

IHRIM
HRMStrategies
CONFERENCE and TECHNOLOGY EXPOSITION



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Implementing Web 2.0 Concepts in Your Organization

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- Company that specializes in applying Web 2.0 concepts in the Enterprise
- Company made of many ex-PeopleSoft people
- Web site: www.intrasee.com 
- Follow me on Twitter @paulisherwood
- Facilitating “Wild Symbols: Using Web 2.0 and Other Technologies in HR” @1:30pm

Agenda

- Web 2.0 in the Enterprise
 - aka Enterprise 2.0
- What are you trying to achieve?
- How do we do this?
- Thinking big but acting in small, achievable, chunks
- LIVE demonstration of ideas/concepts

Web 2.0 in the Enterprise

- The concept of Web 2.0 is well known
- User tagging of Web 2.0 on the Internet reveals these common concepts
 - Ajax (Rich Internet Applications)
 - Javascript (Rich Internet Applications)
 - RSS
 - Collaboration
 - Blogging (includes micro blogging)
 - Social Networking
 - Social Media
 - Tagging

Web 2.0 in the Enterprise

- Internet Web 2.0 concepts can be applied to the Enterprise as is
 - Which some people recommend
- Many organizations, however, take a more conservative approach in implementing Web 2.0 in the Enterprise
 - Baby steps are allowable!

Web 2.0 in the Enterprise

Enterprise 2.0 is one of the top 10 priorities of the Navy CIO for 2010

Andrew McAfee's book on Enterprise 2.0 makes the Top 10 non-fiction books by the Washington Post

“The time of evangelization is over. People don't question the fact enterprise 2.0 is relevant or not, but want to know the ‘how to in my context’”.

Quote: Bertrand Dupperin

What are you trying to achieve?

“It’s about business. The corporate Facebook is outdated. It’s about work practices that improve performance.”

Quote: Bertrand Dupperin

What are you trying to achieve?

“The most important contribution management needs to make in the 21st century is to increase the productivity of knowledge work and knowledge workers. It is on their productivity, above all, that the future prosperity — and indeed the future survival — of the developed economies will increasingly depend..”

Quote: Peter F. Drucker

What are you trying to achieve?

“More than 90% of employees don't understand their company's strategic goals”

Quote: Norton/Kaplan

What are you trying to achieve?

“Over 80% of a typical workforce is disengaged”
Quote: Towers Perrin Global Workforce Study

What are you trying to achieve?

- Engage the workforce
- Enable them to enlighten ...
 - Each other
 - Us
 - Themselves
- Make everyone work smarter

How Do We Do This?

- Use better ways of communicating organization principles and goals
 - Speak in the language of the Internet
- Enable ideas and best practice solutions to be shared, added to, and discussed
 - Harness the ideas of the best and brightest
 - Allow social connectivity to be the new water cooler (only this time it's not tied to a physical location!)
- Make it easy for people to know what to do when they need to do it
 - Ask a question and immediately get the right answer!

Thinking big but acting in small, achievable, chunks

- Roll out in small phases to get feedback fast and early
- Remember that the overall architecture has to support an enterprise solution
- Islands of E20 products that do not “collaborate” with your overall technology architecture will result in failure
- Disparate technical solutions may require a WOA architecture
- Always be thinking ... “employee experience”
 - Make it consistent!

LIVE demonstration of ideas/concepts

- At this point I'll connect to the Internet and provide actual examples of the concepts discussed
- Keep your fingers crossed that the connection stays up for the duration!

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Thank you!