



# Boston Tea Party

Forrester Content & Collaboration Forum 2011

#FCCF11

Thursday, September 29, 11

I want to share some of the great ideas, use cases and best practices I saw during the recent forrester conference  
For those of you who are not familiar with the conference...

So some of what I'm talking about is going to be more about the questions I have coming back, but I hope to show a rough  
idea of a roadmap moving forward.

Before I start some fun







## Boston Molasses Flood

**O**n January 15, 1919, a molasses tank at 529 Commercial Street exploded under pressure, killing 21 people. A 40-foot wave of molasses buckled the elevated railroad tracks, crushed buildings and inundated the neighborhood. Structural defects in the tank combined with unseasonably warm temperatures contributed to the disaster.





Mercy+

# Choo Choo!

mobile  
social  
cloud

have all left the station



Thursday, September 29, 11

If I could summarize the conference message in one slide this is it.

These have left and now we're trying to get our hands around it.

let me start by covering where the IT world is at in large.

So how do we catch up? How do we get our arms around these things and keep the reputation of of the IT group as being useful.

# Mercy

Baggot Street  
SharePoint  
Instant Messaging  
Email  
Phone  
Wiki (MTS)



Thursday, September 29, 11

here's what we have, not inclusive but the big ones.

Good start. Some strong tools - some vital to some people

Email is still king

I joked during a meeting what if we took away email and replaced it with Facebook.

# What is Social?



Thursday, September 29, 11

So i want to be clear when I say social what am I talking about. What are all of these? They're all social tools. Social is just a fancy word for communication.

Our position is at the intersection of people and technology.

The State Of Workforce Technology Adoption: US Benchmark 2011

[http://www.forrester.com/rb/Research/state\\_of\\_workforce\\_technology\\_adoption\\_us\\_benchmark/q/id/60894/t/2](http://www.forrester.com/rb/Research/state_of_workforce_technology_adoption_us_benchmark/q/id/60894/t/2)

# What is Social?

**Social = Communication**



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# What is Social?

## Social = Communication

99% behavior 1% technology



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# Social Interaction



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According to Clay Shirky an author and professor at NYU there are 4 levels of social interaction. Talking originally about the culture of the internet, but applicable to any organization or group.

deeper commitments

Each steps up the level of difficulty both for the individual user and for the collaborative whole to sustain.

# Social Interaction

## Sharing



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# Social Interaction

## Sharing Conversation



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# Social Interaction

Sharing  
Conversation  
Collaboration



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# Social Interaction

Sharing  
Conversation  
Collaboration  
Collective Action



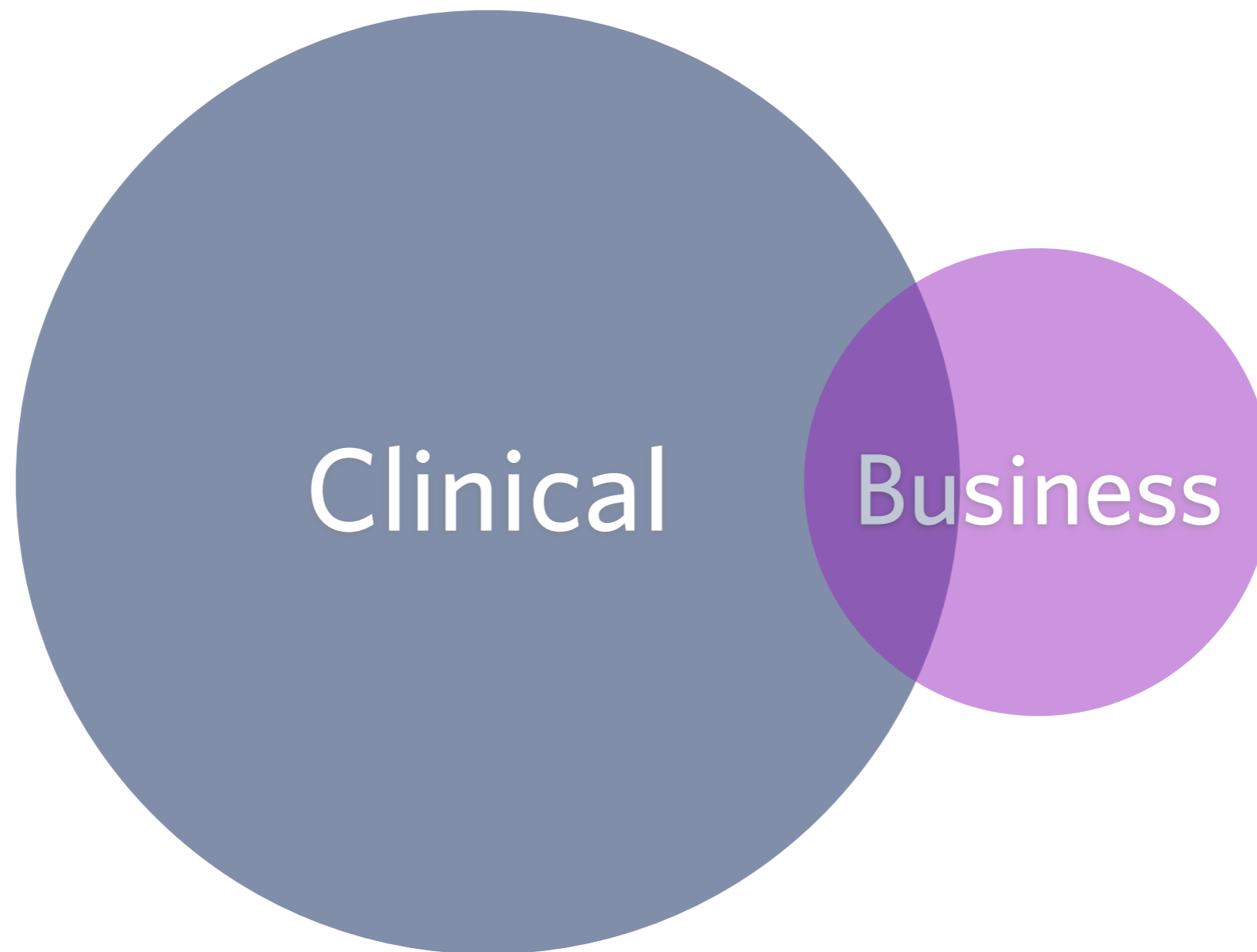
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# Who?



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For this discussion today and for many of the discussions during the conference there was a defined group of business users. Rarely was an example given that hit everyone working at an organization.

(click)

First step is to define the scope of who I'm talking about. For us it might be Knowledge workers or for Anyone who sits in front of a computer for more than an hour a day. Non-clinical.

Defining this scope helps

(lots of maybes here, I'm just throwing out some of the ideas from the conference)

# Who?



Business



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# Setting Expectations

## 90, 9, 1 Rule



So we've already broken down a chunk of the workforce. Let's inspect that group now.

What do we do in our role

some of the things we'll need to cover are

data governance

security

setting expectations

# Setting Expectations

## 90, 9, 1 Rule

90% of users will consume



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# Setting Expectations

## 90, 9, 1 Rule

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9% will contribute

1% will create



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# We're here to help!



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Historically IT has had a shotgun approach to these technologies. We've implemented a lot of tools without thinking about how they interact with one another

That's bad.

Our job is to not make this difficult on workers! No Alt+Tab

# We're here to help!

Email +



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+



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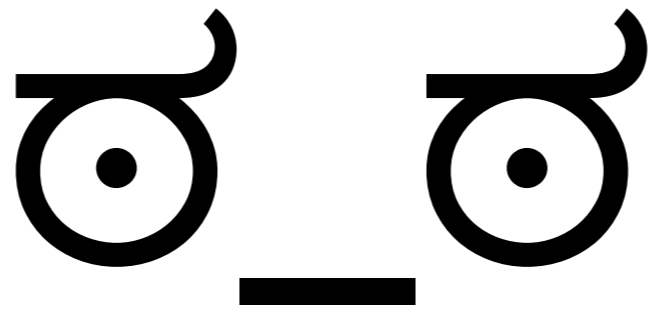
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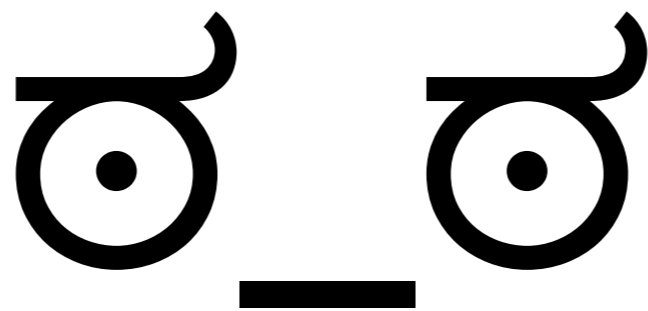
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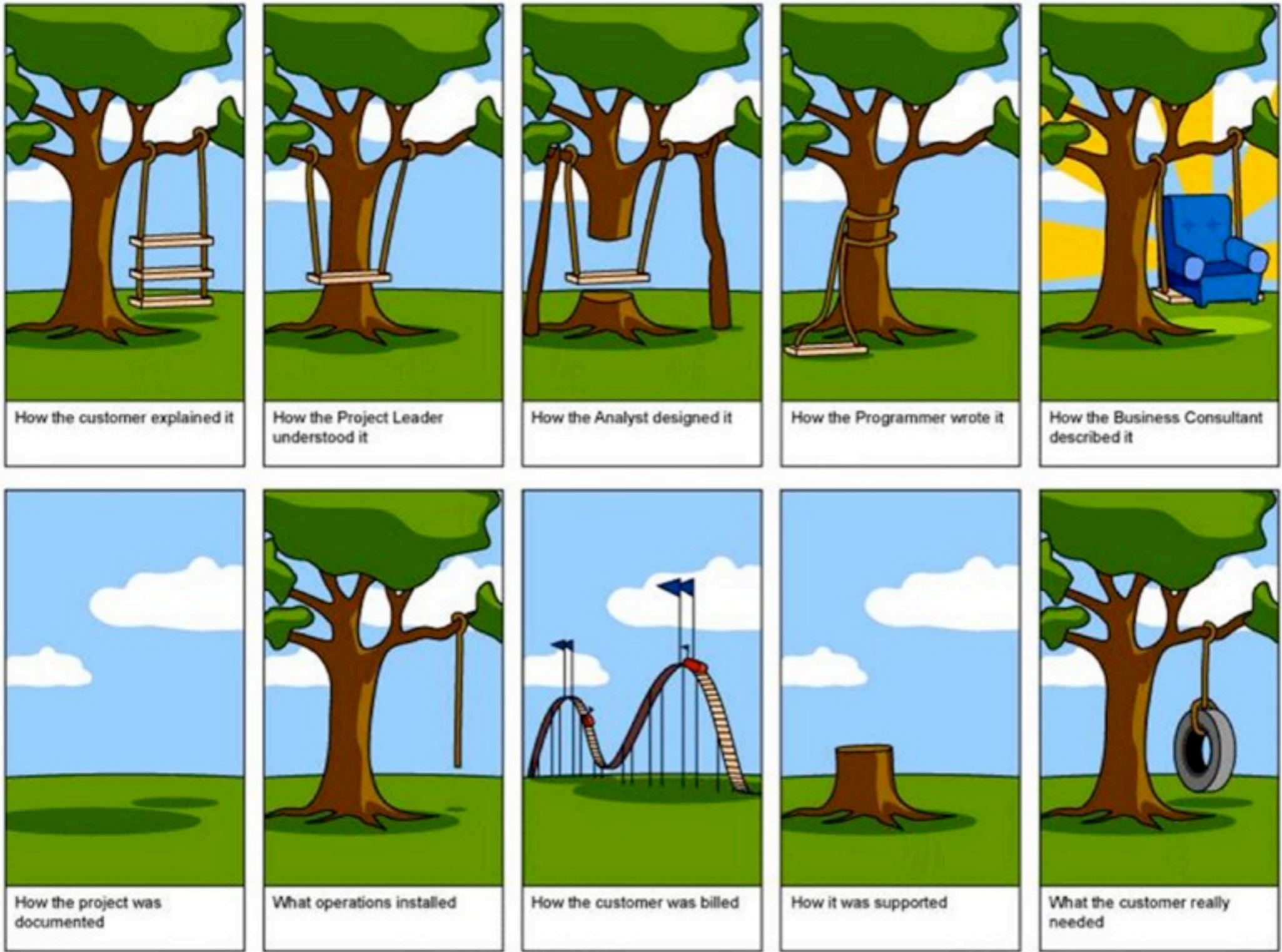
What happens? They go back to email.



We're good at technology - the easiest part.

Now we need to be good at sociology, communication and anthropology.

# How



# Secret Sauce



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Three things we need

## **Executive Support**

Paul Helmering Yammering (Yams - uck)

Not just saying "This is great" but actually using it and encouraging it's usage. Leaders saying no more attachments or long email threads. Maybe even tying it to performance reviews?

Money

Disruption as a goal not an annoyance

pressure on the organizational structure

ok with being uncomfortable - but it get's better.

# Secret Sauce

## Executive Support



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# Secret Sauce

## Executive Support Business Value



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# Secret Sauce

## Executive Support Business Value Groundswell of Adoption



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Three things we need

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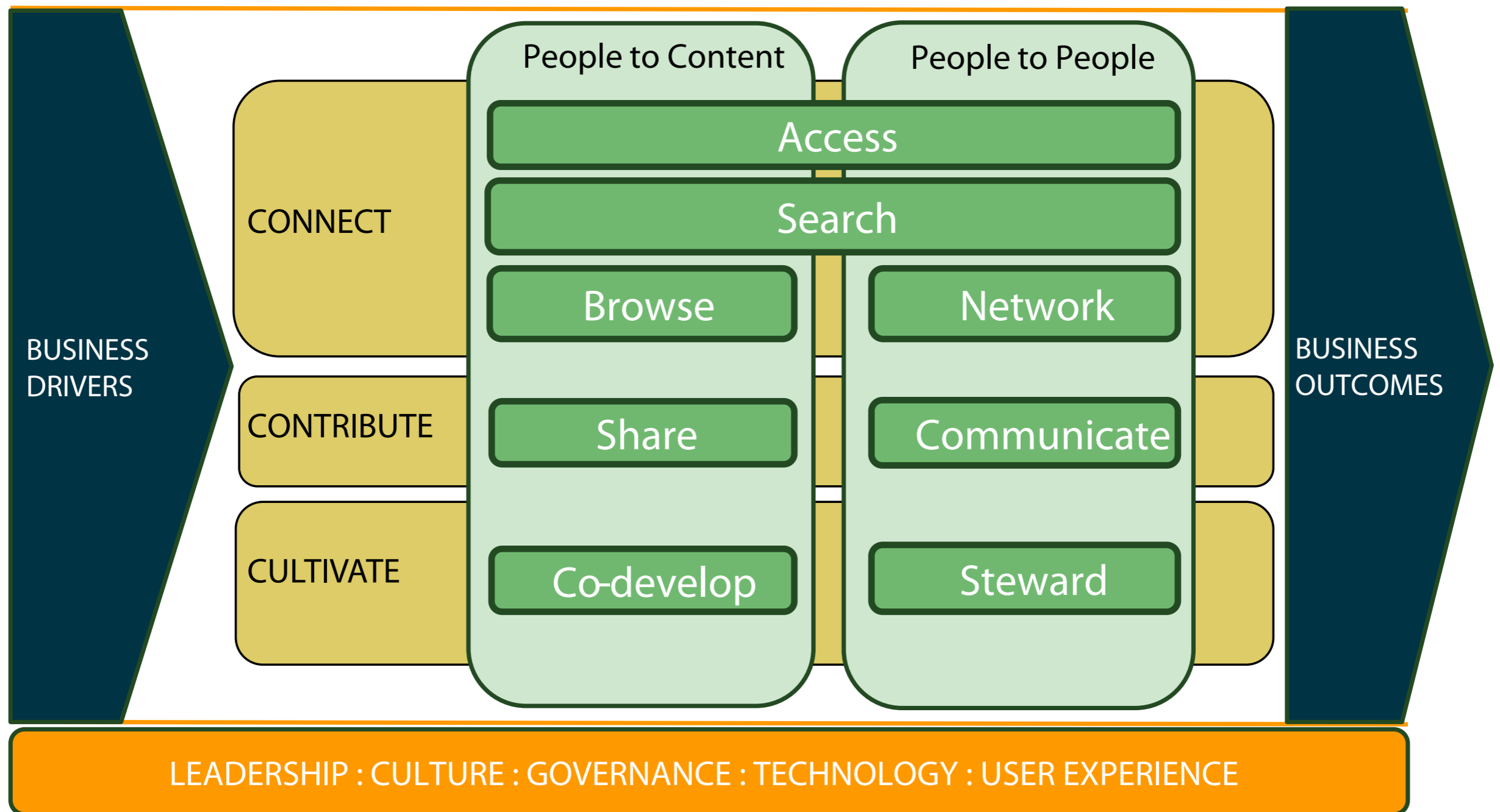
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# Strategy



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Tom Barfield - Accenture

They define their knowledge management initiative 'as social learning'

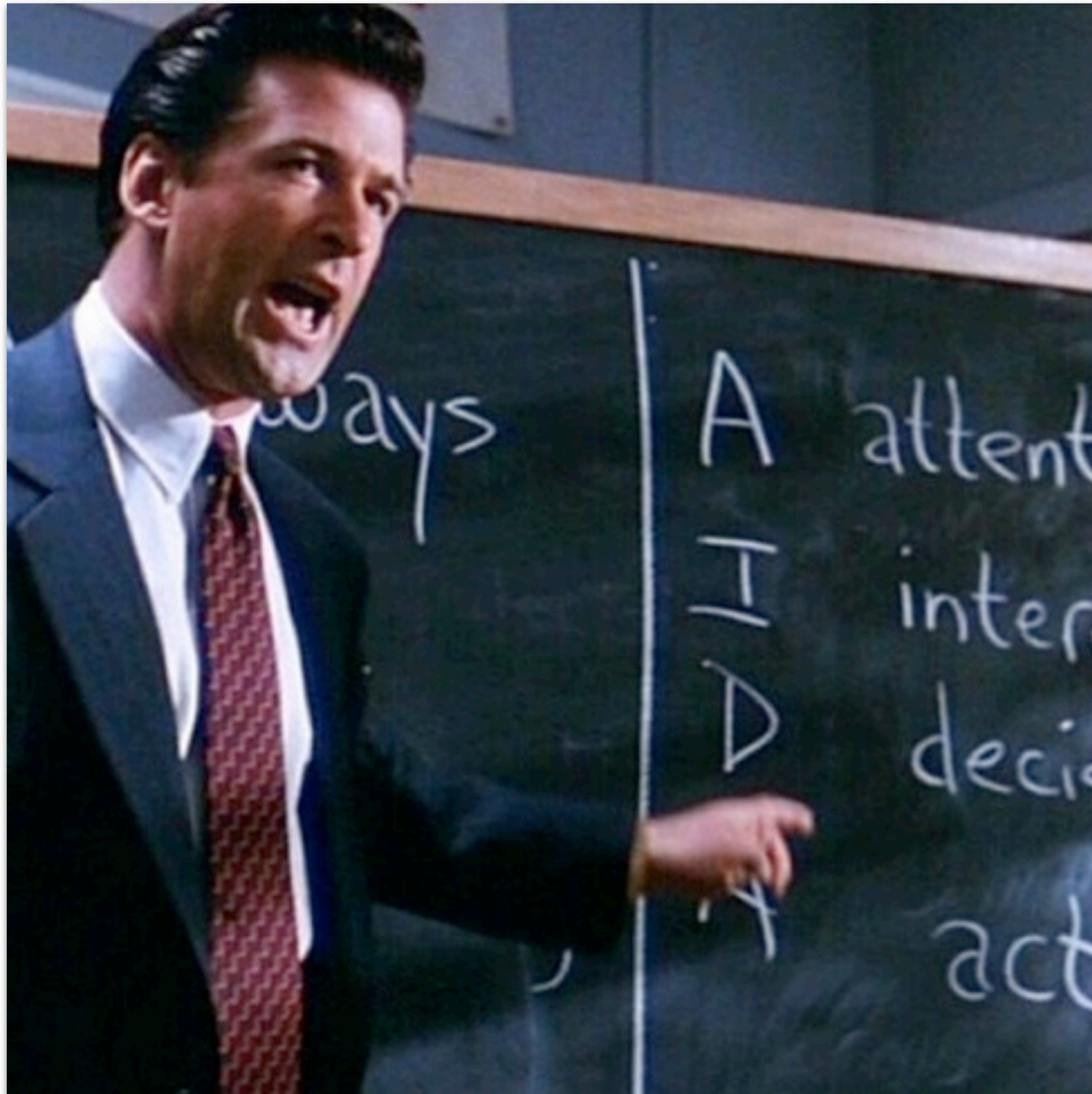
reveal relevant content to users

define and connect resident experts

create communities that don't exist or are tangential at the moment

increase discoverability of business information

# Glengarry Glen Ross



integration  
integration  
integration  
marketing



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Ok. maybe not this extreme.  
in short, make sure these things are cohesive and market the snot out of them.  
over-communicate  
cheerlead  
eat our own dog-food.

# What might this look like?



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So let's say we get all the ingredients right, what would it look like?

Art of the possible

It's not disparate systems, it's integrated.

I'm not looking to create new data warehouses to pull data, but to pull data directly from the source and present it to users.


no alt+tab or window switching!

reduce friction at every possible turn. Look at what it doesn't do. It doesn't get in the way, it doesn't take a genius to figure out. It doesn't ...

# Workplace

Big ol' Search Box

Welcome To Mercy



### Mercy Day 2011

The week of September 19 is Mercy Week, a yearly celebration that concludes with Mercy Day, the anniversary of the founding of the first House of Mercy by Catherine McAuley on September 24, 1827, in Dublin, Ireland. That day was also the birth of the mission we carry on today, 184 years later. This week we celebrate the heritage, wisdom and resolve of the Sisters of Mercy who paved the way in the communities we serve – a tradition we proudly carry on through our work.

Join The Celebration

- Mercy Day Homepage
- Letter from Lynn Britton and Sister Roch
- News From Joplin

Search Entire Mailbox

Conversations by Date - Newest on Top

Today

- Flight Messaging is now available - Executive Travel - 8:31 PM
- Flight Messaging is now available - Executive Travel - 4:28 PM
- Ideas development - Timothy Singler - 4:27 PM
- New comment on E-mail connectivity - baggotstreet@mercy.net - 3:43 PM
- Your Yammer activity for Wednesday, Septem... - Boal, Paul; Graham, Douglas S - 9:26 AM

Yesterday

- You're invited! Join Us for the Mercy Center for ... - Schinker, Carrie; Veremakis, Christopher - Tue 2:52 PM

Sunday

- Project - Boal, Paul - Sun 11:14 PM

Last Week


- THANK YOU!! - Matic, Marcus - Fri 9:23
- Interesting information on what collaboration ex... - Kleine, Dennis - Fri 9:23

Navigation: New - Delete - Move - Filter - View -

Left sidebar: Favorites, Koerner, Chris L. (Inbox, Drafts, Deleted Items, Archive, Boston, CIC Conference, Conversation History, Junk E-Mail, MTS Daily Support Re, Notes, Search Folders, SRB Agendas, SRB Results)

**Chris Koerner**  
Sharing Conversation Collaboration Collective Action

The internet runs on love – Clay Shirky  
([http://en.wikipedia.org/wiki/Clay\\_Shirky#Views](http://en.wikipedia.org/wiki/Clay_Shirky#Views))



**Clay Shirky – Wikipedia, the free encyclopedia**  
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From Wikipedia, the free encyclopedia Clay Shirky (born 1964[2]) is an American writer, consultant and teacher on the social and economic effects of Internet technologies. He has a joint appointment at New York University (NYU) as a Distinguished Writer in Residence at the Arthur L.

11 hours ago - Reply - Like - More

**Susanne Wilson:** Thank you Chris for sharing this.  
6 hours ago from Desktop

Write a reply...

**Greg Mudd**  
I am currently developing JAVA software to perform ETL processing for the ROI Porject.  
7 hours ago from Desktop - Reply - Like - More

**Scott Podzielinski** (LIS System Manager) has #joined the Mercy network. Take a moment to welcome Scott.  
Tuesday at 1:23pm - Reply - Like - More


Joined Edit Topics

Show 1 older reply >


**Annette Marquis Tillman:** HOla  
Tuesday at 4:18pm

**Chris Griffey:** Where did you catch that smallie ?

INFO [download vcard](#)

Department: Mercy Technology Services  
Location: Sunset Hills  
Sig. Other: Jackie Koerner  
Kids' Names: Kari  
Birthday: June 9  
Expertise: Design, Communication (Theory & Research), Web Strategies and Collaborative Solutions.  
Interests: People, Video Games, Photography, Education  
Email: [chris.koerner@mercy.net](mailto:chris.koerner@mercy.net)  
Mobile: 314.210.2528  
AIM: [chrisnobelx](#)  
Twitter: [ckoerner](#)  
Skype: [nobelx](#)  
Websites: 

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List of recent docs created/accessed

List of active projects from Daptiv



# Profile



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AIM: [chrisnobelx](#)  
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Skype: [nobelx](#)  
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**Chris Koerner**  
Sharing  
Conversation  
Collaboration  
Collective Action

The internet runs on love – Clay Shirky  
([http://en.wikipedia.org/wiki/Clay\\_Shirky#Views](http://en.wikipedia.org/wiki/Clay_Shirky#Views))

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Write a reply...

**Chris Koerner** · Emerging Technology

Position in Org Chart

Groups a Member of  
Emerging Technology  
Social Media Nerds  
Photography  
Enterprise Social Council  
Apple 4 Life  
Assistant to the Regional Manager

List of recent docs created

List of active projects

# I'm Almost Done, I Swear



# I'm Almost Done, I Swear



Simple

# I'm Almost Done, I Swear

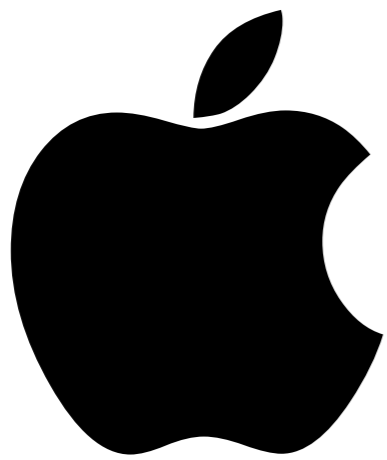


Simple



Fast

# I'm Almost Done, I Swear



Simple



Fast



Relevant



# Mobile Too

“Work is not where you’re at, but what you’re doing.”

-Someone at the Forrester Conference



Thursday, September 29, 11

One other thing.

This is important too. I don't mean to throw this on the end like this, but it's just as important and should be ingrained in every step along the way.

native

web

hybrid

middleware

# Why?

What do we as individuals gain?  
What does Mercy gain?



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identify leaders and experts  
connect communities  
reduce confusion (especially for new co-workers!)  
Self-help model

Delluite of Australia was on hand and they mentioned that of the people using Yammer within their organization there was a higher retention rate between those who used these tools and those who did not.

Can anyone tell me why that might be?

# How do we measure it?

Set Expectations  
Measure Adoption  
Track Metrics



how can we sleep at night knowing we're doing something positive for the organization?

This social stuff is much softer than some of our traditional projects.

set expectations

adoption

metrics

this isn't like most IT projects where we replace something older with something newer. We're doing that as well as changing behaviors.

# Conclusion

Greet the 10%



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I know a lot of you might be thinking, well what about this group or I know this group won't go for this. That's fine.

I'd rather move forward with this stuff and help the 90% of people who won't be negatively impacted.

That remaining 10% we can reach out to, figure out how we can help them adopt.

Be concerned, but don't lead with the 'but this group...' discussions

And we're going to hit roadblocks. There will be hiccups. It's important to remain humble and transparent in our communications.

# Forrester Wave

**Figure 2** Forrester Wave™: Enterprise Social Platforms, Q3 '11



Source: Forrester Research, Inc.

