

How to pick, sell and implement a wiki-intranet project

Martin Cleaver

M.Sc. Computing Science

MBA Organizational Design & Innovation

Principal

Blended Perspectives Inc.

<http://www.blendedperspectives.com/>

<http://www.torontowikituesdays.com/>



Martin@Blendive.com

Toronto, Canada

416-786-6752

Reduce Email - Increase Engagement - Spur Innovation

Executives are so far removed from exceptions and objections that all they get are carefully packaged reports of good news and numbers that reveal the bad when it's too late.

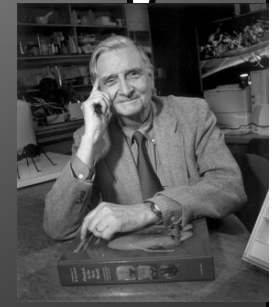
Ross Mayfield, Socialtext

Rip apart a badly developed project and you will unfailingly find 75 percent of the slippage attributable to "siloing," or sending memos and minutes up and down vertical organizational "silos" ... for decisions...



*Thriving on Chaos:
Handbook for a
Management Revolution*
– Tom Peters

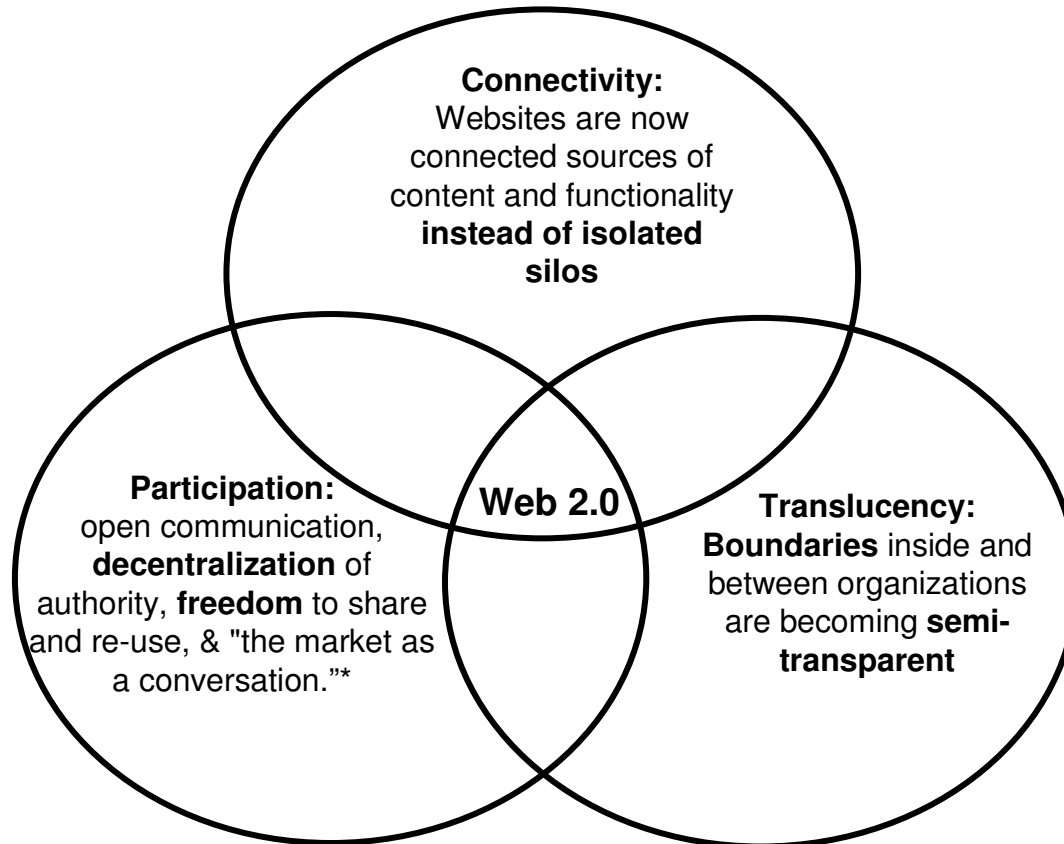
We are drowning in information, while starving for wisdom.



Edward O. Wilson

What is Web 2.0?

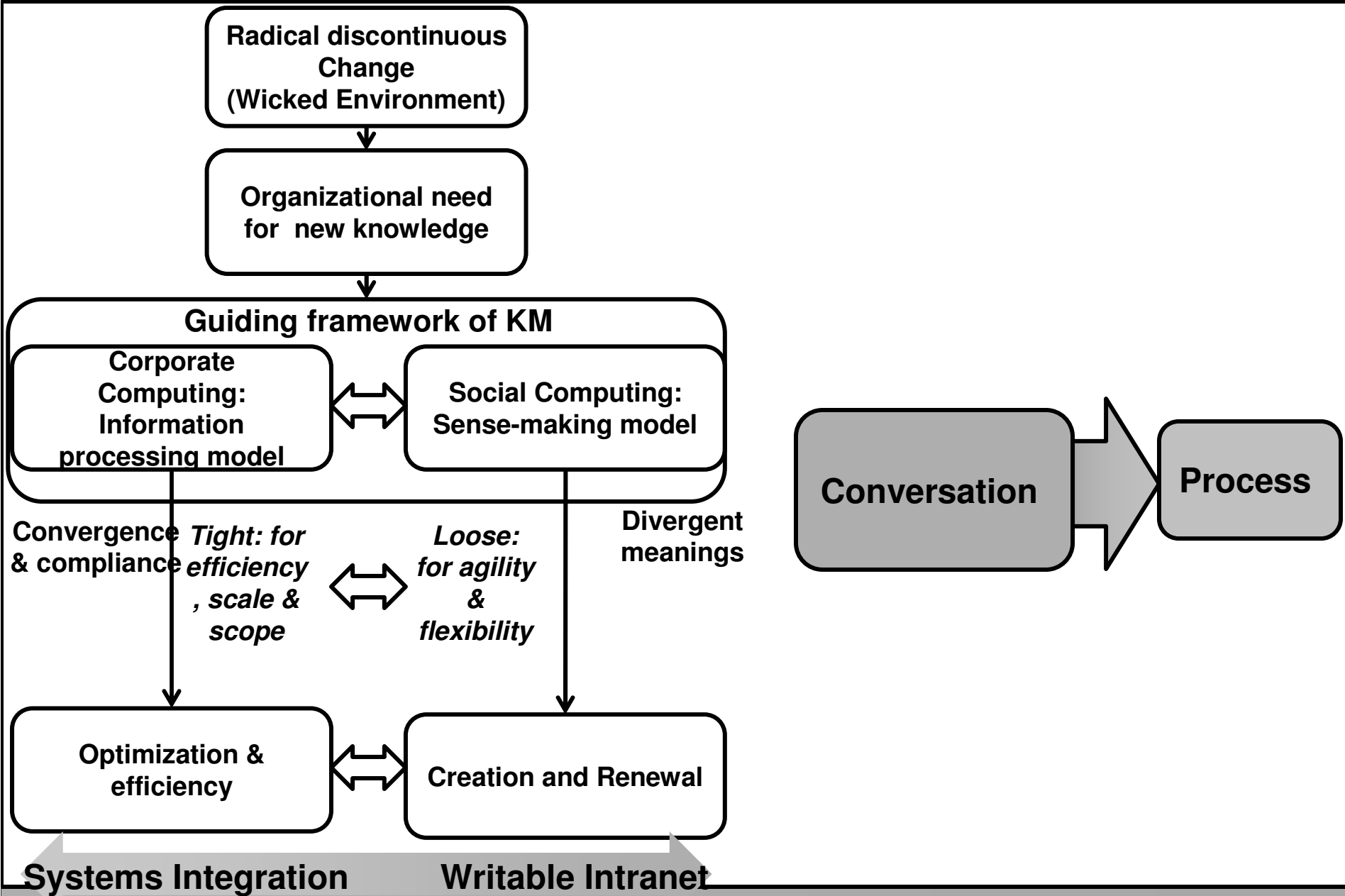
New factors mix into work



Some Tools: Blogs, Wikis, Podcasting, Social Bookmarking (tagging), RSS, Mashups, Social Network Analysis, Search based on participant behavior

*Source: Wikipedia May 10. 2006

Wikis help turn Conversation into new Process



What has worked in Web 2.0 can work inside the firewall

“(Intranet 2.0) is the place **where employees collaborate**, exchange thoughts, create plans, capture meeting notes, track projects, create documents.

The Writable Intranet means that enterprise **knowledge is "free" and searchable by anybody**. The "freedom" implies that knowledge is neither in e-mails and nor in documents but in easily accessible and searchable repositories.”

Indus Khaitan

“In fact, Enterprise 2.0 in general describes the **liberation** of often previously inaccessible **corporate information** to be opened up to general **discoverability, consumption, and reuse** using a Web-based model.”

Dion Hitchcliffe

Credit: Bill Ives

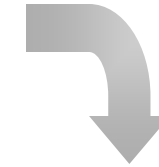
Wikis are just Web Pages you can edit



It's a Web Page



It's a Document



It's a Web Page again

- Old versions are kept, and can be reverted
- You can see who made what changes
- You invite collaboration, from everyone
- Versions attachments, Shows latest changes
- Searching, Categorization, Commenting

v.s. other people's Shared Drive word files: unsearchable, untouchable!

Use Wikis - Not Email for building reference information*

Involved in joint work?

Don't send Word documents by email, use a Wiki to co-author on the intranet

- No bottleneck
- Comments in single location, not scattered across emails
- Build hypertext content by linking to other pages



GlobeLife
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globeandmail.com

HOME NATIONAL WORLD REPORT ON BUSINESS SPORTS OPINIONS ARTS TECHNOLOGY **LIFE**

AT HOME FOOD & WINE FAMILY & RELATIONSHIPS **WORK** TRAVEL HEALTH STYLE

POSTED AT 2:59 PM EDT ON 06/08/07

Say goodbye to e-mail – wikis are bringing the workplace together

PATRICK WHITE

From Monday's Globe and Mail

A Toronto software company uses them to plan birthday parties and its next product launch. Intel uses them to post news from the company juggling club and collaborate on top-secret computer code. A Vancouver company thinks its wikis can stem junk e-mail and global warming.



Email
Overload



Wiki

“Email is where knowledge goes to die”

*** Most information is reference information**

Intranet Wiki Example: DRKW

Dresdner Kleinwort

Dresdner Kleinwort Wasserstein (DrKW), international investment bank, based in London, UK.

- The wiki was evangelized by CIO, JP Rangaswami.
- Considered the largest internal corporate wiki in existence.
- Uses Socialtext
- Financial Times said more than 2,000 pages edited by more than a quarter of its workforce, has traffic well exceeding the company's intranet.
- Employees today are using the wiki for a wide variety of activities, including training, project management, and sales support.



- JP Rangaswami.
- CIO of the Year 2003, - Waters Magazine &
 - **CIO Innovator of the Year , 2004**, by the European Technology Forum
 - Now CIO of BT Group

Strategy: Companies Use Social Interplay to amplify work done

Productive Individuals x
Collaborative **connections** and **networks**
build value for the enterprise

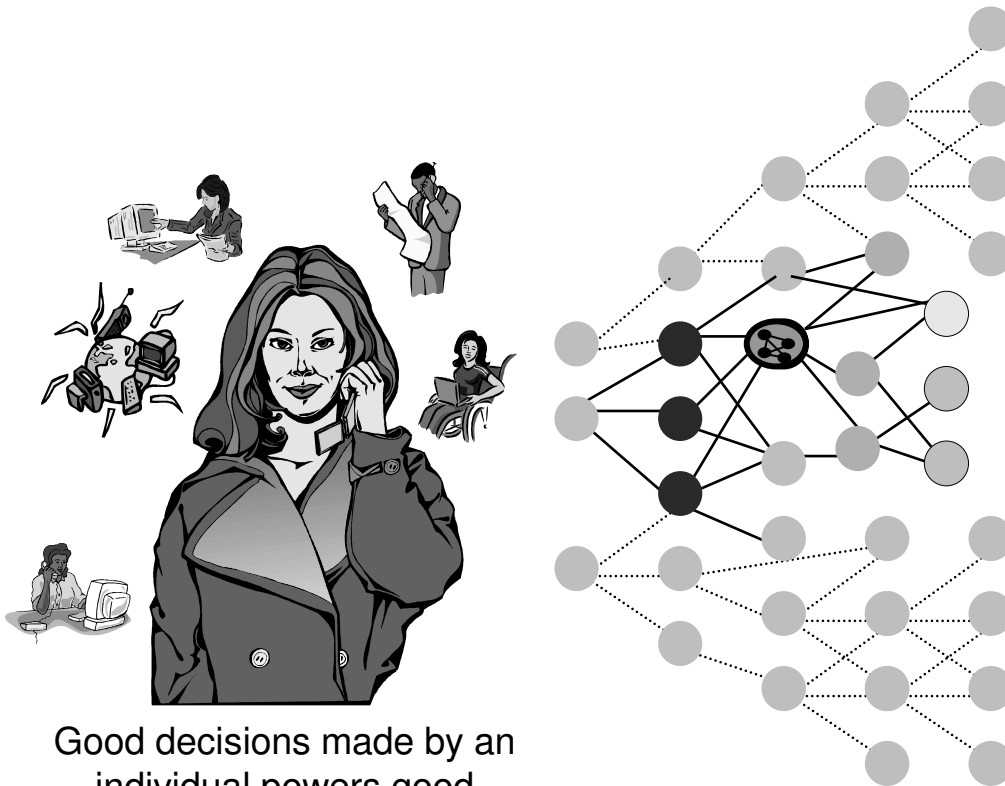
Enterprise as Ecosystem

Business Process Fusion

Communications-Enabled
Business Processes

Measuring Knowledge Work

Exploiting Network Effects



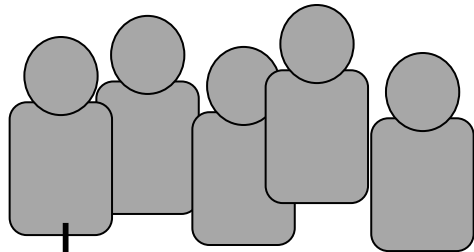
Good decisions made by an
individual powers good
corporate decisions

Credit: Stephen Abrams, Coming Collaboration

Today's Technologies blend Content, People & Functionality

Socially Driven Content

2006



Everyone interacts directly with content

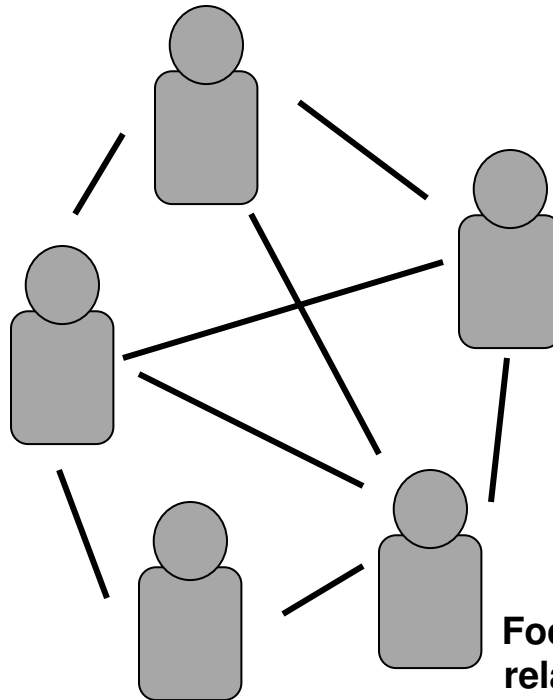


Active participation,
Quality indicator
manages signal to noise

Wikis, Blogs

Social Networks: People

2007



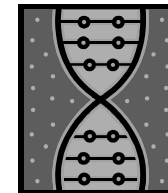
Focus on human relationships, as well as contributing content



Blogs, Facebook, etc.

Mashups: Functionality

2007



Combine content

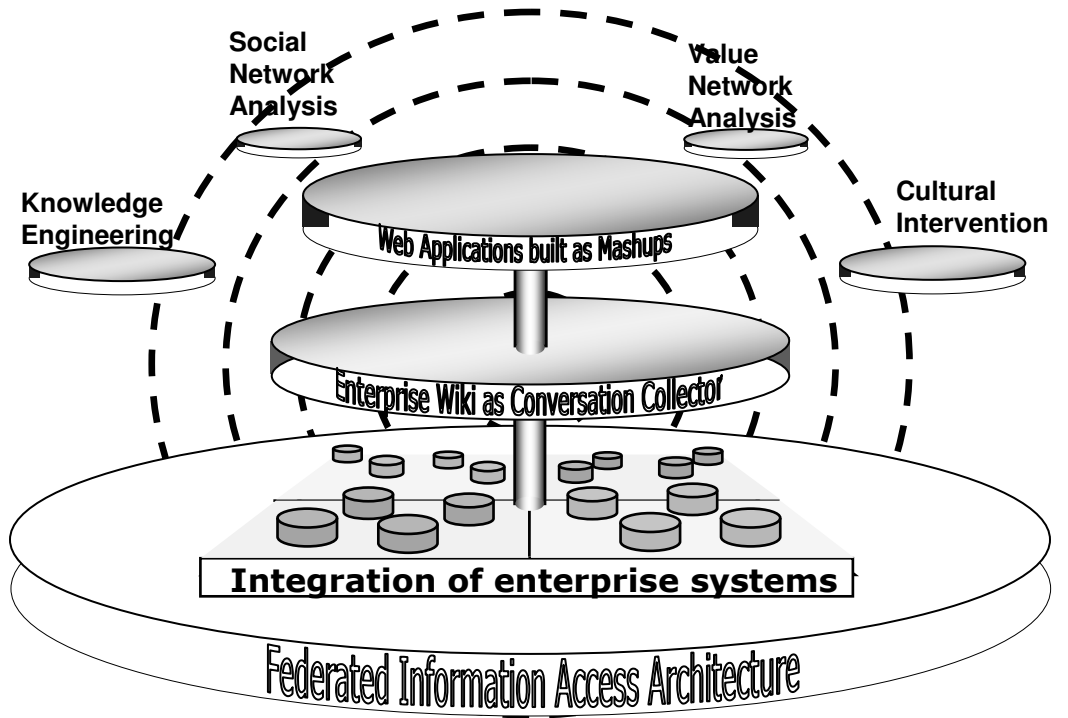
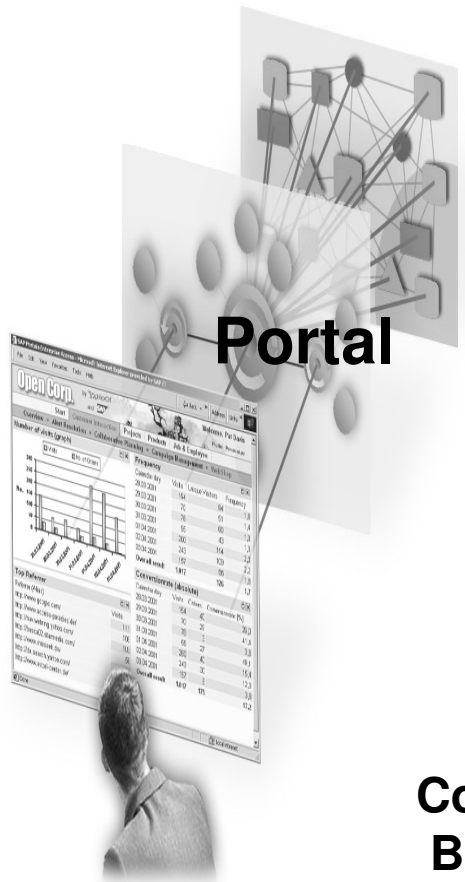


Mashup functionality blends content from different sites

Supplants Excel

Ruby on Rails, Plugins,
QEDWiki

Like Enterprise Architecture opens data. Writable intranets opens up conversation



**Collectively:
Brainstorm
Build support
Share workload**

Enterprise Systems

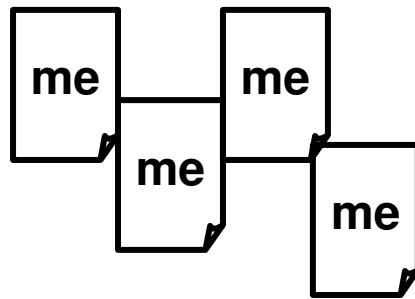
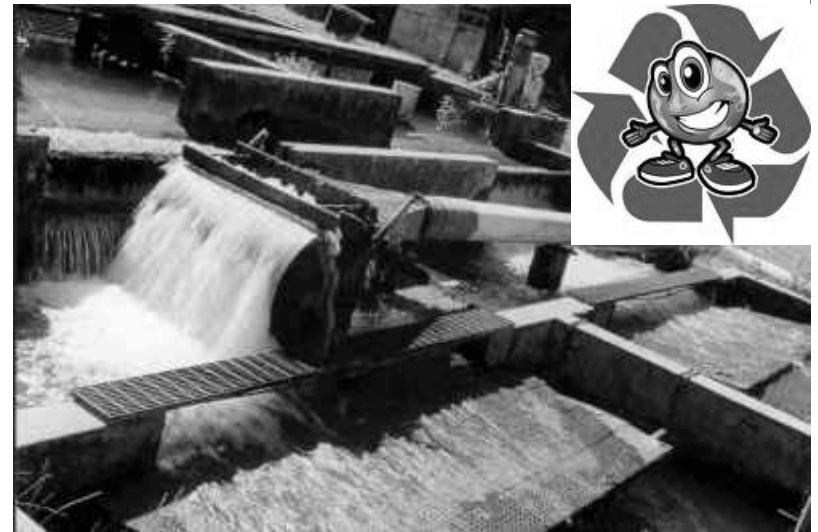
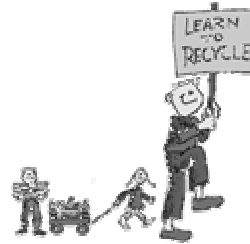
- Customer Relationship Management
- Enterprise Resource Planning
- Supply Chain, Datawarehouse and Online Analytical Processing
- Document management, Web Content Management, Document-centric collaboration, Workflow, Document capture and document imaging, Digital Asset Management

Clarification: Blogs vs. wikis (or collected vs. blended perspectives)



Blog

- every opinion is out there!
- conversations can pile up



- Blog content is written in the **personal voice** and is author(s)-centric with responding comments. Particular postings:
 - Lack depth of content
 - Lack balance of opinion

Wiki content is ego-less, time-less, and never finished – e.g. Wikipedia. A wiki is the ultimate negotiate and recycle-that-content device.

“Blogs and wikis both provide a platform for feedback. Blogs **do feedback in the form of comments**, while wikis do feedback by **letting users directly edit the contents of a given page**. **Blogs are great when you want to enable feedback, but keep the original text (and posting order) intact**. Wikis are better when **you want information to be touched - and enhanced - by as many hands as possible**. ...” - *Stewart Mader (education specialist)*

How Blended Perspectives can help you

Blended Perspectives

Wikiconsulting since 2001



Martin@Blended.com

416-786-6752



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Active Blogs

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- » XWiki (51)
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- » Events (38)
- » Martin Cleaver (35)
- » About This Site (12)
- » Penny Edwards (11)

Do you spend too much time in meetings and answering email?

November 22nd, 2007

By: [Stewart Mader](#)

Just flew from Sydney to New York. Spending 20 hours at 35,000 feet gave me a chance to reflect on how rapidly the world is changing. It's nothing short of amazing that I can get on a plane in Sydney and be pretty well guaranteed to be halfway around the world at a defined time [...]

The Future of Reading | Newsweek.com

Services

Executive advice on Collaboration Strategy:

- ✓ How mass collaboration will impact your industry
- ✓ How your company can monitor and harness the impact
- ✓ Creating a mass collaboration strategy: context and preparation
- ✓ Leadership Coaching, Speaking and Training

Systems Selection, Implementation, Adoption and Support

- ✓ Select which "Enterprise 2.0" System is right for you
- ✓ Installation and Integration of these systems
- ✓ Seeding effective cultural adoption & leadership behaviors
- ✓ Enterprise Support