

Social - the hype may be over
but the potential value is greater
than ever!

Stuart McIntyre & Femke Goedhart



Introductions: Who are we and
why are we talking about this?

Stuart McIntyre

Community Strategist

Fostering Community / American Express / Social Edge / Aurea

Enterprise Social
Community Management
Measurement
Advocacy and Evangelism



[@StuartMcIntyre](https://twitter.com/StuartMcIntyre)

Femke Goedhart

Business Consultant panagenda

Enterprise Social Networking, Data analytics & Data visualization

*Explaining how nerds tick to users and
how users quirk to nerds!*



[@FemkeGoedhart](https://twitter.com/FemkeGoedhart)

The
hype is
over

But the principle is more alive than ever...

JUST IN TIME ECONOMY

Task specialisation -> Outcome agility

ANALOG

CONNECTEDNESS



MOBILITY



SKILL



DIGITAL

CONNECTEDNESS



MOBILITY



SKILL



What are employers looking for in new employees?

1. Communication
2. Honesty
3. Technical skills
4. ...



**AGILITY REQUIRES A NEW WAY OF THINKING,
WORKING AND COLLABORATING...**

Social Enterprise

SO...

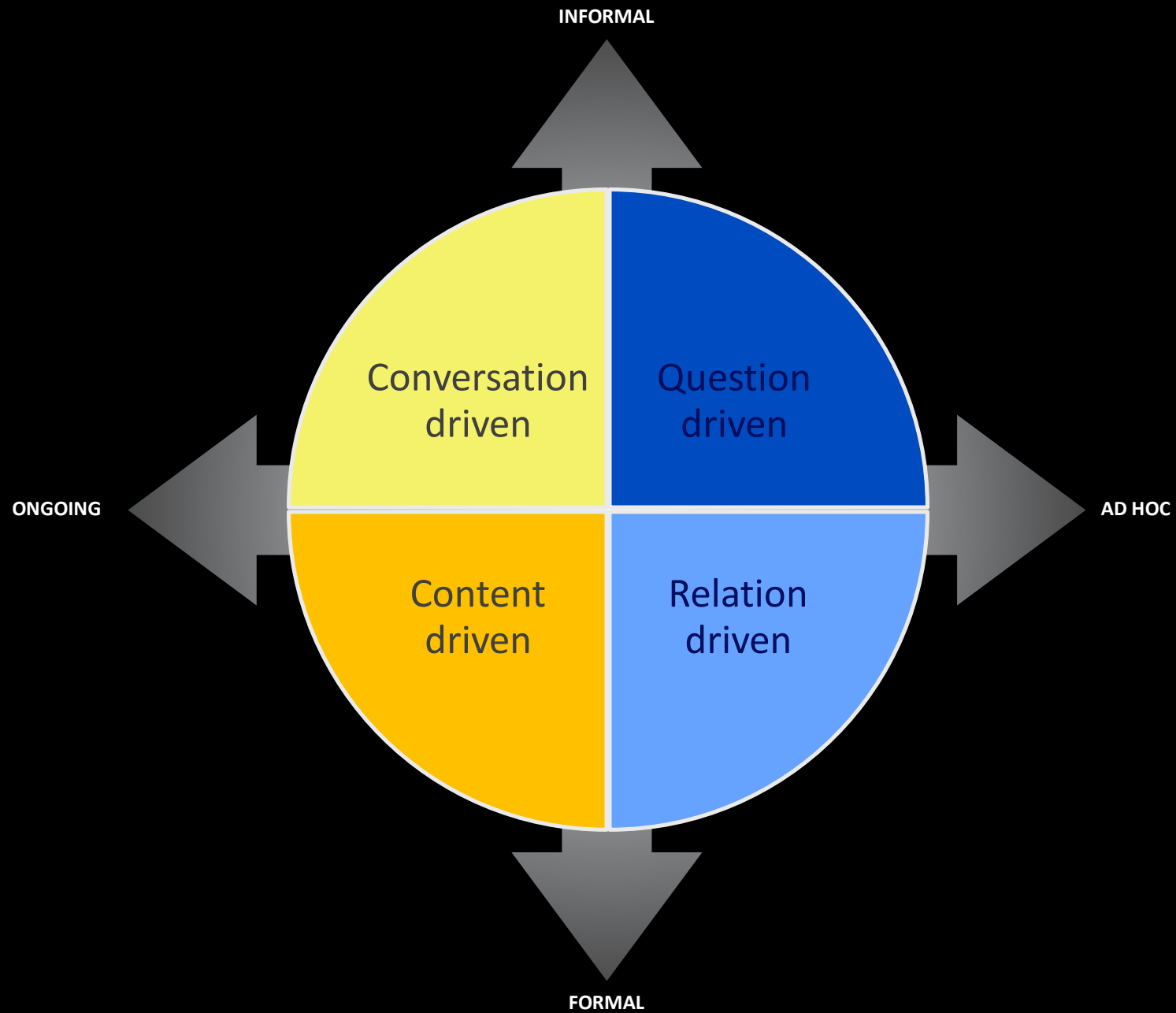
COLLABORATE!



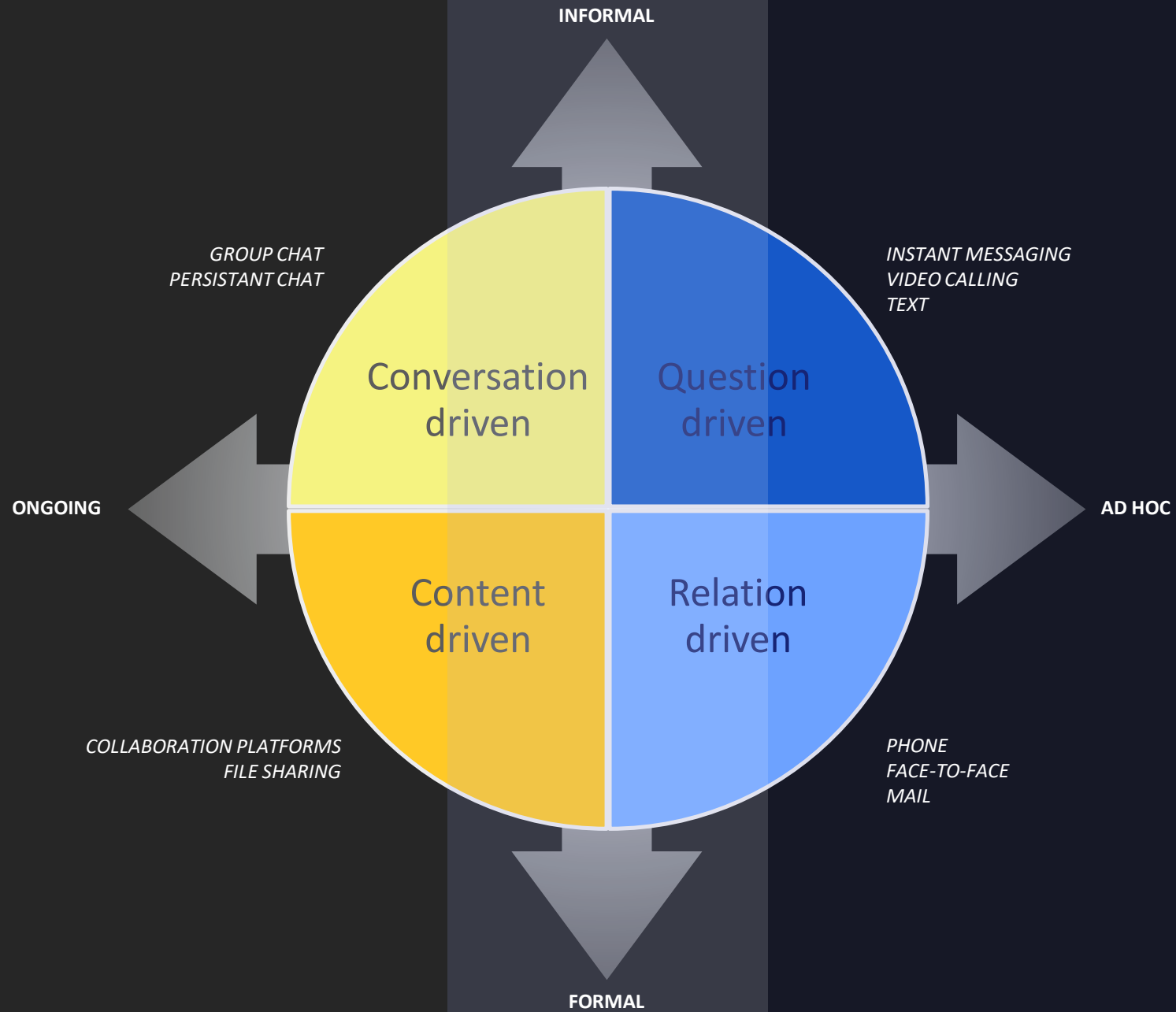
FORMALITY /
RELATIONSHIP



PERSISTENCE

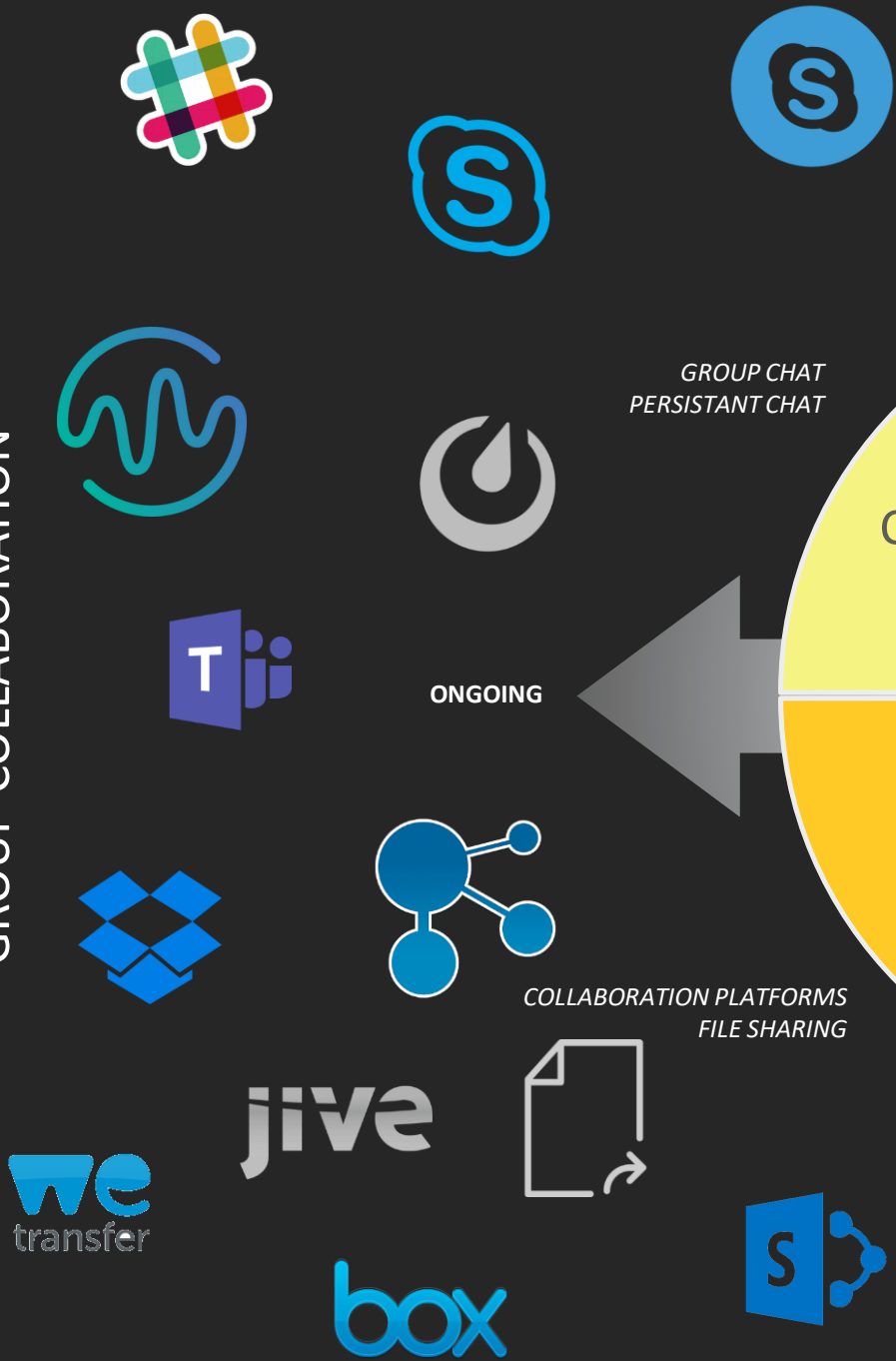


GROUP COLLABORATION



INDIVIDUAL COLLABORATION

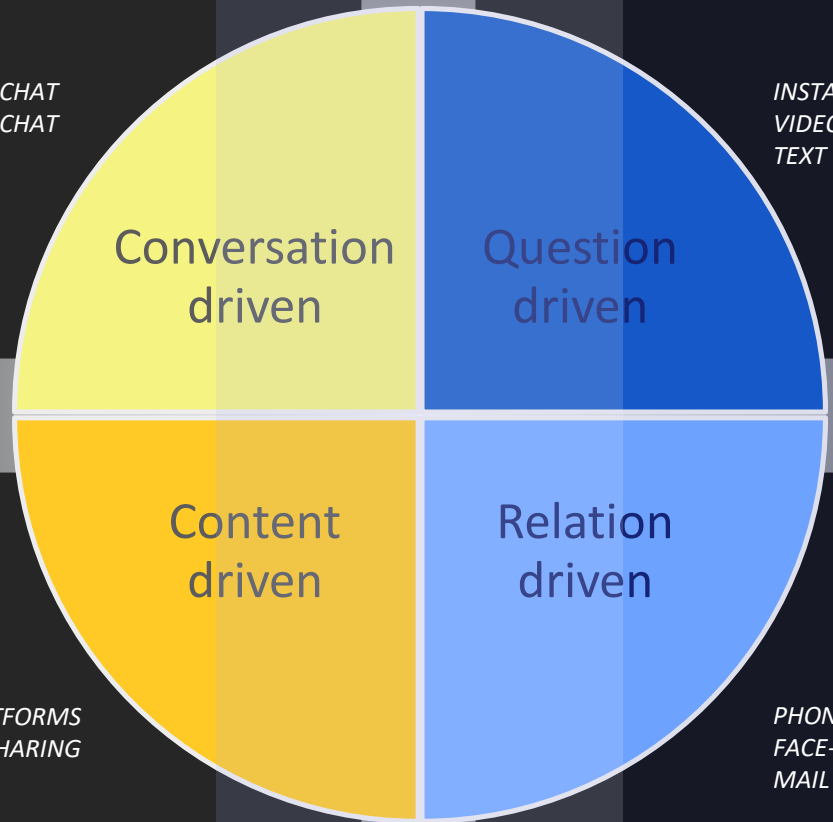
GROUP COLLABORATION



GROUP CHAT
PERSISTANT CHAT

ONGOING

COLLABORATION PLATFORMS
FILE SHARING



INFORMAL

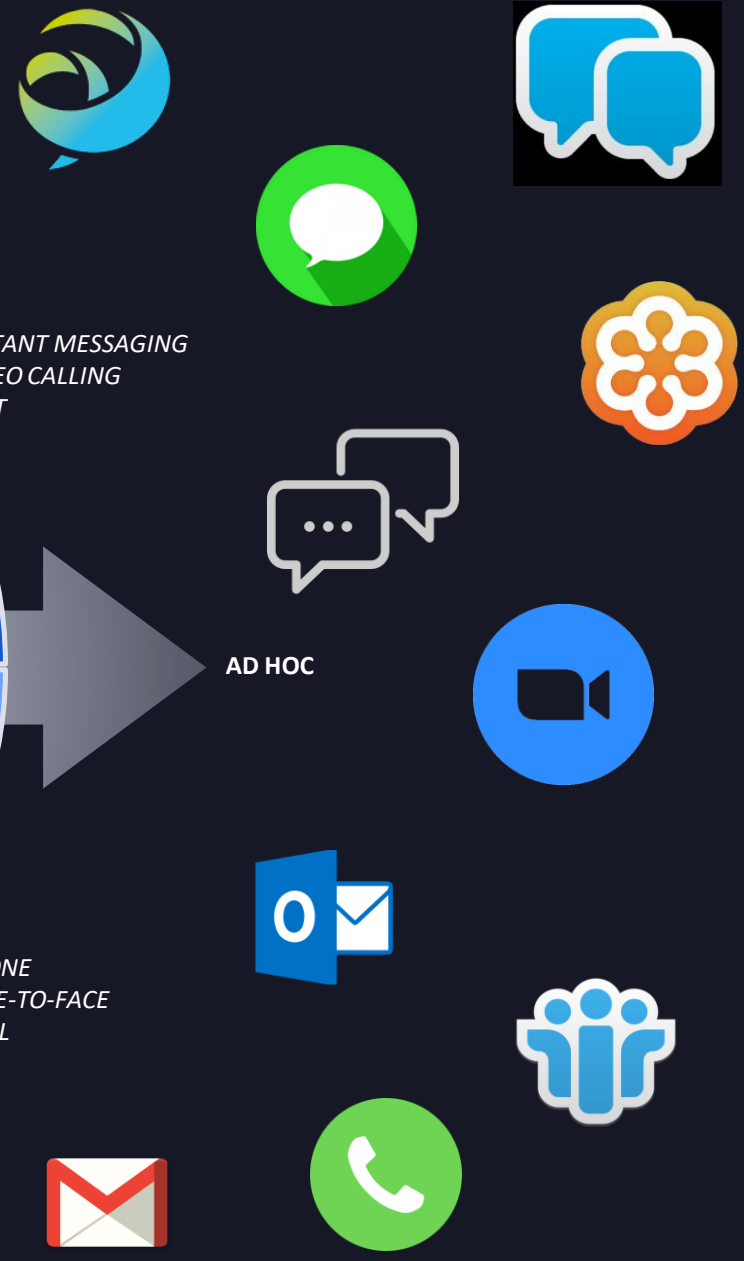
FORMAL

INSTANT MESSAGING
VIDEO CALLING
TEXT

AD HOC

PHONE
FACE-TO-FACE
MAIL

INDIVIDUAL COLLABORATION



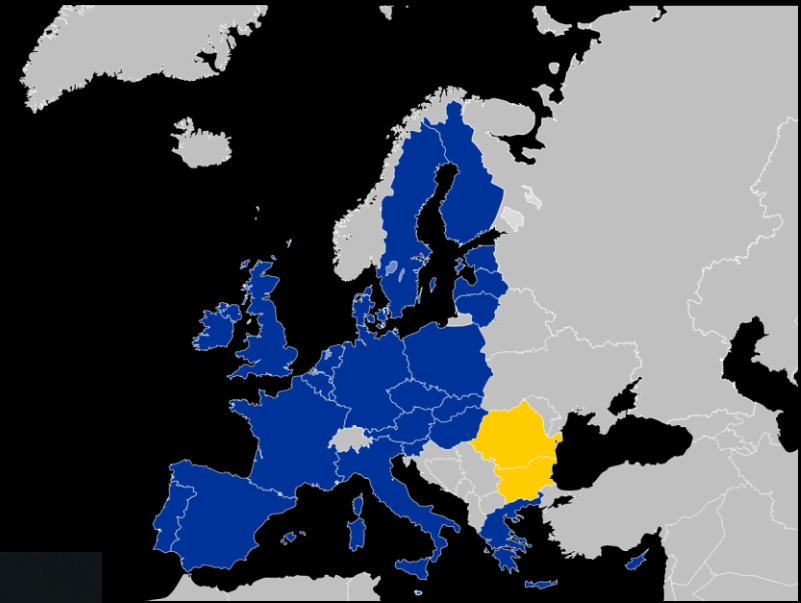
~~IBM~~ HCL

CONNECTIONS

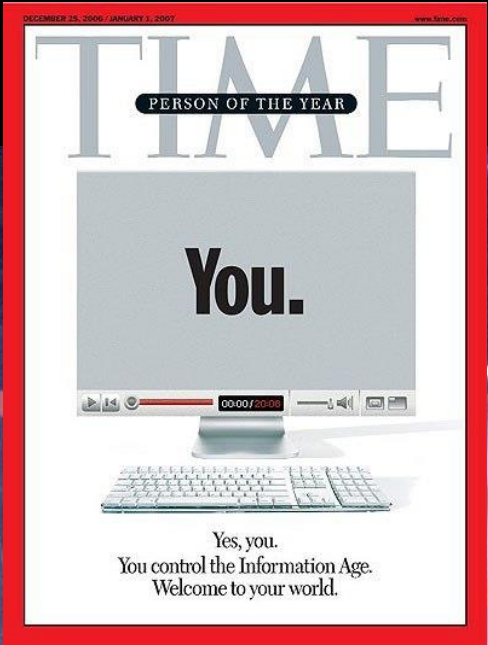
* Subject to the acquisition
closing as expected...

Take yourself back to...

January 2007



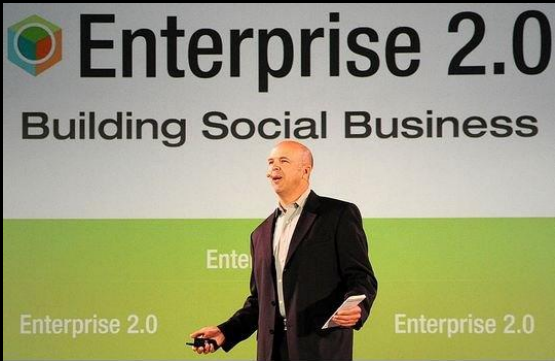
Lotusphere 2007



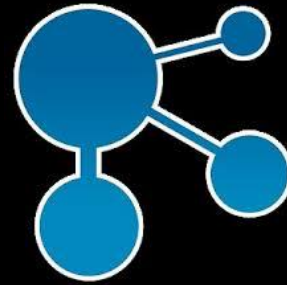
HYPE?

What Hype?

Web2.0... Enterprise2.0... ESN...

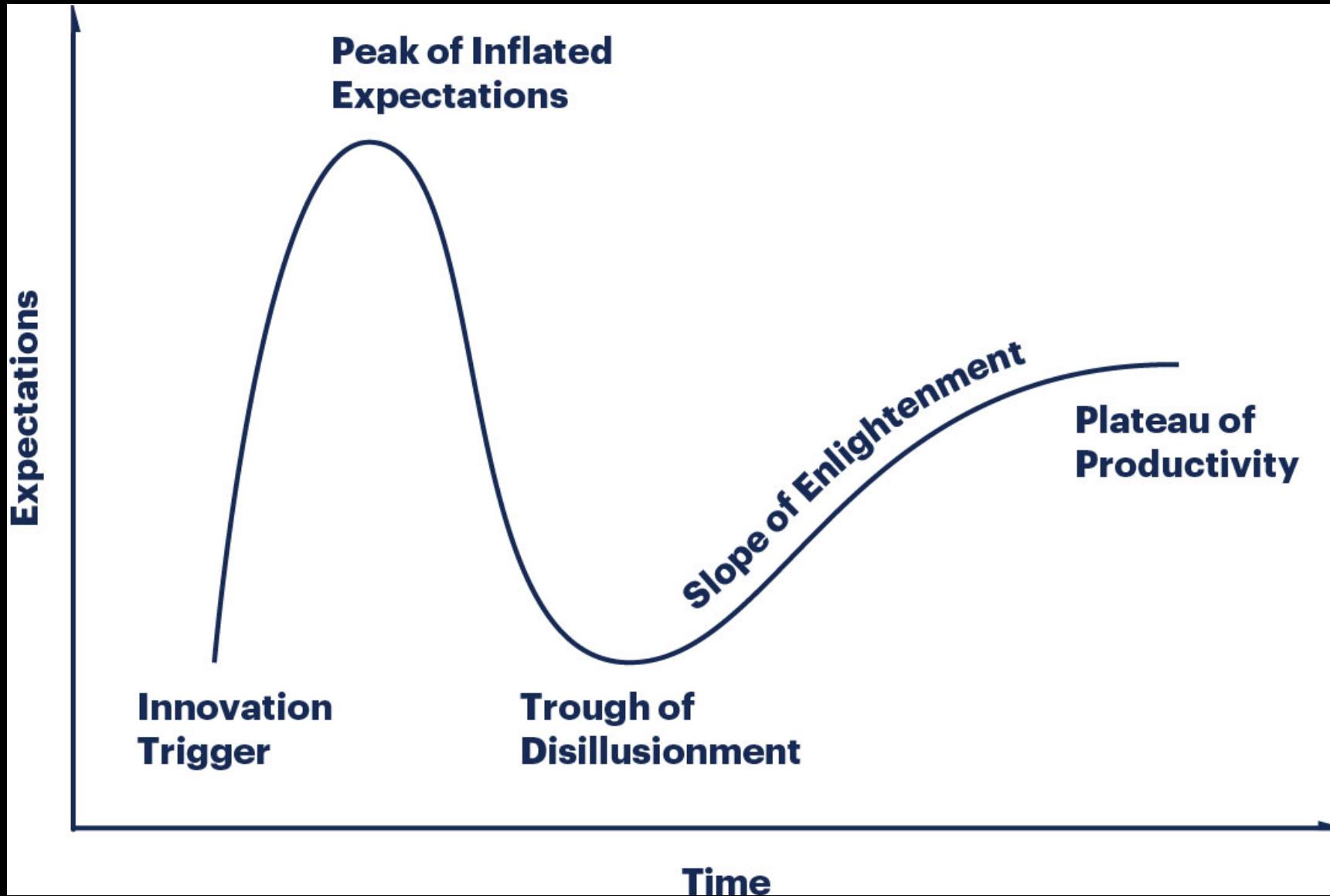


The vendors came running...

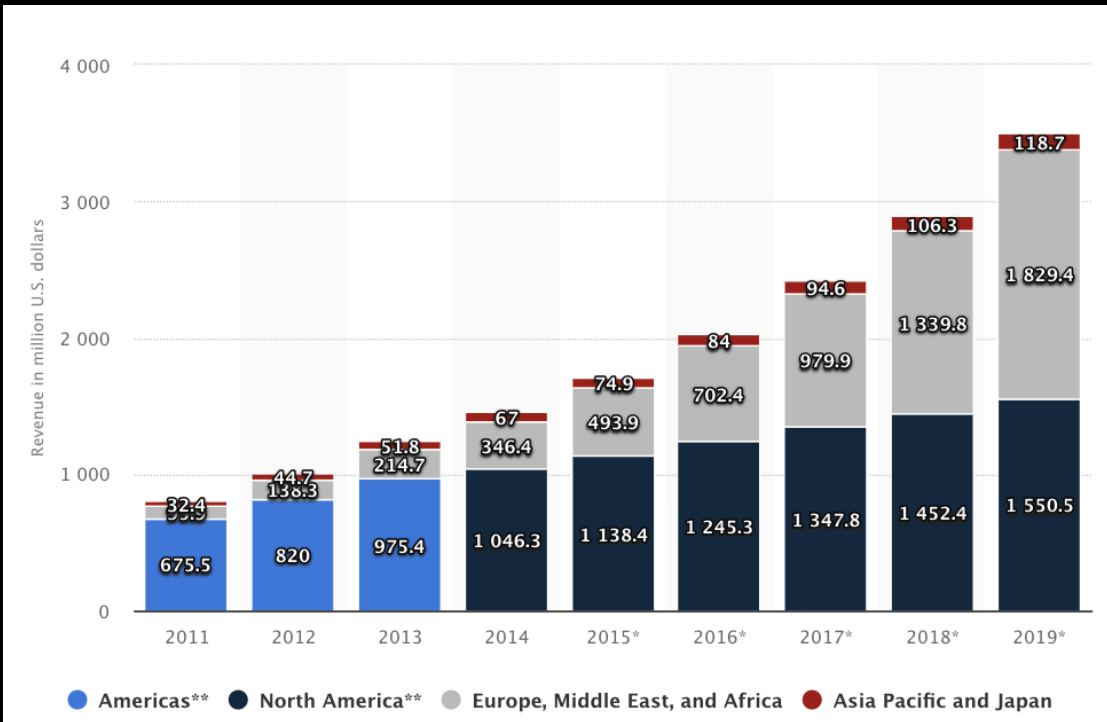


and still the market leader...

The Hype Cycle



This brings us to today...



Statista 2019: Revenue from enterprise social networks worldwide from 2011 to 2019, by region (in million U.S. dollars)

Communities are Change Agents

Communities are impacting every aspect of organizations



Integrating into workflows

Supporting cross-functional integration

REQUESTS RECEIVED FROM OTHER DEPARTMENTS:



Becoming key enablers to organizations

% PEOPLE EXTERNAL TO COMMUNITY TEAMS WITH:



Community Responsibilities
52%



Community Engagement as Performance Goal
43%

Communities create multifaceted value

70% experience a positive impact on organizational culture / brand



71% experience an increase in individual empowerment

30% help community members take leadership initiatives



Communities help increase:

Communication efficiency:

↑ 76%
in knowledge workflow

Case deflection:

↑ 60%
in customer support workflow

Loyalty and retention:

↑ 66%
in marketing workflow

Productivity:

↑ 59%
in learning & development workflow

71% say their members are providing solutions & answers



50% expect an increase in workflows



70% of executives are supportive.

Communities have potential to increase impact

While 57% report a roadmap is part of their community strategy...



THE COMMUNITY ROUNDTABLE



70% don't have a business problem defined in their strategy.

So let's make it
social...

Communities or team/group chat?

- A. We use communities
- B. We use group chat
- C. We use both

Has persistent
team/group chats
replaced the need
for communities?

How long is
collaborative
information
relevant?

- A. Duration of the project
- B. 0-6 months
- C. 6-12 months
- D. 1-5 years
- E. Indefinite

Persistent versus
ephemeral
collaboration

“Who is responsible for the clean-up in your organisation?”

Is the intranet dead?

- A. Dead as can be
- B. Wish it was dead
- C. Yeah, done and dusted
- D. No intranet definitely still plays a big role!

Is the intranet
dead,
...does it live on in
online community
platforms,
...or do we need
both?

Adoption and
engagement:
Top-down versus
bottom-up?

- A. Top-down
- B. Bottom-up
- C. Both
- D. I have no clue

Top-down versus
bottom-up
approach



“But companies will only reap the rewards when change occurs at the level of the individual employee”

**So is Enterprise Social
still relevant?**

Any questions?

