Social Business.

Collaborating in a social business

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Adams, Darren

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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***"

Social Business.

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

Social Business.

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/

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Smarter software for a Smarter Planet.

IBM

Social Business.

Smarter software for a Smarter Planet.

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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

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

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

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

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

"I need to better understand the perspectives of my colleagues."

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

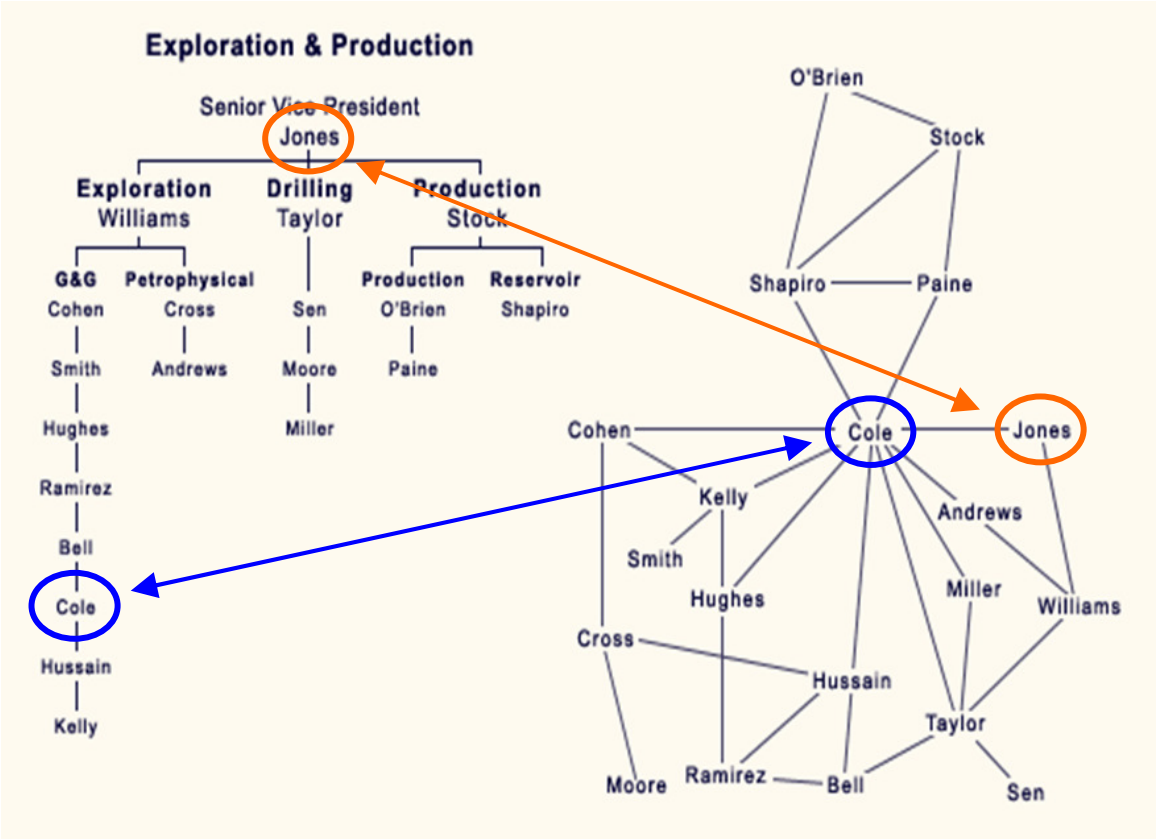
The organisation chart means very little

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

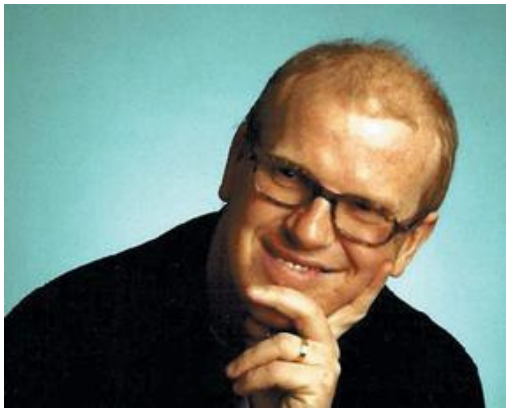


Collaboration accelerates innovation

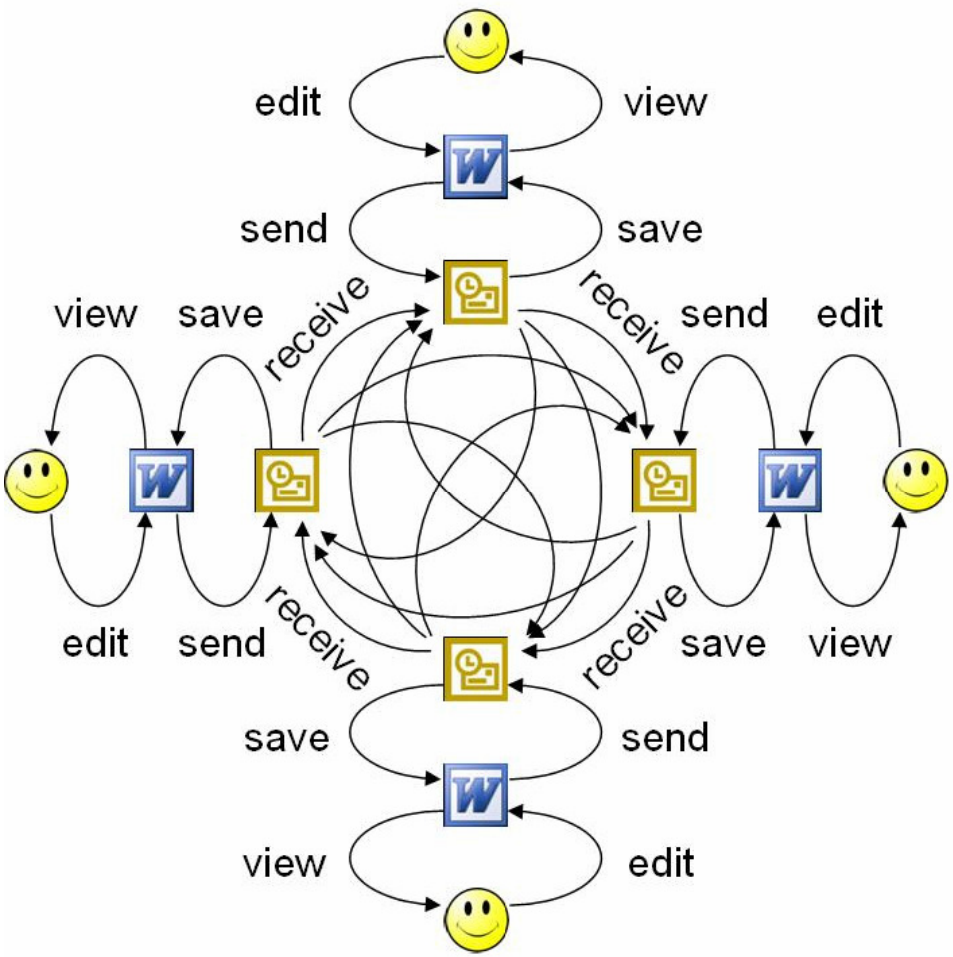
"… we believed new ideas would come from special people, working in special places, often wearing special clothes: ***the boffin*** in his white coat in the lab, ***the zany inventor*** in his garage, the loft-living Bohemian…"

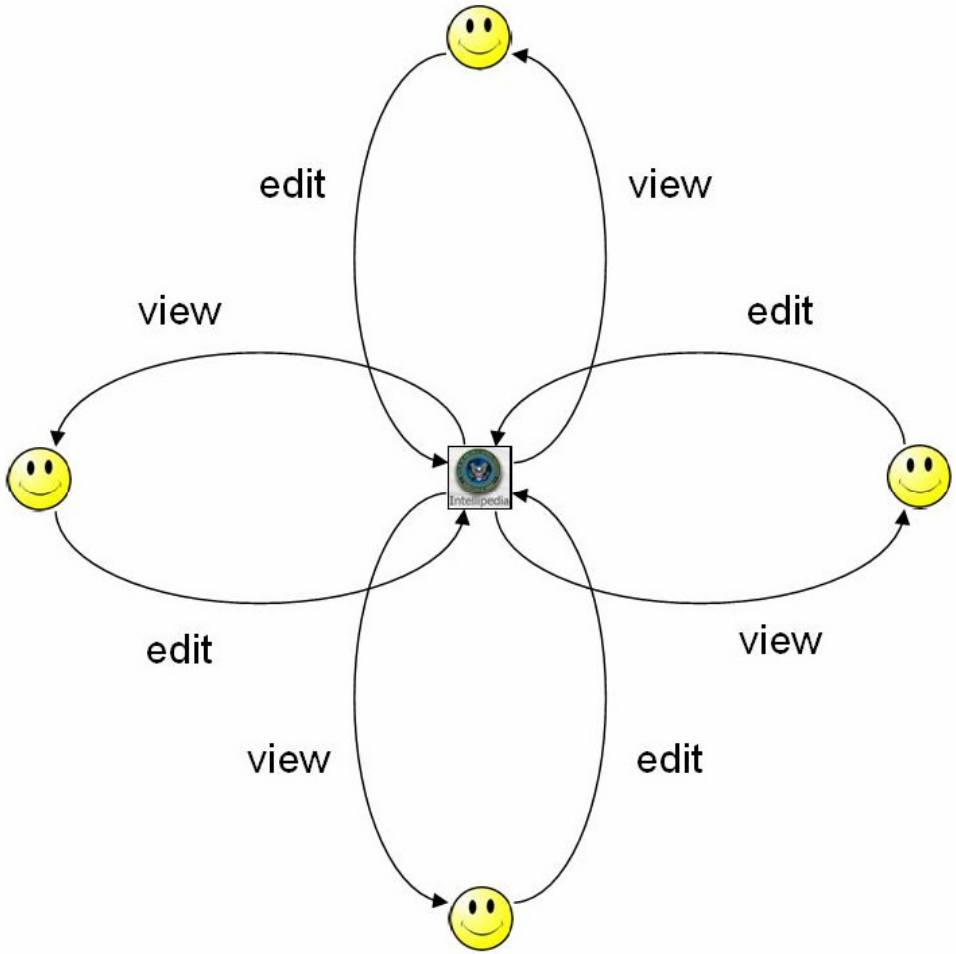
"The spread of the web means that ***more people than ever can begin and take part in creative conversations*** to combine their ideas and insights."

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



E-mail versus wiki-based collaboration





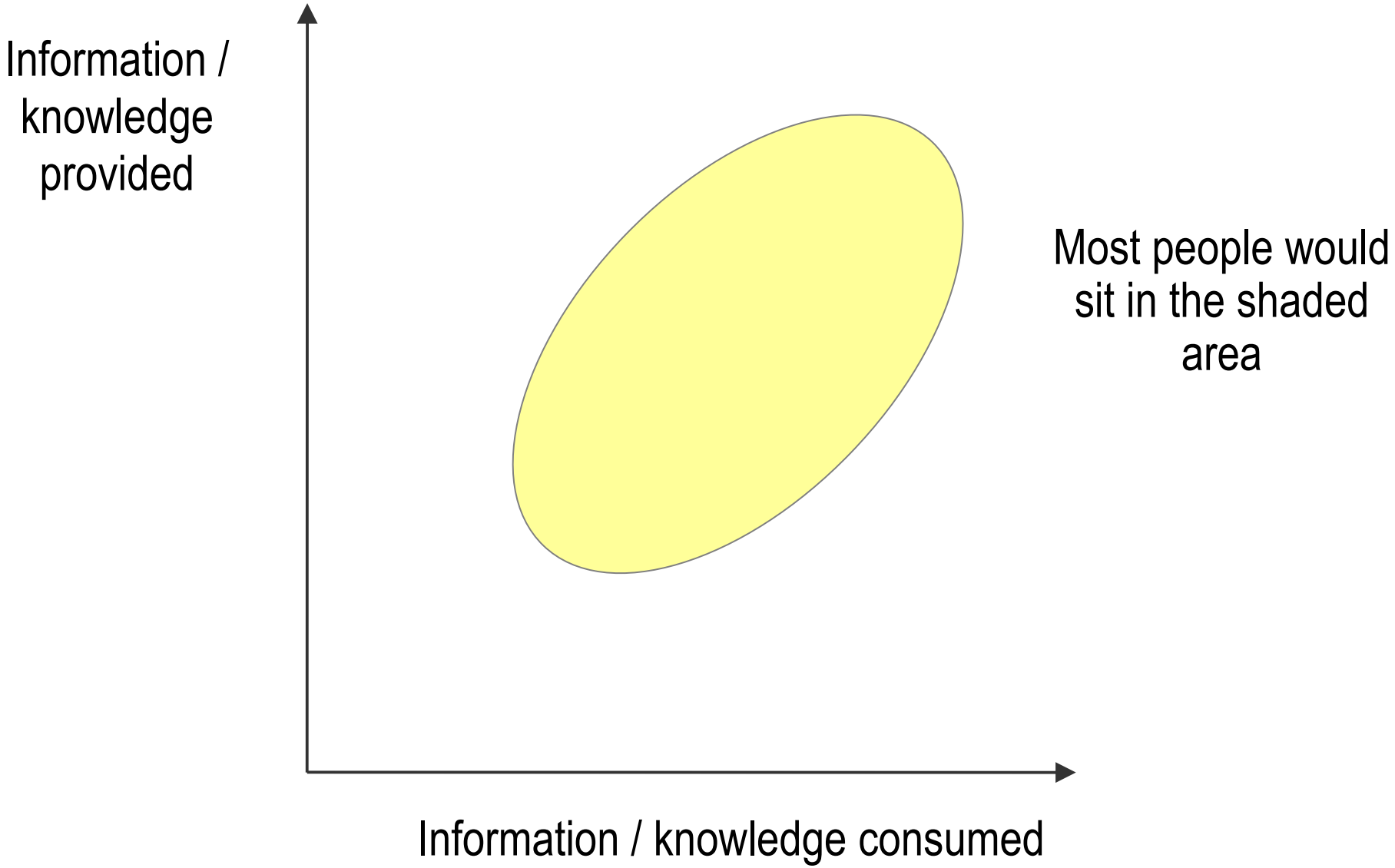
Source: Chris Rasmussen, US National Geospatial Intelligence Agency

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

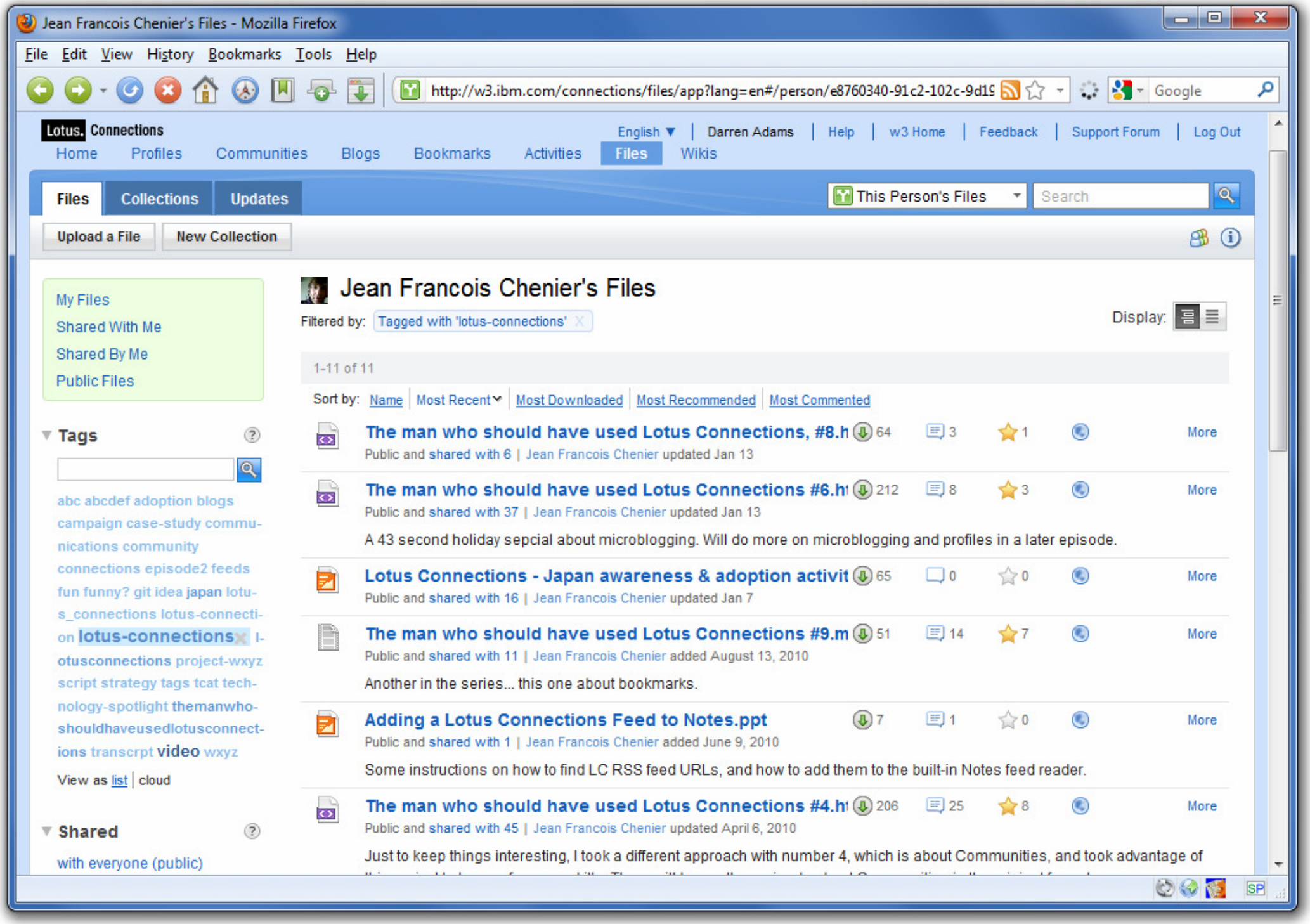
You can't find what you need

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

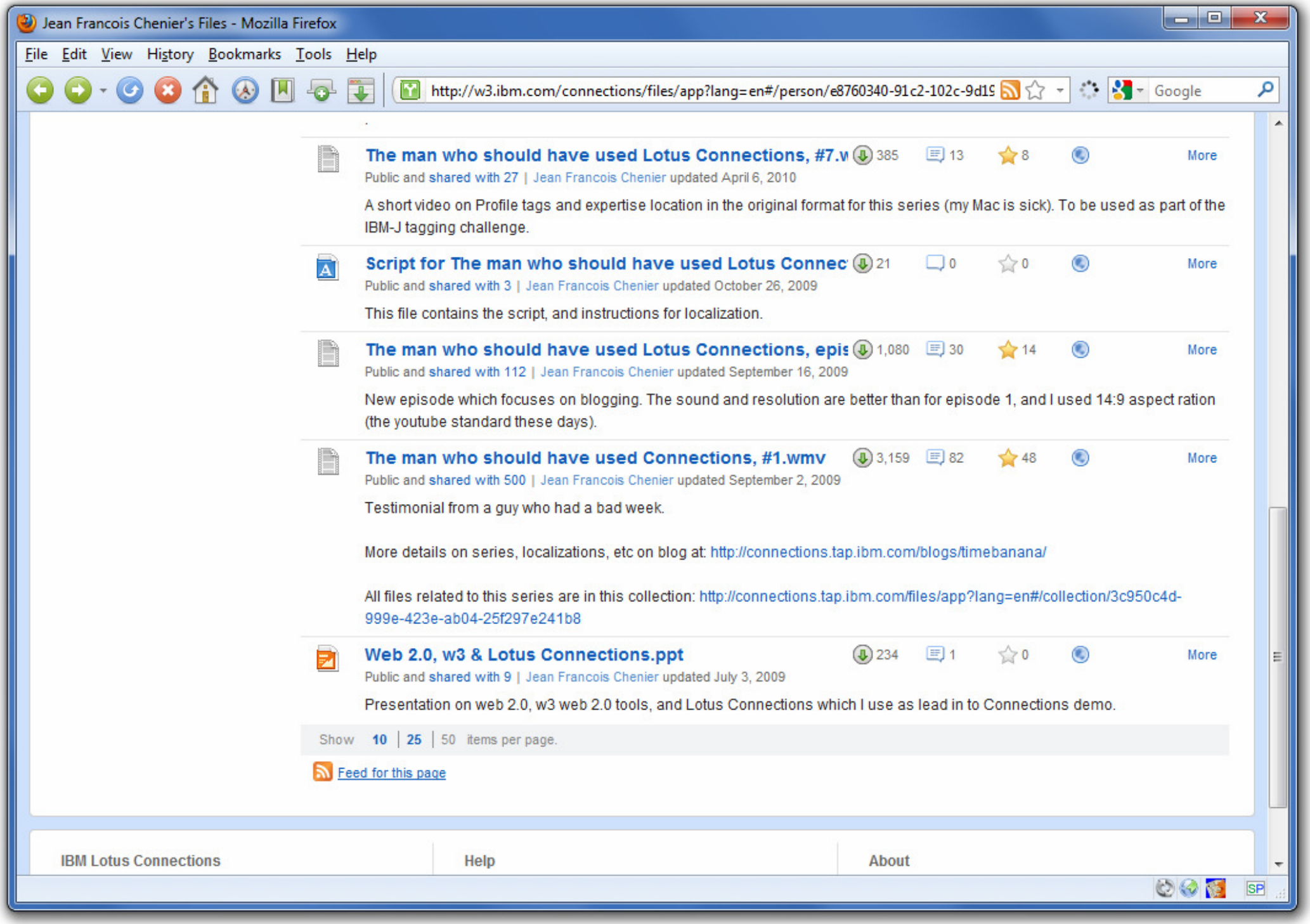
…or not quite what you were looking for

Difficult to track down the subject matter experts

The right person isn't available at the moment



Smarter software for a Smarter Planet.



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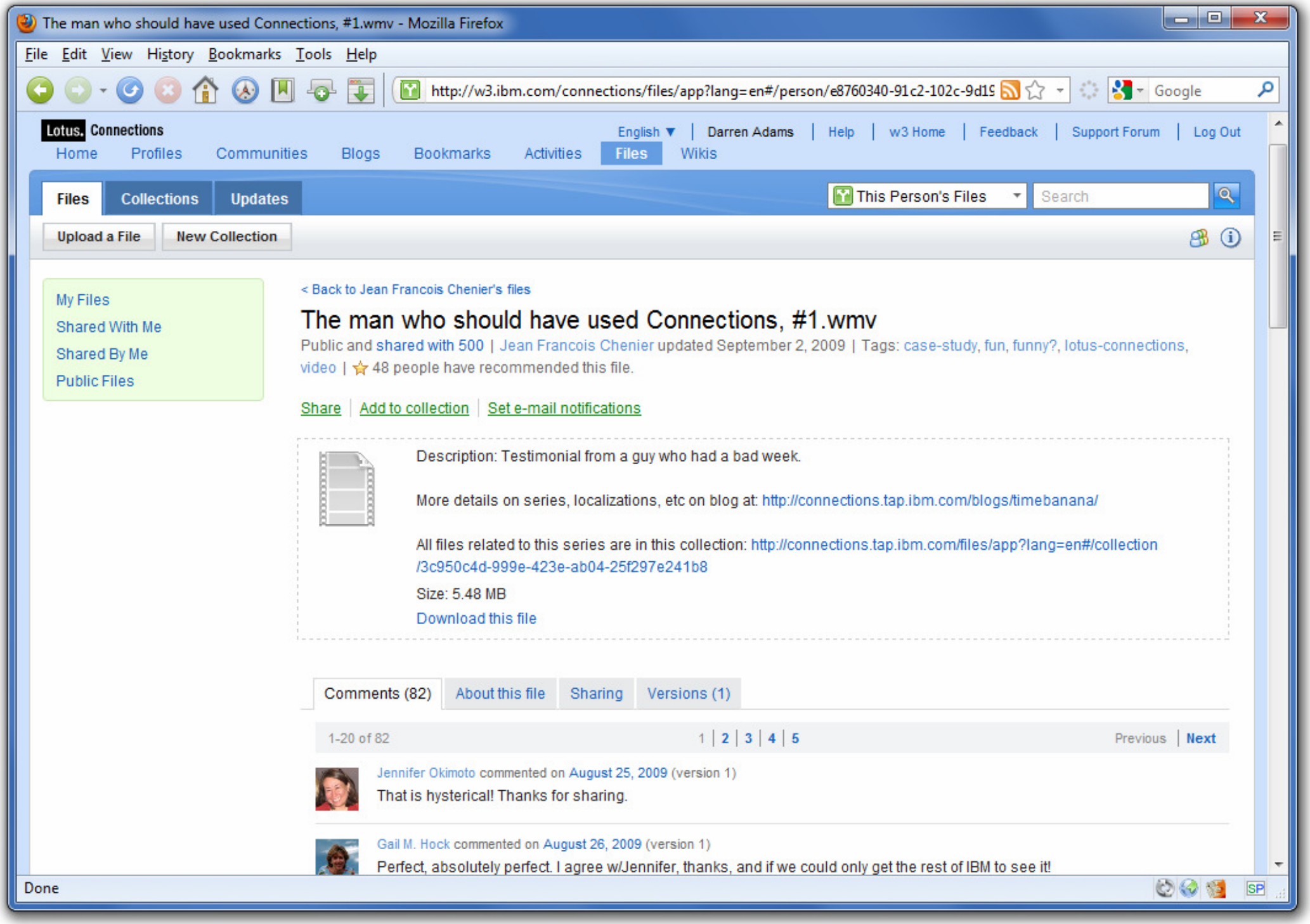

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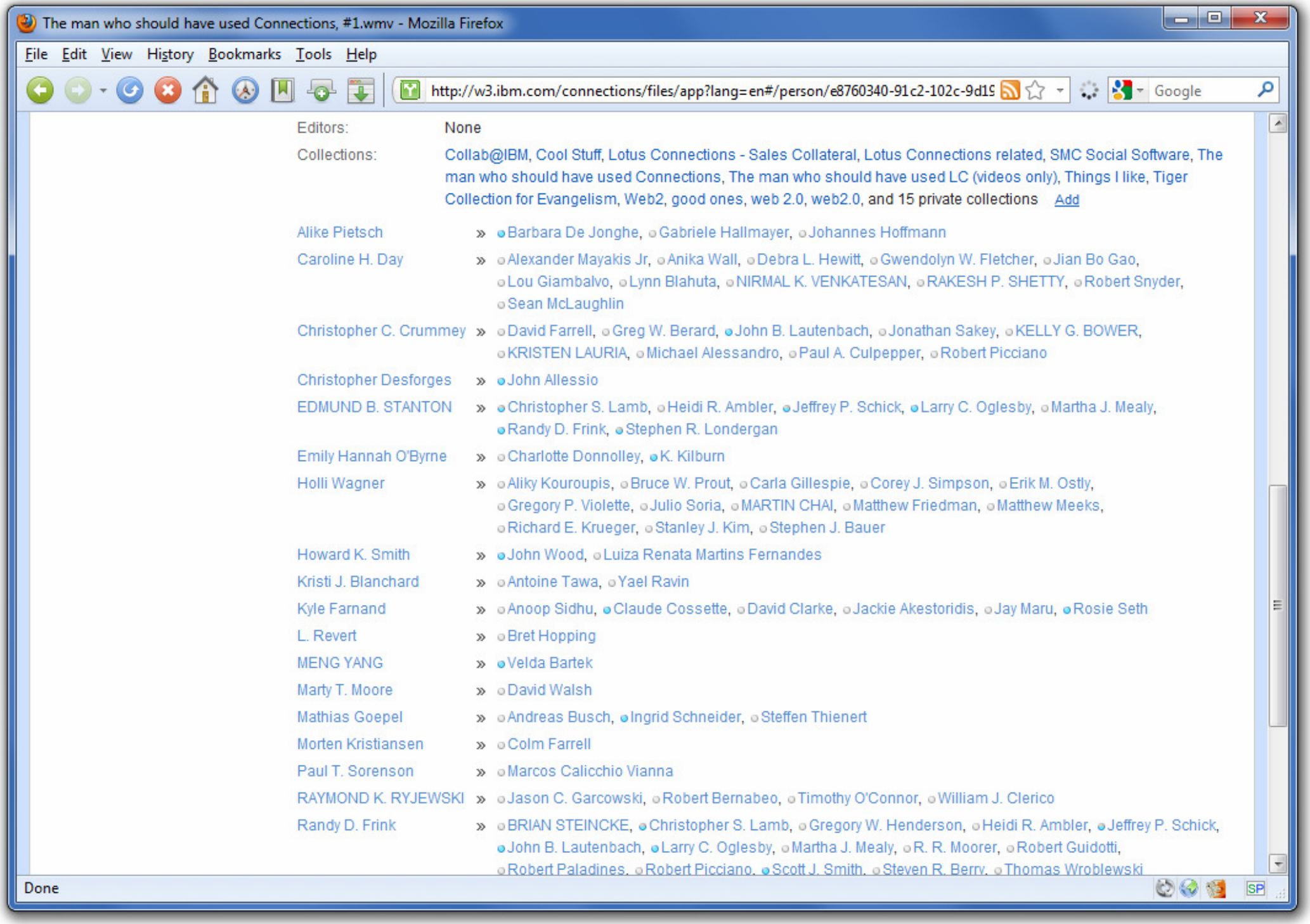

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Rennie, Alistair

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

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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.

Send e-mail | Invite to My Network | Download vCard

Local Time: 5:59 AM

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.

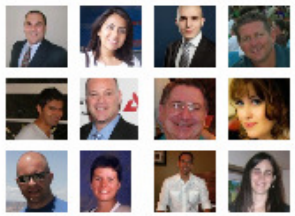
STANTON, EDMUND B. (TED) Mar 12

Report to chain

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

Full report-to chain
Same manager
People managed

Network



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My Links

Collaboration Solutions Community

BlueThx (BETA Widget)

http://w3.ibm.com/connections/profiles

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

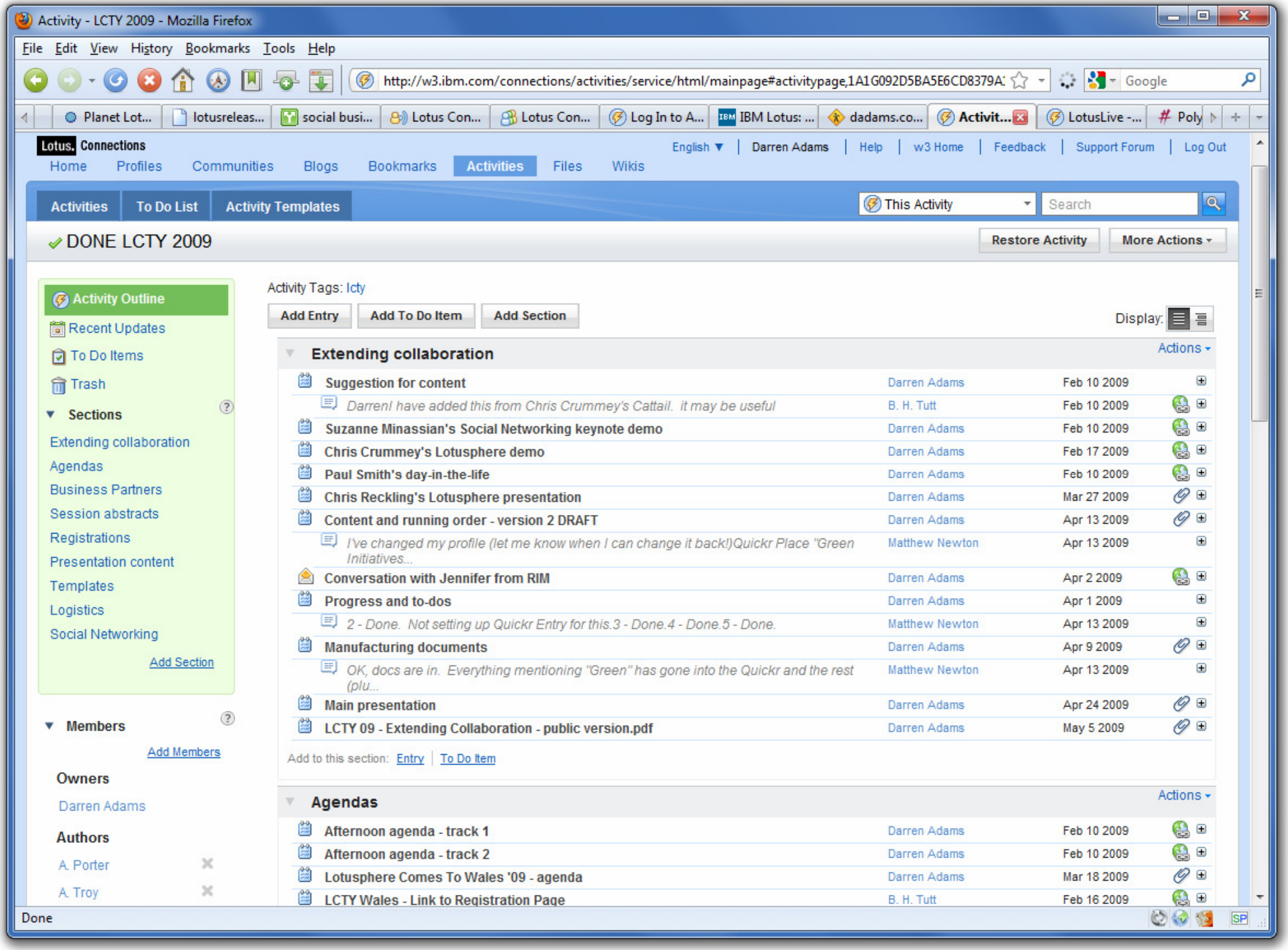
Who’s doing what, who owns what?

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


Activity - LCTY 2009 - Mozilla Firefox
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http://w3.ibm.com/connections/activities/service/html/mainpage#activitypage,1A1G092D5BA5E6CD8379A
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To Do Items
Trash
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Business Partners
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Templates
Logistics
Social Networking
Add Section
Members
Add Members
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Authors
A. Porter
A. Troy
Activity Tags: lcty
Add Entry
Add To Do Item
Add Section
Display:
Extending collaboration
Actions
Suggestion for content Darren Adams Feb 10 2009
Darren! have added this from Chris Crummey's Cattail. it may be useful 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've changed my profile (let me know when I can change it back!)Quickr Place "Green Initiatives... Matthew Newton Apr 13 2009
Conversation with Jennifer from RIM Darren Adams Apr 2 2009
Progress and to-dos Darren Adams Apr 1 2009
2 - Done. Not setting up Quickr Entry for this.3 - Done.4 - Done.5 - Done. Matthew Newton Apr 13 2009
Manufacturing documents Darren Adams Apr 9 2009
OK, docs are in. Everything mentioning "Green" has gone into the Quickr and the rest (plu... Matthew Newton Apr 13 2009
Main presentation Darren Adams Apr 24 2009
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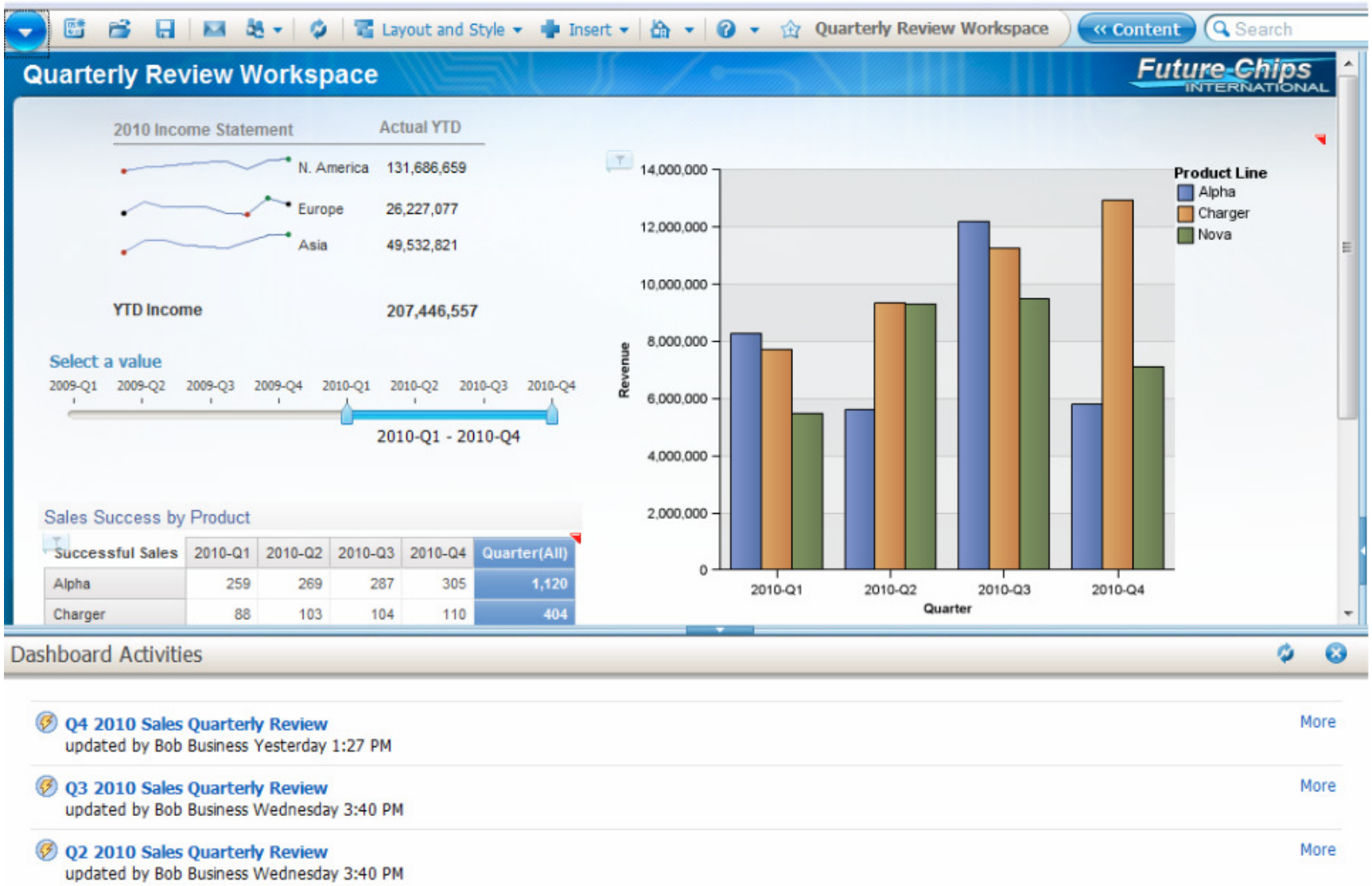
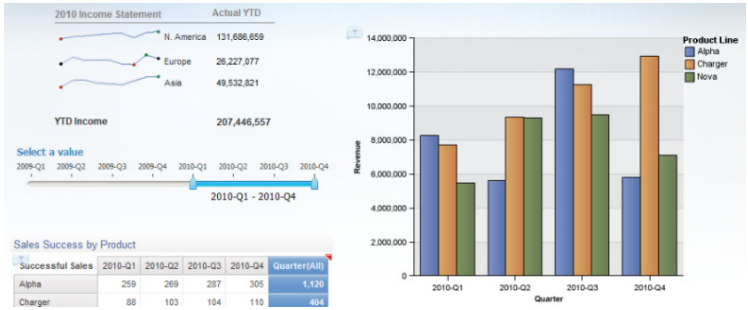
LCTY Wales - Link to Registration Page B. H. Tutt Feb 16 2009
Done

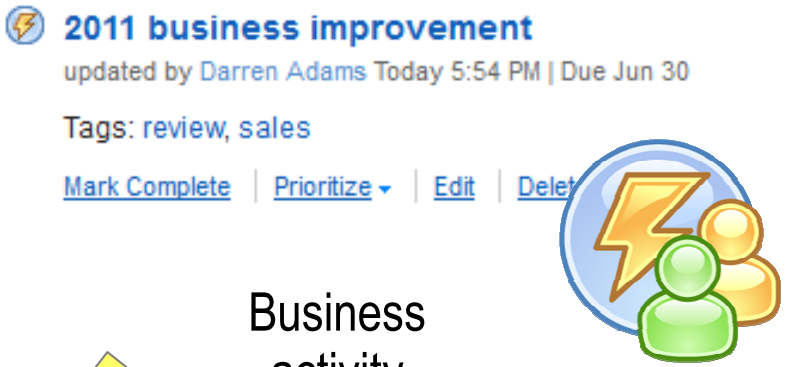
Cognos BI coming together with Connections



Activities supporting business improvement



Insight via a Business Analytics workspace



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

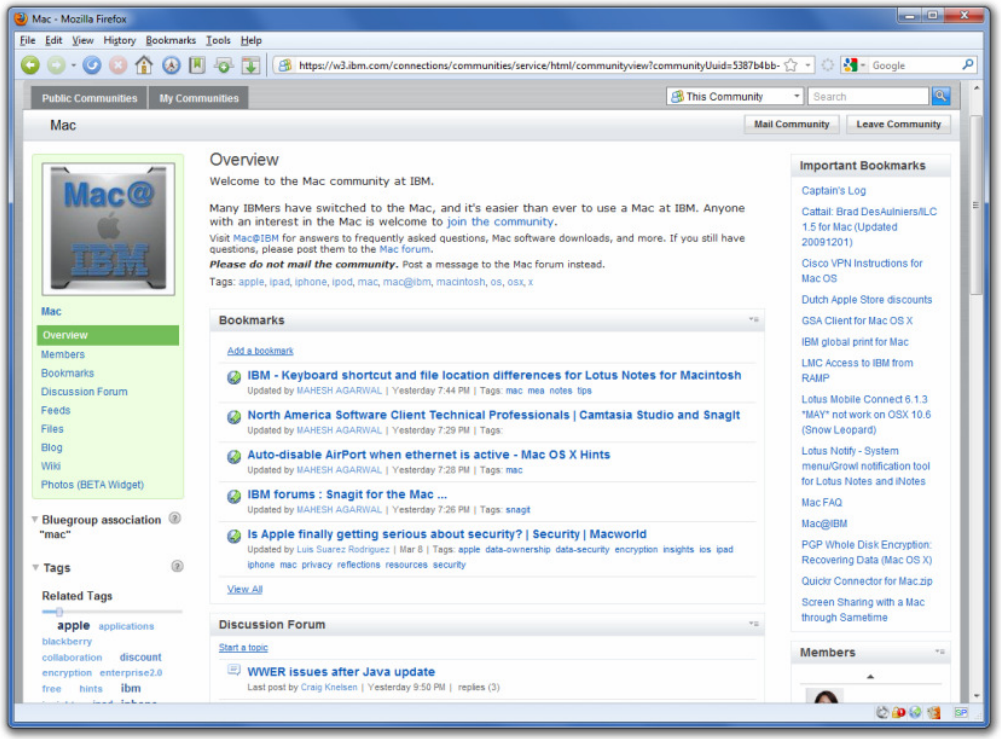
Brings together people with a common interest or goal

…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



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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

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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

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Discussion Forum

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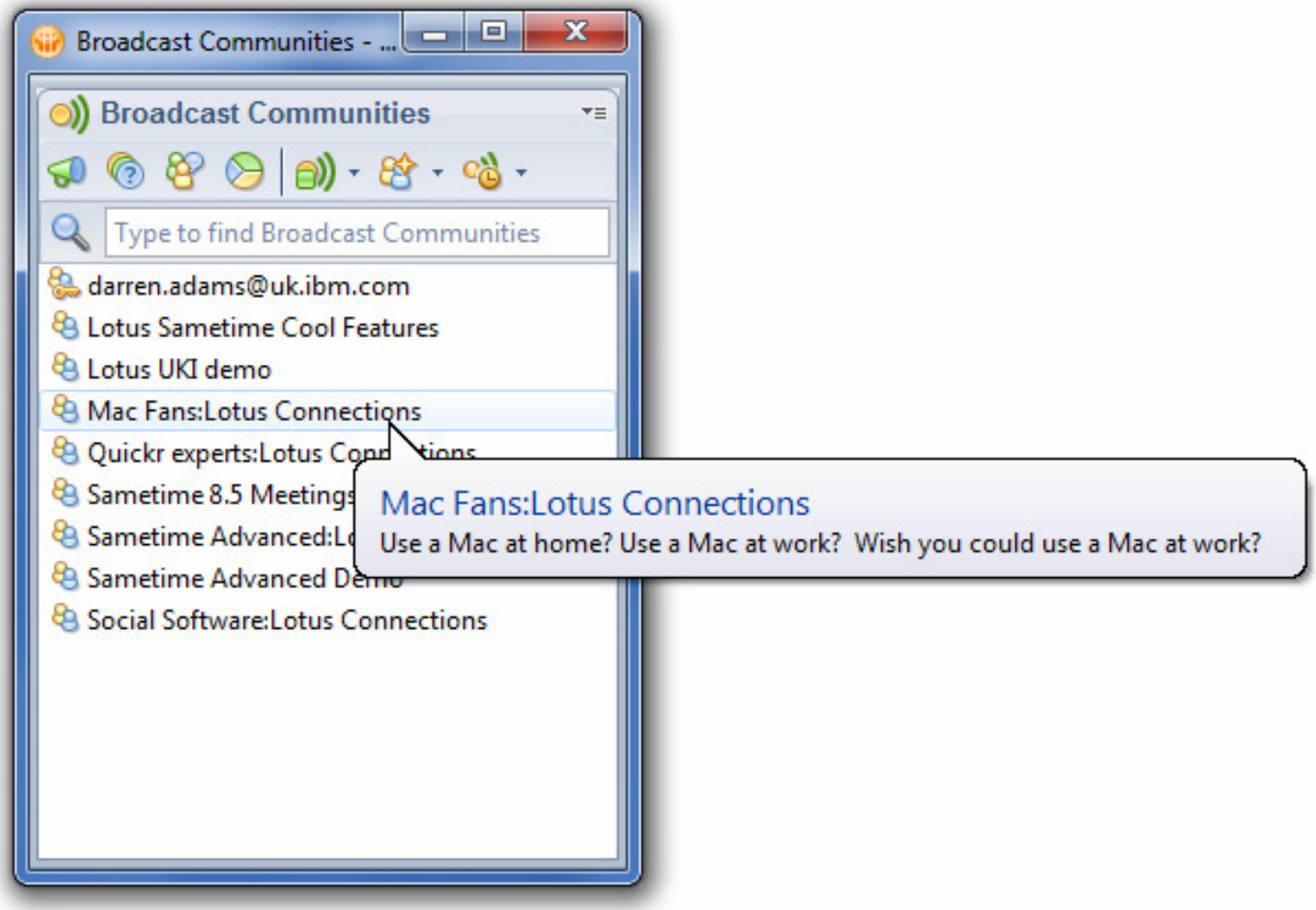
WWER issues after Java update
Last post by Craig Knelsen | Yesterday 9:50 PM | replies (3)

Important Bookmarks

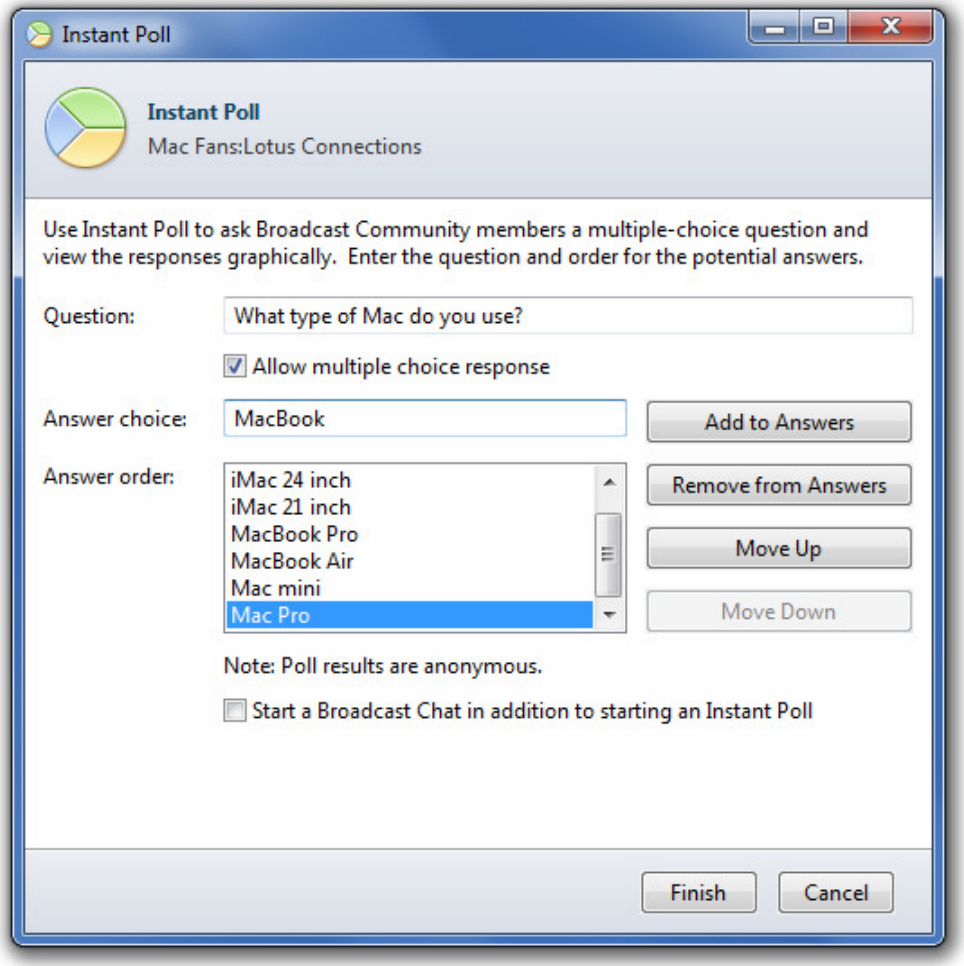
- Captain's Log
- Cattail: Brad DesAulniers/ILC 1.5 for Mac (Updated 20091201)
- Cisco VPN Instructions for Mac OS
- Dutch Apple Store discounts
- GSA Client for Mac OS X
- IBM global print for Mac
- LMC Access to IBM from RAMP
- Lotus Mobile Connect 6.1.3 *MAY* not work on OSX 10.6 (Snow Leopard)
- 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

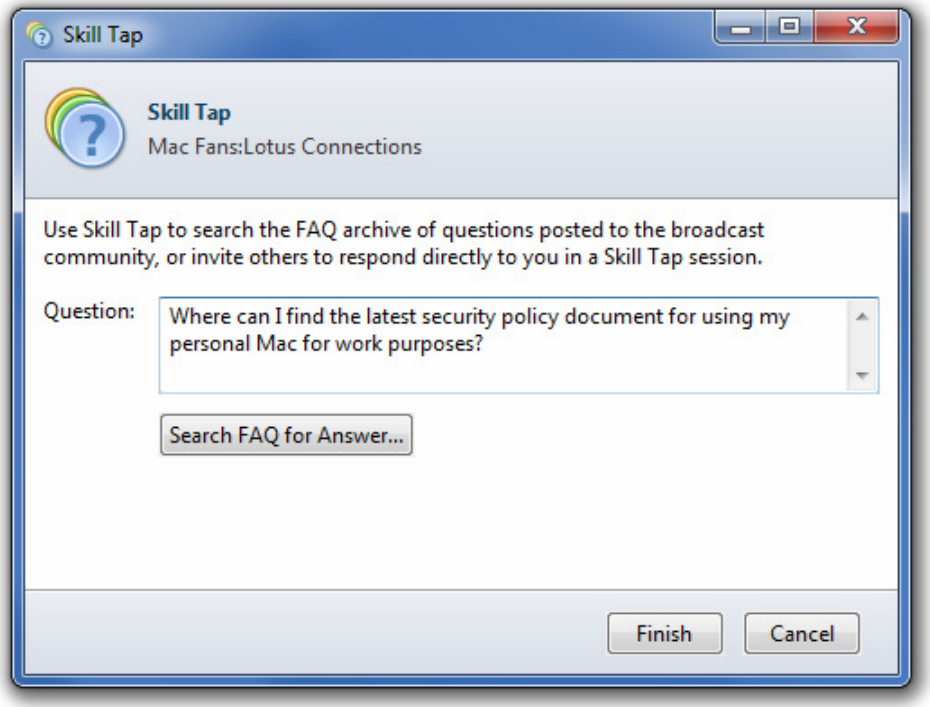
Members

Real-time community collaboration



Real-time community collaboration





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

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