

Michele Todd

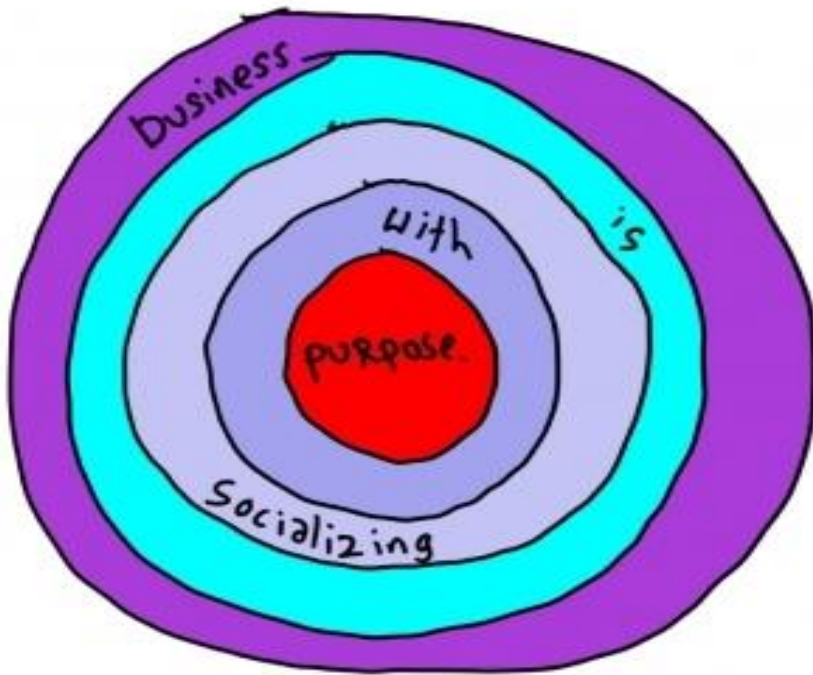
*Microsoft Alliance Manager, Quest
Member since 1996
Competencies including:
Gold ISV competency
Silver Virtualization competency*

Making The Most Of Enterprise Social

Why Corporations Need Tribes

Kat Tillman, Community Strategist, Worldwide Partner Group





Tweetable Moments: Smart Business, Social Business

A social business is built upon 3 pillars – people, process and technology. People are the most important despite the rhetoric #socialbiz



Social Business: 3 Definitions

The implementation of the unique communicative properties of social media across all levels of a business. Both internal and external.

Source: <http://www.freshnetworks.com/blog/2011/04/social-business-a-definition/>

Social business design is the intentional creation of dynamic and socially calibrated systems, process, and culture. Its goal: helping organizations improve value exchange among constituents.

Source: <http://www.beingpeterkim.com/2009/10/social-business-design-definition.html>

Social business applied embodies the nodal point(s) of internal and external communication and content engagement.

Source: <http://socialmediatoday.com/index.php?q=cloggin/287414/reaction-social-media-and-social-business-what-s-difference>

change Start
firewall mythbusters
going viral evangelizing internal
tribe

topics:

- change
- mythbusters
- going viral behind the firewall
- clicking "Start"
- evangelizing the internal tribe

Change

"Actions speak louder than words. Businesses must act. Once the door to social consciousness is opened, bring the spirit of your company through it to affect change." – **Brian Solis**



the line between personal and professional is blurring.

the consumerization of IT

As technology plays an increasingly important role in people's personal lives, it is having a profound effect on their expectations for and use of technology in their work lives.

- **access to powerful, affordable PCs & laptops**
- **increasing adoption of smartphones**
- **expectation of "always on" connectivity**
- **connecting with each other in new ways using social networks**

People want to be able to choose what technology they use at work, and they increasingly want to use that same technology in all aspects of their lives, not just at work.

benefits:

- **makes it easier for them to connect with each other**
- **access and share information**
- **collaborate**

Those same benefits are there for the taking for businesses.

For more information and the video with Microsoft executives:

<http://www.microsoft.com/enterprise/viewpoints/consumerization/default.aspx#fbid=V06yDOhqNkE?title=consumerization-of-it-and-the-social-enterprise>

1. the way we're all working together and collaborating is changing.

- external: need for corporations to collaborate with government, customers, NGOs, and stakeholders
- business requires the enabling of a collaborative ecosystem

Source: Nayar, V (September, 25 2009) The Collaboration Imperative. Retrieved October 25, 2011, from <http://blogs.hbr.org/hbr/nayar/2009/09/the-collaboration-imperative.html>.

2. pace and scope of modern business is faster than the speed of light.

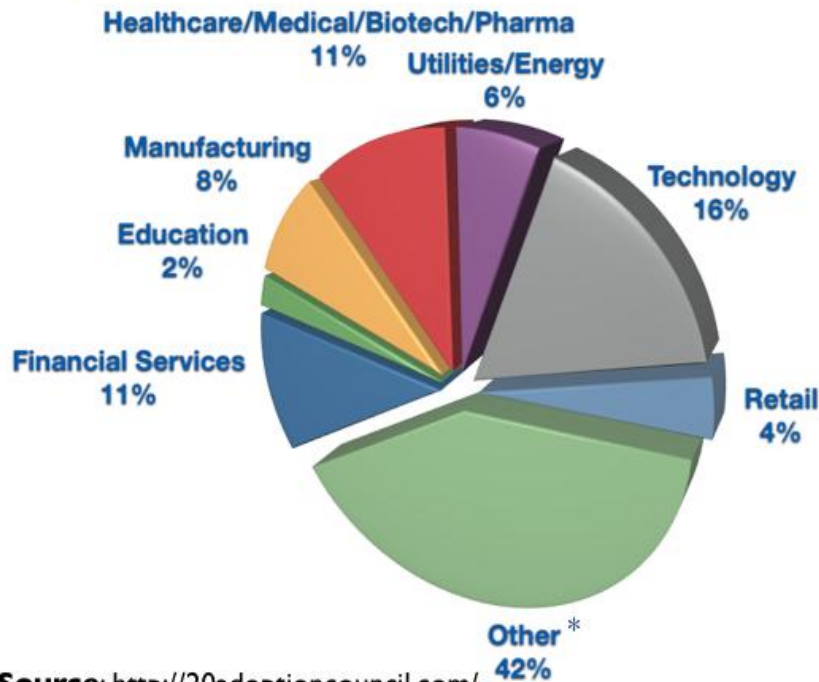
- social media (circa 2005) outcome of countless thousands of experiences on how to connect people together; mainstreaming of digital communities
- in the same BIG boat in the business world

3. we are all marketers now.

- internal: a new set of relationships between the function and the rest of the organization
- responsible for establishing priorities & stimulating dialogue through enterprise to innovate in its customer-engagement approaches

Industry Breakdown as of February, 2011

Dachis Group



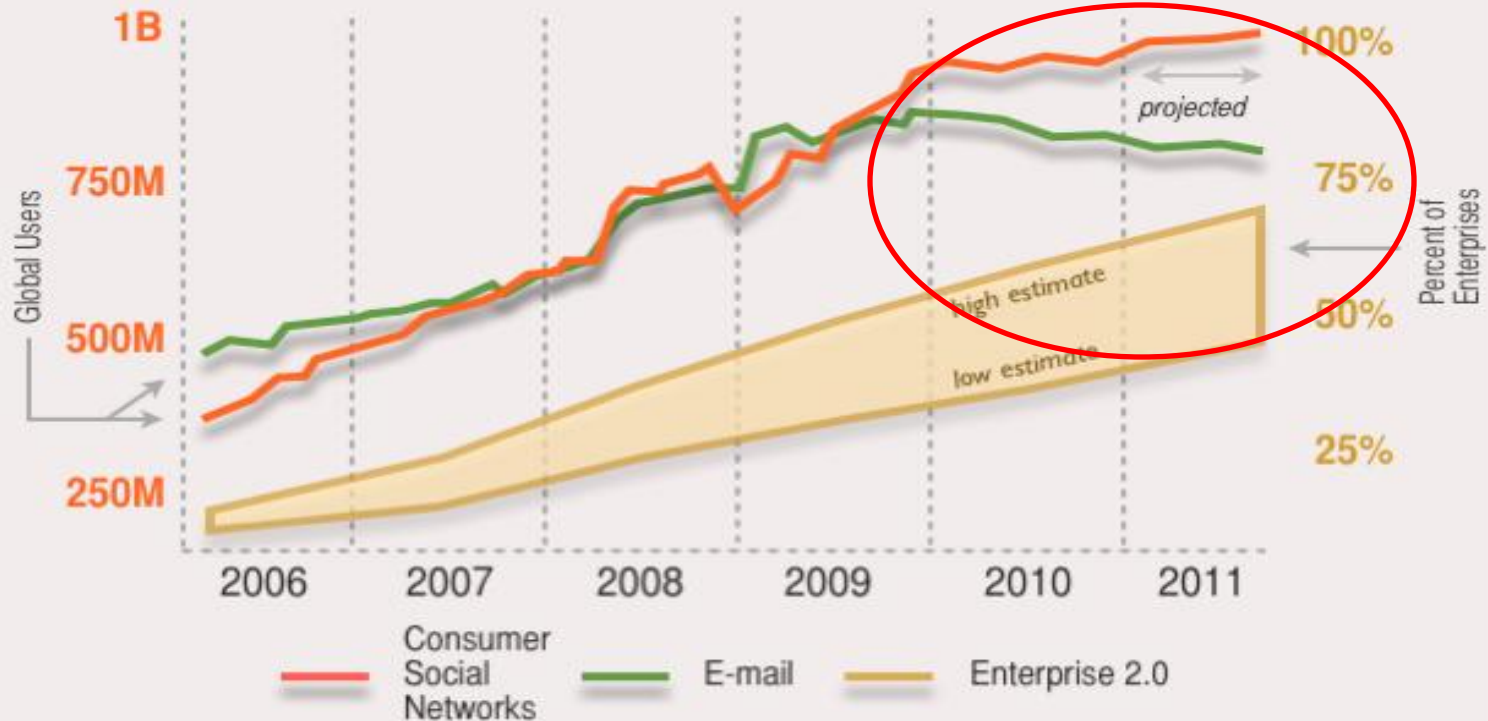
Source: <http://20adoptioncouncil.com/>

Sample consists of organizations with at least 5,000 workers globally that are engaged in large internal social business/ Enterprise 2.0 projects.

* Other consists of industries that have 3 or fewer representatives in the council. Examples including aerospace, automotive, government, insurance, international development, and publishing.

- where can we see that it will thrive?
- will adoption be more natural for some industries than others?
- when and where should organizations focus their social business efforts?

The Adoption Rates of E-mail, Social Networks, and E2.0

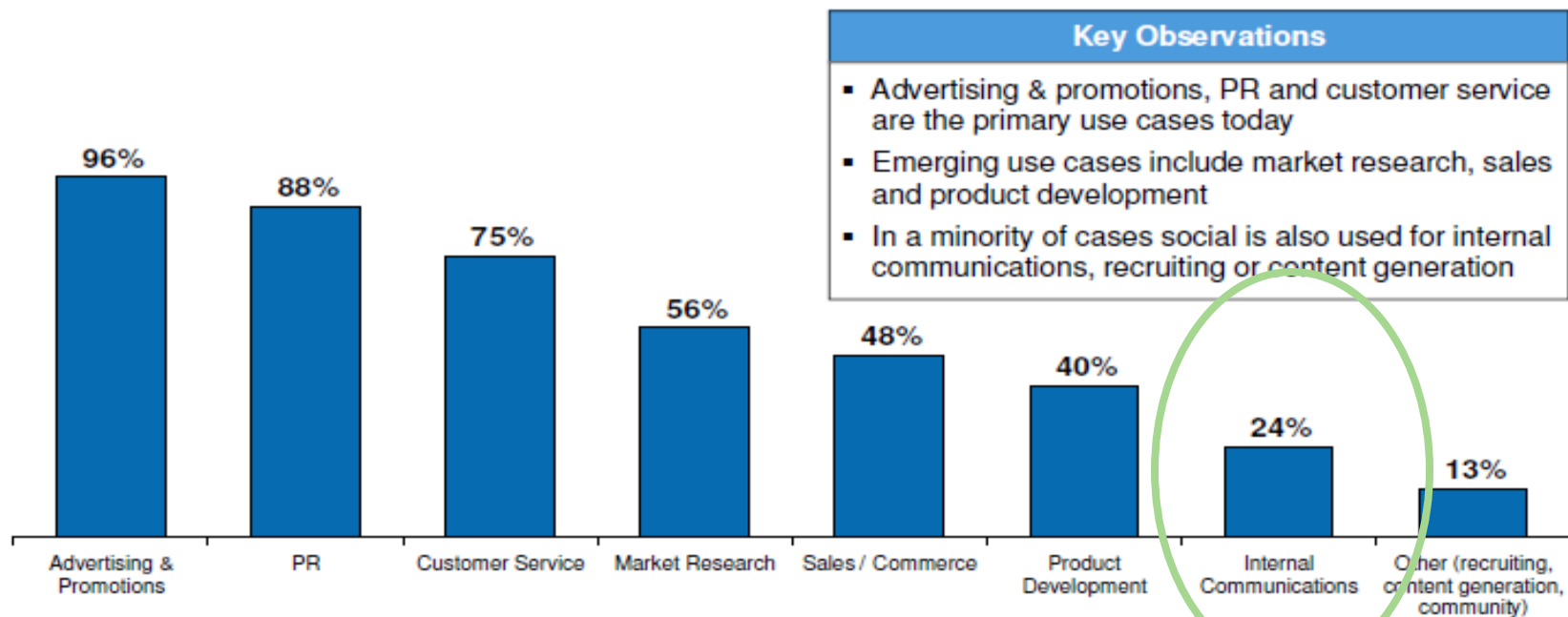


Sources: comScore, Hitwise, and The Radicati Group, Forrester, APC, Intellicom, Nielsen Norman Group, Social Business Council, NetStrategy/JMC

From <http://zdnet.com/blog/hinchcliffe> on ZDNet

Social has a range of use cases

How do You Use Your Top Social Media Platforms?
% of respondents



Source: Booz & Company / Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

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Mythbusters

“If the Army can figure out how to do secure social networking and break down silos and encourage informal problem solving within a rigid hierarchy, surely your business can.” – **Mark Drapeau, founder of Cheeky Fresh blog**

social enterprise top ten

1. businesses don't need enterprise social networking
2. corporate secrets will be uncovered and tip off competitors and affect stock prices
3. gen Y workers get it but older workers won't
4. social networks aren't secure
5. it's like Facebook
6. you're putting money in it, so it better be adopted
7. it's not for the big boss
8. makes sense for things like corporate culture, but not for true internal business tasks
9. employees will waste time
10. it's just a fad

- Facebook nor Twitter was conceived as professional networking catalysts.
- And you certainly didn't use either to "socialize" with your professional contacts with a familiar candor best reserved for close friends.
- They weren't places to find your next job.
- Employers and recruiters didn't go to them to scout for top talent.
- You didn't friend your boss or coworkers. (That's what LinkedIn was for.)
- But things have changed, lately. We seem to have forgotten something along the way, namely, that "professional" and "social" are supposed to be two diametrically opposite--albeit not mutually exclusive--things.
- Facebook really got this right. So did LinkedIn. Curious, then, that employers have turned lately to Facebook to search for potential employee candidates, and status updates on LinkedIn are becoming as indiscriminate and desultory as those on Facebook.
- Imagine if employers hung out at nightclubs to scout for talent. If they were looking for a talented dancer, DJ, or bartender, it might make sense. But, to find a first-year associate for a law firm, or a financial analyst? Surely not.

Going Viral Behind The Firewall

“More companies are discovering that an über-connected workplace is not just about implementing a new set of tools — it is also about embracing a cultural shift to create an open environment where employees are encouraged to share, innovate and collaborate virtually.”

– **Karie Willyerd & Jeanne C. Meister, HarvardBusiness.org**

Relationships From The Inside Out

it will mean that your products and services will build communities, not merely be commodities;



it means that you will find transformative relationships, not just transactional ones



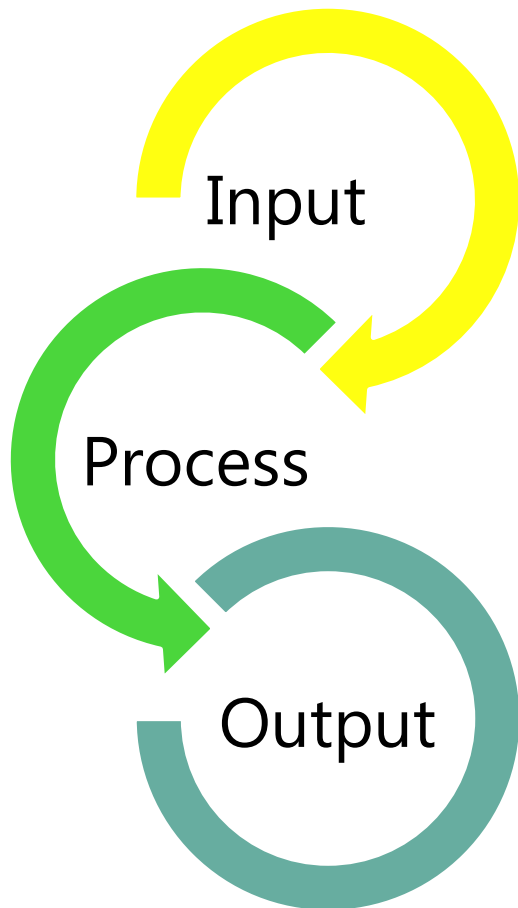
it means that you will save time because you will not be bogged down in conflicts and unnecessary delays



it means that the chase of the next customer will be easier because it will be based on trust, not luck.

Build Businesses From The Outside In

Actionable Listening To Close The Loop



Listen & Act

Gather information

Organize and prioritize
Determine actions and resolution

Report out to community
stakeholders

A majority of respondents say their companies enjoy measurable business benefits from using Web 2.0.

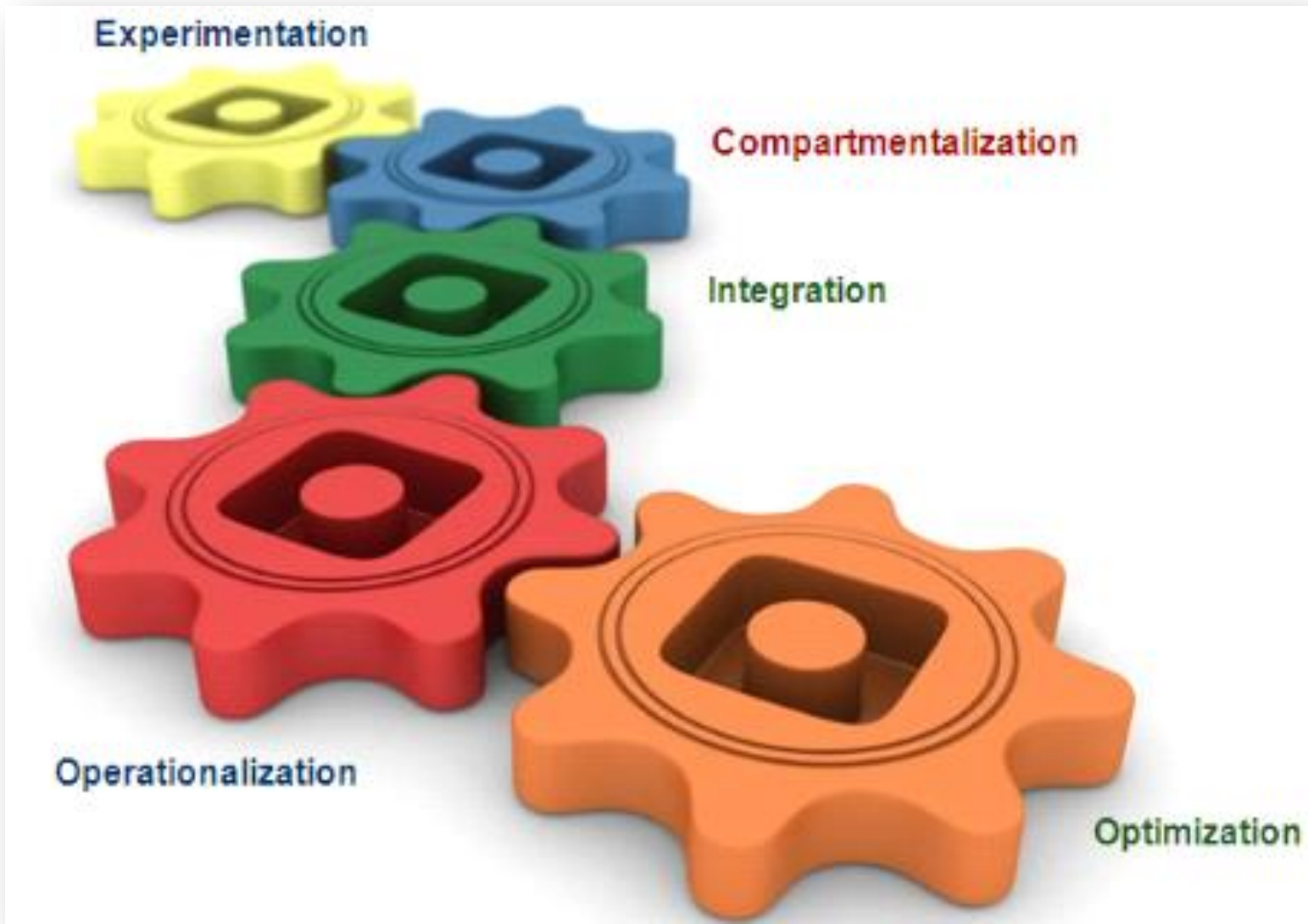
■ % of respondents whose companies are achieving specified benefits from their use of Web 2.0 technologies¹
 ■ Median improvement, %



¹Includes respondents who are using at least 1 Web 2.0 technology.

Clicking "Start"

"I recently started blogging and every time I meet with employees they implore me not to stop. They really love it." – **CEO (B2B Company)**



	Stage 1: Experimentation	Stage 2: Compartmentalization	Stage 3: Integration	Stage 4: Operationalization	Stage 5: Optimization
Culture	Grassroots, "do the right things" mentality, "bring your own" social tools and devices, openness to try new things, champions emerge	Results or response driven, tends to focus on narrow issues, champions turn into evangelists	Objective driven, erosion of silos, encourage sharing, evangelists organized to drive adoption	Strategy driven, processes changed and internalized, support for knowledge sharing	Knowledge sharing is power, open and transparent, collaboration is embedded
Organization	No executive sponsorship, distributed and unorganized	Departmental sponsorship, contained in silos	Executive sponsorship, interdepartmental, incentives start to be aligned with goals, develop initial policies and procedures	C-level sponsorship, organizational mandate, corporate policies and training institutionalized, incentives in alignment with corporate strategy and goals	Organic business network of partners and suppliers extend business out of previous borders, organization structure aligned with social culture
Technology	Free / freemium, consumer / Web 2.0	Upgrade to paid and SaaS / cloud, low overhead and no IT support	IT-supported architecture, security compliant, collaboration across the organization, designed — "right information, to the right person at the right time," internal and external communities formed	Decision support/socialytics, collaboration tools extends outside of the business, customers, partners, and suppliers engaged in new products/services definitions	End-to-end connectivity inside and outside the firewall, embedded collaboration tools, embedded and contextual analytics to support decisions
Barriers	No executive support, no departmental sponsorship, no budget, no strategy, no corporate policies and guidelines, trust, changing behavior	No overall strategy, no corporate policies and guidelines, small budgets, no IT support for technology, siloed	Incentives misaligned with objectives, resistance to change, midmanagement insecurities	Aligning strategy to tactics, objectively assess progress, resistance to socializing processes, train to deal with public mistakes	Complacency is the enemy, prioritizing constant feedback for improvement

Evangelizing The Internal Tribe

“The future belongs to those who can spread ideas.” – **Guy Kawasaki**

EVANGELISM

The future belongs to people who can spread ideas. Here are ten things to remember:

1. Create a cause. A cause seizes the moral high ground and makes people's lives better.
2. Love the cause. "Evangelist" isn't a job title. It's a way of life. If you don't love a cause, you can't evangelize it.
3. Look for agnostics, ignore atheists. It's too hard to convert people who deny your cause. Look for people who are supportive or neutral instead.
4. Localize the pain. Never describe your cause by using bull shiitake terms like "revolutionary" and "paradigm shifting." Instead, explain how it helps a person.
5. Let people test drive the cause. Let people try your cause, take it home, download it, and then decide if it's right for them.

6. Learn to give a demo. A person simply cannot evangelize a product if she cannot demo it.

7. Provide a safe first step. Don't put up any big hurdles in the beginning of the process. The path to adopting a cause needs a slippery slope.

8. Ignore pedigrees. Don't focus on the people with big titles and big reputations. Help anyone who can help you.

9. Never tell a lie. Credibility is everything for an evangelist. Tell the truth—even if it hurts. Actually, especially if it hurts.

10. Remember your friends. Be nice to the people on the way up because you might see them again on the way down.

Guy Kawasaki is a founding partner and entrepreneur-in-residence at Garage Technology Ventures. He is also the co-founder of Alltop.com. Previously, he was an Apple Fellow at Apple Computer, Inc. Guy is the author of nine books.



considerations on how to evangelize social within your company

- use the influencer – pilot with the early adopter group
- show me the numbers – demonstrate the pay-off
- change is uncomfortable but leverage success and promote the influencers as evangelists
- look deep into the organization: revelation of unrecognized expertise that build future evangelists
- review goals and strategies and put policies in place or revising existing policies: through this establish training curriculum and make sure that you train your workforce



Appendix



Microsoft Partner Network™

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