

**BusinessConnect**

A New Era of Smart

29/05/2013

# IBM's Social Business Journey

*Enabling growth, productivity, and  
culture change*



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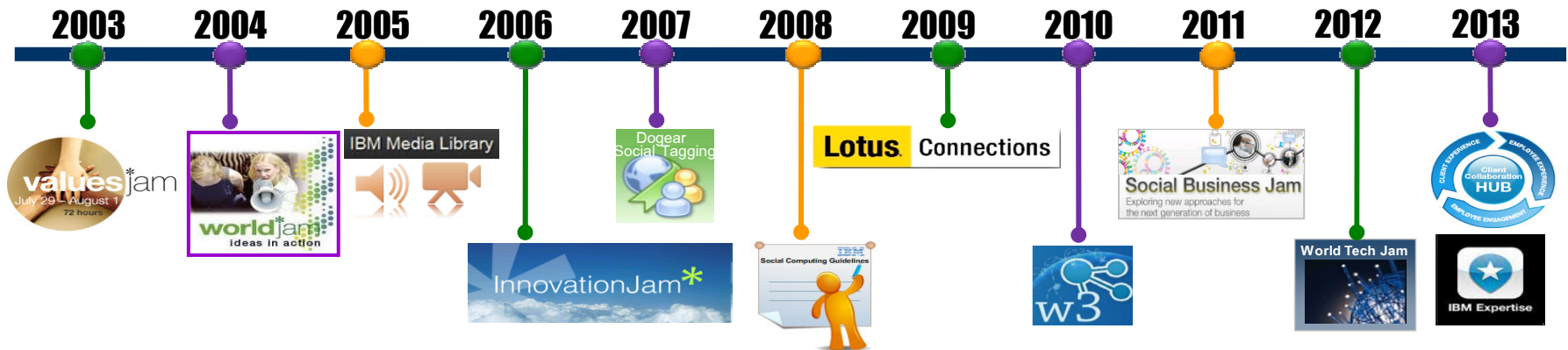
- **80's and 90's: Online VM Chat Forums (1980s)**, employee portal, W3 (1996), Lotus SameTime **Instant Messaging (1998)**, Developer Works Communities (1999)
- **2001: First all-employee online brainstorm, WorldJam**
- **2003/04: ValuesJam:** employees collaborate to create Values; BlogCentral: All employee blogging platform on intranet; Developer Works; blogs on ibm.com, WikiCentral launched on W3
- **2005: Employee self publishing platform, IBM Media Library launched on intranet, IBMers write blogging guidelines**
- **2006: IBM hosts innovation Jam** for employees clients, family members, friends
- **2007: Cattail: social file sharing, DogEar: social tagging, Fringe4: internal social networking**
- **2008: BeeHive: Internal social network; BlueTwit: Micro-blogging behind firewall; Blogging Guidelines refreshed (now called Social Computing Guidelines)**
- **2009: Connections established on W3 and ibm.com;** SocialBlue: Internal social network; Conduct enterprise risk assessment; Legal publishes social computing FAQ; All employee BCG education
- **2010: IBMers form largest employee communities on LinkedIn, Facebook, Twitter;** Social Computing Guidelines3.0; IBM SVPs Host Social Business Forum; Social media located on IBM Enterprise Risk Map
- **2011: Social Business @IBM tool Launched; Social Business Management Council;** Host social business Jam; Build social Intelligence System for always-on crisis and opportunity monitoring & workflow
- **2012: CEO blogs on her first day in office;** Digital IBMer certification implemented
- **2013: Client Experience Jam; 1-3-9, Think Academy, IBM Expertise, Think management**





“We are just beginning to scratch the surface of what we are going to do with social at IBM. We will be the preeminent social enterprise, make no mistake about it.”

– Ginni Rometty, All IBMer Announcement “Client Experience Jam Results”, July 25, 2013





**400,000+ employees**  
in over 200 countries

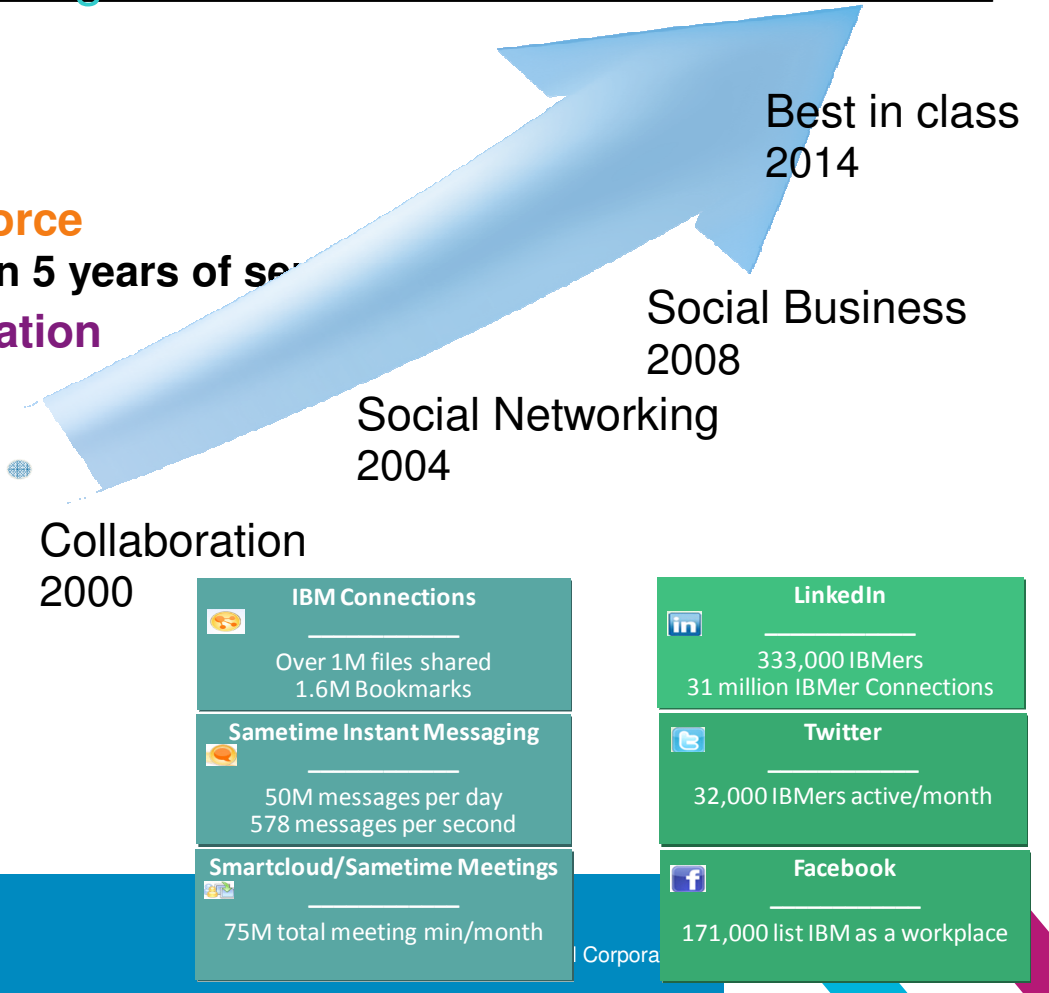
**50% workforce**  
has less than 5 years of seniority

**71% of employee population**  
is outside of the US

**50% of employees**  
work remotely,  
not from a traditional office

• Mobile Office  
1990s

• Traditional Office  
1980s



Corpora



## 1. Technology will be all-pervasive and universal

- Based on cloud, mobile devices and internet
- Driving borderless collaboration and automation of tasks

## 2. Talent will be worldwide

- Social networks and future technology will increase the capability for talent to network and for companies to access talent globally and 24/7

## 3. Skills will be specialized

- Less generalist, more in-depth mastery of specialist skills and the ability to collaborate and compete will be required

## 4. Expectations of work will change

- Skilled workers will be more individualistic and expect more flexibility. Digital reputations will be the basis of employability
- The norm will be to work more from home or in small community hubs to avoid carbon costs and lengthy commutes

## 5. Labor regulations will evolve

- Legislators who continue to try to protect employment by law will put their economies at risk
- Highest standards of corporate citizenship will be expected – by governments, unions, media and employees





An **adaptable workforce** that can rapidly respond to changes in the outside market

No cookie-cutter approach to employment needs of a global talent base



**Effective leadership** to guide individuals through change and deliver results

High focus on Leadership - Pipeline Assessment & Development



An **integrated people management model** that addresses the entire employee lifecycle

IBM differentiators that provide a complete Employee Experience



**Workforce analytics** that can deliver strategic insight and measure success

Relevant measures that drive business value

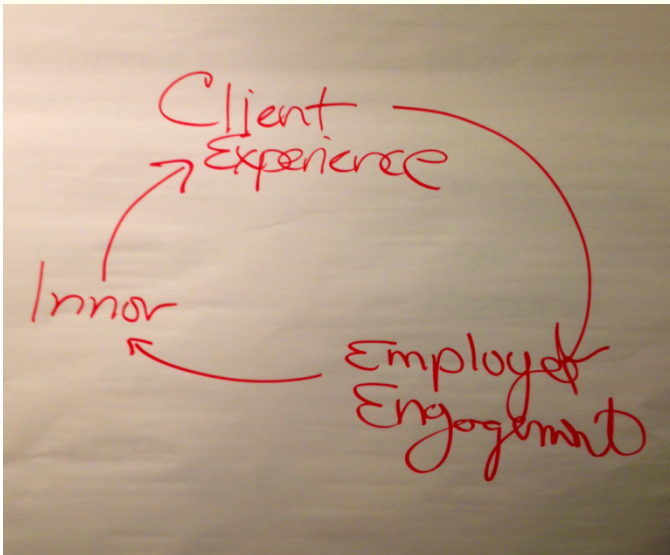
*Enhancing people performance in today's turbulent business environment requires focused leadership*





*“This isn’t just a change in tools. It’s a change in mindset and organizational culture”  
“In a social enterprise, your value is established not by how much knowledge you amass, but by how much knowledge you impart to others.”*

*– Ginni Rometty, Council on Foreign Relations speech  
(March, 2013)*



**THINKtogether**

**Thoughts for 2013**  
Virginia Rometty | Jan 2 | 329 Comments | 83,281 Visits

As we begin 2013, I wanted to reflect on what we've learned over the past year and what we want to do in the future.



to become the world's leading social business.

[Click here to watch Ginni's message from your IBM enabled mobile device](#)  
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*...to become the world's leading social business...*





Insights from IBM's  
Global C-suite Study  
*CHRO Point of View*

- **Apply science and analytics to the art of talent management**
  - Forecast the need and availability of key skills and key roles
  
- **Build social capabilities into the fabric of your organization**
  - Enable employees to locate, connect with others with right skills
  - Rethink learning programs to adapt to a more social, interactive generation
  
- **Work with internal and external partners to unlock new sources of value and deliver new capabilities**
  - Form new internal partnerships that address key strategic initiatives such as branding (Marketing), collaboration (IT) and risk (Finance)



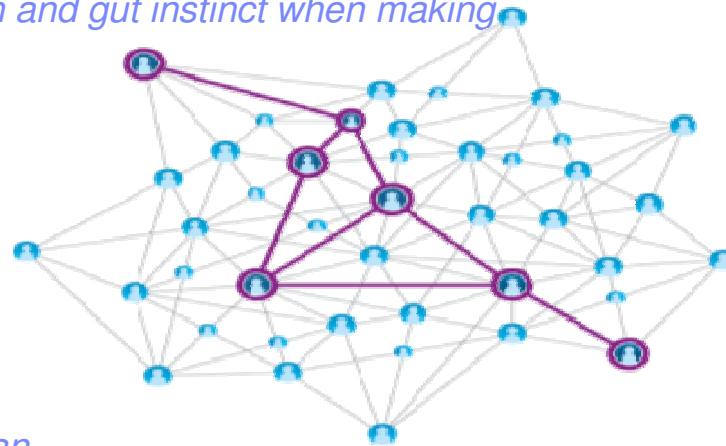


Top performers are **5.4x** more likely to use an analytic approach over intuition and gut instinct when making decisions.<sup>1</sup>

Highly engaged employees are

**87%**

less likely to leave their organizations than highly disengaged employees<sup>1</sup>



Using social technologies across the value chain, especially in consumer packaged goods, can increase margins

by up to **60%**<sup>2</sup>

Source 1: The New Path to Value, a joint MIT Sloan Management Review and IBM Institute of Business Value study. © 2010 Massachusetts Institute of Technology. Source 2: Source: 2012 McKinsey Global Institute: The social economy: Unlocking value and productivity through social technologies; Source 3: Role of engagement in return to growth, Bloomberg Businessweek Aug 2010;



