



Optimising Your Workforce

Executive Breakfast Series

Empowering Employees Through Social Business

James Gorry @j_gorry

ANZ BUE for IBM Collaboration Solutions

Brent Lello @BrentLello

AP BUE Exceptional Web Experience & Social Business Software

Stuart Duguid @studug

Senior Client Technical Professional, IBM Collaboration Solutions



Agenda

- Insight into IBM's 2012 CEO Study
- The Changing Nature of our Workforce
- An introduction to Social Business
- Customer Success Stories
- Demo – Bringing the Exceptional Experience for Employees to Life
- ROUNDTABLE DISCUSSION





Social Business Xchange

The IBM online information series on the topic of social business

Register



IBM Collaboration Solutions

- latest case studies
- analyst recommendations
- thought leadership from IBM
- webcasts, event invitations
- self assessments
- hands-on demos



The Power of "Social"....



"Toot"

Sears



"...most dogs would have moved out of the way..."

The Power of "Social"....



The screenshot shows a website with a blue header containing a red paw print icon and the text "SEARS KILLED MY DOG MAXWELL 'TOOT'". Below the header is a yellow navigation bar with links for "Home Page", "About Maxwell Toot", and "Contact Us". To the right of the navigation bar is a photograph of a small, scruffy dog. The main content area has a brown background and features the title "Sears Killed My Dog" above a smaller photo of the dog in a field. The main headline reads "This is the Maxwell 'Toot' story." followed by a paragraph of text.

**SEARS KILLED MY DOG
MAXWELL 'TOOT'**

Home Page | About Maxwell Toot | Contact Us

Sears Killed My Dog



This is the Maxwell "Toot" story.

Our Maxwell was the sweetest little dog, if you needed a laugh he could sure bring one out. On November 14, 2009 we decided to purchase a freezer from our local SEARS in Dripping Springs, TX, where they were very helpful on selection and offering us free delivery as advertised in their commercials (sure why not, right?), and then the purchase was finalized. They were going to deliver the freezer that day. When they showed up our huge lab, our three

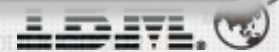
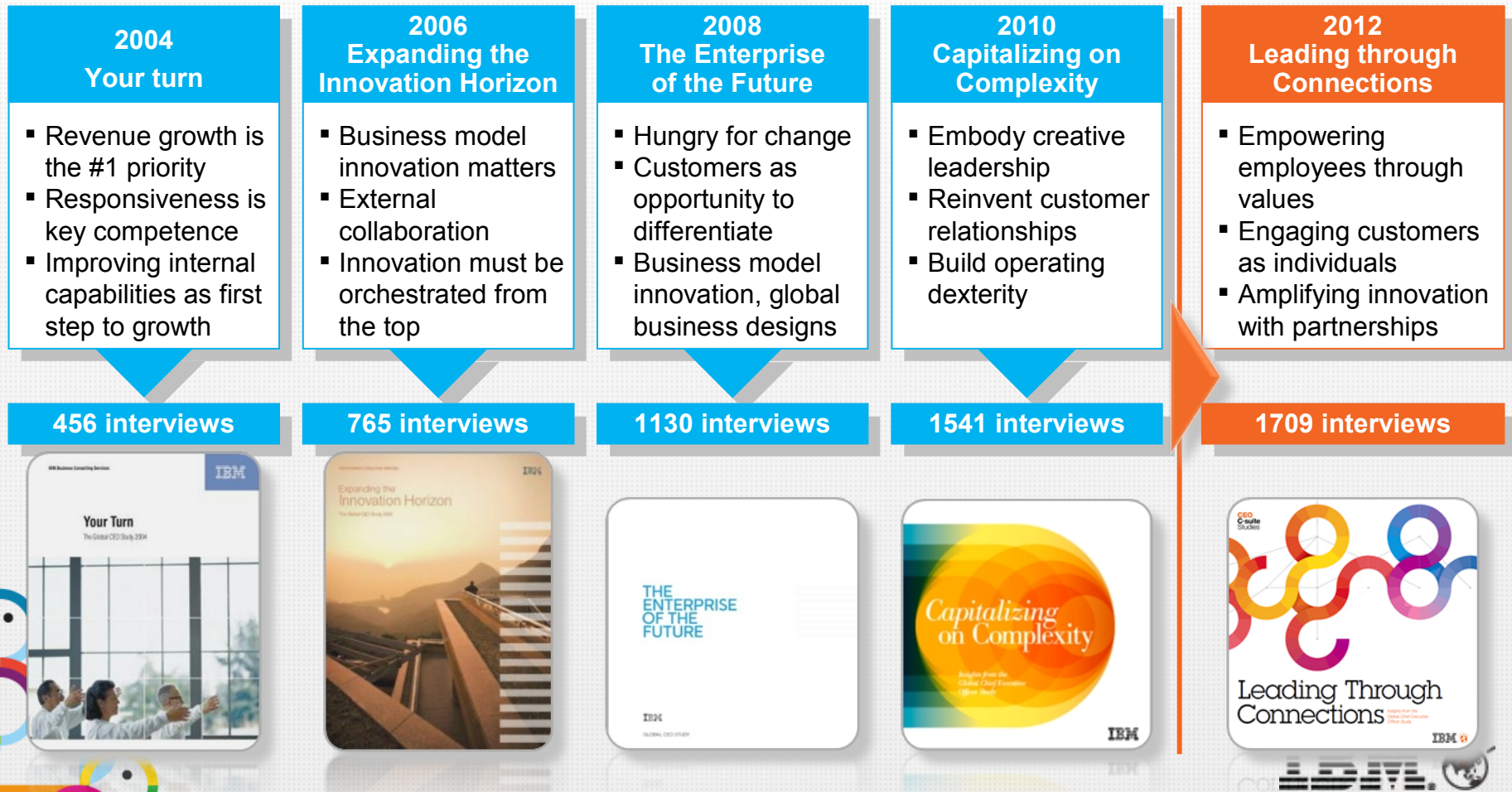
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The Global CEO Study 2012 is the fifth biennial CEO study, building on our insights and findings over the last 8 years



How will CEOs create more economic value by empowering employees through values?

Empowering employees through values



Organizational openness introduces new opportunities to create value through collaboration

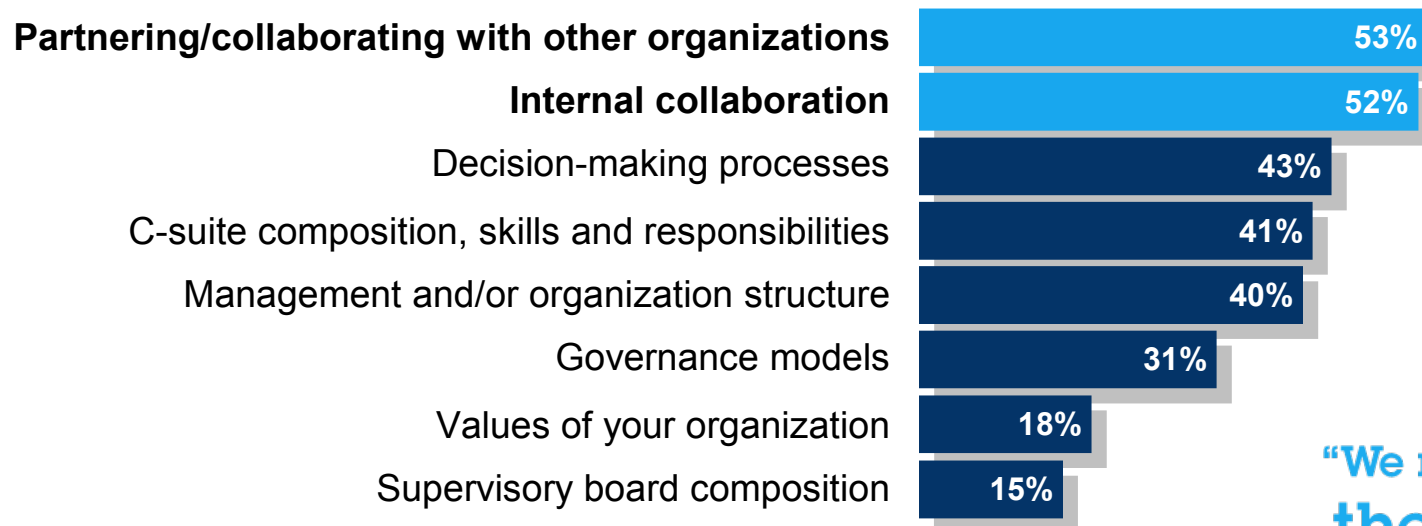
To re-balance control with openness, CEOs are focused on values, collaboration and mission



Outperformers embrace greater openness, and excel at executing tough change

CEOs plan dramatic improvements in internal and external collaboration, requiring organizational openness

Changing the organization



**“We need to blow up
the hierarchy**

so ideas can flow up
more easily.”

Insurance CEO, Bermuda

Source: Q19 “To what extent will you sustain or make changes to the following aspects of your organization over the next 3 to 5 years?”

To re-balance control with openness, CEOs are focused on values, collaboration and mission

Organizational attributes to engage employees



"Values are a fundamental element of what we are. It is important for employees to see the company values as a reflection of their own values.

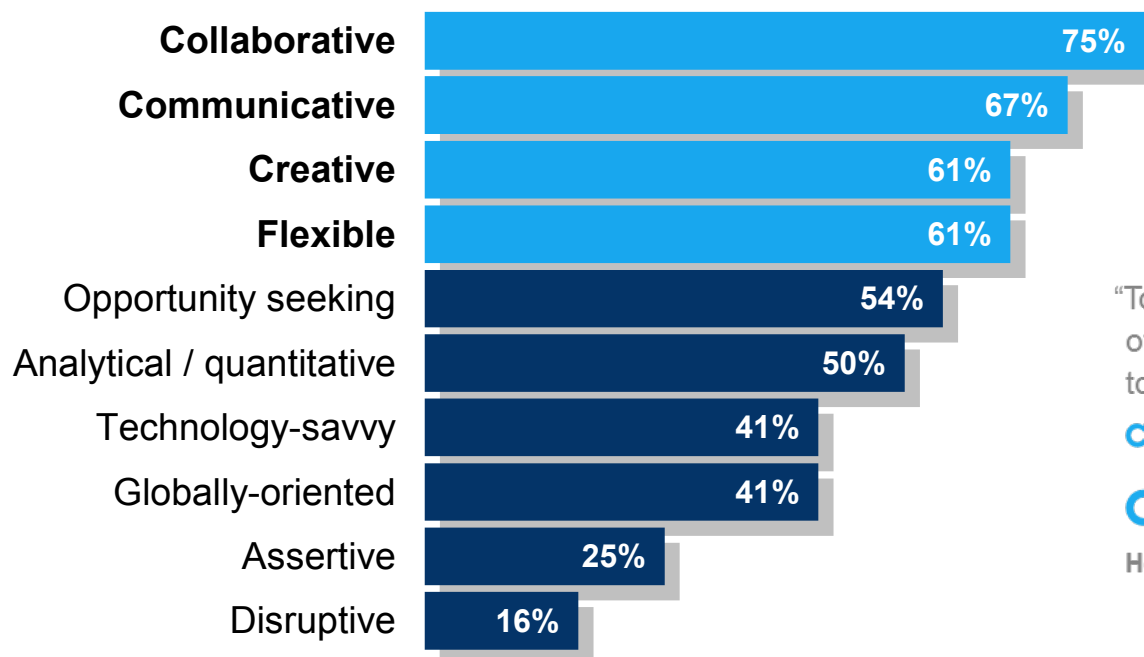
Values are at the core of the social contract between the company and the employee."

Wichian Mektrakarn, CEO, AIS

Source: Q18 "What are the most important organizational attributes to engage employees?"

In this new environment, key success factors for employees include: collaboration, communication, creativity and flexibility

Personal characteristics for employee success



“Today’s connected economy is full of ambiguity, and the skills required to navigate that ambiguity are **collaboration, creativity and communication.**”

Healthcare CEO, Australia

So, how do you empower employees through openness?



1. Replace rulebooks with shared beliefs

- Confront cultural reality
- Build values employees will live out
- Recalibrate controls

2. Build future-proof employees

- Create unconventional teams
- Concentrate on experiential learning
- Empower high-value employee networks

3. Provide the means to collaborate at scale

- Pursue social collaboration technologies
- Devise incentives that foster collaboration
- Re-imagine employee “suggestion box”

To continue the conversation...



For more information about this study and to get the full version of this report, see www.ibm.com/ceostudy2012

Access interactive content and listen to CEOs in their own words by downloading the **IBM IBV** app for Android or iPad

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Where do good ideas come from?



Do we create opportunities for serendipity?

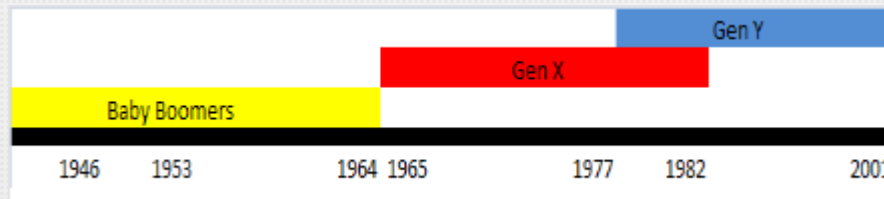


The Nature of Employees is Evolving



	Traditionalist	Boomer	Gen X	Gen Y
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous & expected
Learning style	Classroom	Facilitated	Independent	Collaborative & networked
Communication style	Top down	Guarded	Hub & spoke	Collaborative
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative
Decision-making	Seeks approval	Team informed	Team included	Team decided
Leadership style	Command & control	Get out of the way	Coach	Partner
Feedback	No news is good news	Once per year	Weekly/daily	On demand
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine

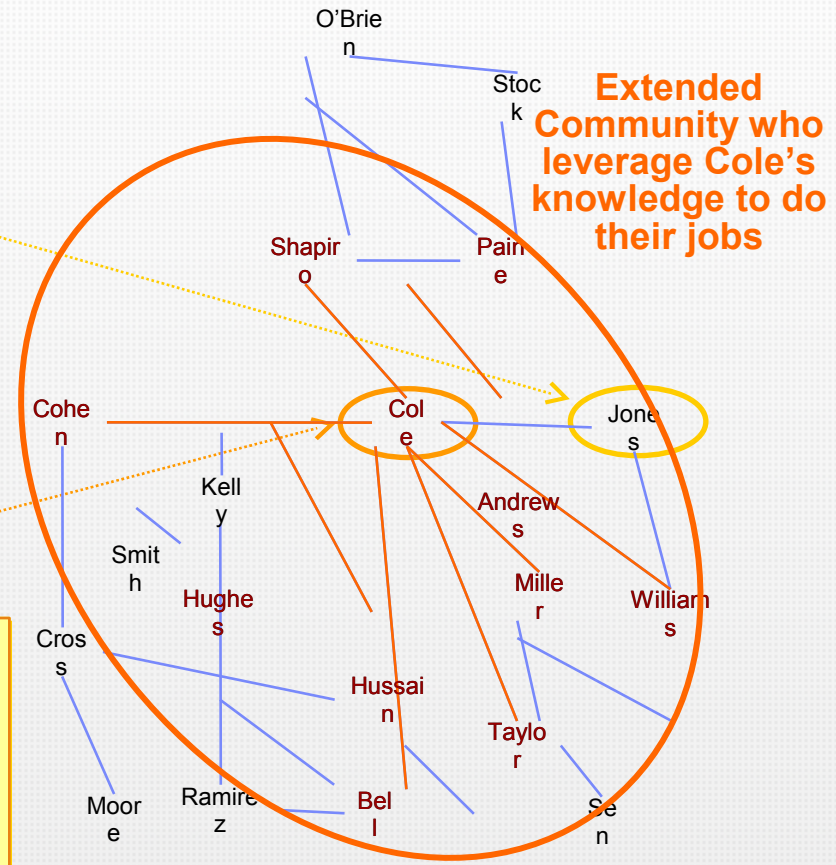
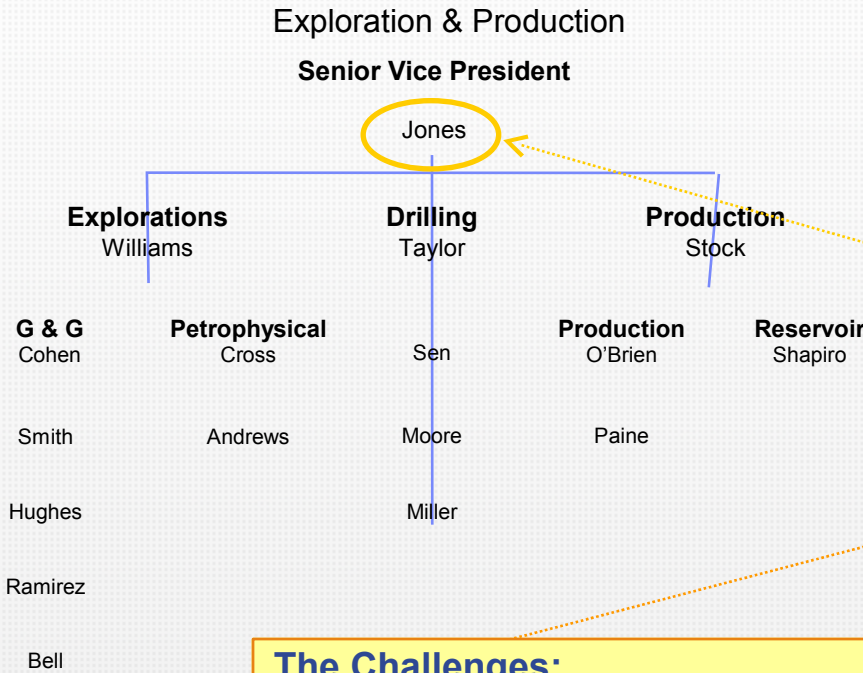
Source: Lancaster, L.C. and Stillman, D. *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work.* Wheaton, IL. Harper Business, 2003.



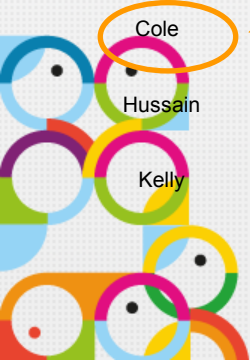
The work world is changing...



From Hierarchies and Teams ... to Networked Communities



- The Challenges:**
- How to **extend** that community?
 - How to help the community to operate more **effectively**?
 - How to better **leverage** Cole's knowledge & skills?
 - How to **capture** Cole's knowledge for the future?



Social Network Analysis

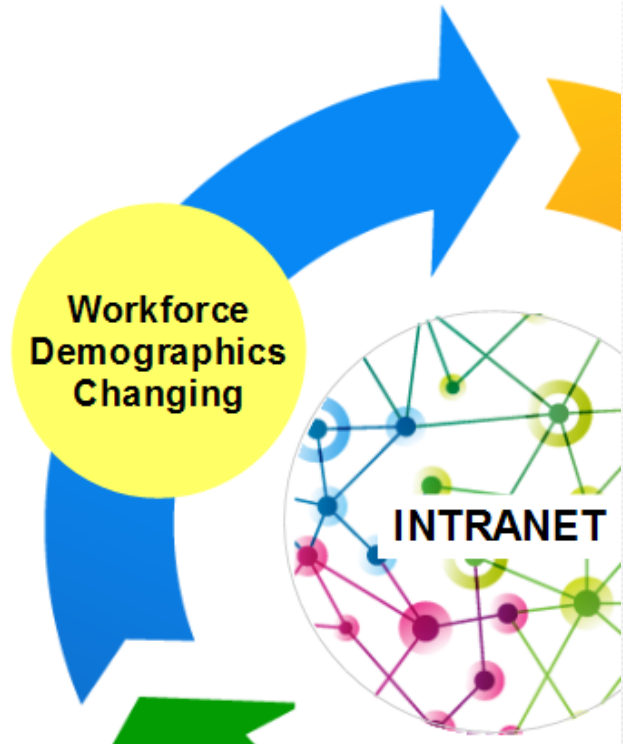


Workforce Changing - Attracting & Retaining Workers



*“By 2014, 50 percent of all employed people will be **Millennials**”*

Source: Millennials: 50% of Workforce by 2014 February 2011



*“New hires fire up the web browser and make instant assessments of the **intranet**... because they know what good already looks like. They have seen thousands of websites, make persistent use of social networks... **the digital workplace has to perform and compete for attention and engagement**”*

Source: The Top Ten Intranet and Digital Workplace Predictions for 2011 December 2010



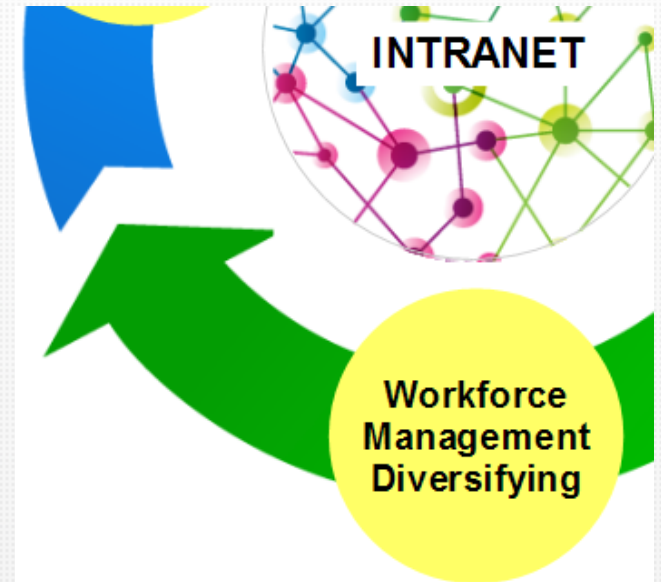


Managing Diverse Workforce & Technologies

Blurring Work/Life Lines Present Management Challenges

...today's employees live online, using the Internet to manage their personal lives while at the office.
...however the majority of employees give that time back by using mobile devices and collaboration tools to remain productive any time and from any location.

This means that **employees are creating their own work/life balance** by staying connected wherever they are.*



“As **intranet** environments have grown and their impact on the daily life of the organisation increased, so those at more senior levels have struggled to work out where to place the resource managing these services. ”

Source: [The Top Ten Intranet and Digital Workplace Predictions for 2011](#) December 2010

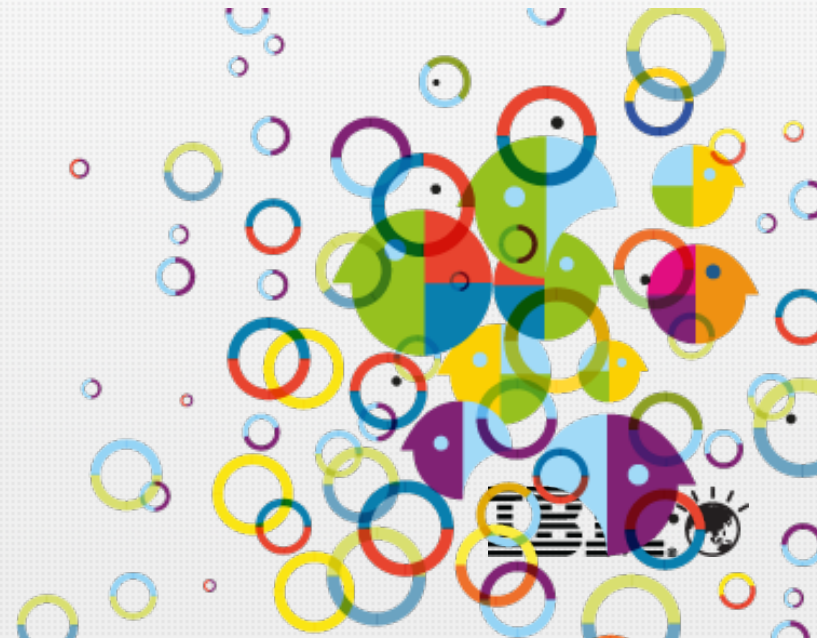


*Source: <http://fcw.com/articles/2011/05/09/comment-ted-schadler-internet-personal-use-policy.aspx> May 2, 2011

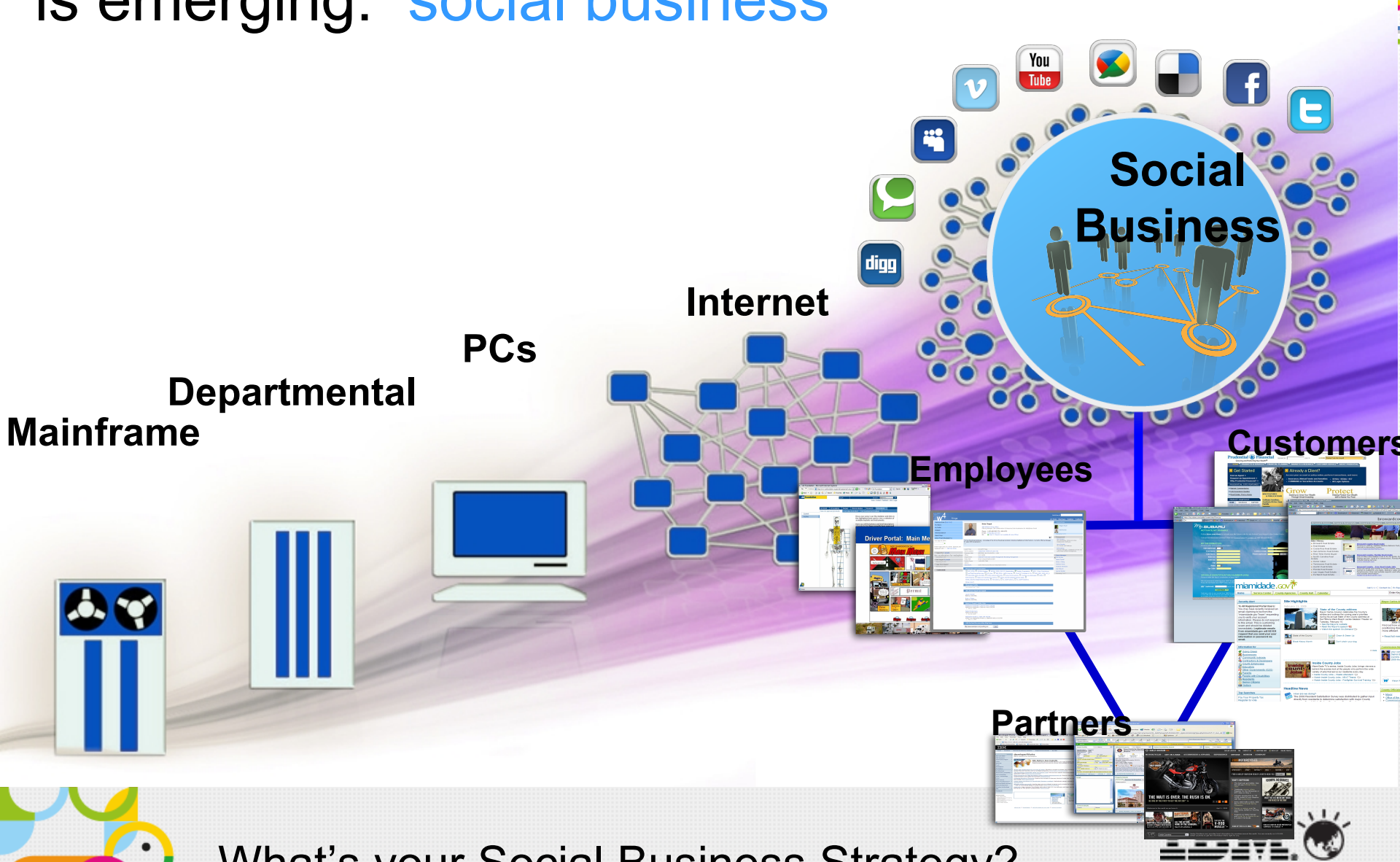


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A 5th wave of IT-powered business is emerging: **social business**



What's your Social Business Strategy?



IBM Research Centre for Social Software



First-of-its kind centre of excellence for collaborative and social software

Works with business and government, university students and faculty, creating the industry's premier incubator for the research, development and testing of social software that is "fit for business".



Social Networking.....

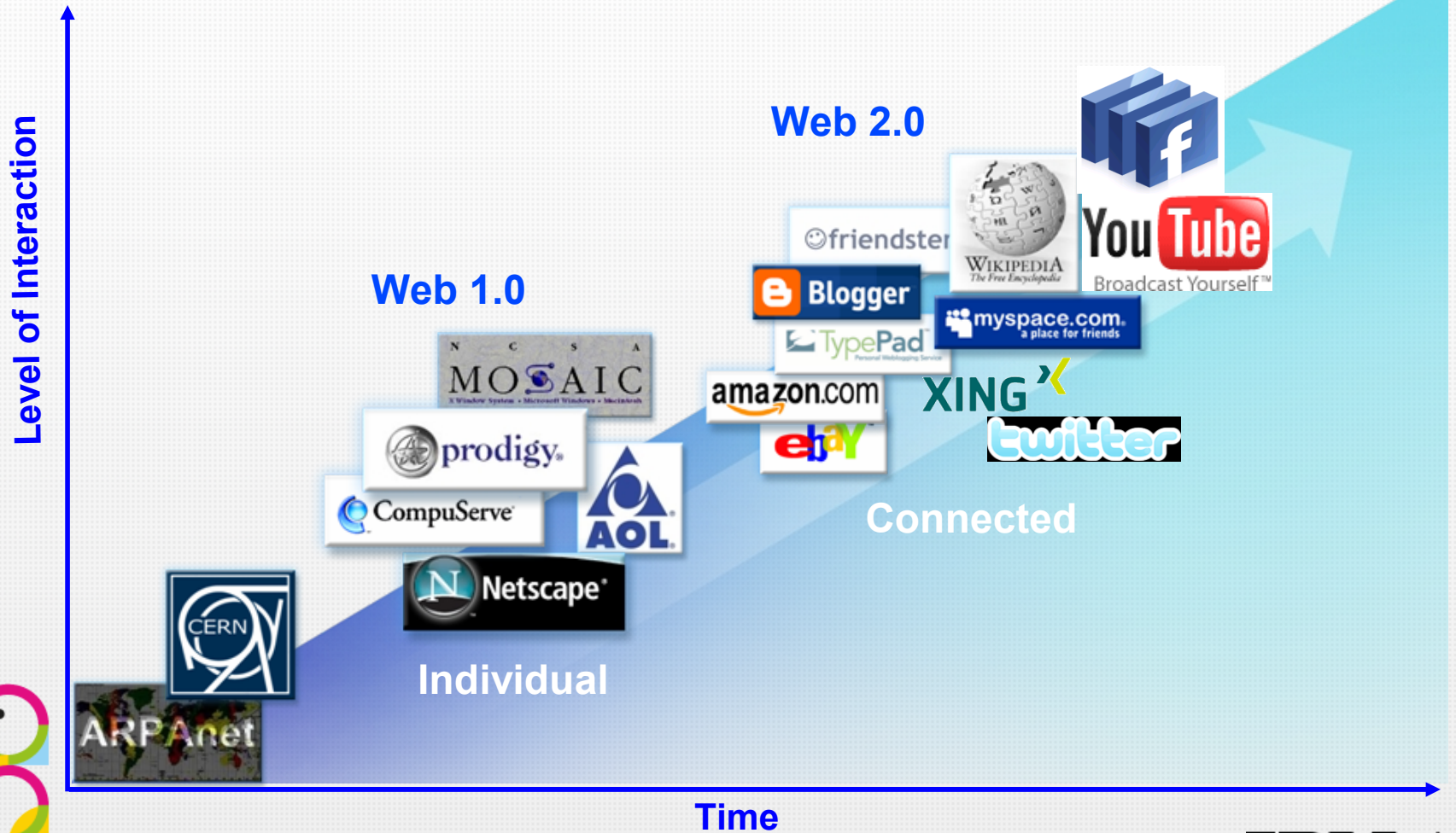


The methodology of connecting people and information

Focuses on building and reflecting social relations among people who share ideas, activities, events, and interests within their individual networks.



The Transition to “Enterprise 2.0”

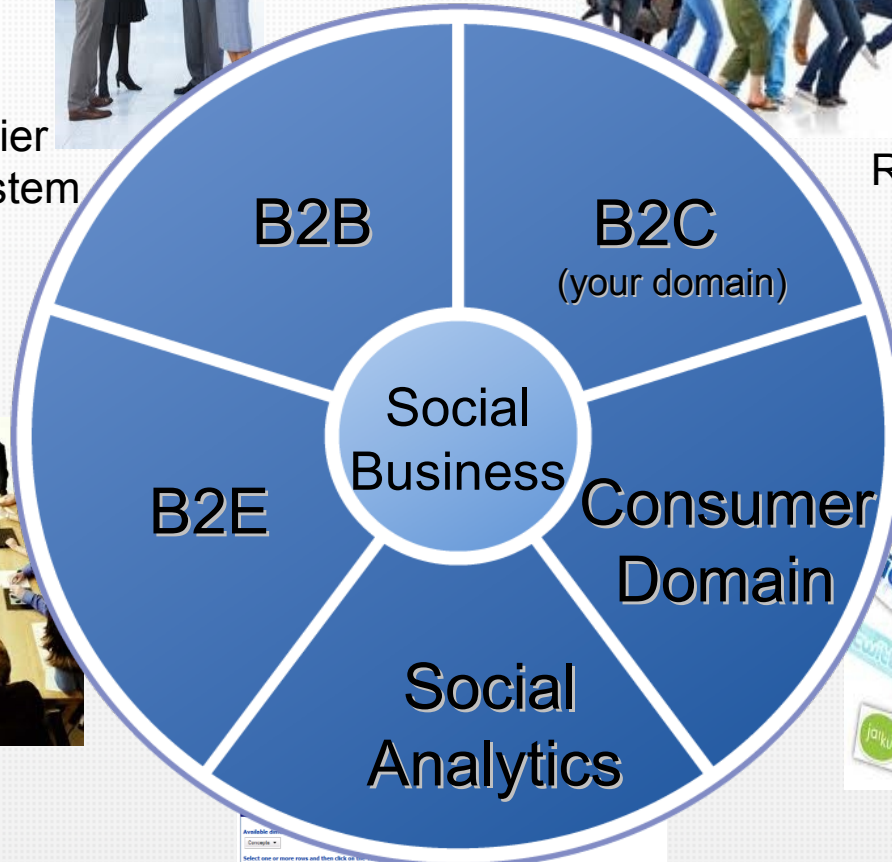




Healthier
Eco-system



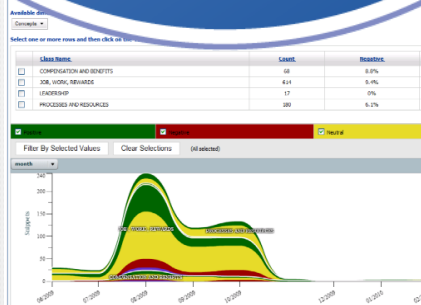
Stronger
Relationships



Workforce
Optimization
& Ideation




New Channels



Listen, Learn, Measure, Take Action





**The tools
should be
consistent
with the
goals ...**

IBM Connections

Enterprise Social Business Tools



Profiles

Find the people you need



Communities

Work with people who share common roles and expertise



Files

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



Wikis

Create web content together



Activities

Organize your work and tap your professional network



Forums

Exchange ideas with, and benefit from the expertise of others



Media Gallery

Upload images and videos for viewing and share inline in community

Get Smarter! Get Social!



Micro-blogging

Reach out for help your social network



Social Analytics

Discover who and what you don't know via recommendations



Home page

See what's happening across your social network



Bookmarks

Save, share, and discover bookmarks



Blogs

Present your own ideas, and learn from others



Ideation

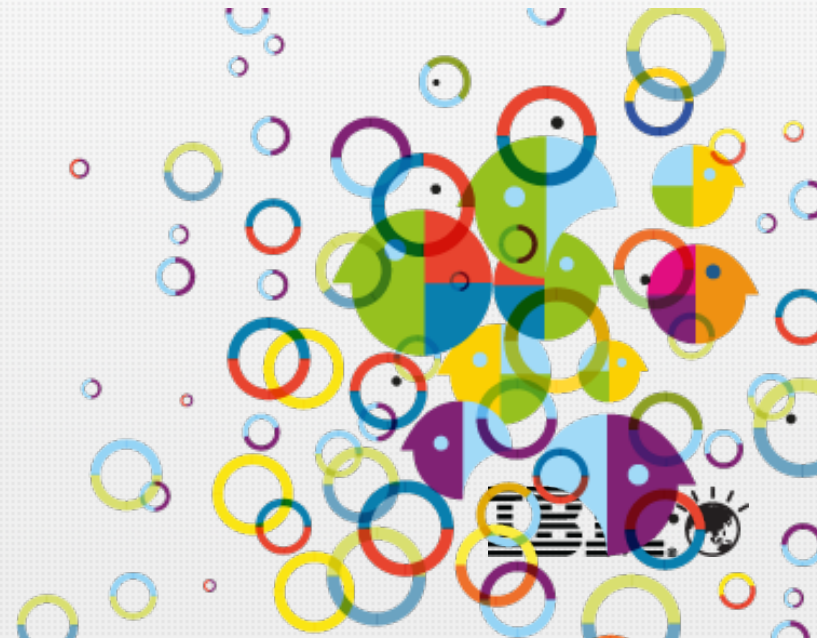
Gather structured feedback through Ideation Blogs

Activity Streams, Notifications, Reputation and Expertise, Tagging, Filtering, Searching, Events, Subscriptions and Feedback



Agenda

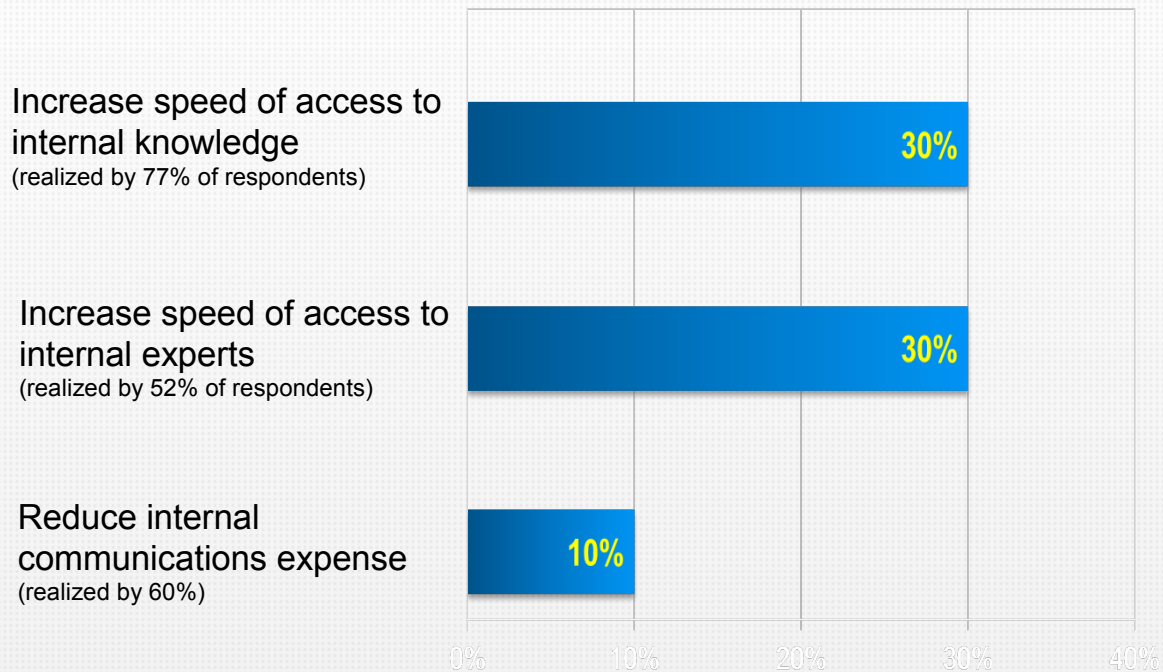
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The value of Social Business for HR and Workforce Transformation is real



Realized benefit - median improvement %



Key Opportunities for ROI

- Faster on-boarding & M&A = 10% lower cost
- Reduced new employee training costs 15%
- Compressed employee communications time = \$2M
- Virtual teamwork reduces travel frees \$8M

Client ROI References*

(*) "The rise of the networked enterprise. Web 2.0 finds its payday" – McKinsey Global Survey Results, 2010



IBM's industry leadership...



8

of the top 10 banks
and retailers

12

of the largest telcos

500

governments covering
all G8 nations

#1

Ranking by IDC for 3
consecutive years

60%

of Fortune 100 use
IBM Social
Business

36,000+

IBM Social Business
general business
customers globally

Expertise across all Industries & Geographies

...provides unparalleled experience on how to achieve success



For CEMEX, becoming a social business means developing a culture of knowledge and insight-sharing



"It can make a big company look like a small company"

*– Gilberto Garcia,
Director of Innovation*

Goal: to shift culture towards more open collaboration across a global organization



Campaign: Project Shift - an internal social network

Project Shift

Driving a measurable social transformation...

- **Rapid organic adoption** = 17000 employees connected in the first year, 400 new communities, innovation initiatives increased from 5 to 9
- **Bring new products to market faster** = 600 participants across several countries develop CEMEX' first globally-branded ready-mix product



For Sogeti, becoming a social business means rapidly developing and deploying skills



"People are finding each other, creating new services. It could be an extremely valuable part of our culture."

– Erik van Ommeren

Goal: More closely align a spread out workforce

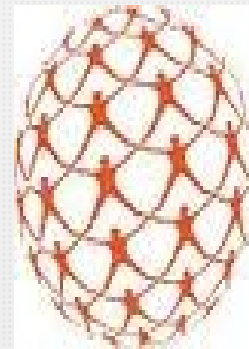


Campaign:
Sogeti TeamPark – a collaborative platform for employees

TeamPark

Driving real business results...

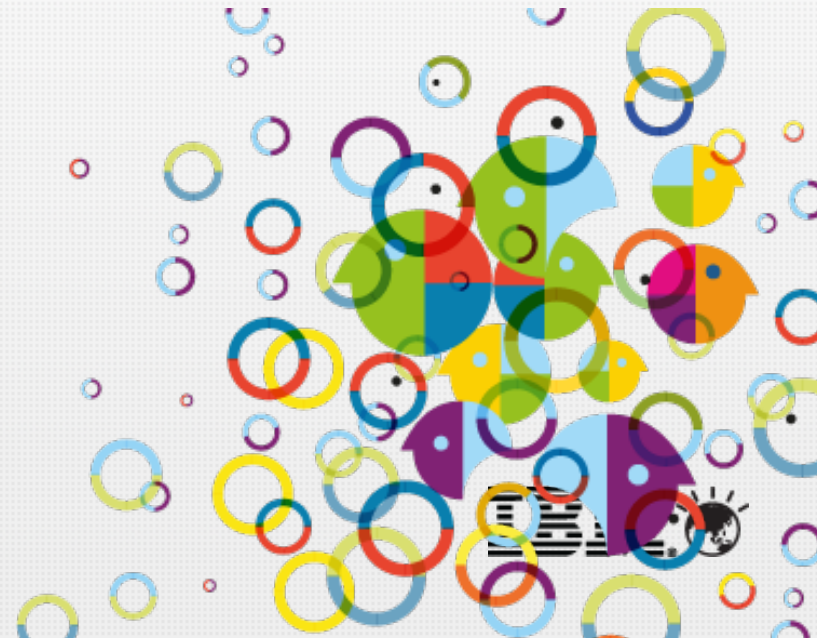
- **Knits a single corporate culture** = unites 200 locations in 14 countries
- **Speeds market responsiveness** = reduces search time for finding staff expertise, speeds the formation of consulting teams, and enter new markets more quickly



TEAMPARK
BY SOGETI

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What you are going to see.....



- Locating Expertise:
 - easy to find info and expertise
 - profile, updates, tags/browse files, business card, profile, recent activity, community, membership/roles
- Social Everywhere:
 - promoting adoption and sharing
 - integration in explorer, notes, email digest, mobile)
- Collaboration in Context:
 - inside portal, crm system, composite applications



Leadership Engagement is Key....




Follow the Leader

Andrew Stevens' video blog




Blog

 **Honouring an STG bet (again!)** ★ 4
[Andrew Stevens](#) | Today 12:52 PM | 11 Comments | 521 Visits

 **Prime Minister's economic forum** ★ 2
Andrew Stevens | June 13 | Tags: australia andrew-stevens-blog a/nz prime-minister economic-forum follow-the-leader andrew-stevens aus-prime-minister | 247 Visits

 **Perth: Great client visits (iiNet, Rio Tinto, Chevron), Great Plac**
Andrew Stevens | May 30 | Tags: rio-tinto perth chevron anz-perth iinet anz-wa andrew-stevens | 8 Comments | 513 Visits

 **Perth: Fairfax board-meeting: Our leading thinking acknowledged**
CEO study
Andrew Stevens | May 28 | Tags: anz-perth fairfax ceo-study andrew-stevens follow-the-leader | 10 Comments | 531 Visits

 **18 May: Lunch with Minister of Education - Australia's digital fu**
Andrew Stevens | May 21 | Tags: digital_futures andrew_stevens_blog education peter_dutton follow_the_leader andrew_stevens | 10 Comments | 531 Visits

[View All](#)



From Liking to Leading: The Success of your Business is Social



It's no secret that social technologies are dramatically changing the way people interact, collaborate, engage and get work done. But how can you as a leader tap into the power of social to drive real business value?

Join us for the launch of Connections 4
at our next Executive Breakfast Series

Sydney – 6th November

Melbourne – 7th November

Perth – 8th November

Auckland – 14th November

Wellington – 15th November

Register your interest to attend on amanhar@au1.ibm.com

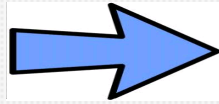




The IBM Approach to Start Your Social Business Journey

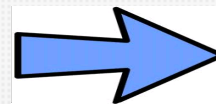
Vision

Exploring the art of the possible



Roadmap

Discussing the art of the probable



Solutioning

Business and technical requirements

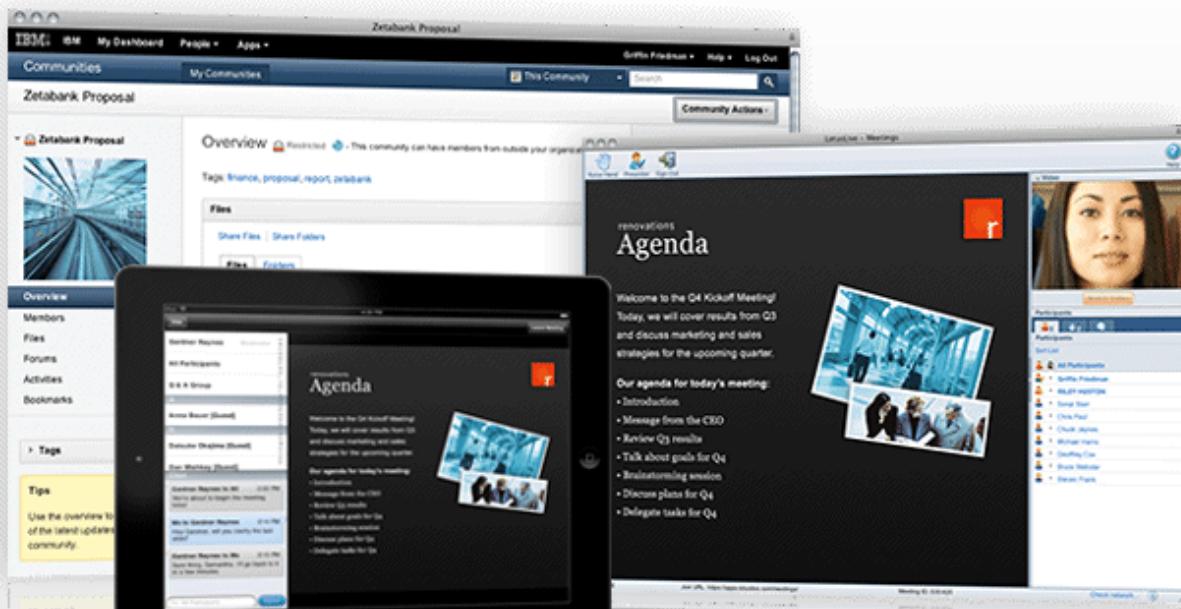


Business Outcomes



Capability





Use a market leading online collaboration solution

Enterprise-grade file sharing, communities, web meetings, mail and calendar for any organization, including unlimited guest access.

[Start a Trial](#)[Buy now >](#)

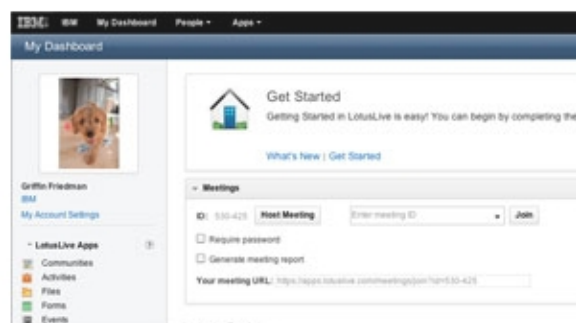
IBM was cited as a leader in **The Forrester Wave™: Cloud Strategies of Online Collaboration Software Vendors, 3Q 2012.**

Forrester Research Inc. Aug. 16, 2012



Learn about Social Business

Understand what it means to become a social business and learn about the benefits of our



See what you can do

Explore file sharing, communities, web meetings, mail, calendar, document editors, mobile



Hear from our customers

Watch how collaborating seamlessly across firewalls and time zones is helping businesses save

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Social Business for Workforce Topics for Round Table....



- Providing alternative work models to provide greater opportunity for efficient and more flexible deployment
- Retaining the IP of an ageing workforce
- Creating and communicating Social Business Conduct Guidelines for your organisation
- Breaking down the organizational silos that prevent the best use of your talent
- Reducing time to competence in your most critical jobs
- Encouraging multiple generations of employees to actively engage in online collaboration
- Exploring, rewarding and integrating employee generated ideas and innovation
- Techniques to tap into ideas and insights of employees around the world
- Fostering creativity and border-less (e.g., geographically, organizationally) thinking among your leadership team
- How are you rethinking leadership development to rapidly close the effectiveness gap?
- How do you integrate leadership development with emerging opportunities to prepare for the future?
- Increasing workforce creativity, and speed/quality of decision-making, by shifting culture from knowledge hoarding to knowledge sharing
- Recruit, deploy, and further develop workforce skills
- Cultivating future leaders that are creative and collaborative, but are hampered by education, culture, and on-the-job training that emphasises siloed behaviour
- Improve morale and job satisfaction. and reduce turnover by creating anytime, anywhere, “it just works” collaboration environment
- Attracting and retaining top talent in your organisation



Roundtable Discussion....



Topic Questions

- How/what are you currently doing to...?
- What are the challenges?
- How are you planning to overcome?





THANK YOU



Brent Lello

AP BUE

IBM Exceptional Web
and Social Business

IBM Software Group

Canberra, Australia

+61418643148

brent.lello@au1.ibm.com