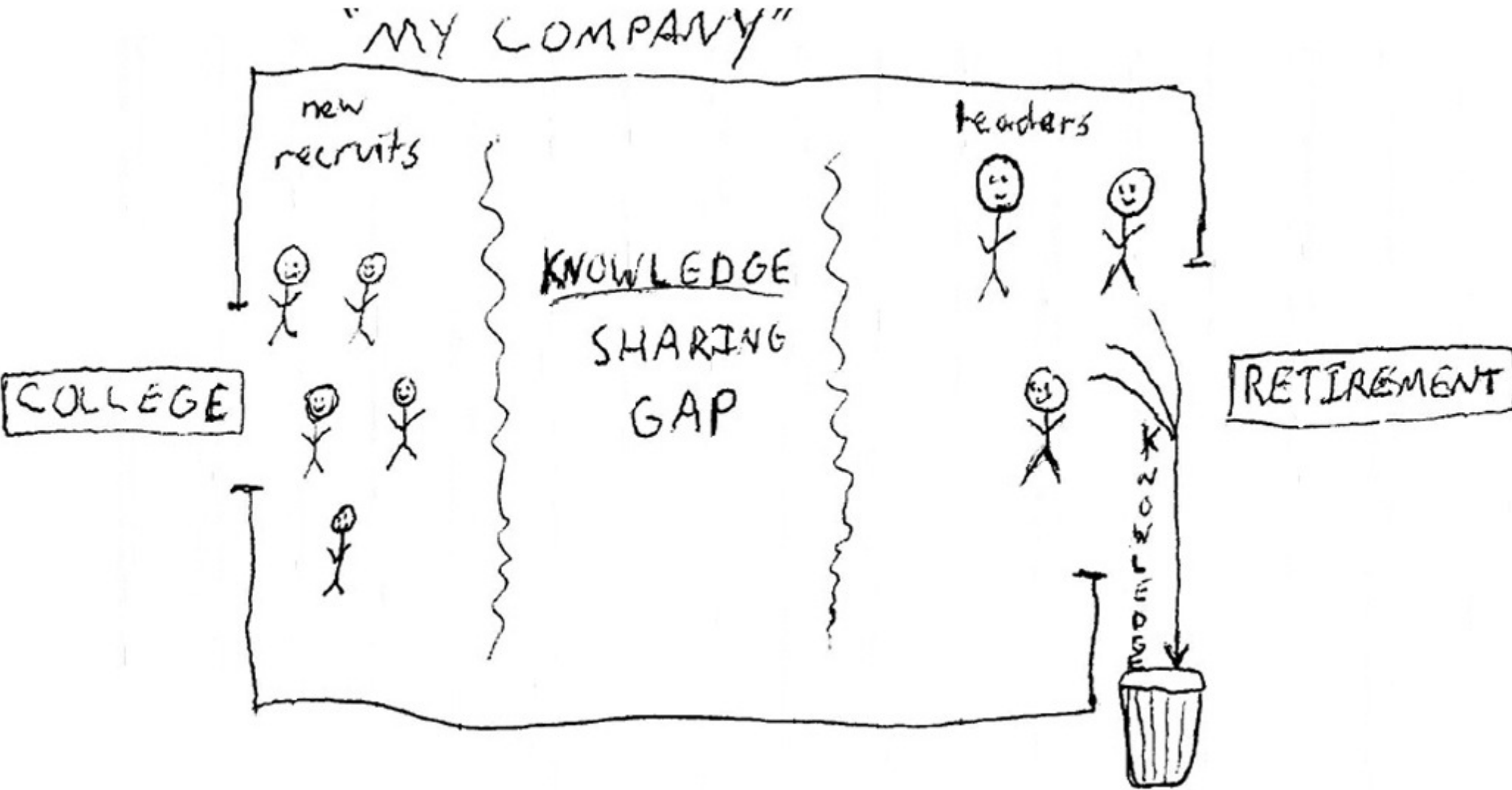


# Which way do I go to get what I need?





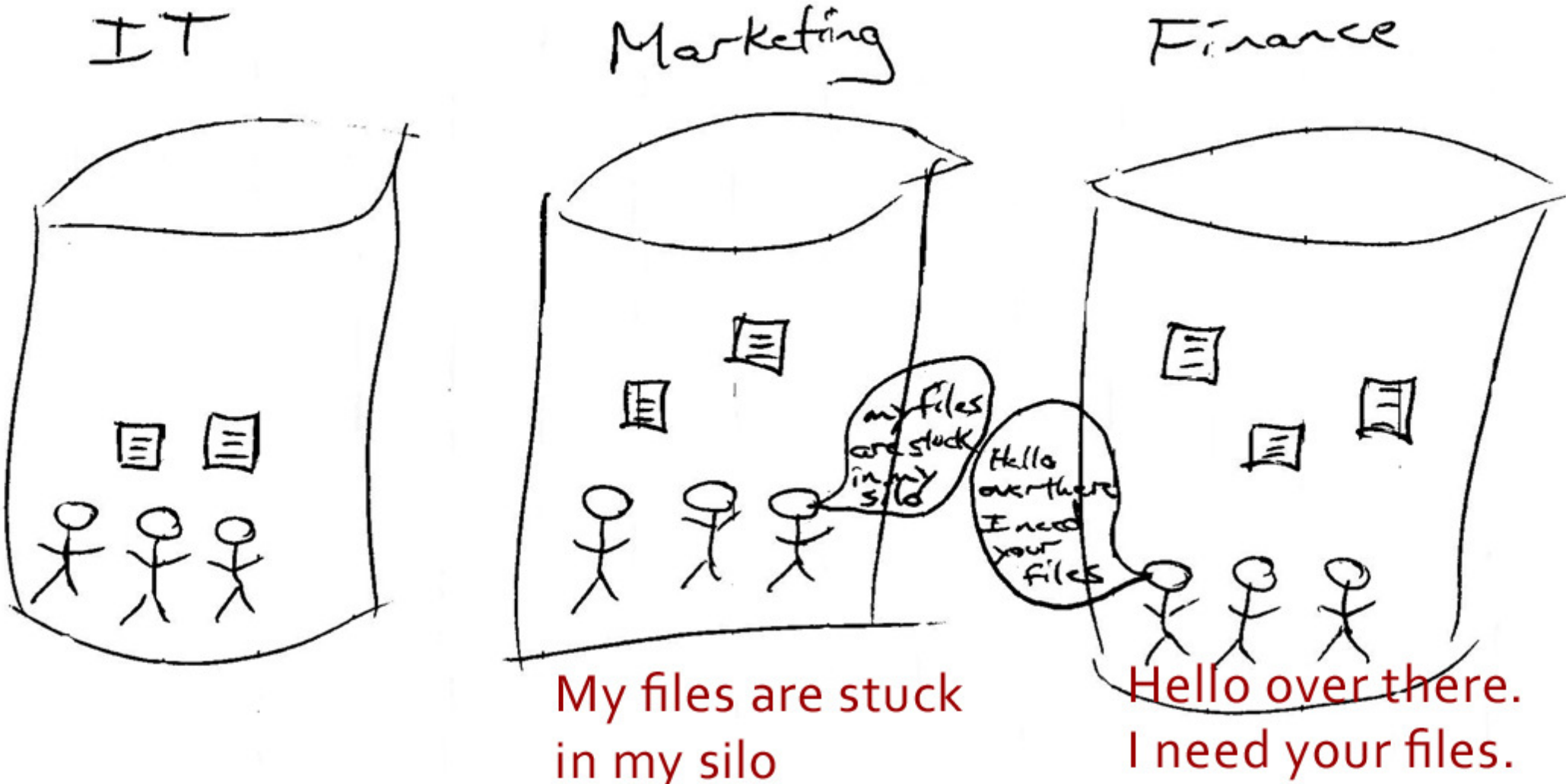
# The knowledge sharing gap







# Silos of content





# Information Loss



## Information loss

when user leaves the business skills & expertise can leave with them eg. customer agreement documentation only held by one person in their c: drive or email

When user leaves, the business skills and expertise can leave with them, eg. customer agreement documentation only held by one person in their c: drive or email



# What if content isn't the center of our knowledge universe?





What about people? Aren't they the primary source of knowledge?

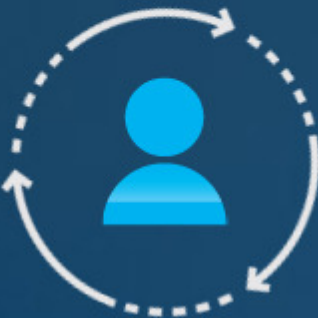
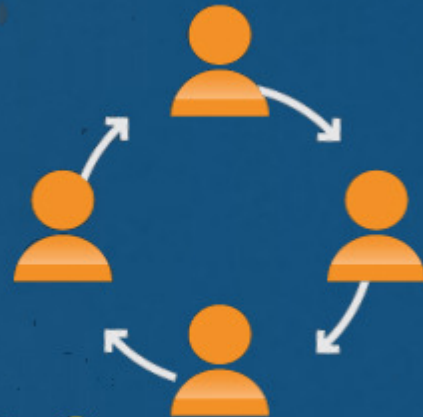


Some would have you believe  
people revolve around content





But new tools and experience have provided a different perspective



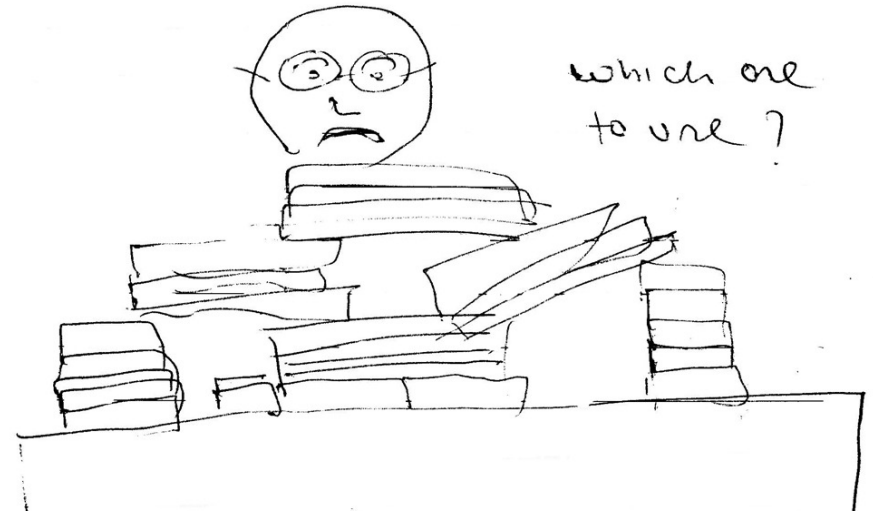


# Consider a people-centric model





# Which one to use?



**Library**  
Respond to customer RFPs using this place. Find

Views: **Draft Views** Shared Views Personal Views External Publish Views

You are in Library > Navigate by categories

1-9 of 9

Sort by: **Name** ^ Author Last Modified

- Industry Performance**  
Updated 5/13/09 12:28:48 PM EDT by [Frank Adams](#) | First created on 5/13/09 12:28:48 PM EDT
- Market Analysis**  
Updated 5/13/09 12:31:56 PM EDT by [Gardner Raynes](#) | First created on 5/13/09 12:31:56 PM EDT
- Market Segmentation**  
Updated 5/13/09 12:29:21 PM EDT by [Frank Adams](#) | First created on 5/13/09 12:29:21 PM EDT
- Project Plans**  
Updated 5/12/09 11:57:30 AM EDT by [Minh Li](#) | First created on 5/12/09 11:57:30 AM EDT
- Request for Proposals**  
Updated 5/13/09 12:31:41 PM EDT by [Gar](#)
- Customer Presentation.odp**  
Updated 12/27/06 5:49:40 PM EST by [Gar](#)
- Launch Presentation.ppt**  
Updated 5/13/09 12:37:09 PM EDT by [Nat](#)
- Positioning Statements.doc**  
Updated 5/13/09 12:34:16 PM EDT by [Natalie Olmos](#) | First created on 5/13/09 12:10:12 PM EDT

Activities Blogs Communities Dogear

Profile Files

**Minh Li**  
Business Accounts Manager  
Hong Kong, China  
(011) (852) 2597 2888  
[MinhLi@renovations.com](mailto:MinhLi@renovations.com)

Sametime: I am available @Hong Kong

Send Mail Chat More Actions

It's not just about availability or even accuracy, it's really about **Credibility** and **Value**





# Which way do I go to get what I need?

Lotus Connections Home Profiles Communities Apps

My Communities Public Communities

A community

A community

Overview

A community to try...

Tags: [acomunity](#), [tag1](#), [tag2](#)

Forums

**Another Question**  
Last post by [Hardartt, Kelly](#) | Aug 20 | replies (13)

**B Forum has another topic**  
Last post by [Rong, Liu-Kung](#) | Aug 11 | replies (1)

**A forum has a question**  
Last post by [Geiger, Lukas](#) | Aug 11 | replies (1)

[View All](#)

Bookmarks

**powerrenovations.com**  
Updated by [Geiger, Lukas](#) | Aug 11 | Tags: [information](#) [news](#) [sports](#)

**zetabank.com**  
Updated by [Mail. Vo](#) | Aug 11 | Tags: [information](#) [news](#)

Overview

Members

Forums

Bookmarks

Files

Subcommunities

Grouchy

Tags

**Communities**  
are one way to get the  
direction you need. They  
put you in touch with the  
right people and the  
relative content



# The knowledge sharing gap

My Profile | My Network | Directory

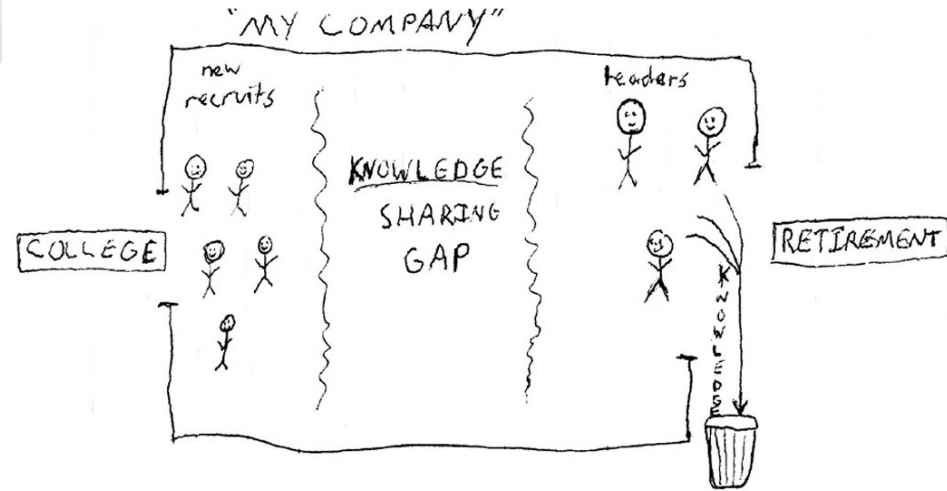
**Raynes, Gardner**  
 Store Operations Manager, Northeast Operations  
 Power Renovations  
 Boston, MA  
 617-555-2400  
[GRAYNES@powerrenovations.com](mailto:GRAYNES@powerrenovations.com)

Working on Connections Home  
 Today 11:29 AM

Tags

My tags for this profile:

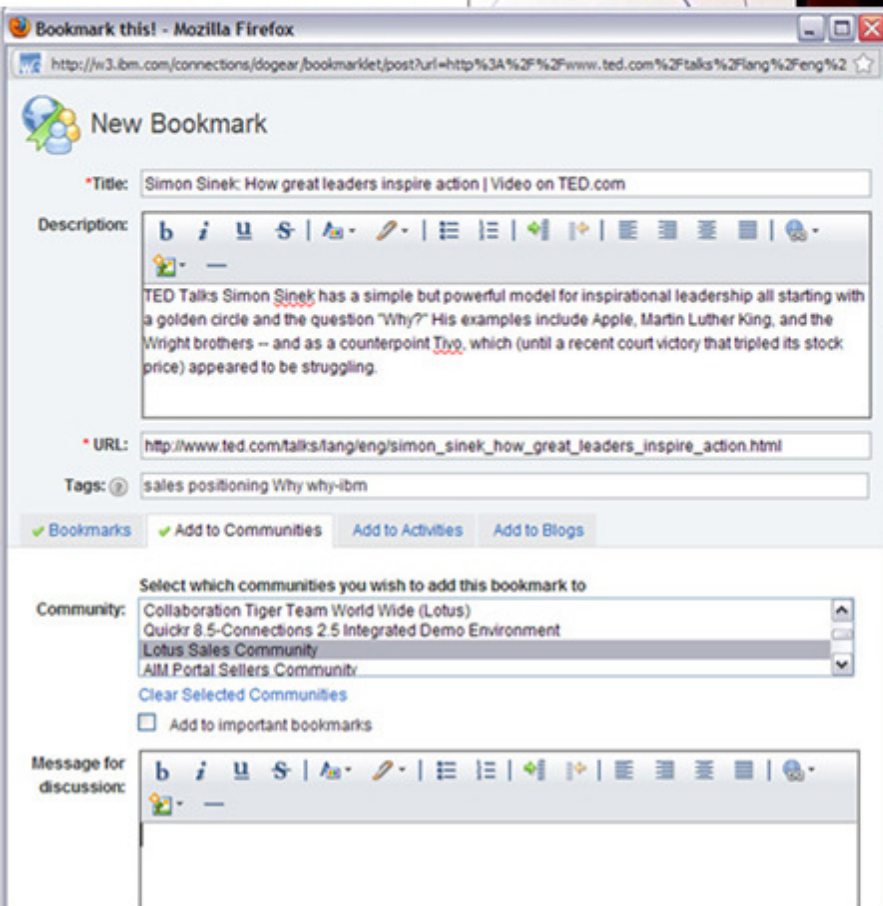
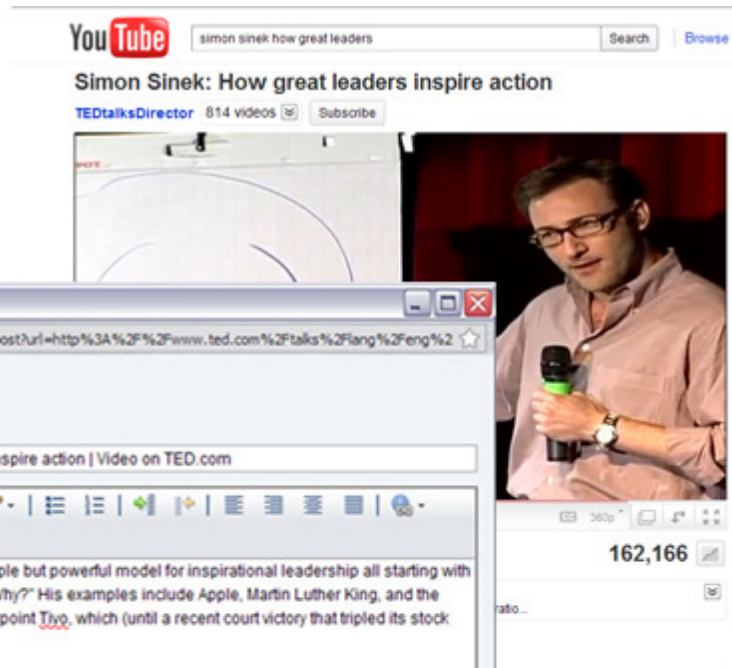
- abc
- art
- artwork
- branding
- connections
- creative



**Tags** identify subject matter experts and helps people with questions find the people with the answers



# Silos of content (and ideas)



**Social Bookmarks**  
 share ideas and content across  
 organizational boundaries and  
 generates new connections with  
 similarly interested people



# Information Loss

Public Places | My Places | IBM

iBed Product Launch 2010

- Introduction
- Launch Calendar
- Project Library
- Discussion Forums
- Product Management
- All Company Products**
- Members

### Custom Library

All Products

Upload a File | New Folder | Views

Showing 1-10

Name	Last Modified
Wound Care and Nursing	1/18/10
Diagnostics	1/18/10
Ambulatory Products	1/18/10
Bathroom Safety	1/18/10
Mobility	1/18/10
Skin and Personal Care	1/18/10
Nutrition	1/18/10
milan-italy.jpg	8/11/10
Product Comparison.odt	7/26/10
draft Press Talking Points.odt	4/6/10

Show 10 | 25 | 50 items.

Subscribe to this library | Open library in enterprise document server | Check content



## Information Loss

when user leaves the business skills & expertise can leave with them eg. customer agreement documentation only held by one person in their c: drive or email

When user leaves, the business skills and expertise can leave with them, eg. customer agreement documentation only held by one person in their c: drive or email

Using libraries, activities, community files, etc. you can store **Content** in the **Context** of the work being done.

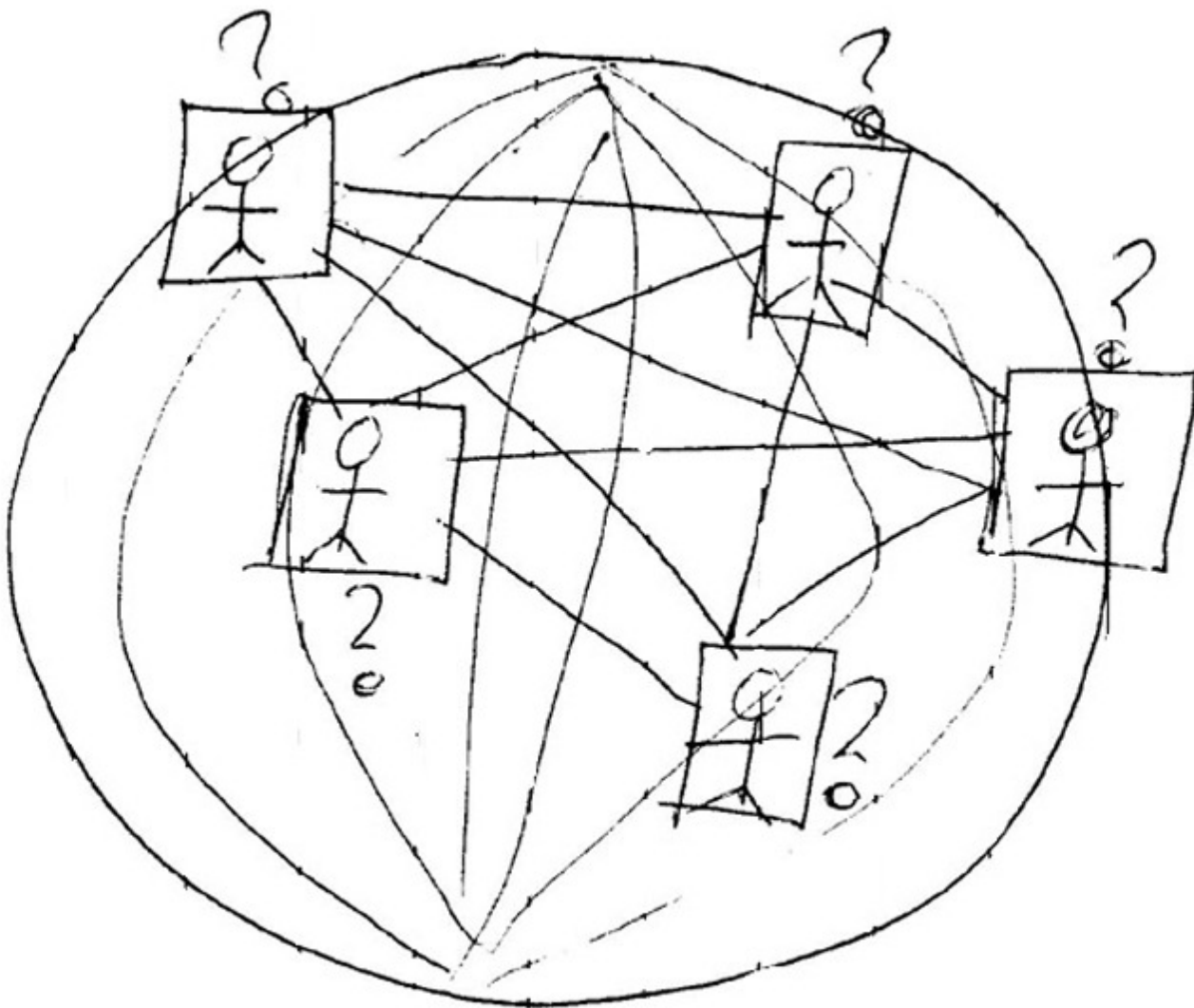


And you can solve additional business problems





Like...who's who in the zoo



Who's who  
IN THE ZOO.



# Like...who's who in the zoo

File Edit View History Bookmarks

Lotus Connections Home Profiles Communities Apps Gardner Raynes Settings Help Log Out

My Profile My Network Directory Profiles by Name Search

**Raynes, Gardner**  
 Store Operations Manager, Northeast  
 Operations  
 Power Renovations  
 Boston, MA  
 617-555-2400  
[GRAYNES@powerrenovations.com](mailto:GRAYNES@powerrenovations.com)  
 Local Time: 6:40 AM

Send E-mail Download vCard

The Board Contact Information Background Recent Posts

What are you working on right now?

Raynes, Gardner Sed ut perspiciatis unde. Today 11:29 AM  
 Add comment

Raynes, Gardner At vero eos et accusamus et iusto odio. Aug 6  
 (1 comment)

Al-Amon, Ed Aug 6  
 Temporibus autem quibusdam et aut  
 Write another comment...

Raynes, Gardner Et quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil. Aug 5

Report-to Chain  
 Suarez, Lucille  
 Mironi, Diana  
 Al-Amon, Ed  
 Raynes, Gardner  
 Full Report-to Chain  
 Same Manager

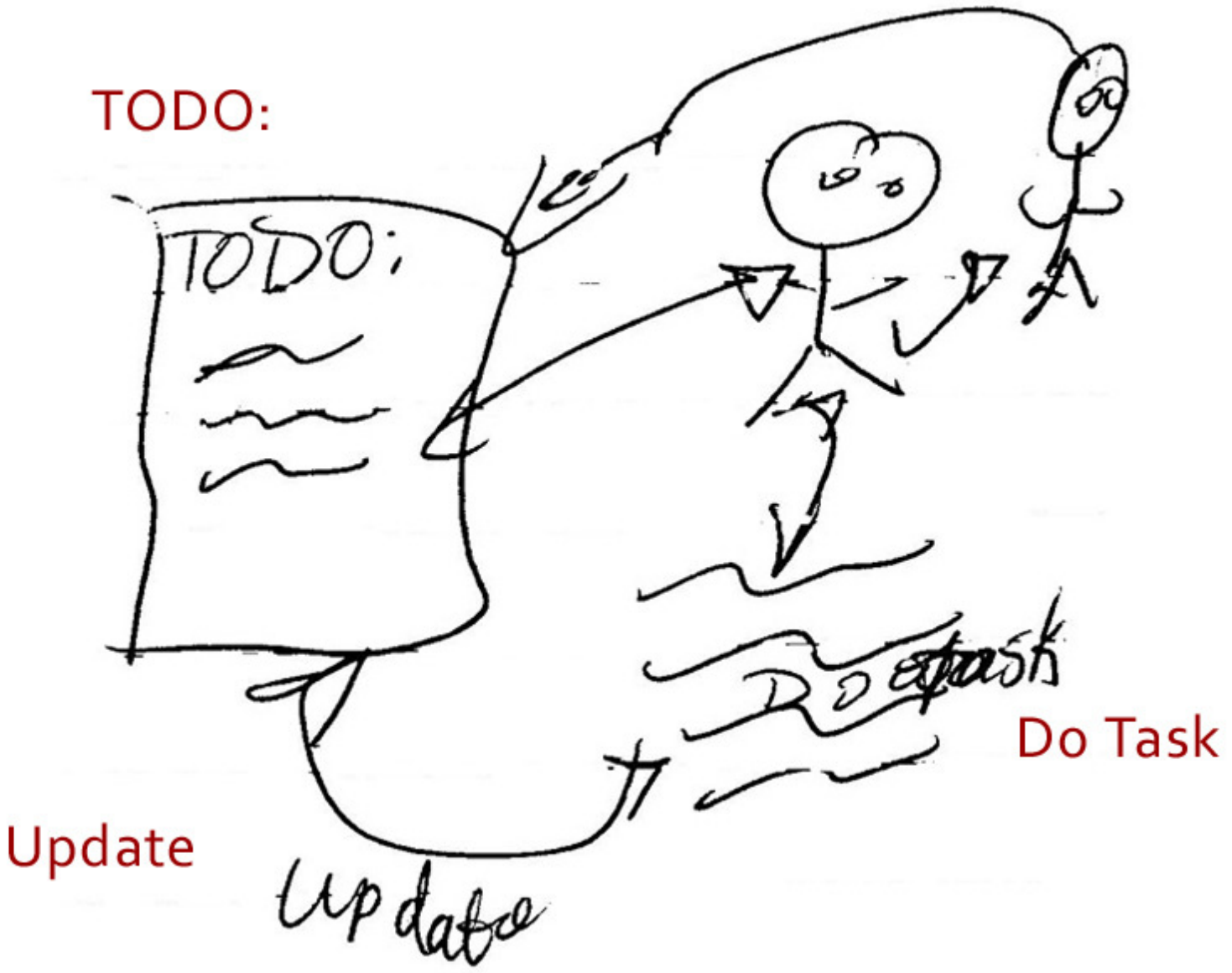
Network  
 View All (61)

Tags  
 My tags for this profile:  
 abc  
 art  
 artwork  
 branding  
 connections  
 creative  
 design  
 designer  
 designs

**Profiles** not only points to a person, but also provides credentials



# Activities







# Activities

Lotus Connections Home Profiles Communities Apps

Activities To Do List Activity Templates Recent Updates

SEARCH - Connections 3.0 High Priority Stop Following

Activity Goal - Discuss designs

Add Entry Add To Do Item Add Section

Designs

One Possibility

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam...

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores...

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non...

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae...

Quickr J Search

Add to this section: Entry To Do Item

Research

Feedback

Tasks

Activity Outline

Recent Updates

To Do Items

Trash

Sections

Add Section

Members

Add Members

Owners

Gardner Raynes

Authors

Betty Zechman

Bill Jordan

Bill Ranney

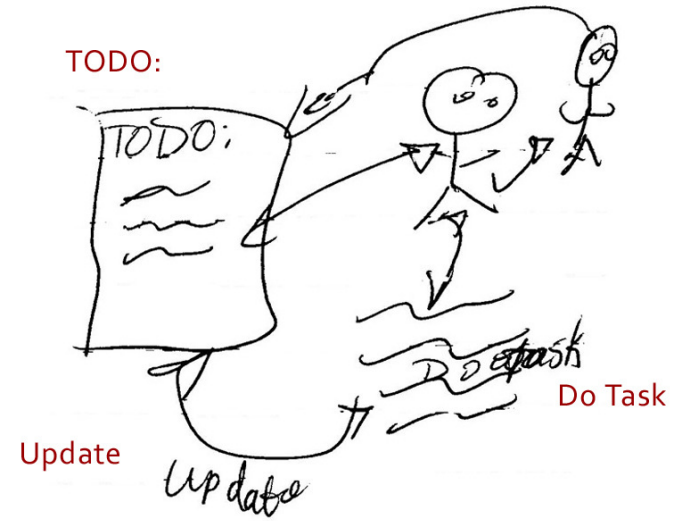
Boyd Gossens

Caitlin Garfield

Charles Bounar

Christina Milan

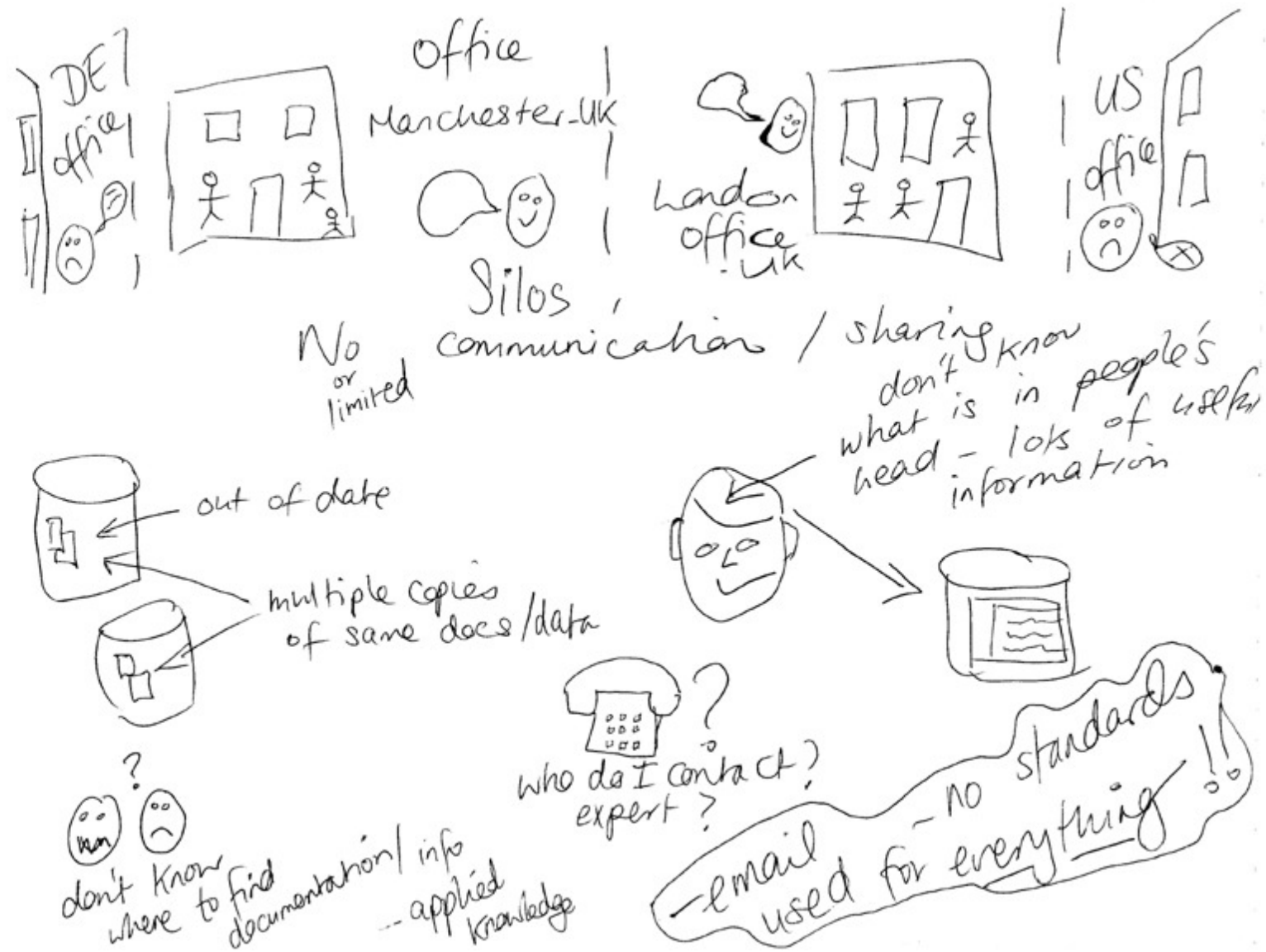
Dan Misawa



**Activities** quickly get you going and keep you (and others) on track ...and keeps your head out of your in-box



# The big picture





So as you gaze upon your business





# Think about a people-centric model



It may hold the answer to your company becoming a social business





Let's connect



## John Mullins

IBM Social Business Evangelist

Oh! & Head of Lotus ASEAN.

[johnm@sg.ibm.com](mailto:johnm@sg.ibm.com)

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

[www.linkedin.com/in/johnmullins](http://www.linkedin.com/in/johnmullins)

I invite you to visit [www.thecollaborationsoapbox.com](http://www.thecollaborationsoapbox.com)  
You can read any of the materials there, but I would suggest you request to join the community so you can contribute and comment.



www.thecollaborationsoapbox.com

Public Blogs

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Browse Blogs My Blog My Updates



- ▼ The Collaboration Soapbox
- Overview
- Members
- Blog**
- Feeds
- Discussion Forum
- Bookmarks
- Files

## The Collaboration Soapbox

19 - 21 of 174 Page 1 ... 6 | 7 | 8 ... 58 Previous Next

Sort by: Date ▼ | Title | Most Recommendations | Most Comments | Most Visits

Everything I know about being a social business, I learned in kindergarten ★ 2  
 Louis Richardson | Nov 5 2010 | Tags: [social quickr connections](#) [social-software](#) | Comments (4) | Visits (731)



If you're like me, you may have listened to dozen or hundreds of discussions about the latest technologies or products and how they are going to radically change the way we are doing business. I've personally seen endless charts filled with minuscule type that boast features and capabilities that are suppose to meet my every need.

1 tweet

retweet

4

Like

I've also seen the analysts and industry reports that state our executives and leaders are clearly interested in how they are going to use this emerging social consciousness to the benefit of their business.

What I think happens is that we get so caught up in all the options and intricacies of the topics, we fail to see the simplicity of the problem...and solution.

So I should say thanks to [Robert Fulghum](#). He authored a book many years ago titled "All I Really Need to Know I Learned in Kindergarten". After 15 years in print, he even revisited the book recently and made some revisions, but the core concepts and beliefs withheld the test of time.

He lists a number of principles he learned at an early age...principles that can be applied to almost every aspect of life. I'm not going to go through all of them, but here are a few that I think are most relevant to our topic:

### Share Everything

After all, what is "ours"? I'm not talking about demolishing ownership, but aren't we here to contribute? If I have an idea, doesn't it make sense for me to share that with others. After all, the intersection of ideas is where innovation happens. If I hoard my ideas or if I squirrel

▼ About This Blog ?  
 Welcome to The Collaboration Soapbox! Get an inside view of





# Conversation

- 1./ Just get started
- 2./ Find the people that are socially active
- 3./ Find the people with the answers
- 4./ Reward the followers
- 5./ Find an Executive with the vision







What did you think? Please let me know.





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