

Enterprise 2.0 Virtual Workshop

New solutions to drive corporate social media adoption ■ 11/10/09 ■ pdf v2.1

Workshop Content Framework		Last Cov Dte	Group Inputs (paraphrased tweets, as shared at #e20ws)	Possible Deliverables	Actions (Resolve)
Summary E2.0 & SM Workshop FRAMING	F1 Describing a mutually desired Enterprise 2.0 future state	10/27	Desire for infusion of SM into Corporate world, but teams are often working at cross-purposes		
		10/27	Vision for tactical implementation BF		
		10/27	Vision for fully implemented E2.0 org BF	D5 E20 Future State	
		10/13	Companies fall in spectrum from 1.0 to 2.0, in terms of adoption; useful to know where they fall	D6 Develop model for assessing E2.0 maturity	
		10/27	Discussed learning organization (w/ ref to P.Senge) and ways to drive right E2.0 behaviors (flexibility, adaptability)		
	F2 Understand SM fundamentals & relation of E2.0 to SM mainstream (what's alike, what's different)	9/28	SM Core Principles: <u>authentic, engaged, responsive & adaptive</u>	D1 These entries are courtesy #smchat http://smchat.ning.com do we need possible updates for E2.0 case?	
		TBC*	SM Engagement Models: <u>broadcast (web1.0), relationship (1:1), chat (n:n), collaboration (n:n)</u>		
		TBC	SM Outcomes: <u>transparency, focus, serendipity, relevance</u>		
	F3 Process & semantics	9/28	Framing discussion as "topics" not "questions"		
		9/28	Never share your company's proprietary info		
F4 Objective	9/28	Work toward developing usable outputs (ie., open source items you can take back to your des.)	D2 Update & post this grid w/ chat notes wkly		
F5 Templates	10/13	Create templates, examples or case studies			
Known Challenges & Possible Areas for Deep Focus, as TOPICS	T1 Culture	9/28	"Short term, seek convo across silos; longer term seek physical change" CM	D3 Develop means to assess, test, ask about indicative behaviors	
		9/28	"Willingness to take risks" BH		
		9/28	"Silos & culture defined from the top" BH		
		9/28	"Much depends on how engrained is silo culture"		
		10/13	"SM adoption effected by regulatory environment, real or imagined" .. "Security & regulations are real; culture of regulation, not so much" BF		
	T2 Standards v. Diversification	9/28	Industry examples raised: J&J, WLGore, Ideo		
		9/28	"Skunk works concept" (extending 'safe area') BF		
		9/28	"Should explore other options as well" BP		
	T3 Engagement N:N	9/28	"Idea sharing & brainstorming" BH		
		10/27	"Traditional KM community of practice"; discussed culture impact & interest in organizational learning #KM		
		TBC	"What does N:N really mean"?		
	T4 Technology	TBC	"Can talk for hours, so many tools"	D4 Flesh out & rank KM-SM requirements?	
	T5 Education & Training	TBC	"SM n:n is game changer over 1:1" CJ		
T6 IP2.0	TBC	"Do you know who owns all your great ideas?"	SMCHAT		
T7 Ontology	TBC	What are primary relationships in E20 framework			

Last Session= Covered to date= *TBC: to be covered (topic identified, but not yet discussed)

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