

Driving Transformation for Greater Value

Enabling High Performance & Developing a Collaboration & Trust Culture

Christopher Blake
ASEAN Collaboration Executive
IBM Collaboration Solutions



Driving Transformation for Greater Value

Acting always with honesty and integrity— and without hidden agendas

Meeting your obligations to look out for other people's interests as well as your own

THE NATURE OF TRUST

Openness in communication with everyone

Keeping your promises



2013: A nexus of global talent challenges



Workforce Challenges

#1-Skills

#2 – Younger Workforce

#3 – Global Talent Imbalance





Social Business is not simply about technology

Social Business is about;

- * your people
- * how they interact
- * & how they develop
- * to better meet your business objectives

It is about 'humanising' business processes within the unique culture of your organisation







Technology can support desired behavioural change

IBM Social business supports a smarter workforce

Activate the Workforce

- * Improve productivity
- * Unleash innovation
- * Use collective intelligence
- * Building a passion for Collaboration



'Humanising' business processes within the unique culture of your organisation









Dedicated Private Cloud

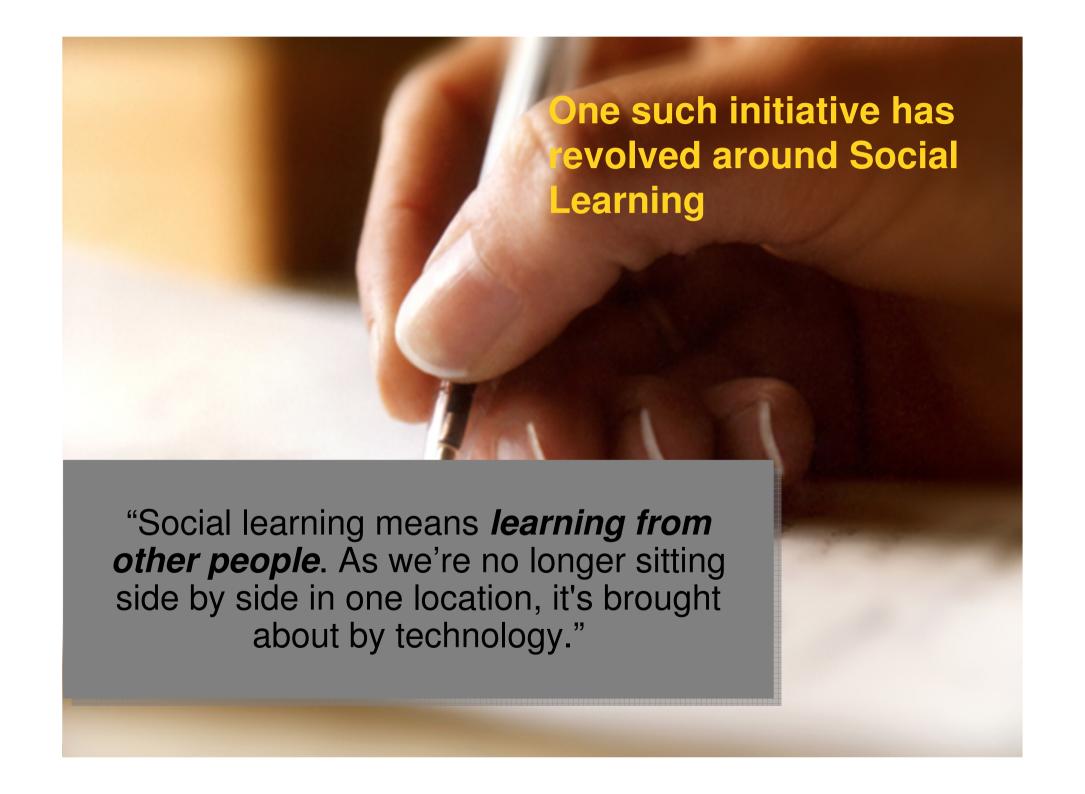


What we want

"Enabling High Performance & Developing a Collaboration & Trust Culture"

But how?

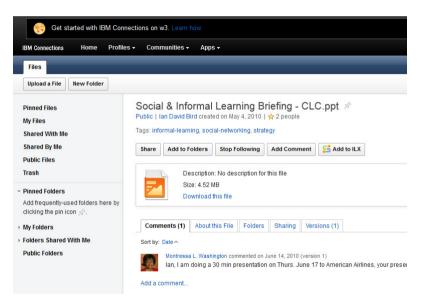


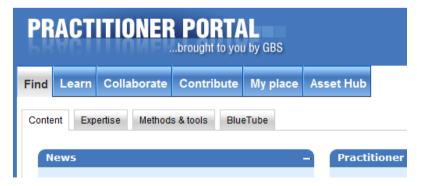




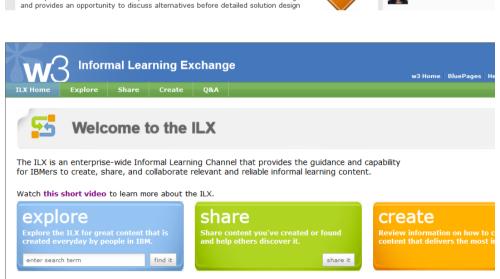
IBM LeadershipConnect Driving Transformation for Greater Value

Example: IBM's Progression









Workplace learning: It's formal, informal, and social

INFORMAL

No Classes,

Lifetime Learning

Observation & discovery

Conscious or subconscious

Intentional or unintentional

Self-directed

Ask a peer, mentor, or expert

Impromptu conversations

Trial and Error

Read an article

FORMAL

- Classes / courses
- Curriculums
- Assessments
- Training programs
- Seeded discussions
- Conscious / Intentional
- Graded
- Directed
- Top Down
- Just in Case

SOCIAL crosses the chasm between formal & informal

nttp://www.wisconsinnistory.org/wni

Leaping the Chasm" Image ID # 2101





Our Challenge with Learning

>30,000 learning activities via Formal learning programs



IBM CareerSmart

IBM CareerSmart is the complete suite of career programs and resources available to you for growing your career at IBM. It is organized in an easy-to-navigate fashion:

PLAN your development GAIN skills and experience TRACK your progress

Learn more about how to grow your career at IBM.

We also know that....

- We learn from many sources internal, external, on the job, people
- Much of what we learn sits outside 'formal learning'
- We learn "informally" from each other, the content we create and consume
- "Other" content can be found in many different places

Problem: We did't harness "Informal" or support people as they "Create"





Informal Learning Exchange

http://learning.atlanta.ibm.com/i dir/ilxdashboard.nsf/Pages/Home

Connects users & content

Enables creation & consumption

Integrated into work







Develop & build the guidance on how to



Enable IBMers to create & find



the informal content they

Enable others to have shared at



and consume what others the point of need!

Keep it simple, make it visual and social



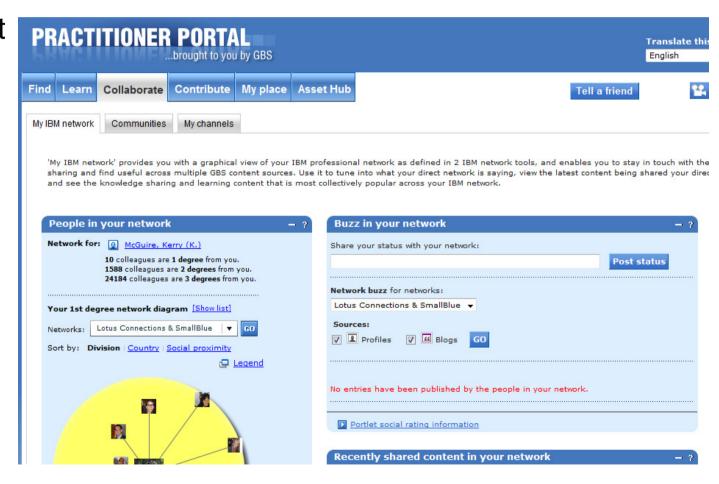




https://w3-03.sso.ibm.com/services/practitionerportal

Enables content & network connections

Formalised content





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passitalong share

Pass It Along

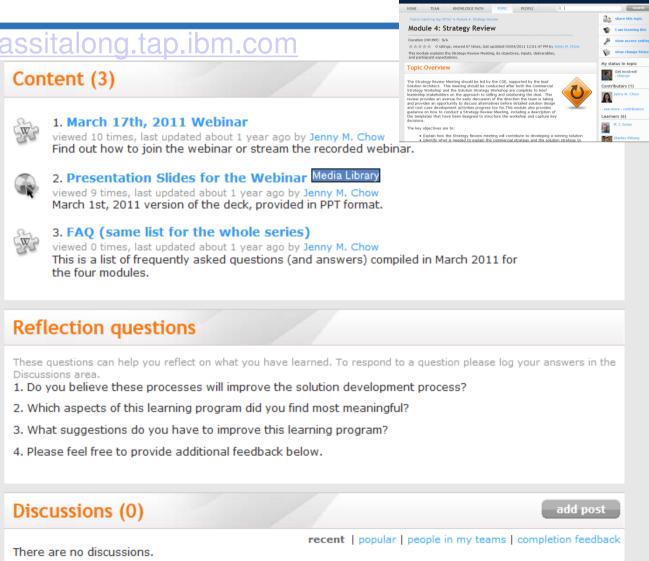
http://passitalong.tap.ibm.com

Connects users & content

Formalises unstructured content

Embeds learning elements to content

Connects (groups) content into topics







"Evolve" to a Single Point of Entry to a universal Social tool set

Make it 'natural'

Make learning a part of everyday activities

Build a culture of trust that supports teams & collaboration



Integrated Capabilities of IBM Connections



Home

See what's happening across your social network



Profiles

Find the people you need



Communities

Work with people who share common roles and expertise, media gallery and ideation



Files

Post, share, and discover documents, presentations, images, and more



Wikis

Create web content together



Activities

Organise your work and tap your professional network





Forums

Exchange ideas with, and benefit from the expertise of others



Social Analytics

Discover who and what you don't know via recommendations and metrics



Micro-blogging

Reach out for help or share news with your social network



Bookmarks

Save, share, and discover bookmarks



Blogs

Present your own ideas, and learn from others



Mobile

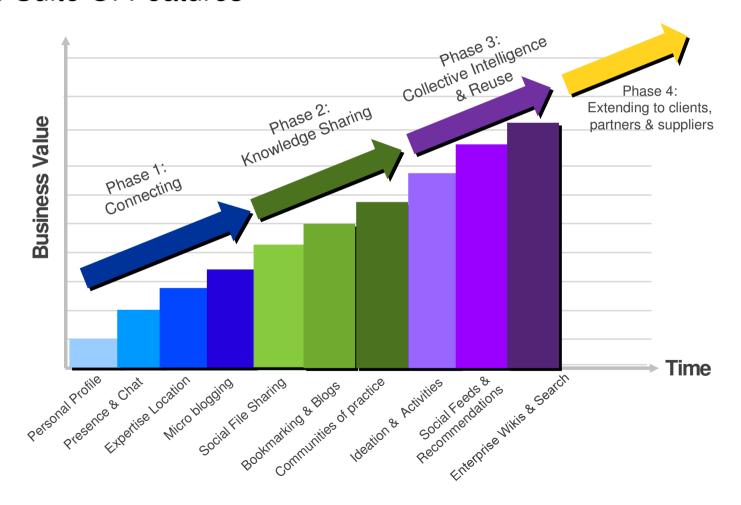
Access Connections anywhere, anytime with mobile & tablet access



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Typical Social Business Implementation Model

Enterprise Social Software Is A Catch-all Term That Encompasses a Whole Suite Of Features





IT'S ALL ABOUT



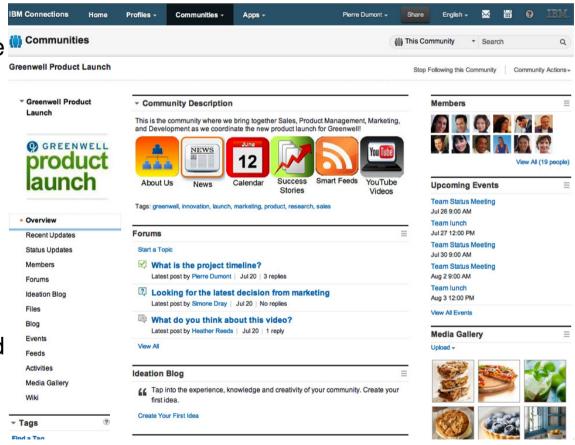




Communities

- Help people who share common interests to exchange and share information and ideas

 Help people who share common interests to exchange Greenwell Product La Greenwell Produc
- Create public, private and moderated communities
- Share files, watch videos in the media gallery, vote on ideas, plan projects, share using blogs, wikis, forums, and more in a community
- Calendar provides a central place to plan and coordinate team events

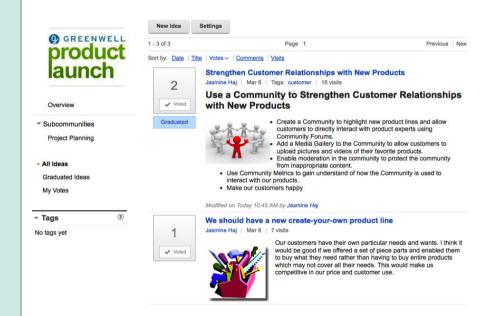






Ideation

- Gather structured feedback through Ideation Blogs from people
- Generation and filtering of the best ideas
- Post ideas and gather feedback in a more efficient and structured way
- Allow voting and comments from to bring popular ideas to surface
- Facilitate moving the best ideas to development of the idea via use of Activities







Community Metrics

- Reports / dashboard to monitor adoption and community vitality
- Comprehensive set of metrics of all Connections services and page views
- Targeted Users
 - Business Owner / IT Owner
 - Community Owner
- Supports extensibility
- Flexible drill down and data slicing
- Create custom reports or modify existing ones

- Participation

Number of visits

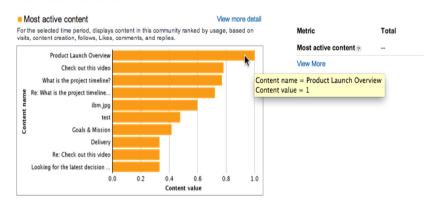
Leaders need to know how many people contribute and consume content in the community. Participation metrics answer questions like, "How many wike pages were created in the past year?"

For each segment (day, week, month, or year) of the selected time period, displays the number of visits to this community, including anonymous users and repeat visitors. 80 60 20 0 6/24 7/1 7/8 7/15

Metric	Total	Max
Number of visits ?	172	
Number of unique contributors ®		6
Number of new updates ?	71	
Number of unique people following the community ?	-	0

Content

Leaders need to know about the content that is shared in the community and the type of value it brings to members. Content metrics answer questions like, "Which content do members value most?"



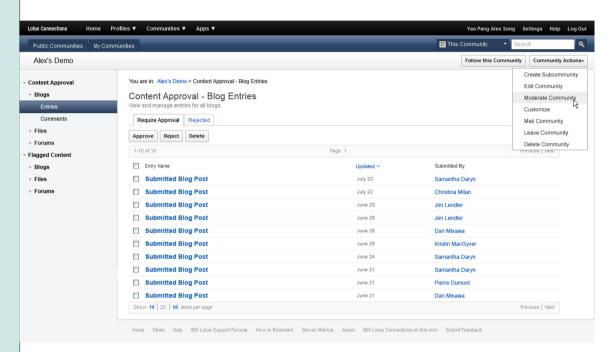






Moderation

- Higher quality community participation through moderation
- Get the benefits of community participation, while also having the confidence of being able to moderate and govern activity and content in your customer communities
- Protect the community from inappropriate content
- Community members and owners can participate in the moderation process

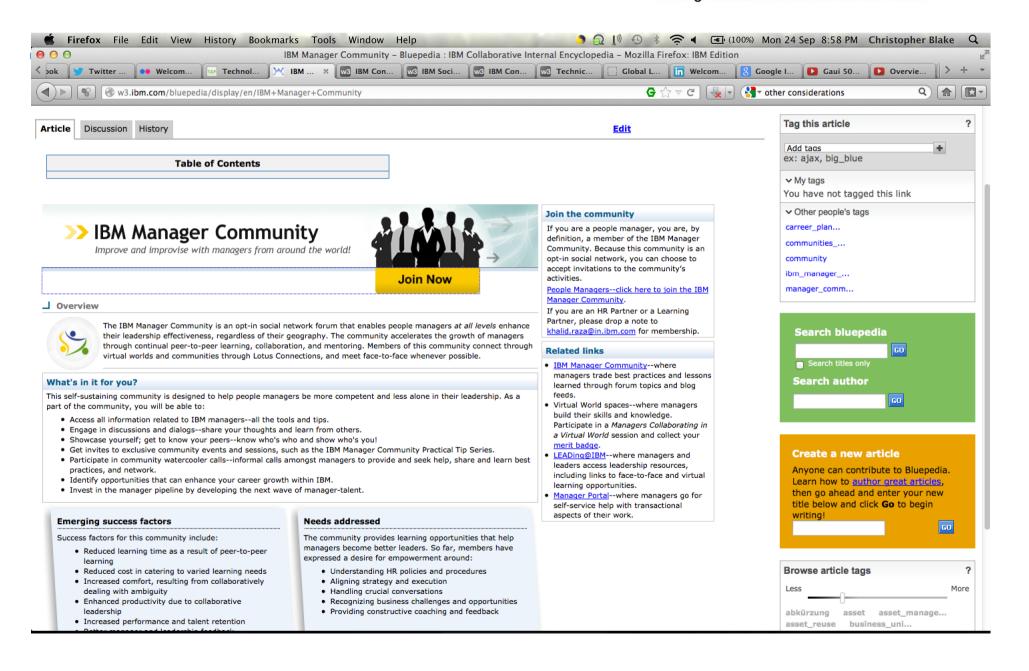


IBM Manager Community Value Survey

Enabling IBM Leaders' Development











Members are leveraging social learning through the community

- 1. Networking with peers: 78% respondents access peer managers for networking and learning.
- 1. Information and best practices how others deal with issues: 58% respondent access peer managers for problem-solving.
- 1. Experiential learning of other leaders: 76% respondents collaborate with other IBMers who think in same fashion.
- 1. Watercooler sessions: 63% respondents informally connect with other managers through watercooler sessions.
- 1. 74% respondents obtain relevant **people management information** in the community, and a chance to collaborate on it.

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Some positive words from members..



Gunter Luyten

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Andrea Freile

freile@ar.ibm.com 541-1-4005-4318 M: 549-11-5799-2254 Buenos Aires, B. AR Integrated Technology Delivery, Service Management Service Management Account Management Senior Manager Assistant: Ibel Lourdes Saafigueroa

I like the informational sessions for Managers, giving concrete advice on specific topics around people management and how we can be better managers.



Tom Bock

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Southbury, CT, US Global Technology Services

BCRS Delivery Manager Assistant: Susan Kort

we suggest similar alternatives for solution.

Josh Sampays

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Hursley, GB IBM Software Group, Application and Integration Middleware Software Manager - User Technologies

Learning how other managers are dealing with issues is valuable. It sometimes generates ideas I have not thought about.

Really value the watercooler sessions. I ran manager surgeries in Hursley. Now I recommend the watercooler sessions.

I receive useful information, and it is also great to see the

same issues are faced by managers across the world, and



Zandra Hall

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Atlanta, GA, US IBM CHQ, Human Resources Global EO & Compliance Leader Assistant: Aquilah Moore

The value I gain is the ability to share experiences and learn from them. For example, there was a manager from an acquisition that was having a problem and since I also came from an acquisition I was able to share some of my previous learnings so that hopefully things would be easier for her. Concurrently, there were experienced IBMers on the call whose experiences I learned from as well about performance management and how best to engage in performance and development discussions to drive productivity.

And many more...



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And things we need to address



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Vice President

Assistant: Estelle Hayashi

None ... it's irrelevant to me

Werner Lindemann

somehow we need to mentor our management team...they need to lead with courage...you don't get that from a web-whatever



Robert Murphy more info

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Seattle, WA, US Integrated Technology Delivery, Server Systems Operations

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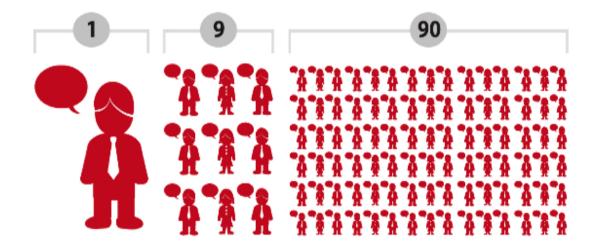
Not much. There is too little time and too much info floating around. The HR community isn't supporting first line managers adequately. I can't spend enough time with my people because of the workload issues.

Value has been limited. Difficult to keep up with email and communities are no different. All of the electronic media seems to be competing for attention. Finding what I need however, remains to the majority of how my time is spent.



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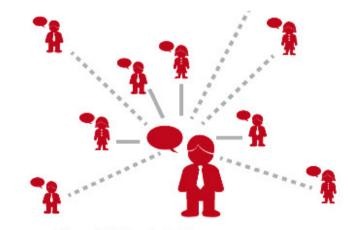
And things we learned



Nielsen's 1-9-90 Rule

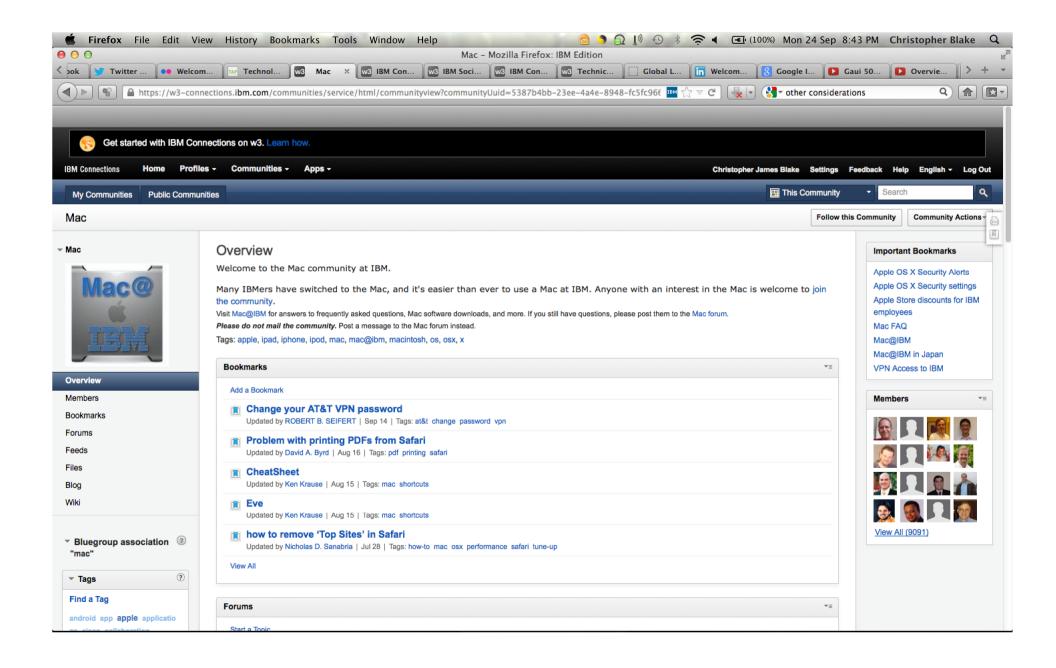


Informal Communities have greater acceptance

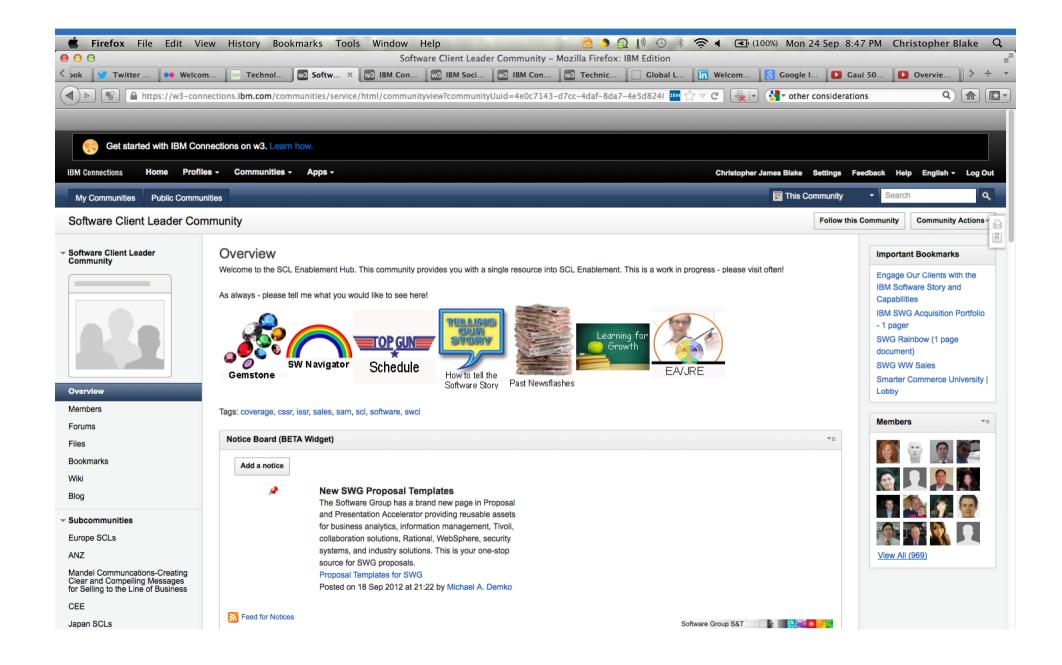


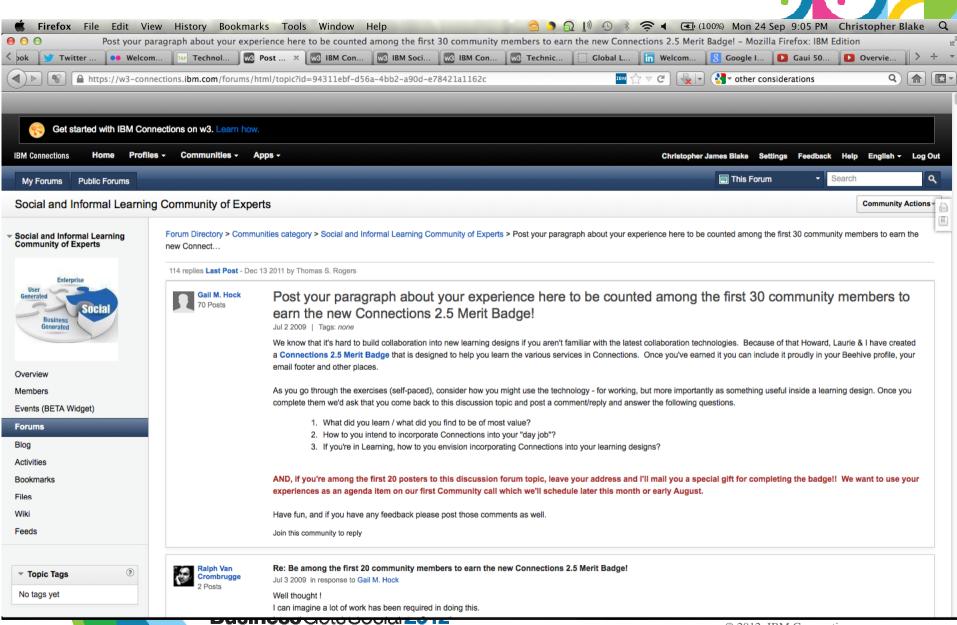
Strength of Weak Ties











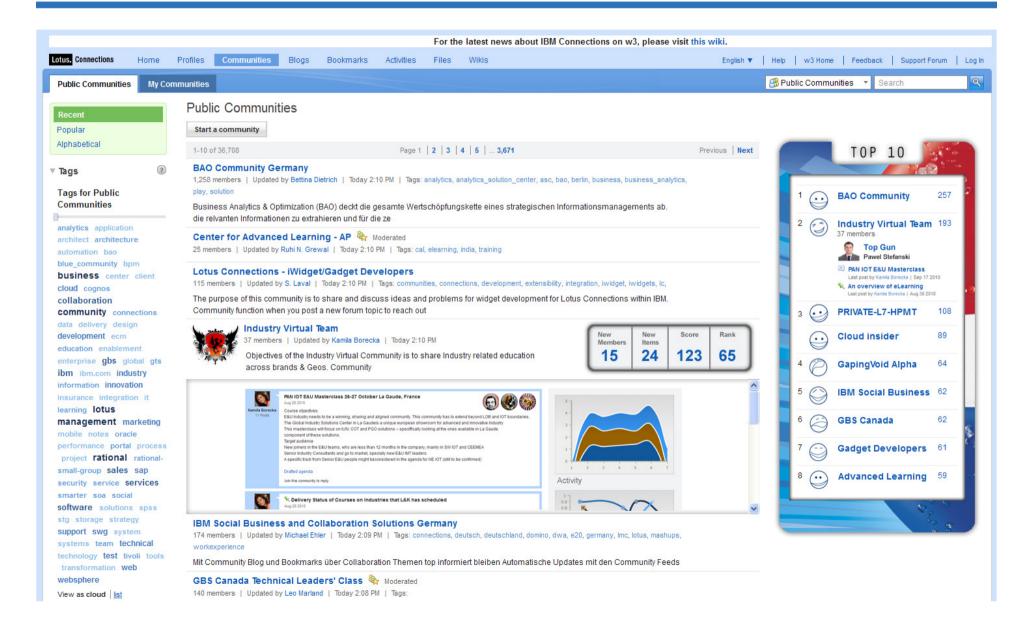








Between Communities







Between Communities

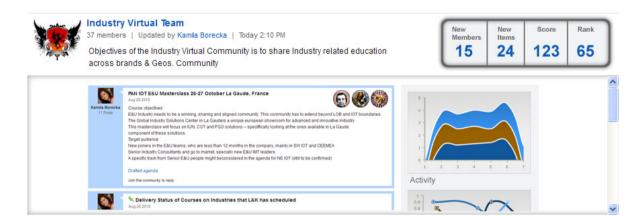
Components





Mini-Dashboard





Preview Pane

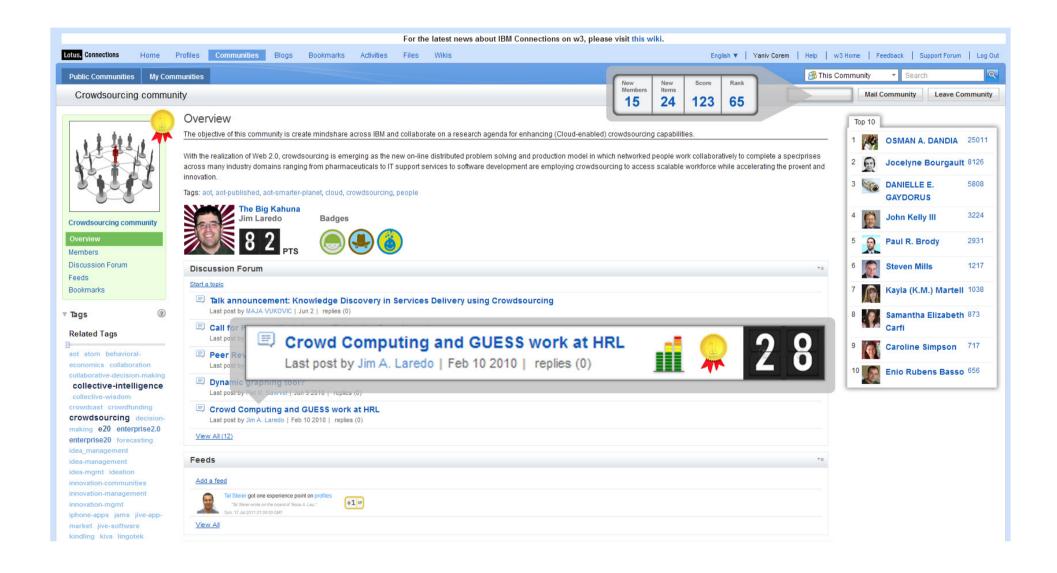
Leaderboard







Within Communities







Within Communities

Components

Post-At-A-Glance



Mini-Dashboard

New Members	New Items	Score	Rank
15	24	123	65

Community Pride



Feeds



Featured Contributor



The Big Kahuna Jim Laredo



Badges





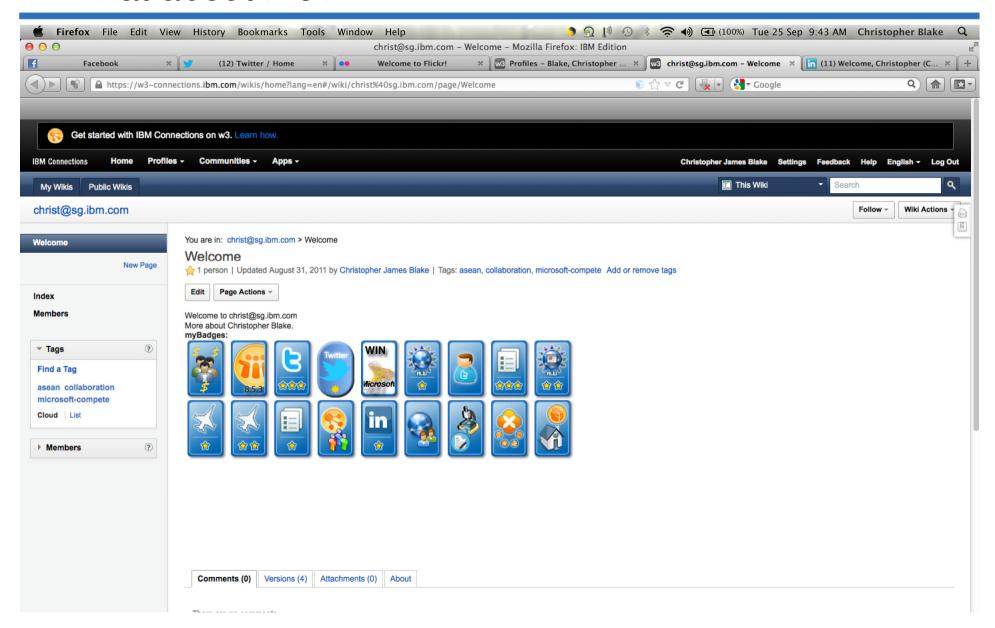
Leaderboard

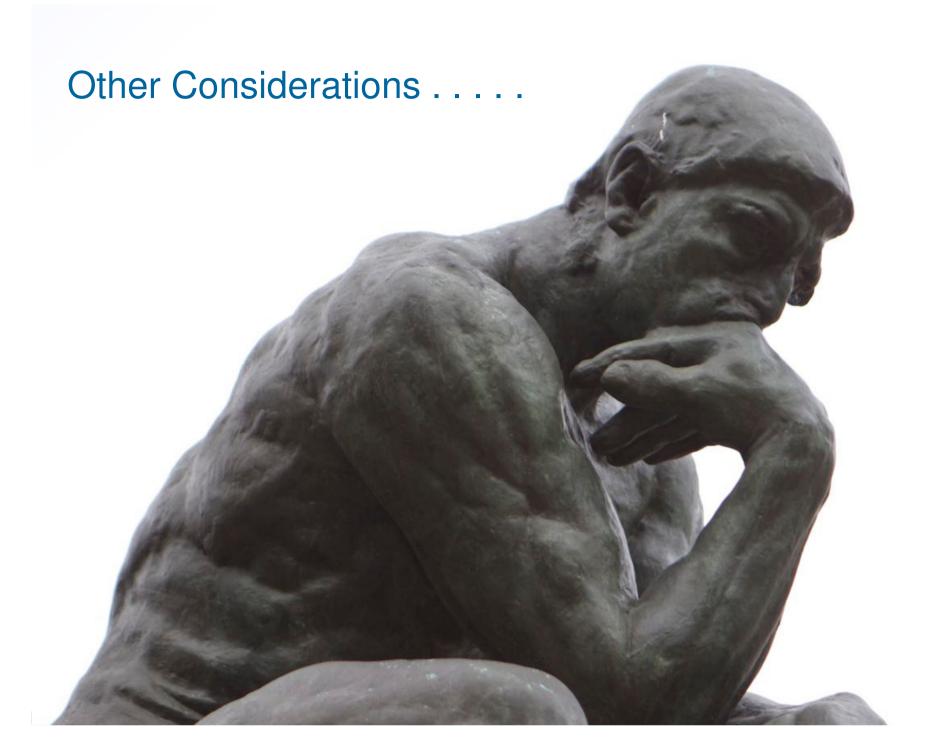
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2		Jocelyne Bourgault	8126
3	Co	DANIELLE E. GAYDORUS	5808
4		John Kelly III	3224
5	9	Paul R. Brody	2931
6		Steven Mills	1217
7		Kayla (K.M.) Martell	1038
8		Samantha Elizabeth Carfi	873
9	()	Caroline Simpson	717
10		Enio Rubens Basso	656



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What about me?







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Generational differences in the way we communicate

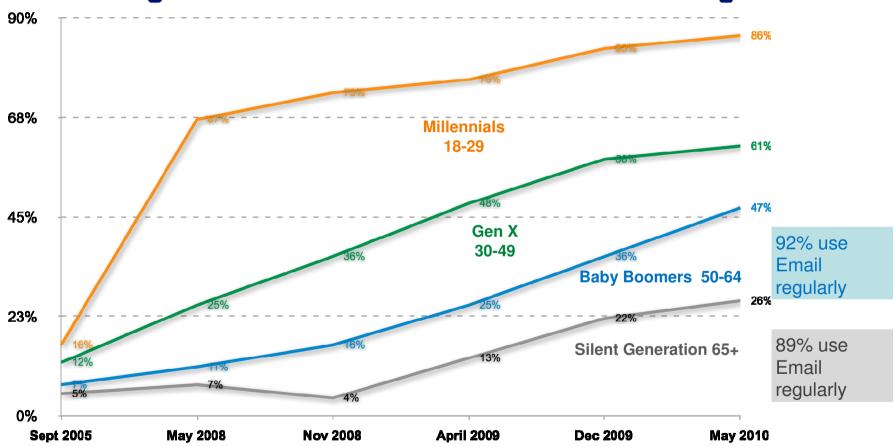




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Youth are More Likely To Use Social Technologies

Percentage of adult users who use social technologies



Source: Pew Research Center's Internet & American Life Project Surveys, September 2005 – May 2010. http://pewinternet.org/Reports/2010/Older-Adults-and-Social-Media/Report.aspx?view=all



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The Line Between Email & Social Tools Is Blurring



"Very soon, you won't be able to see email and social networking separate.

Email will not die, it will in fact have more flavor and will be more integrated"

Neha Gupta, senior research analyst, Gartner



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The Future Of Mail Is A Hybrid We Call "Social Mail"

Traditional Mail	Social Mail
Individual emails	Managed conversations threads that incorporate forums posts, microblog status updates, and activity streams
Static email attachments	Integrated social file sharing
Standalone email address books	Dynamic social profiles and networks
Standalone personal calendar	Shared group and social calendaring
Excessive and disruptive switching between multiple, standalone, communications tools	Seamless, integrated environments with email, instant messaging, social sharing, voice, and video





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Social Mail Makes Every Employee More Effective

There are two types of users in an organisation



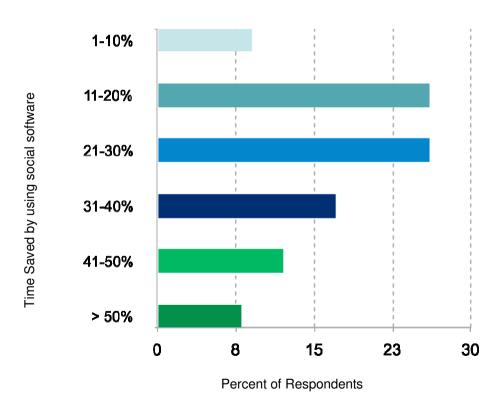
"I prefer to use social networking to communicate"



"20% of business users will use social networking instead of email as their primary communication source by 2014"

Business Gets Social," July 2011, www.gartner.com/technology/research/businessgets-social/.

Both types of users will benefit from social mail



Source: IDC's social business survey 4Q2010.

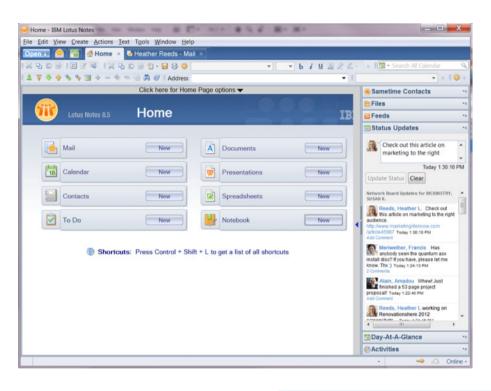
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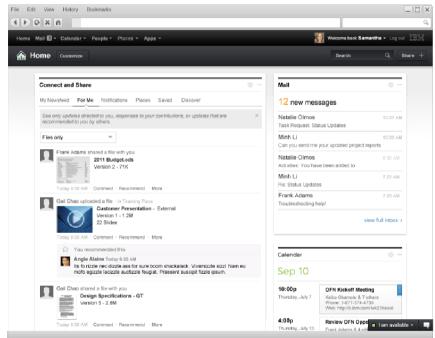
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IBM Social Mail Brings The Tools To the user

Social Tools from within their mailbox

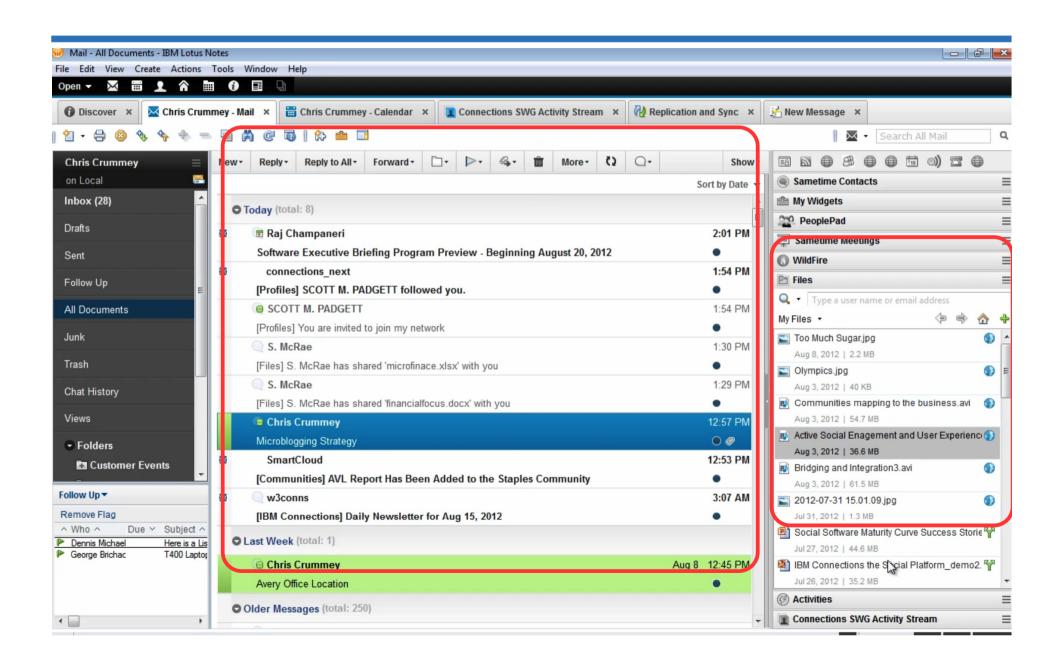


Mail from within their social software

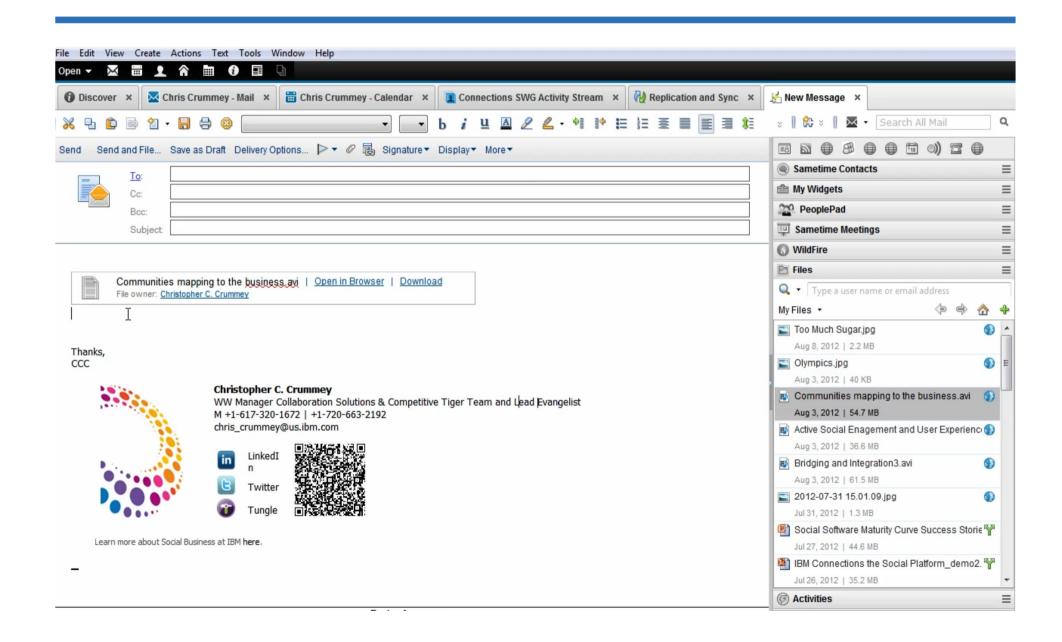


Work in whichever environment you are most comfortable with

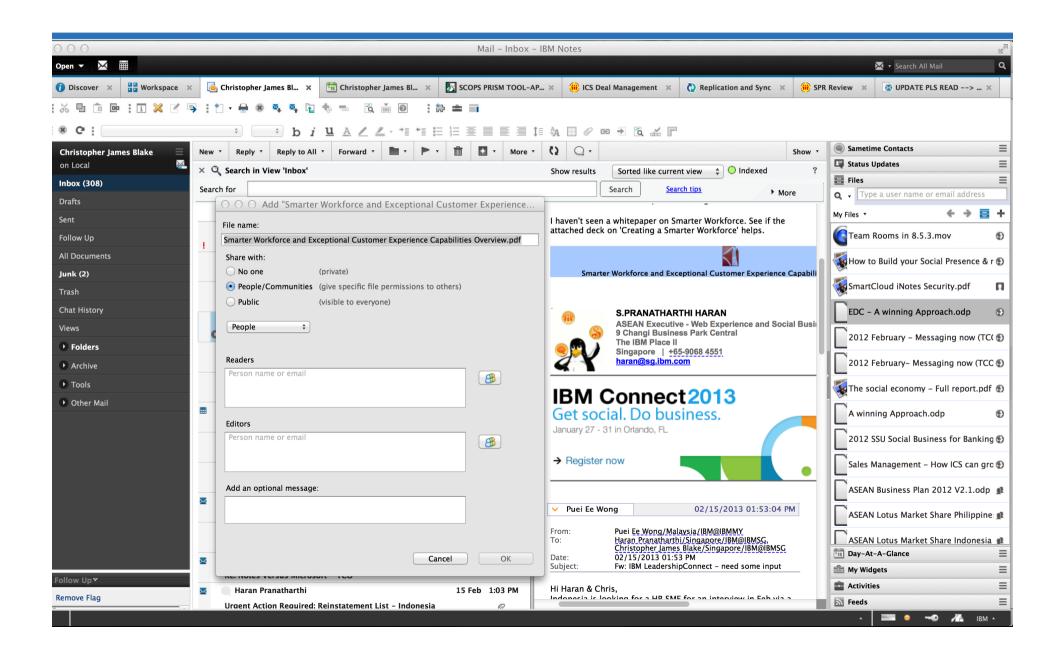




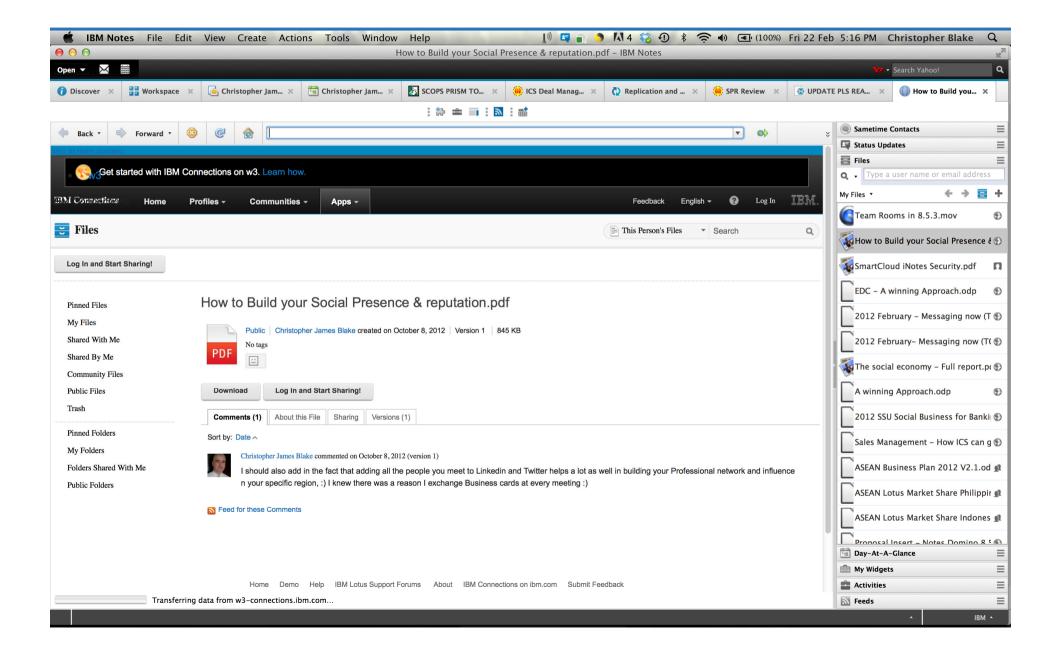








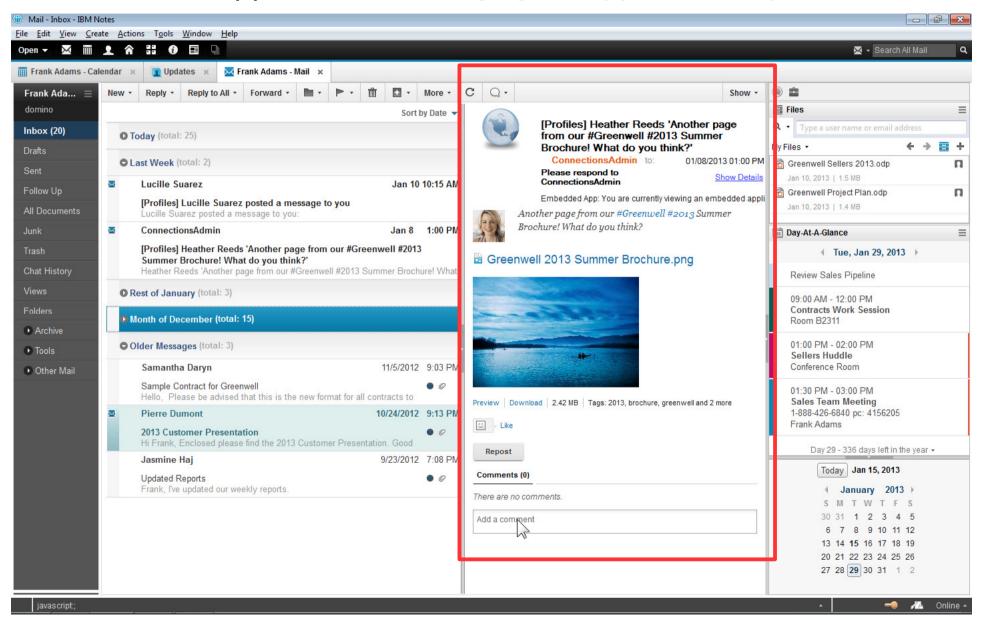




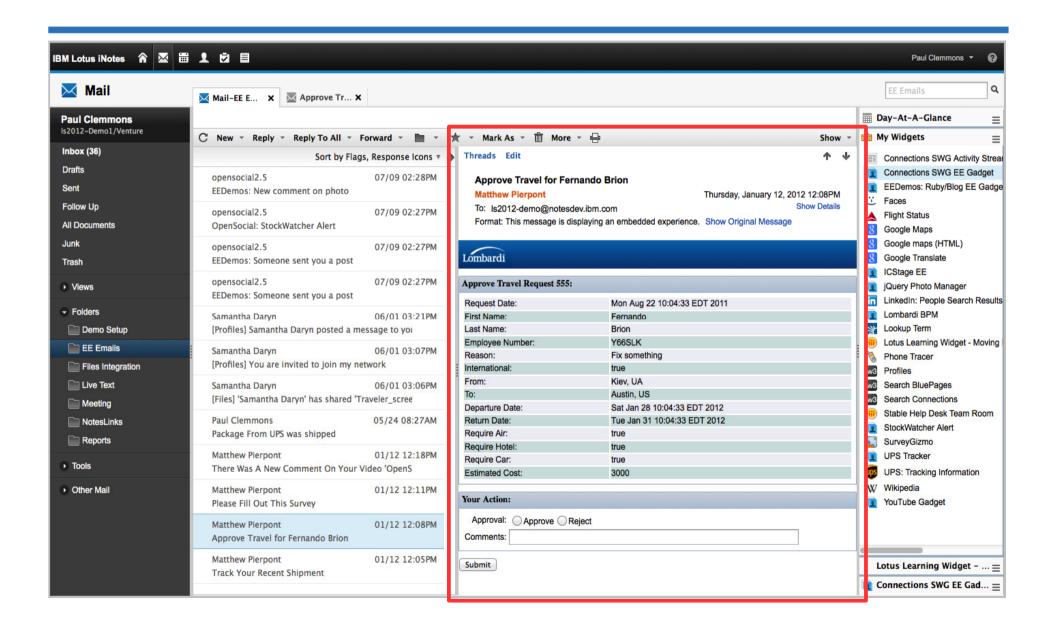


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Embedded Applications – Bringing the application to you!



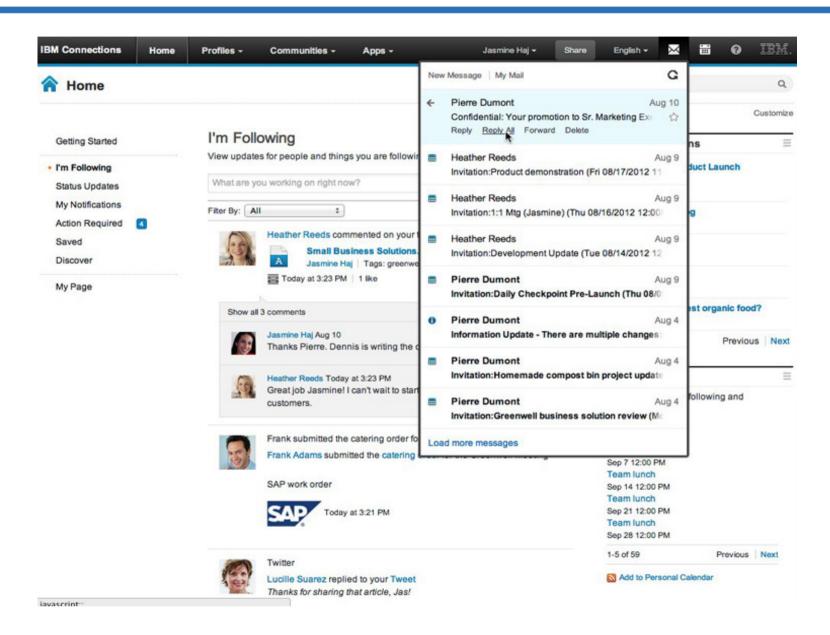






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Connections - Email in-context within a Social Environment





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Consideration – It's a Mobile World









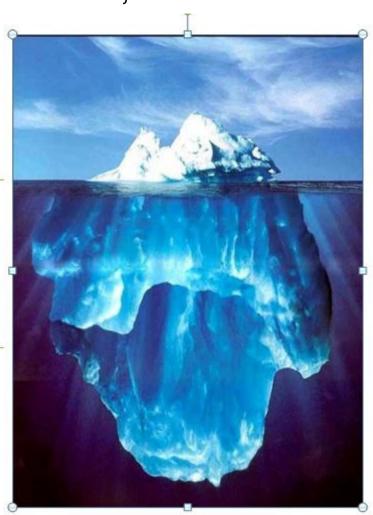
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__Consideration - Culture, Culture, Culture

Formal policies, systems & practices

Informal practices & symbolic actions

Beliefs, values & attitudes







IBM can assist in your transformation

Best Practices for Social Business Adoption

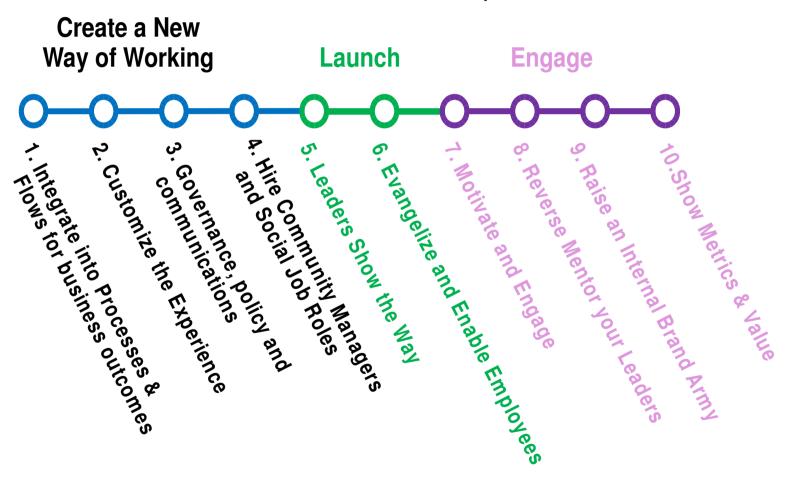




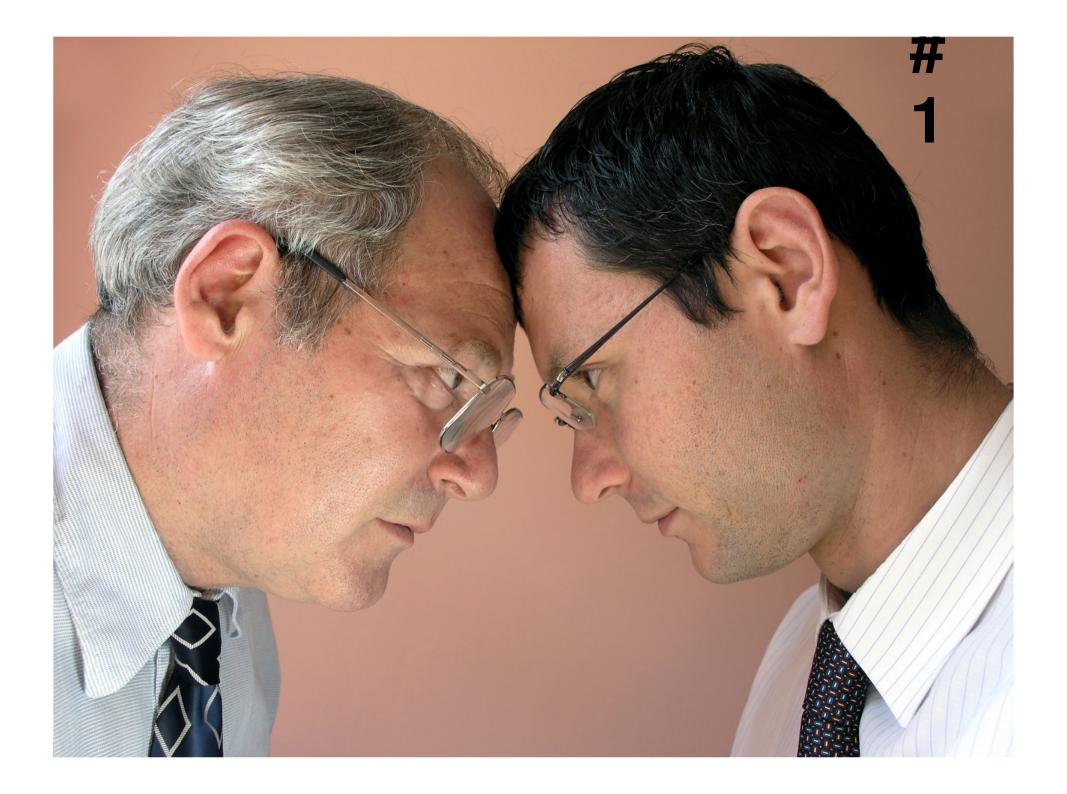


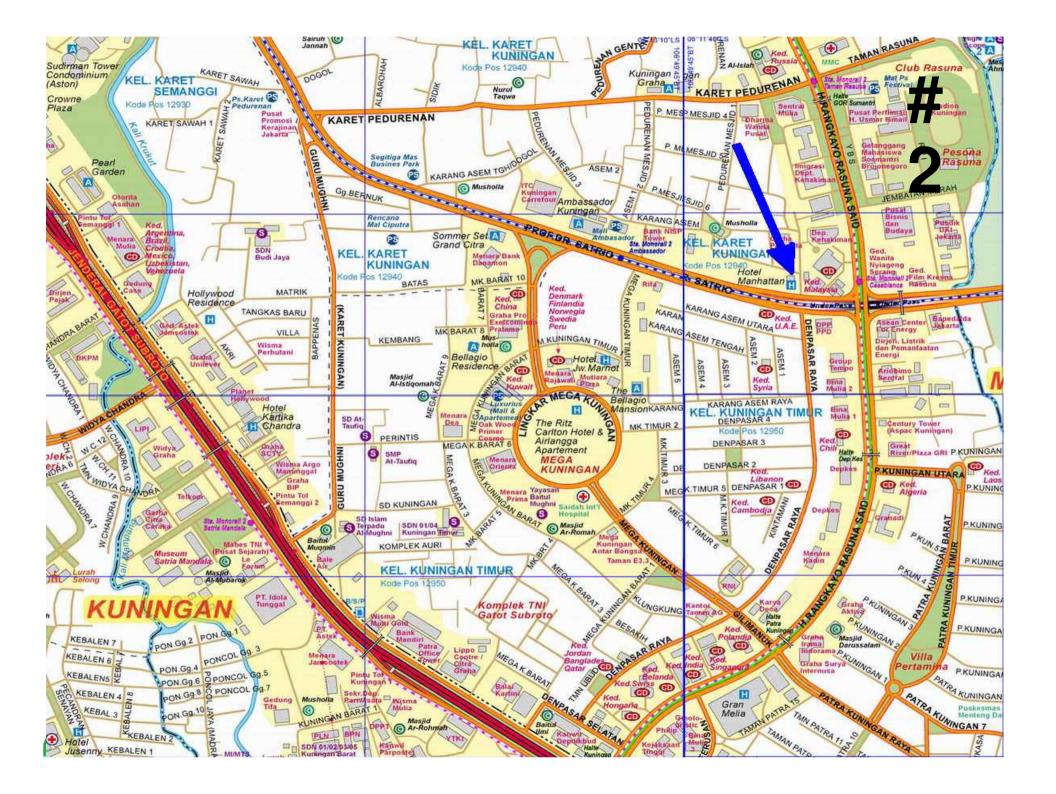
IBM can assist in your transformation

Best Practices for Social Business Adoption



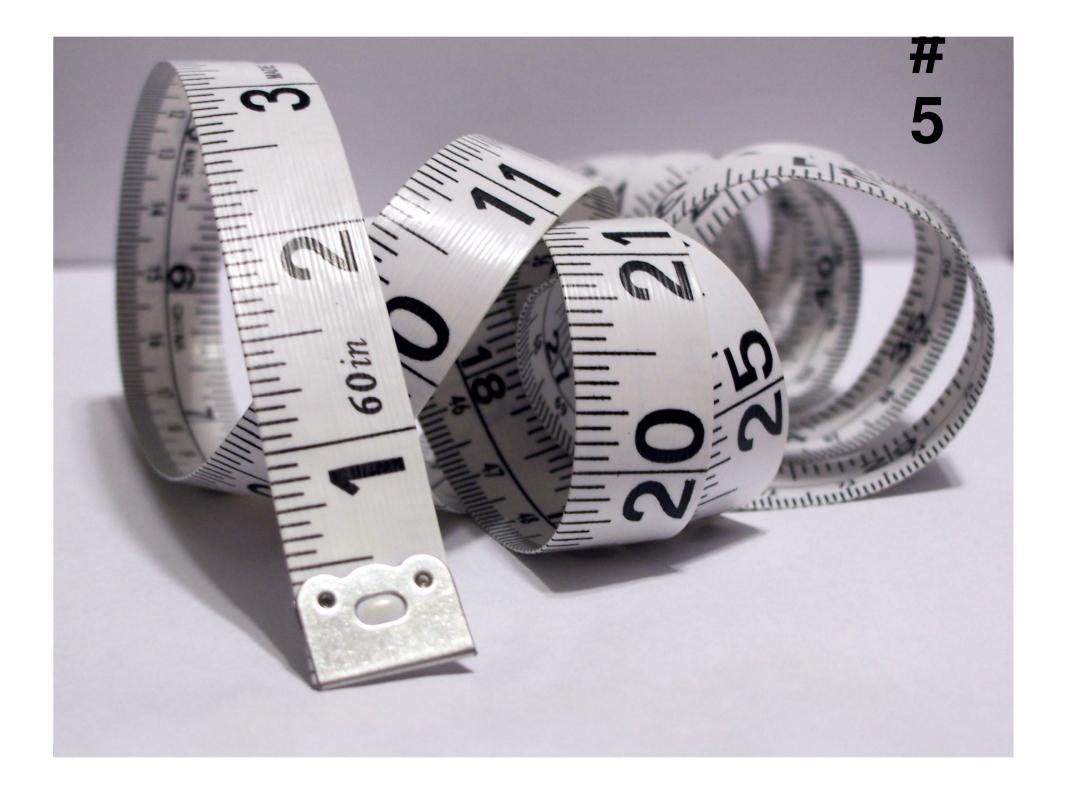
















CHANGE AHEAD It needs to start before learning design. It needs to start with change management



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Thank, You!



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