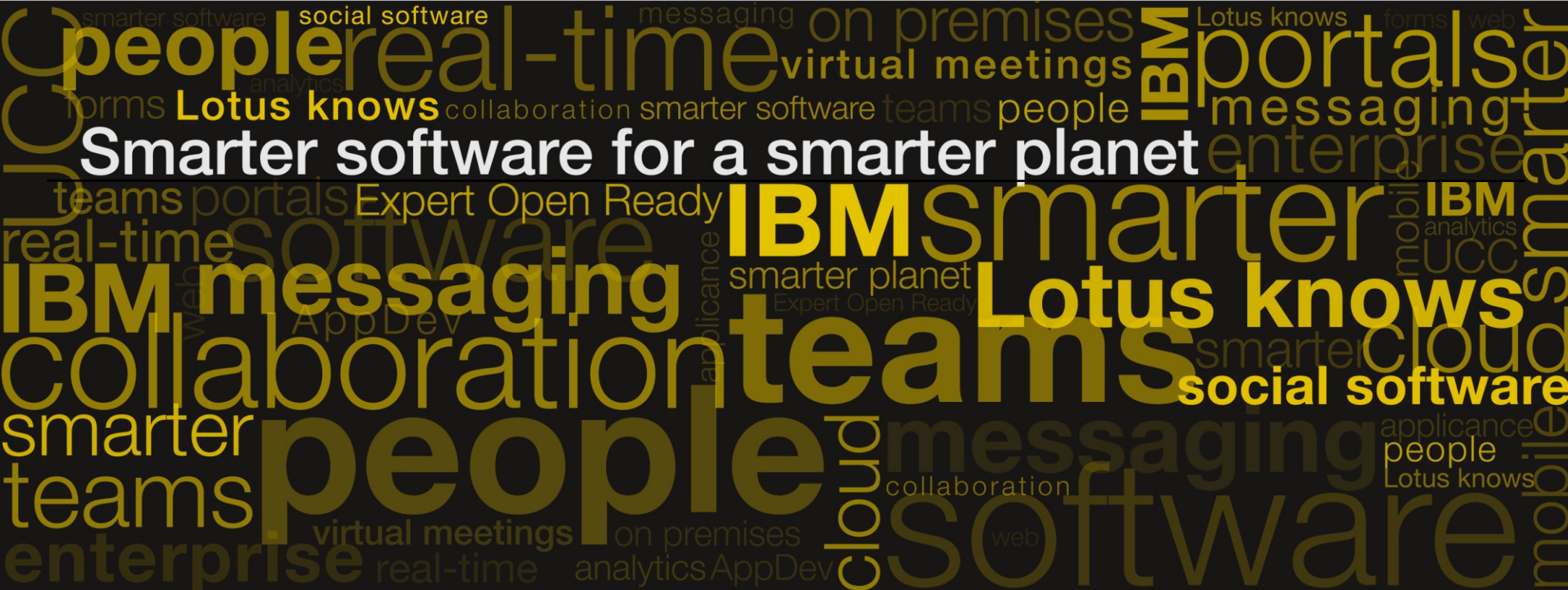


Collaboration Nation Executive Luncheon Series

Reinvent your work relationships with advanced collaboration and exceptional web experiences



Welcome



Collaboration Nation Executive Luncheon Series

Reinvent your work relationships with advanced collaboration and exceptional web experiences



Seamus Byrne – Tech Publisher & Channel 7 Tech Expert
12 November 2010



The Future of Collaboration

Why Everything is Communication

A Brief History of Walls... and Doors

21st Century Relationships

Attention is Zero Sum





Why Everything is Communication

There is nothing fake about the virtual



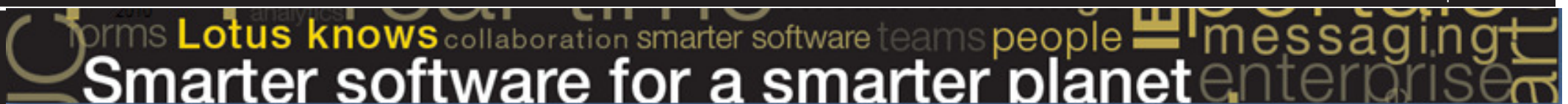


Why Everything is Communication

The virtual made communication more critical than ever

Message and sender are separated

We become wholly mediated in this space





Why Everything is Communication

This does NOT mean marketing becomes everything





Why Everything is Communication

Marketing is a disruptive force

Need to grab attention before you can keep it



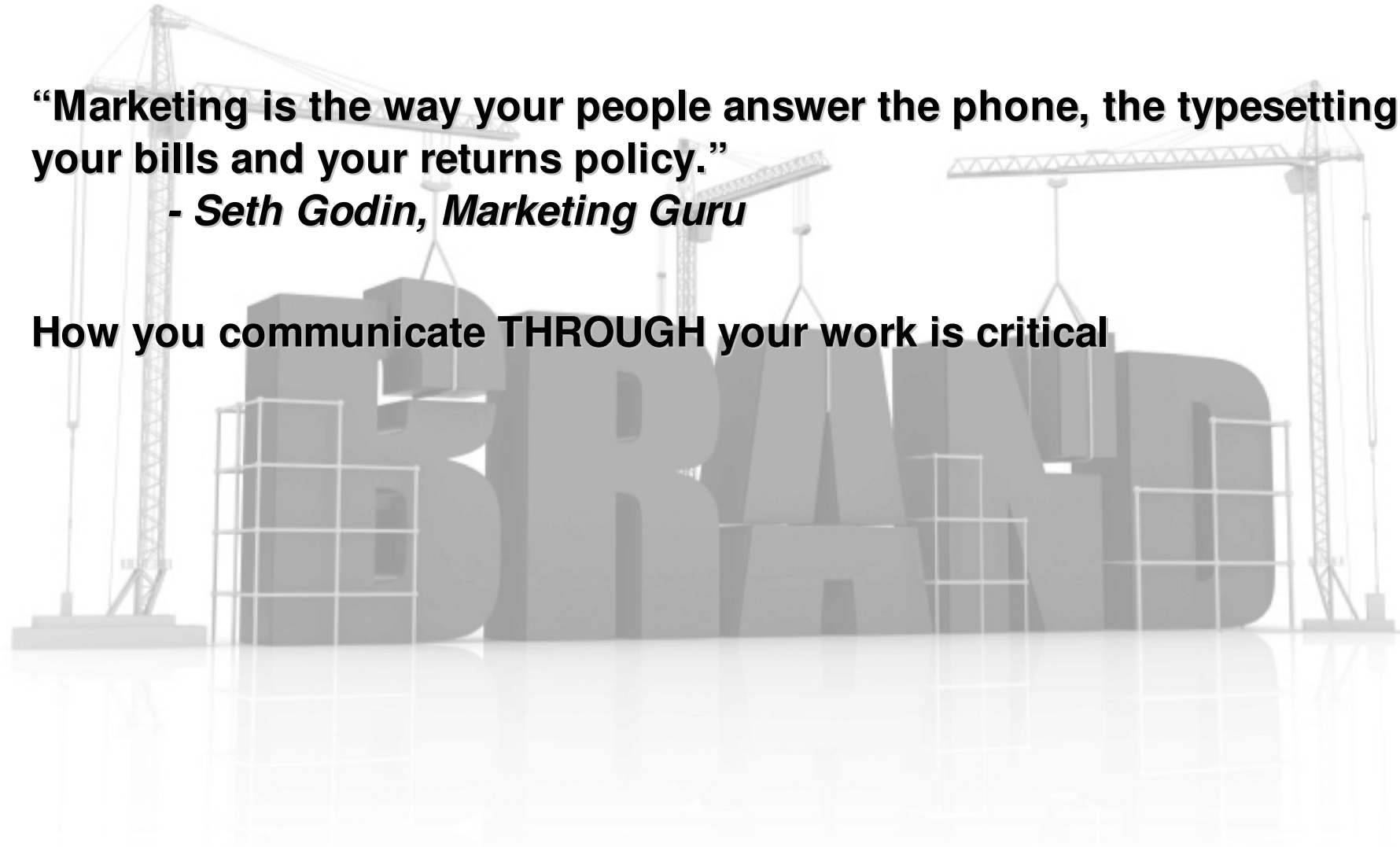


Why Everything is Communication

“Marketing is the way your people answer the phone, the typesetting of your bills and your returns policy.”

- Seth Godin, Marketing Guru

How you communicate THROUGH your work is critical



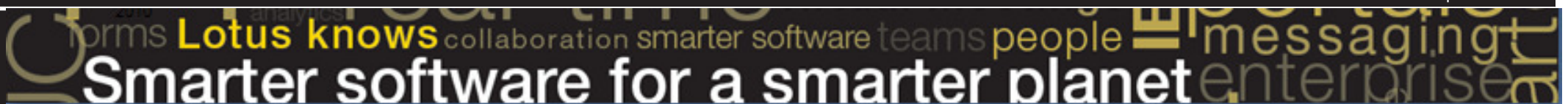


Why Everything is Communication

“The Medium Is The Message”
- Marshall McLuhan, 1964

Not just about words and media forms

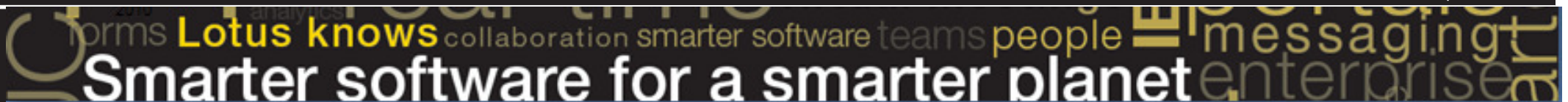
**Every tool in your business says something about your
business**





A Brief History of Walls... and Doors

Business itself conveys a message





A Brief History of Walls... and Doors

Through the door: business at close range

Real-time, face-to-face, social

Collaborative?



A Brief History of Walls... and Doors

Through the post: business at long range

Scale, asynchronous, prescriptive





A Brief History of Walls... and Doors

Over the telephone: business interrupted

Sender demands attention!

“The phone not only has informational access... but an extraordinary purchase on our attention. No other medium has such power.”

- Paul Levinson, The Soft Edge



A Brief History of Walls... and Doors

Telephone made constant attention hard to maintain





A Brief History of Walls... and Doors

Over email: postage goes digital

Sender empowered

“We have this notion that email is free. How do you make the cost in mental attention visible?”

- Genevieve Bell, Intel [at Techlines]



A Brief History of Walls... and Doors

The web: 17 years old, now ready to come of age

Tim Berners-Lee always wanted to encourage a 'Writable Web'

"The real drive for the Web, its developers thought, would be businesses and other organisations that would want to publish content to the world. Read-Only, not Read-Write."

- Lawrence Lessig



A Brief History of Walls... and Doors

Portals: Coming in through a real door again

'Writable Web' collaborative tools customisable to suit any partnership



21st Century Relationships

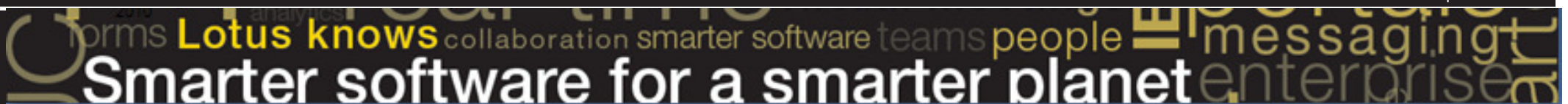
Is collaboration 'nice to have' or 'essential'?





21st Century Relationships

Do you want people to pay attention?



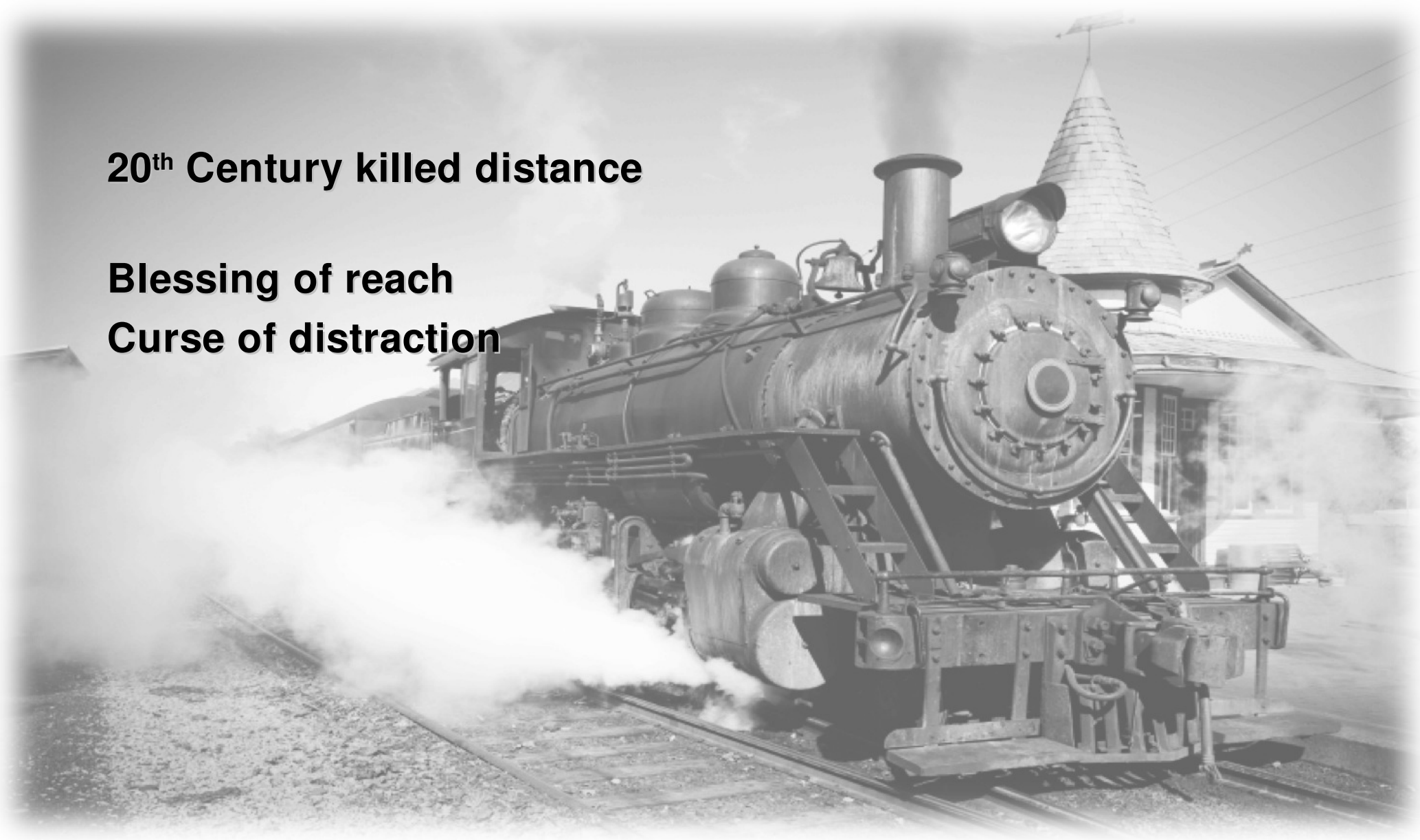


21st Century Relationships

20th Century killed distance

Blessing of reach

Curse of distraction





21st Century Relationships

**It moved message receivers into a passenger role
People stopped paying attention!**



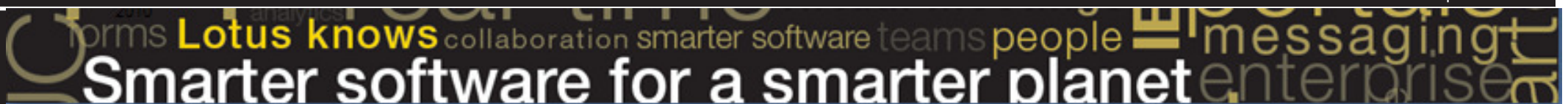


21st Century Relationships

“The twentieth century was the first time in the history of human culture when popular culture had become professionalised, and when the people were taught to defer to the Professional.”

- Lawrence Lessig

Again, the target recipient is a passenger

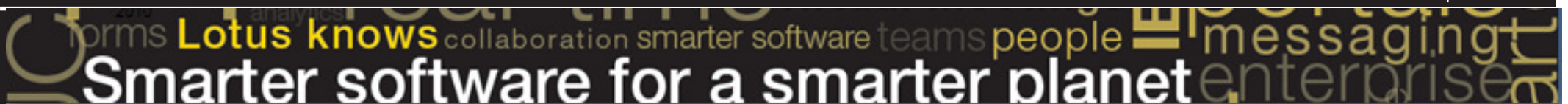




21st Century Relationships

20th Century business told customers what they could have

21st Century customers demand more say with business





21st Century Relationships

“NOT a global village... but a global theatre.”
- Marshall McLuhan, 1966

We are all consumer and producer, actor and spectator

Users today want to control the tools and services they engage with

They will even help you make yours better if you let them!



21st Century Relationships

“Before the twentieth century, Read-Write culture flourished. The twenty-first Century could make it better too. Digital technologies have democratised the ability to create and re-create the culture around us.”

- *Lawrence Lessig*



21st Century Relationships

Collaborative online spaces are Read-Write business tools
Customisable online spaces grant Remix capabilities

“When we change the way we communicate, we change society.”

- Clay Shirky, 2008



Attention is a Zero Sum Game

Time is finite, attention is precious



Attention is a Zero Sum Game

“With instant access to everything all the time, our global village has little patience with high-gloss, slick campaigns where consumables are layered with glitz to hide mediocrity within.”

- Michelle Anderson [at ReadWriteWeb blog]

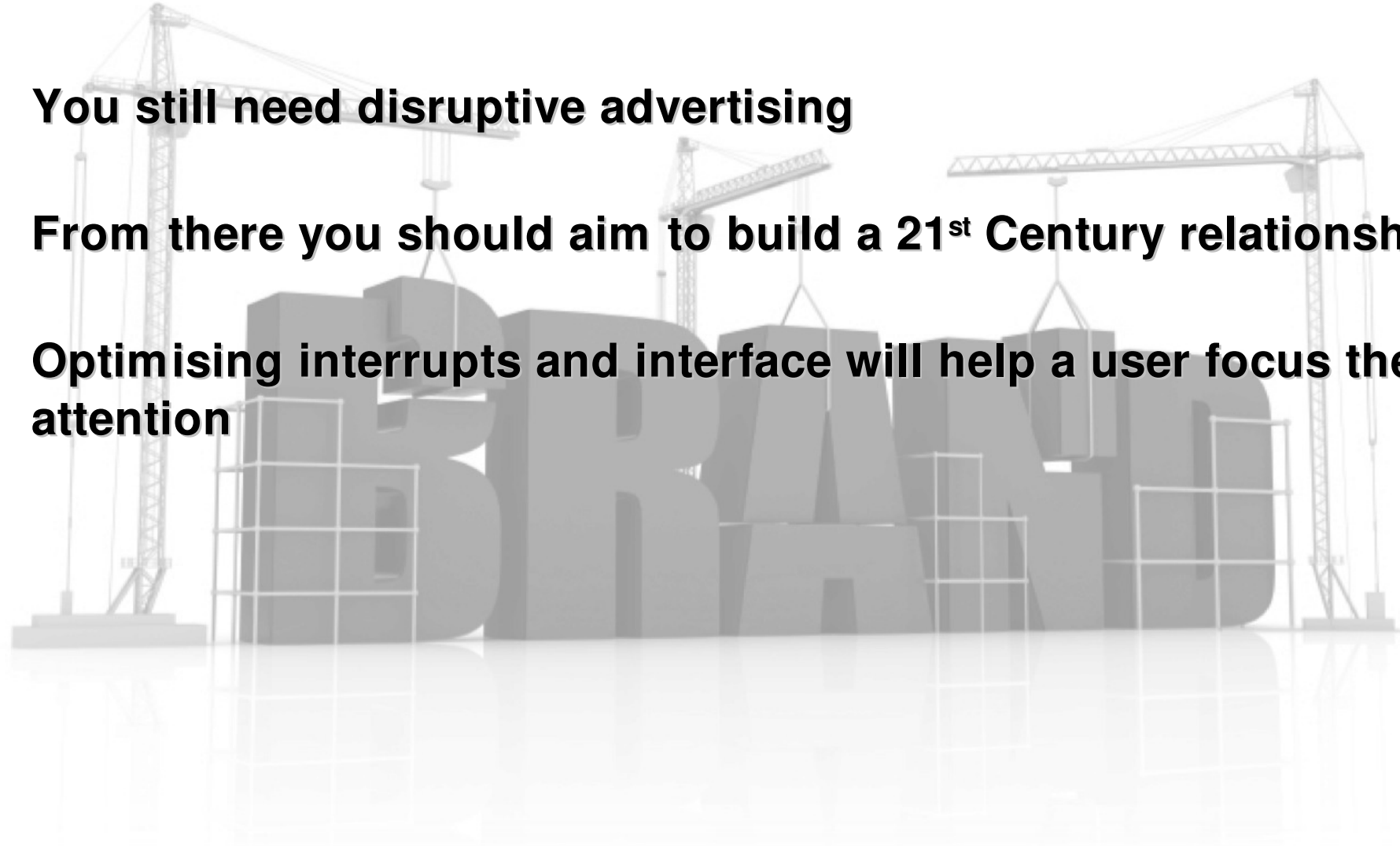


Attention is a Zero Sum Game

You still need disruptive advertising

From there you should aim to build a 21st Century relationship

Optimising interrupts and interface will help a user focus their attention





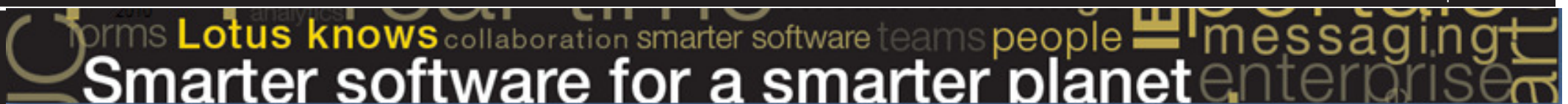
Attention is a Zero Sum Game

Context is essential to focusing user attention

“What I need to know is different on a Monday morning to a Friday night... Context will never stop shifting.”

- Alistair Rennie, IBM [from Techlines]

Not just customers, but your own team too





The Future of Collaboration

Are you ready?

The Virtual is Real

The Medium is the Message

Read-Write and Context is the Future

Quality collaborative web tools deliver significant changes to the way we relate to each other, and they tell customers exactly what kind of business relationship we choose to offer in the 21st Century



Thank You

Seamus Byrne

www.lifehacker.com.au

www.lifehacker.com.au/techlines

www.gizmodo.com.au

seamus.byrne@alluremedia.com.au

@seamus

