

Social Business.



Collaborating in a social business


Darren Adams

Portfolio Manager, IBM Collaboration Solutions





Introducing me...

Blogs	Profile	Activities	Bookmarks	⌵
Communities		Wikis	Files	
	Adams, Darren	-		
Messaging & Collaboration Portfolio Manager				
Great Britain				
1-720-663-2261				
darren.adams@uk.ibm.com				
Sametime: I am available to collaborate @ Camberley				
Send e-mail Chat More Actions ▾				



This sums up the theme of today's presentation...

While I was creating a presentation, I was multi-tasking ... also engaged in an instant messaging conversation

My colleague wrote...



“ You have to laugh... John [surname removed] asked me to **E-MAIL** him my presentation on *improving collaboration* ”





A social business...

Recognises a brand is experienced through its people

Creates value by establishing people networks at work and over the web

Cultivates **trusted** relationships among customers, employees, and partners

Outperforms its peers

Everywhere

Customer-driven

Empowering

Creative





Enable an effective workforce in a social business

Assemble special project teams quickly from top talent from across the organisation

Create and share content with the confidence

Keep track of what's happening with your tasks and projects with **activities and status updates**

Tap the expertise of your network and collaborate **instantly from within existing applications**





If Facebook were a country...

It would be the world's 3rd most populous

Nearly 9% of the global population



Data source: Wikipedia

<http://www.flickr.com/photos/m00by/2539347606/>





<http://www.flickr.com/photos/dpstyles/3091707912/>



Smarter software for a Smarter Planet.





facebook®

Linked **in**®



Collaboration rule #1

“You can lead a horse to water, but you can't make it drink”

An animal, and by implication a person, will only do what it / he wants to do

phrases.org.uk





What the heck
is Electronic Mail?

Electronic Mail is a term that's been bandied about data processing circles for years.

Simply put, it means high-speed information transportation.

One of the most advanced methods is terminals talking to one another.

Your mailbox is the terminal on your desk. Punch a key and today's correspondence and messages are displayed instantly.

Need to notify people immediately of a fast-breaking development? Have your messages delivered to their terminal mailboxes electronically, across the hall or around the world.

Electronic Mail is document distribution that's more timely, accurate and flexible than traditional methods.

There's no mountain of paperwork.

Administrative personnel are more effective.

Managers have access to more up-to-date information. Decision-making is easier.

Tomorrow's automated office will clearly include Electronic Mail. But like the rest of the Office of the Future, it's available at Honeywell today.

For more information call Mr. Laurie Reeves at (800) 225-3222/3 (within the 617 area, call 552-2048). Or write him at Honeywell Office Automation Systems, Three Newton Executive Park Drive, Newton Lower Falls, Massachusetts 02162.

Honeywell

Social Business.



1977

“Managers
have access to
more up-to-
date
information.

Decision-
making is
easier”



What? How can I be over my e-mail quota again?

Well, here's your answer...










I'm now focused on reducing the volume rather than actually doing my job

Some people see their mail box as their filing system

Some people e-mail files to themselves so they can store them in their mail box

Yes, this is true, I've met them

They are the horses – make them drink

Size ▼			
15.8M			
7.9M			
6.3M			
5.2M			
1.8M			
1.6M			



Social networks are part of all organisations (even if you don't know it)



Business User

“I need to easily connect with people who are relevant to the decisions I make.”



Manager

“I need to better understand the perspectives of my colleagues.”



Executive

“I need to easily access decision history in order to learn, reference and create best-practices.”



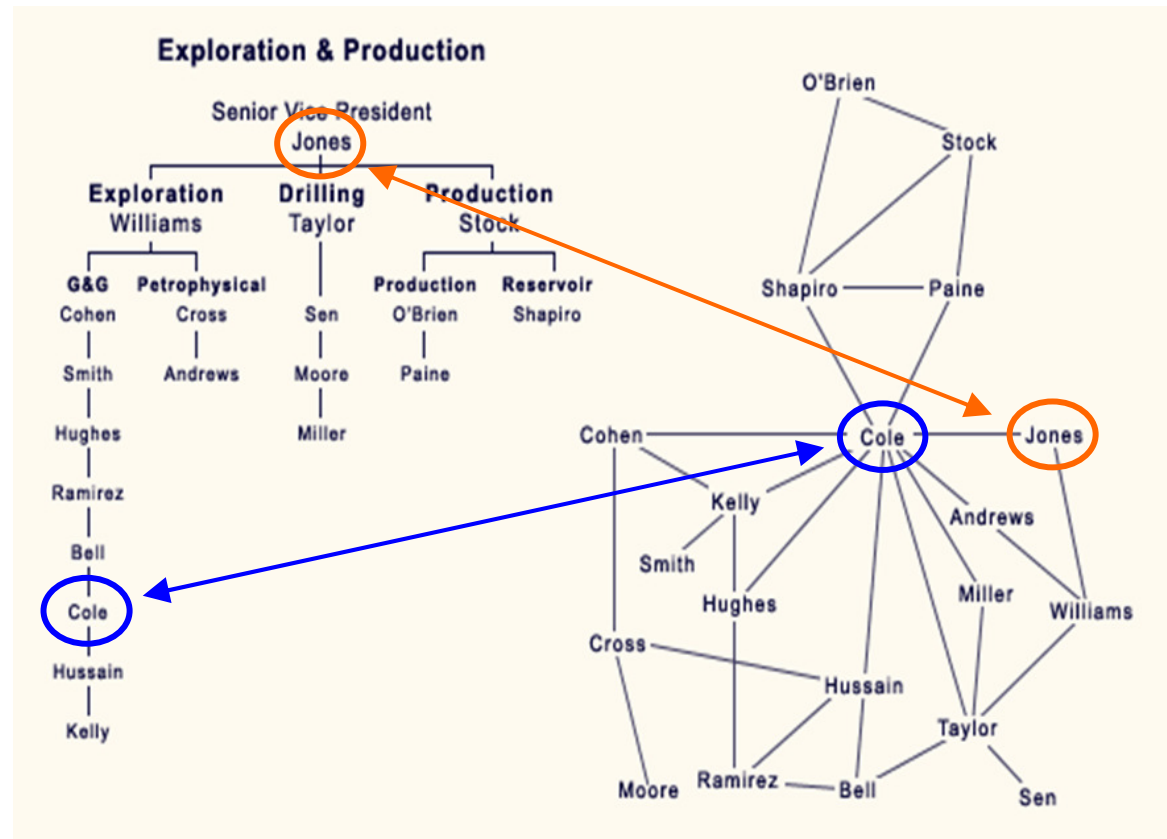
The organisation chart means very little

Organisation charts are not the best indicator of how work gets done

Senior people are not always central; peripheral people can represent untapped knowledge

A community-based approach becomes the basis for a collaboration action plan

Social businesses should respect but not depend on hierarchy





Collaboration accelerates innovation

“... we believed new ideas would come from special people, working in special places, often wearing special clothes: ***the boffin*** in his white coat in the lab, ***the zany inventor*** in his garage, the loft-living Bohemian...”

“The spread of the web means that ***more people than ever can begin and take part in creative conversations*** to combine their ideas and insights.”

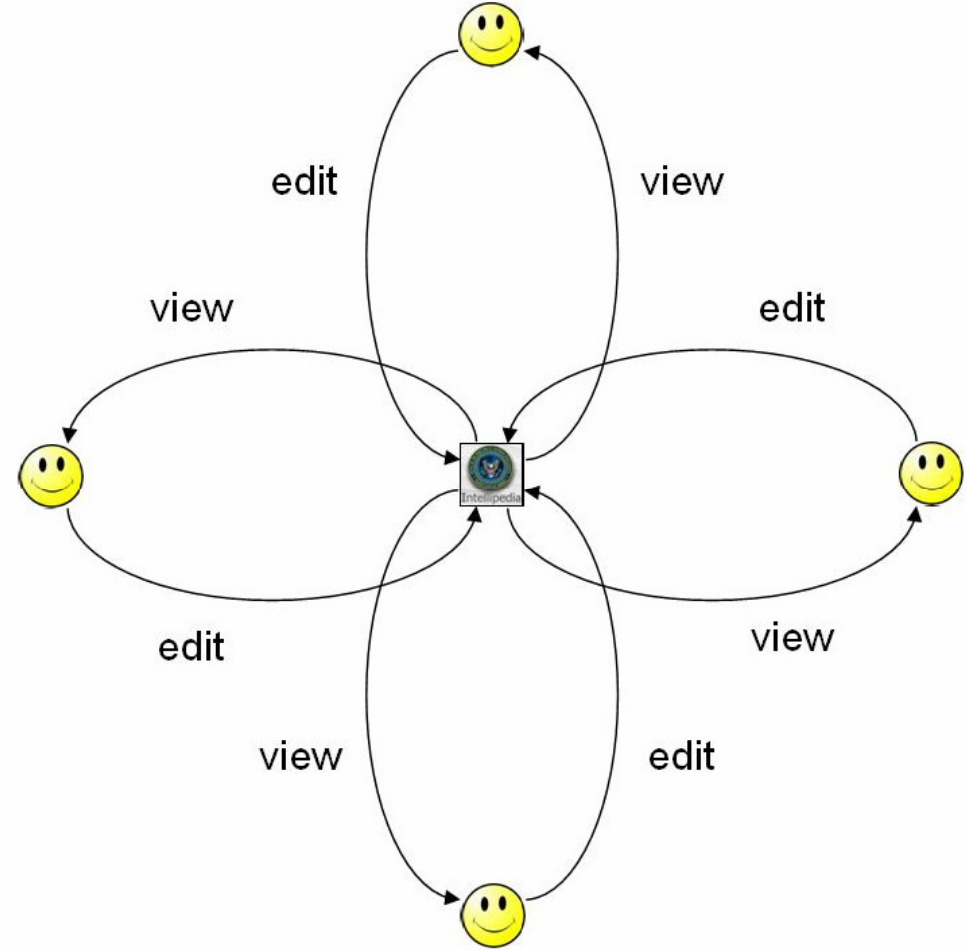
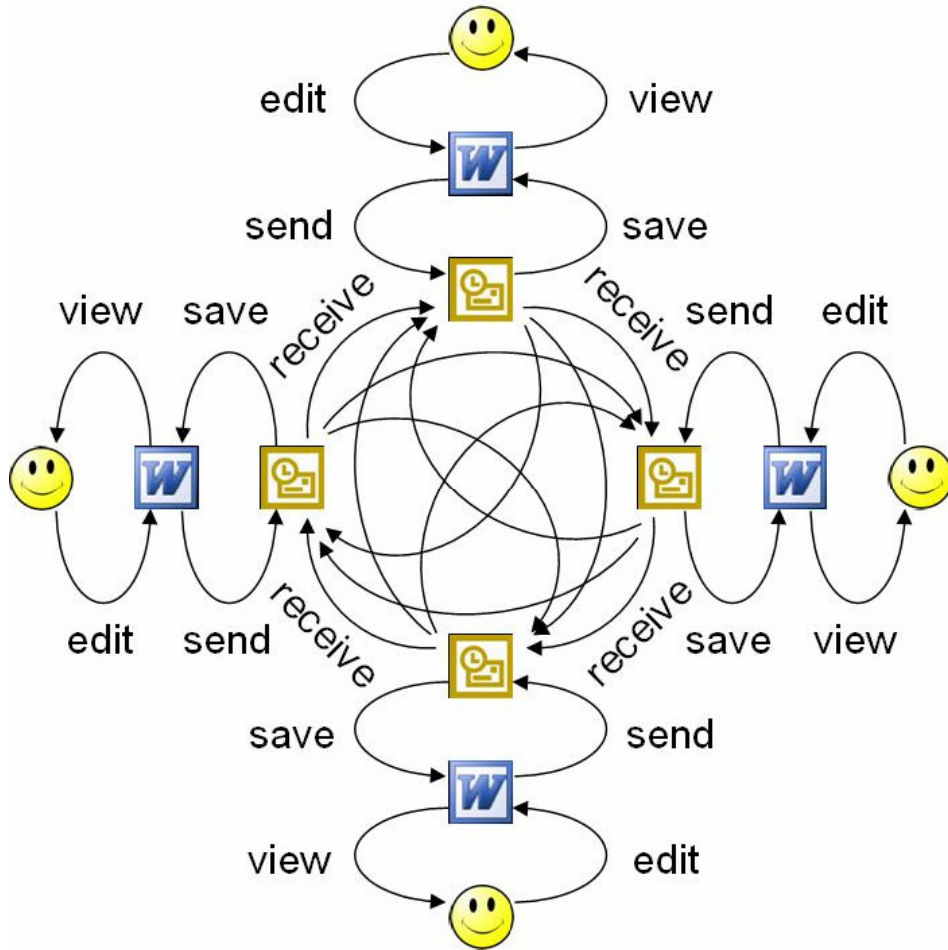
Charles Leadbeater

Author of *'We Think: Mass Innovation, Not Mass Production'*





E-mail versus wiki-based collaboration





Where do you sit? Rate yourself...

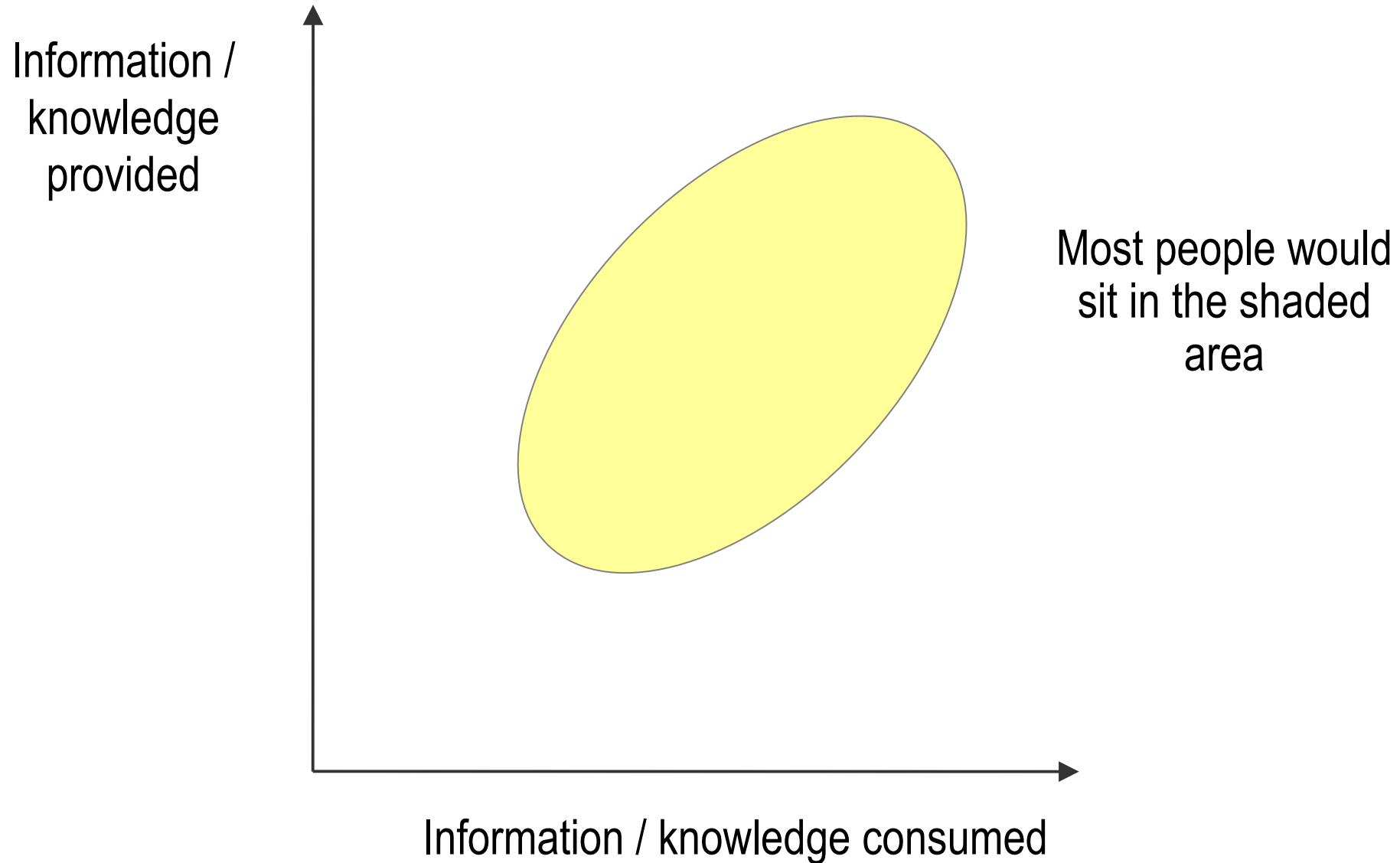


Subject-matter expert

Information consumer



Where do you sit? It's actually more complex...





What are your challenges?

Subject matter expert

In demand

People need your expertise and knowledge

Constant disturbances... requests for information

Information consumer

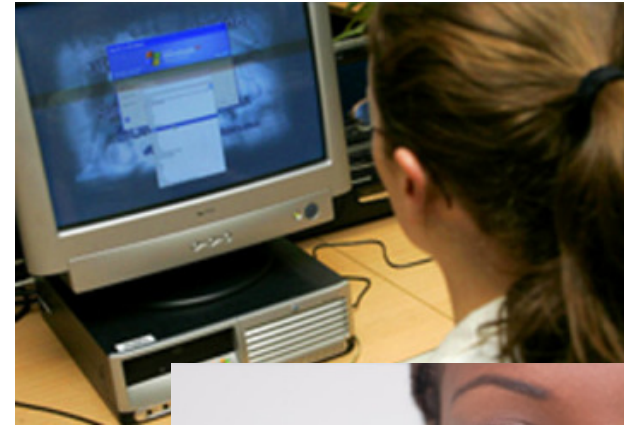
You can't find what you need

When you do find something, it's out of date

...or not quite what you were looking for

Difficult to track down the subject matter experts

The right person isn't available at the moment



Jean Francois Chenier's Files - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://w3.ibm.com/connections/files/app?lang=en#/person/e8760340-91c2-102c-9d19

Lotus Connections English | Darren Adams | Help | w3 Home | Feedback | Support Forum | Log Out

Home Profiles Communities Blogs Bookmarks Activities Files Wikis

Files Collections Updates This Person's Files Search

Upload a File New Collection

My Files
 Shared With Me
 Shared By Me
 Public Files



Tags
 abc abcdef adoption blogs
 campaign case-study commu-
 nications community
 connections episode2 feeds
 fun funny? git idea japan lotu-
 s_connections lotus-connecti-
 on **lotus-connections** l-
 otusconnections project-wxyz
 script strategy tags tcats tech-
 nology-spotlight themanwho-
 shouldhaveusedlotusconnecti-
 ons transcript video wxyz

View as [list](#) | cloud

Shared
 with everyone (public)































Jean Francois Chenier's Files

Filtered by: [Tagged with 'lotus-connections'](#)

Display:  

1-11 of 11

Sort by: [Name](#) | [Most Recent](#) | [Most Downloaded](#) | [Most Recommended](#) | [Most Commented](#)

	The man who should have used Lotus Connections, #8.h  64  3  1 	More
Public and shared with 6 Jean Francois Chenier updated Jan 13		
	The man who should have used Lotus Connections #6.h  212  8  3 	More
Public and shared with 37 Jean Francois Chenier updated Jan 13		
A 43 second holiday sepcial about microblogging. Will do more on microblogging and profiles in a later episode.		
	Lotus Connections - Japan awareness & adoption activit  65  0  0 	More
Public and shared with 16 Jean Francois Chenier updated Jan 7		
	The man who should have used Lotus Connections #9.m  51  14  7 	More
Public and shared with 11 Jean Francois Chenier added August 13, 2010		
Another in the series... this one about bookmarks.		
	Adding a Lotus Connections Feed to Notes.ppt  7  1  0 	More
Public and shared with 1 Jean Francois Chenier added June 9, 2010		
Some instructions on how to find LC RSS feed URLs, and how to add them to the built-in Notes feed reader.		
	The man who should have used Lotus Connections #4.h  206  25  8 	More
Public and shared with 45 Jean Francois Chenier updated April 6, 2010		
Just to keep things interesting, I took a different approach with number 4, which is about Communities, and took advantage of		

Jean Francois Chenier's Files - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://w3.ibm.com/connections/files/app?lang=en#/person/e8760340-91c2-102c-9d19

The man who should have used Lotus Connections, #7.v 385 13 8 More
Public and shared with 27 | Jean Francois Chenier updated April 6, 2010
A short video on Profile tags and expertise location in the original format for this series (my Mac is sick). To be used as part of the IBM-J tagging challenge.

Script for The man who should have used Lotus Connec 21 0 0 More
Public and shared with 3 | Jean Francois Chenier updated October 26, 2009
This file contains the script, and instructions for localization.

The man who should have used Lotus Connections, epis 1,080 30 14 More
Public and shared with 112 | Jean Francois Chenier updated September 16, 2009
New episode which focuses on blogging. The sound and resolution are better than for episode 1, and I used 14:9 aspect ration (the youtube standard these days).

The man who should have used Connections, #1.wmv 3,159 82 48 More
Public and shared with 500 | Jean Francois Chenier updated September 2, 2009
Testimonial from a guy who had a bad week.
More details on series, localizations, etc on blog at: <http://connections.tap.ibm.com/blogs/timebanana/>
All files related to this series are in this collection: <http://connections.tap.ibm.com/files/app?lang=en#/collection/3c950c4d-999e-423e-ab04-25f297e241b8>

Web 2.0, w3 & Lotus Connections.ppt 234 1 0 More
Public and shared with 9 | Jean Francois Chenier updated July 3, 2009
Presentation on web 2.0, w3 web 2.0 tools, and Lotus Connections which I use as lead in to Connections demo.

Show 10 | 25 | 50 items per page.

[Feed for this page](#)

IBM Lotus Connections Help About

The man who should have used Connections, #1.wmv - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://w3.ibm.com/connections/files/app?lang=en#/person/e8760340-91c2-102c-9d19

Lotus Connections English | Darren Adams | Help | w3 Home | Feedback | Support Forum | Log Out

Home Profiles Communities Blogs Bookmarks Activities Files Wikis

Files Collections Updates This Person's Files Search

Upload a File New Collection


My Files
Shared With Me
Shared By Me
Public Files

< Back to Jean Francois Chenier's files

The man who should have used Connections, #1.wmv

Public and shared with 500 | Jean Francois Chenier updated September 2, 2009 | Tags: case-study, fun, funny?, lotus-connections, video | ★ 48 people have recommended this file.

[Share](#) | [Add to collection](#) | [Set e-mail notifications](#)

 Description: Testimonial from a guy who had a bad week.


More details on series, localizations, etc on blog at: <http://connections.tap.ibm.com/blogs/timebanana/>


All files related to this series are in this collection: <http://connections.tap.ibm.com/files/app?lang=en#/collection/3c950c4d-999e-423e-ab04-25f297e241b8>

Size: 5.48 MB
[Download this file](#)

Comments (82) About this file Sharing Versions (1)

1-20 of 82 1 | 2 | 3 | 4 | 5 Previous Next

 Jennifer Okimoto commented on August 25, 2009 (version 1)
That is hysterical! Thanks for sharing.

 Gail M. Hock commented on August 26, 2009 (version 1)
Perfect, absolutely perfect. I agree w/Jennifer, thanks, and if we could only get the rest of IBM to see it!

Done

The man who should have used Connections, #1.wmv - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://w3.ibm.com/connections/files/app?lang=en#/person/e8760340-91c2-102c-9d19

Editors: None

Collections: Collab@IBM, Cool Stuff, Lotus Connections - Sales Collateral, Lotus Connections related, SMC Social Software, The man who should have used Connections, The man who should have used LC (videos only), Things I like, Tiger Collection for Evangelism, Web2, good ones, web 2.0, web2.0, and 15 private collections [Add](#)

Alike Pietsch	»	<ul style="list-style-type: none"> • Barbara De Jonghe • Gabriele Hallmayer • Johannes Hoffmann
Caroline H. Day	»	<ul style="list-style-type: none"> • Alexander Mayakis Jr. • Anika Wall • Debra L. Hewitt • Gwendolyn W. Fletcher • Jian Bo Gao • Lou Giambalvo • Lynn Blahuta • NIRMAL K. VENKATESAN • RAKESH P. SHETTY • Robert Snyder • Sean McLaughlin
Christopher C. Crumney	»	<ul style="list-style-type: none"> • David Farrell • Greg W. Berard • John B. Lautenbach • Jonathan Sakey • KELLY G. BOWER • KRISTEN LAURIA • Michael Alessandro • Paul A. Culpepper • Robert Picciano
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EDMUND B. STANTON	»	<ul style="list-style-type: none"> • Christopher S. Lamb • Heidi R. Ambler • Jeffrey P. Schick • Larry C. Oglesby • Martha J. Mealy • Randy D. Frink • Stephen R. Londergan
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Randy D. Frink	»	<ul style="list-style-type: none"> • BRIAN STEINCKE • Christopher S. Lamb • Gregory W. Henderson • Heidi R. Ambler • Jeffrey P. Schick • John B. Lautenbach • Larry C. Oglesby • Martha J. Mealy • R. R. Moorer • Robert Guidotti • Robert Paladines • Robert Picciano • Scott J. Smith • Steven R. Berry • Thomas Wroblewski

Done



Rennie, Alistair

IBM employee, Regular
IBM USA
IBM Software Group
GM, Collaboration Solutions
550 KING ST LITTLETON , MA , United States
Building: LKG2 | Floor: 2 | Office: B2609A
1-720-663-2000
arennie@us.ibm.com
Assistant: O'Leary, Monique J.



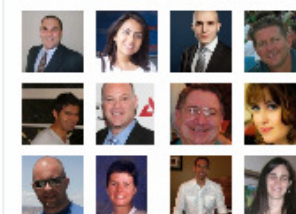
Local Time: 5:59 AM

Report to chain

- ▾ Palmisano, Samuel (Sam)
- ▾ Mills, Steven A.
- ▾ Rhodin, Michael (Mike)
 - ▾ Rennie, Alistair

[Full report-to chain](#)
[Same manager](#)
[People managed](#)

Network



[Show all \(339\)](#)

My Links

Collaboration Solutions Community

Blue Thx (BETA Widget)

Rennie, Alistair
Mike Rhodin hosted a cross IBM Social Business Summt yesterday to help drive execution plans across the company. Great meeting, much work to do.

Mar 12

Tags

Tagged by 12 people

- bayer 1
- concord 1
- connections 2
- development 2
- gm 1
- issl 1
- lotus 6
- rational 1

Contact Information

Background

The Board

Write a message on this profile board.



Rennie, Alistair Mike Rhodin hosted a cross IBM Social Business Summt yesterday to help drive execution plans across the company. Great meeting, much work to do. Mar 12
(2 comments)



Mathers, Barbara (Barb) Mar 12
It was a great meeting, Alistair. It was fantastic to see that everyone has such passion in the social space and recognizes the huge opportunities that exist there. I'm definitely on board with helping from a CIO perspective.



STANTON, EDMUND B. (TED) Mar 12



Activity-based collaboration

What is a 'business activity'... or more to the point, what defines an activity?

It has an end goal... an expected / desired outcome

It has an end date... may be set in stone or slightly fluid

It involves other people

Their content, their expertise, their participation... and co-ordination

Who's doing what, who owns what?

It may have a series of pre-defined steps (repeatable... template-driven)

...or you may make it up as you go

It involves lots of different pieces... information artefacts

Spreadsheets, documents, presentations, e-mails, feedback, tasks



✓ DONE LCTY 2009 Restore Activity More Actions

- Activity Outline
- Recent Updates
- To Do Items
- Trash
- Sections
 - Extending collaboration
 - Agendas
 - Business Partners
 - Session abstracts
 - Registrations
 - Presentation content
 - Templates
 - Logistics
 - Social Networking
 - [Add Section](#)

- Members
 - [Add Members](#)
- Owners
 - Darren Adams
- Authors
 - A. Porter
 - A. Troy

Activity Tags: lcty

Add Entry Add To Do Item Add Section

Display: [List Icon] [Table Icon]

Extending collaboration Actions

	Suggestion for content	Darren Adams	Feb 10 2009	
	<i>Darren! have added this from Chris Crummey's Cattail. it may be useful</i>	B. H. Tutt	Feb 10 2009	
	Suzanne Minassian's Social Networking keynote demo	Darren Adams	Feb 10 2009	
	Chris Crummey's Lotusphere demo	Darren Adams	Feb 17 2009	
	Paul Smith's day-in-the-life	Darren Adams	Feb 10 2009	
	Chris Reckling's Lotusphere presentation	Darren Adams	Mar 27 2009	
	Content and running order - version 2 DRAFT	Darren Adams	Apr 13 2009	
	<i>I've changed my profile (let me know when I can change it back!)Quickr Place "Green Initiatives...</i>	Matthew Newton	Apr 13 2009	
	Conversation with Jennifer from RIM	Darren Adams	Apr 2 2009	
	Progress and to-dos	Darren Adams	Apr 1 2009	
	<i>2 - Done. Not setting up Quickr Entry for this.3 - Done.4 - Done.5 - Done.</i>	Matthew Newton	Apr 13 2009	
	Manufacturing documents	Darren Adams	Apr 9 2009	
	<i>OK, docs are in. Everything mentioning "Green" has gone into the Quickr and the rest (plu...</i>	Matthew Newton	Apr 13 2009	
	Main presentation	Darren Adams	Apr 24 2009	
	LCTY 09 - Extending Collaboration - public version.pdf	Darren Adams	May 5 2009	

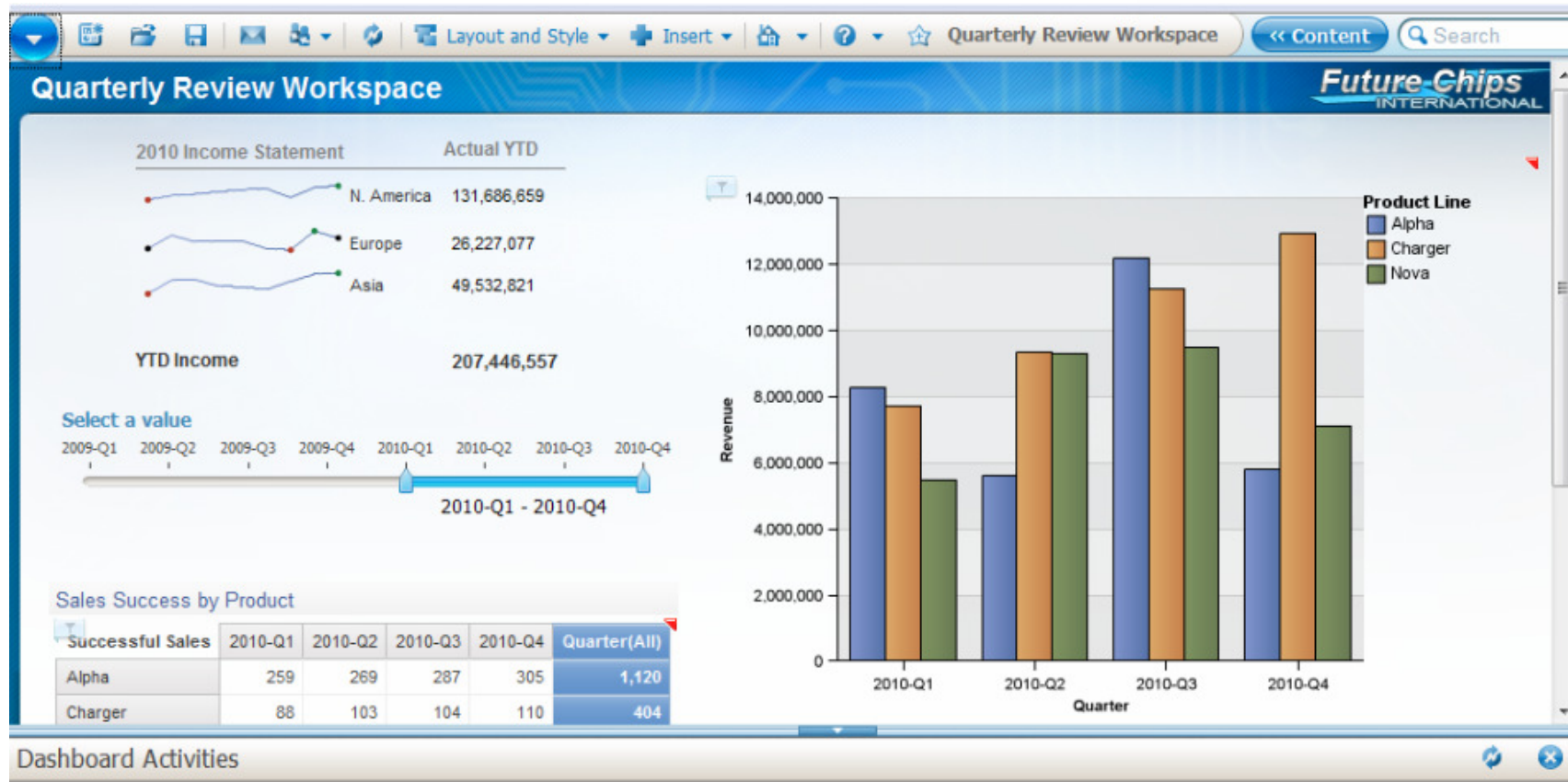
Add to this section: [Entry](#) | [To Do Item](#)

Agendas Actions

	Afternoon agenda - track 1	Darren Adams	Feb 10 2009	
	Afternoon agenda - track 2	Darren Adams	Feb 10 2009	
	Lotusphere Comes To Wales '09 - agenda	Darren Adams	Mar 18 2009	
	LCTY Wales - Link to Registration Page	B. H. Tutt	Feb 16 2009	



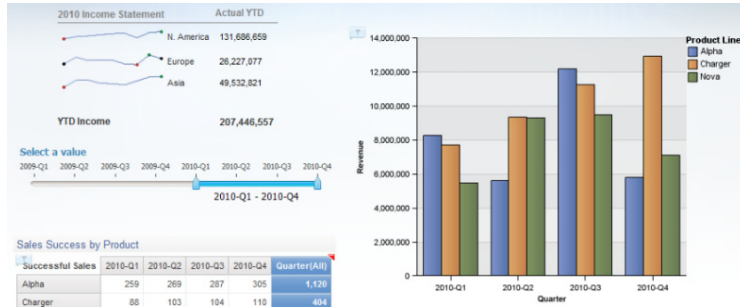
Cognos BI coming together with Connections



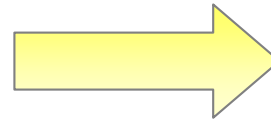
- Dashboard Activities**
- Q4 2010 Sales Quarterly Review** [More](#)
updated by Bob Business Yesterday 1:27 PM
 - Q3 2010 Sales Quarterly Review** [More](#)
updated by Bob Business Wednesday 3:40 PM
 - Q2 2010 Sales Quarterly Review** [More](#)
updated by Bob Business Wednesday 3:40 PM



Activities supporting business improvement

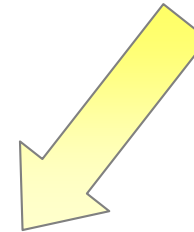


Insight via a Business Analytics workspace



2011 business improvement
 updated by Darren Adams Today 5:54 PM | Due Jun 30
 Tags: review, sales
[Mark Complete](#) | [Prioritize](#) | [Edit](#) | [Delete](#)

Business activity



Tapping into the organisation's knowledge and experience to drive business activity through to resolution

Expertise location | Knowledge sharing | Community-based collaboration





Community approach to collaboration

Open, moderated or restricted

Brings together people with a common interest or goal

...or working on a project

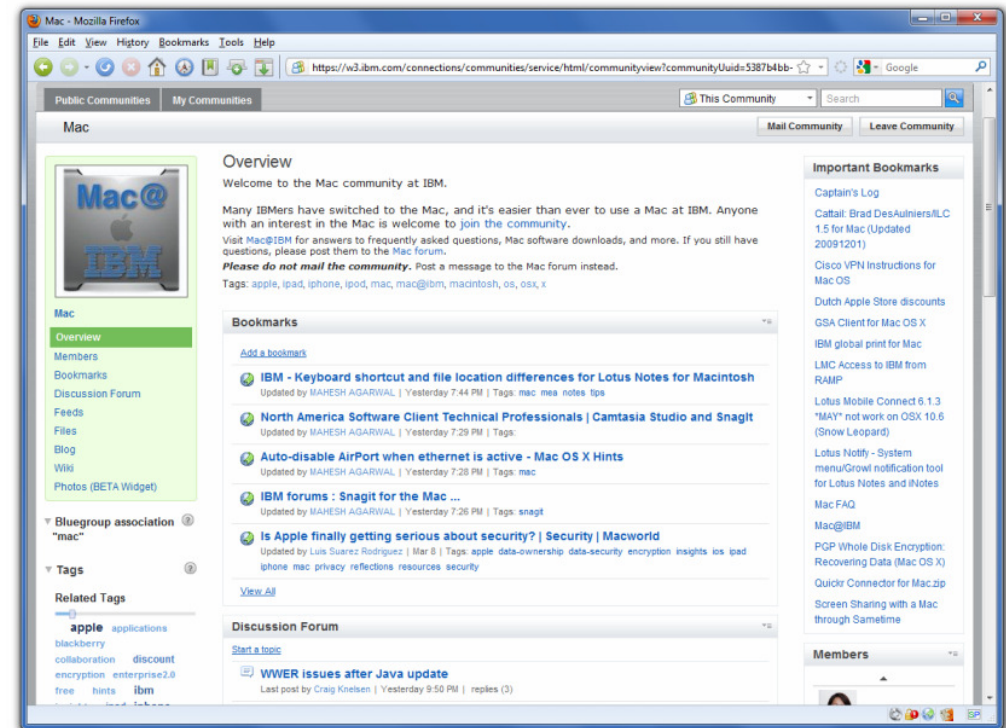
Encourages contribution and input

Satisfies the subject-matter expert

and information consumer

approaches

And the hybrid, what we all are



Mac



Mac

Overview

Members

Bookmarks

Discussion Forum

Feeds

Files

Blog

Wiki

Photos (BETA Widget)

Bluegroup association "mac"

Tags

Related Tags

- apple applications
- blackberry
- collaboration discount
- encryption enterprise2.0
- free hints ibm

Overview

Welcome to the Mac community at IBM.

Many IBMers have switched to the Mac, and it's easier than ever to use a Mac at IBM. Anyone with an interest in the Mac is welcome to [join the community](#).

Visit [Mac@IBM](#) for answers to frequently asked questions, Mac software downloads, and more. If you still have questions, please post them to the [Mac forum](#).

Please do not mail the community. Post a message to the Mac forum instead.

Tags: [apple](#), [ipad](#), [iphone](#), [ipod](#), [mac](#), [mac@ibm](#), [macintosh](#), [os](#), [osx](#), [x](#)

Bookmarks

[Add a bookmark](#)

IBM - Keyboard shortcut and file location differences for Lotus Notes for Macintosh

Updated by MAHESH AGARWAL | Yesterday 7:44 PM | Tags: [mac](#) [mea](#) [notes](#) [tips](#)

North America Software Client Technical Professionals | Camtasia Studio and Snagit

Updated by MAHESH AGARWAL | Yesterday 7:29 PM | Tags:

Auto-disable AirPort when ethernet is active - Mac OS X Hints

Updated by MAHESH AGARWAL | Yesterday 7:28 PM | Tags: [mac](#)

IBM forums : Snagit for the Mac ...

Updated by MAHESH AGARWAL | Yesterday 7:26 PM | Tags: [snagit](#)

Is Apple finally getting serious about security? | Security | Macworld

Updated by Luis Suarez Rodriguez | Mar 8 | Tags: [apple](#) [data-ownership](#) [data-security](#) [encryption](#) [insights](#) [ios](#) [ipad](#) [iphone](#) [mac](#) [privacy](#) [reflections](#) [resources](#) [security](#)

[View All](#)

Discussion Forum

[Start a topic](#)

WVER issues after Java update

Last post by Craig Knelsen | Yesterday 9:50 PM | replies (3)

Important Bookmarks

[Captain's Log](#)

[Cattail: Brad DesAulniers/ILC 1.5 for Mac \(Updated 20091201\)](#)

[Cisco VPN Instructions for Mac OS](#)

[Dutch Apple Store discounts](#)

[GSA Client for Mac OS X](#)

[IBM global print for Mac](#)

[LMC Access to IBM from RAMP](#)

[Lotus Mobile Connect 6.1.3 *MAY* not work on OSX 10.6 \(Snow Leopard\)](#)

[Lotus Notify - System menu/Growl notification tool for Lotus Notes and iNotes](#)

[Mac FAQ](#)

[Mac@IBM](#)

[PGP Whole Disk Encryption: Recovering Data \(Mac OS X\)](#)

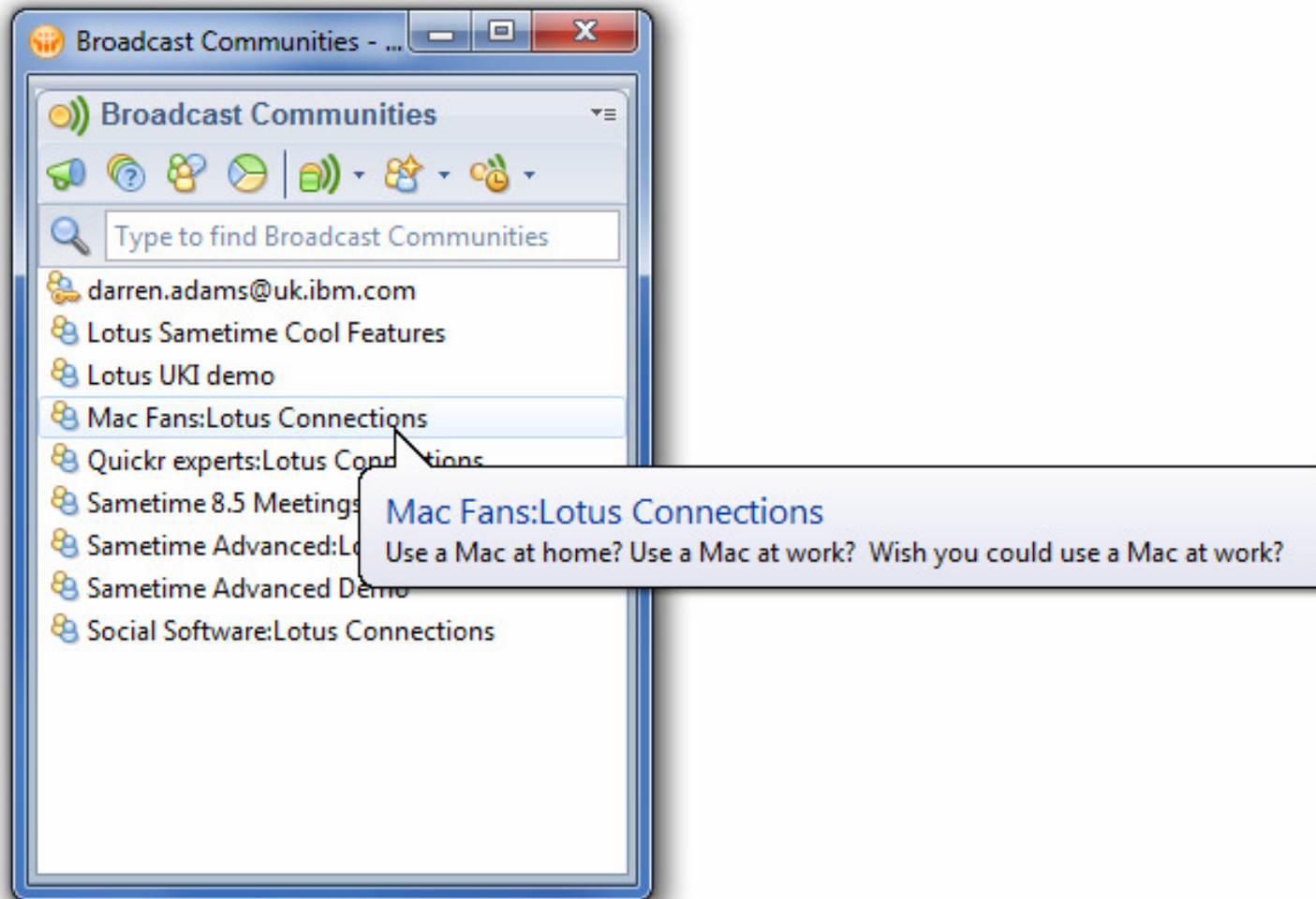
[Quickr Connector for Mac.zip](#)

[Screen Sharing with a Mac through Sametime](#)

Members



Real-time community collaboration





Real-time community collaboration

Instant Poll
Mac Fans:Lotus Connections

Use Instant Poll to ask Broadcast Community members a multiple-choice question and view the responses graphically. Enter the question and order for the potential answers.

Question:

Allow multiple choice response

Answer choice:

Answer order:

- iMac 24 inch
- iMac 21 inch
- MacBook Pro
- MacBook Air
- Mac mini
- Mac Pro**

Note: Poll results are anonymous.

Start a Broadcast Chat in addition to starting an Instant Poll

Skill Tap
Mac Fans:Lotus Connections

Use Skill Tap to search the FAQ archive of questions posted to the broadcast community, or invite others to respond directly to you in a Skill Tap session.

Question:



Summary – collaborating in a social business

It's not about being social, it's about working and achieving business results

Collaboration should be people and activity-centric, not document-centric

People-centric approach breaks down the hierarchy to form a connected network full of useful relationships

And fosters new channels of communication

Allows people to be more responsive, and for people to be more self-sufficient

Subject-matter experts can reclaim some of their own precious time



Social Business.

Thank you

Darren Adams

Portfolio Manager, IBM Collaboration Solutions

darren.adams@uk.ibm.com

