

The Wiki Workplace

By Paul Artiuch

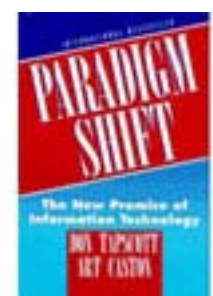
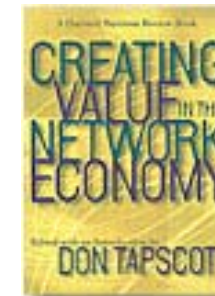
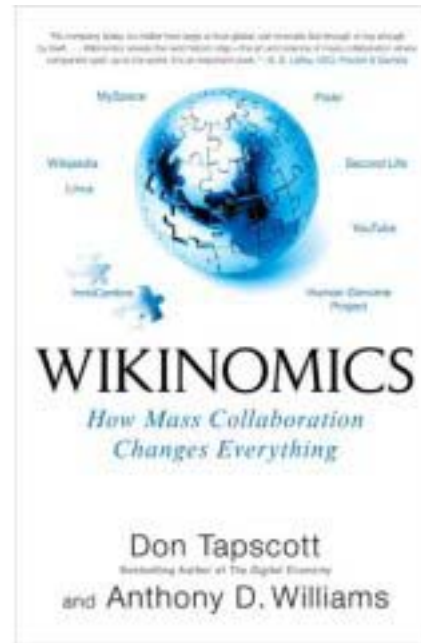
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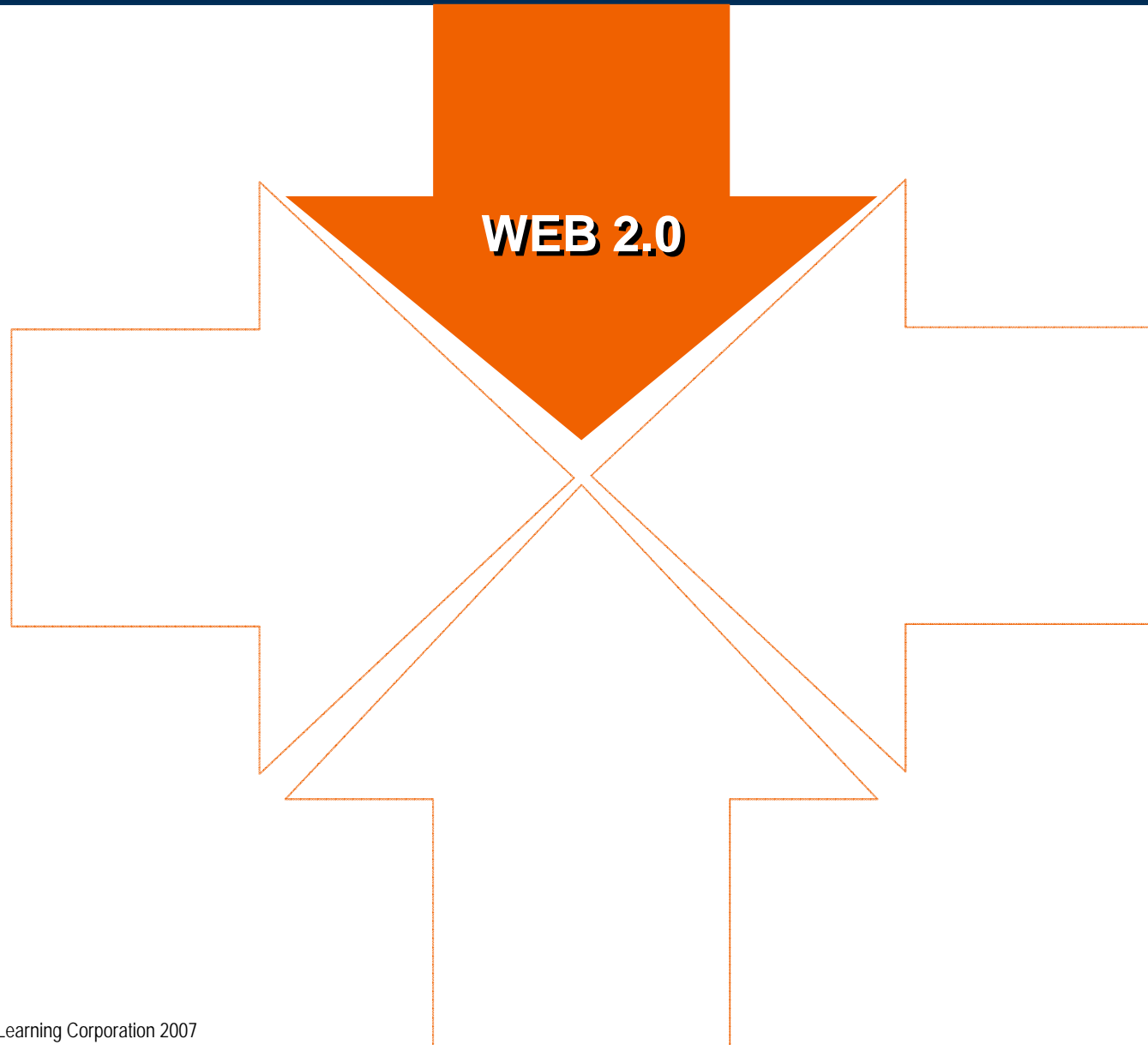


New Paradigm

- ❖ Renowned think tank headed by Don Tapscott.
- ❖ Global reputation for analyses of major technology and demographic trends and their impact on business strategy



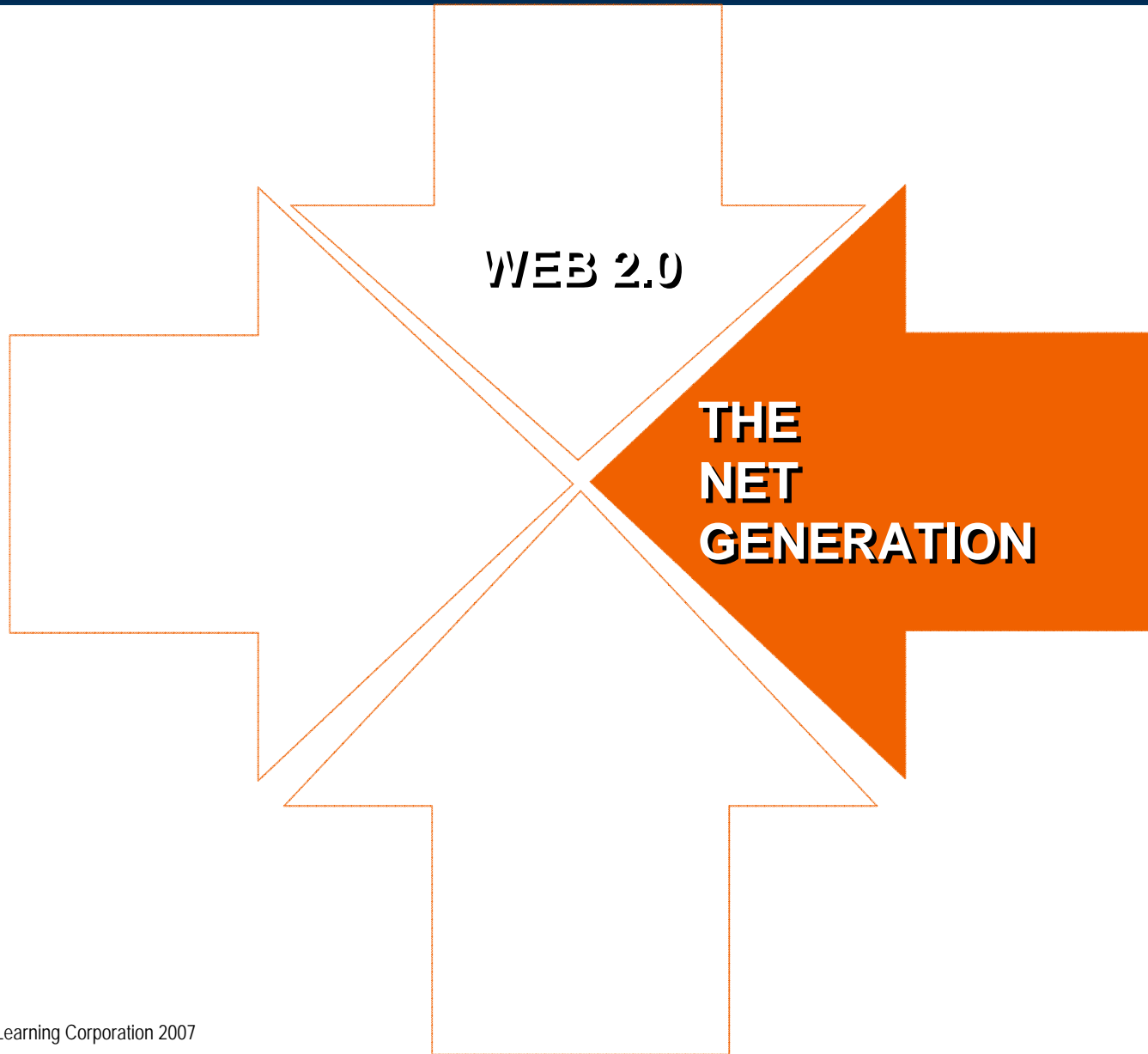
Four Drivers for Change



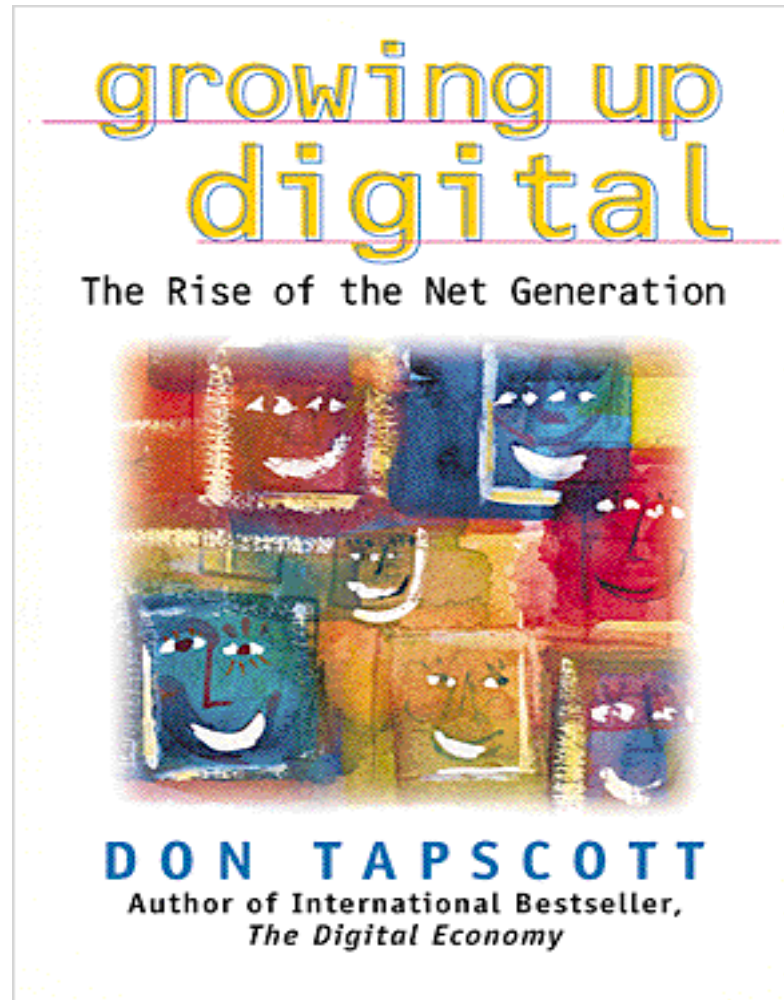
Web 2.0



Four Drivers for Change



The Demographic Revolution



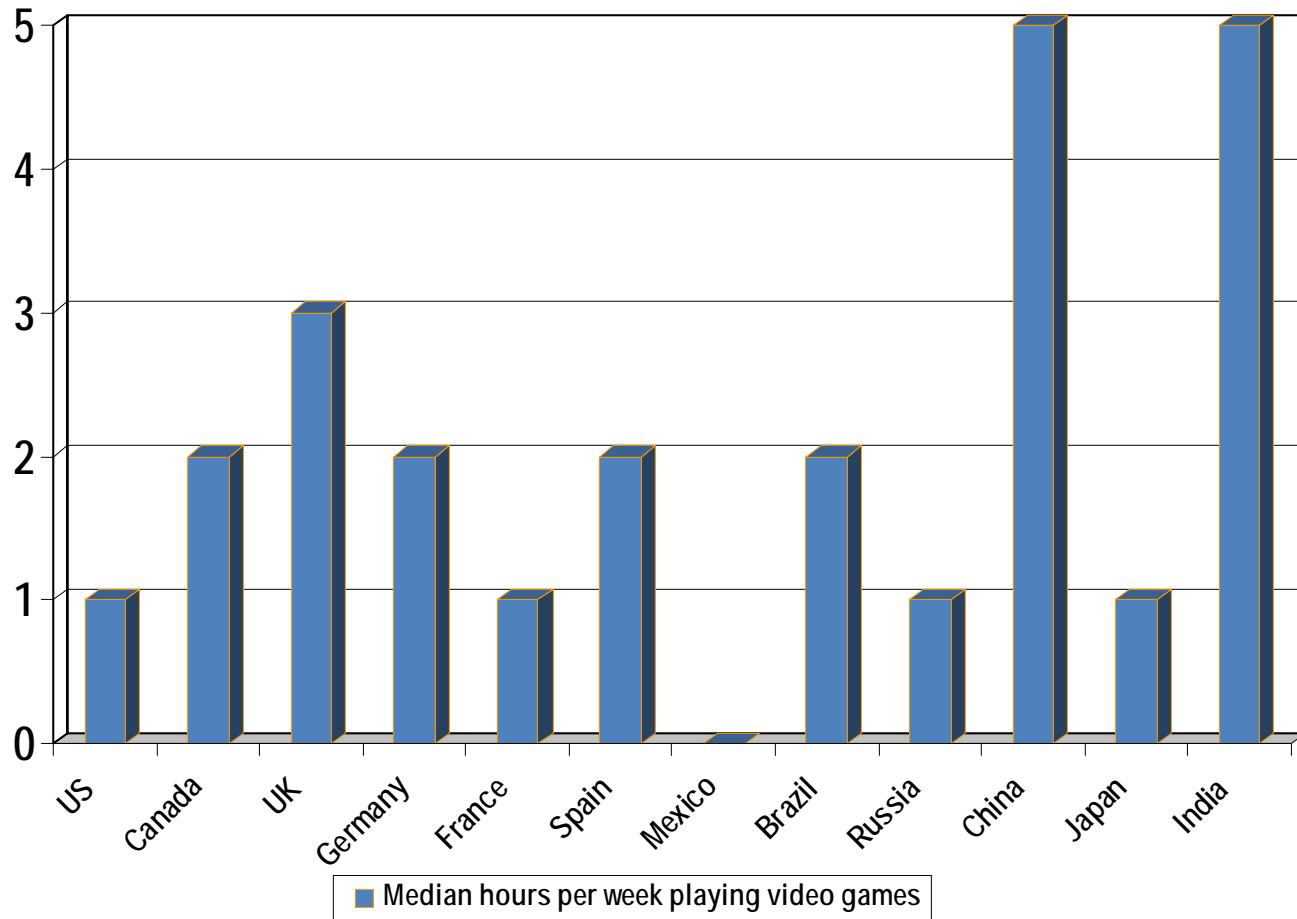
The Net Generation Norms

- Freedom
- Customization
- Scrutiny
- Integrity
- Collaboration
- Entertainment
- Speed
- Innovation

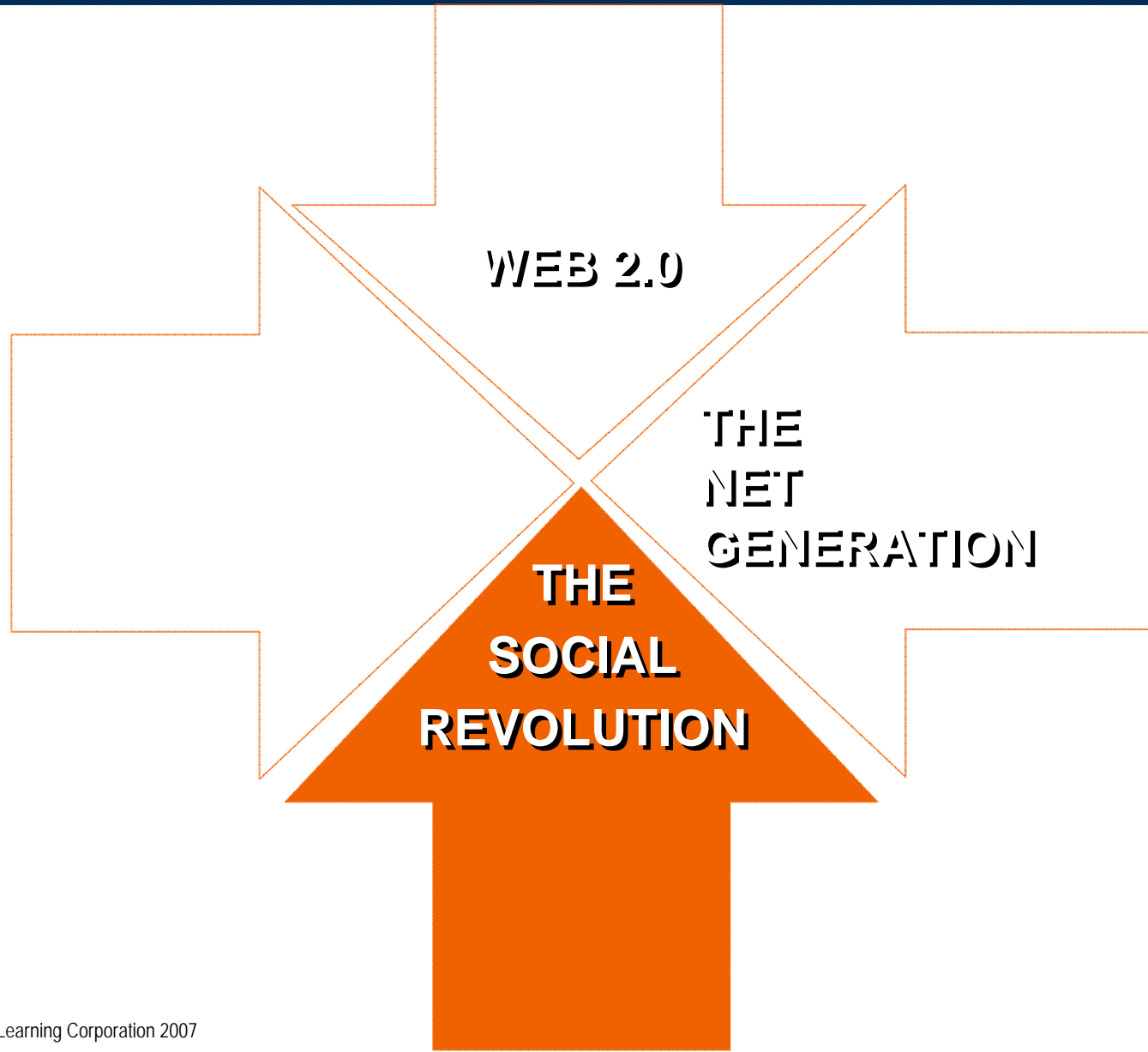


N-Geners are wired differently... gaming skills make them uniquely adaptive for today's collaborative workplace

Hours per Week Spent Playing Video Games



Four Drivers for Change

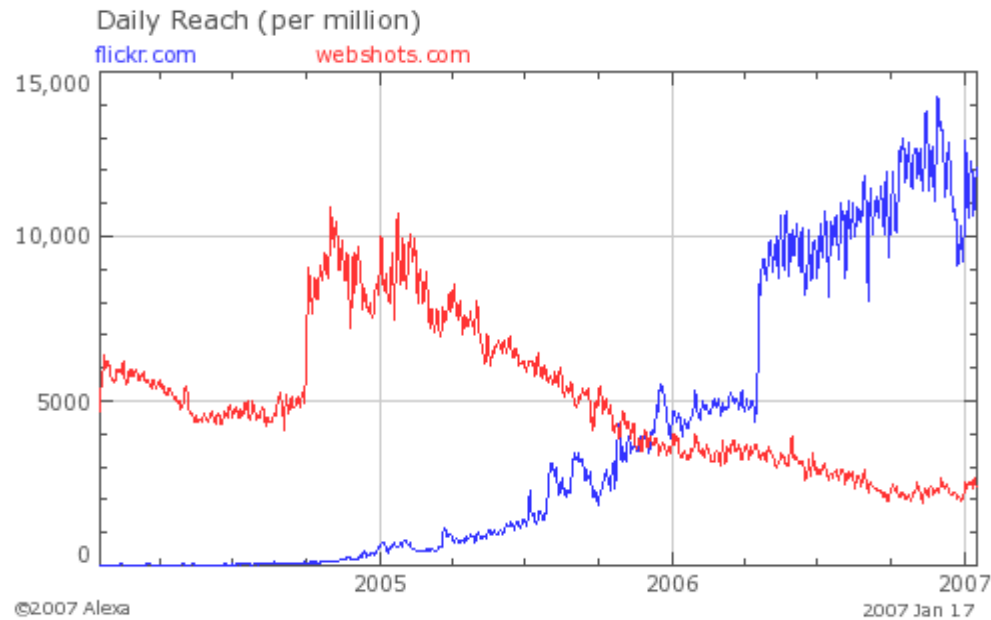


The Rise of Collaborative Communities

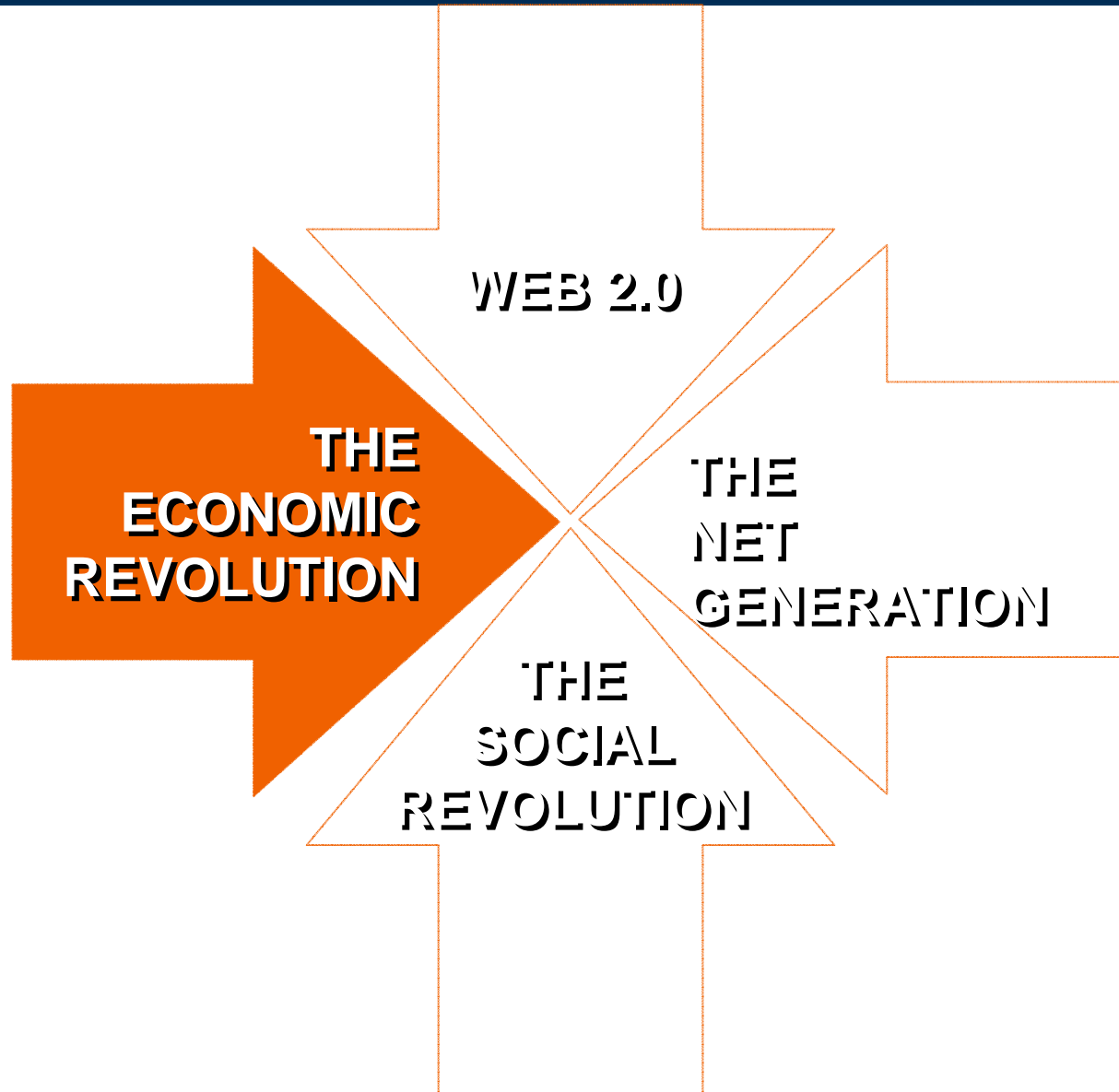
Flickr.com beats WebShots.com



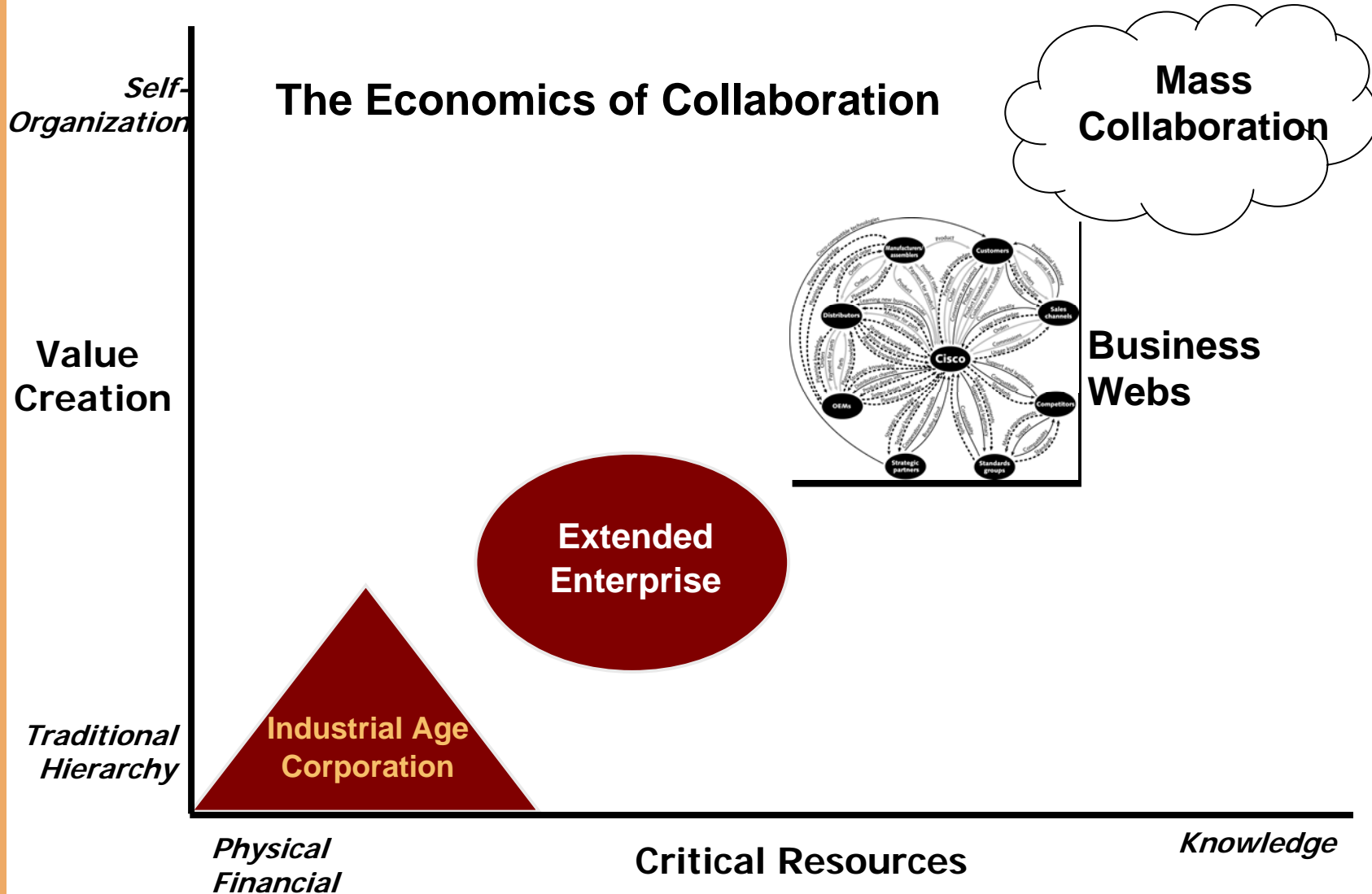
vs.



Four Drivers for Change



Mass Collaboration



Digital Conglomerates

Microsoft[®]

Google[™]

YAHOO![®]

amazon.com[®]

ebay[®]

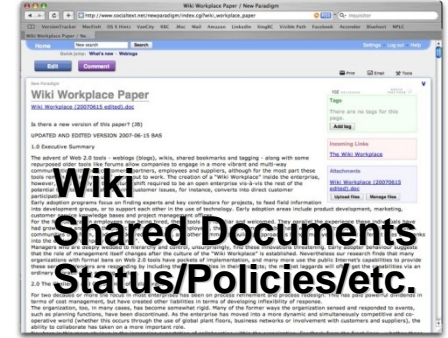
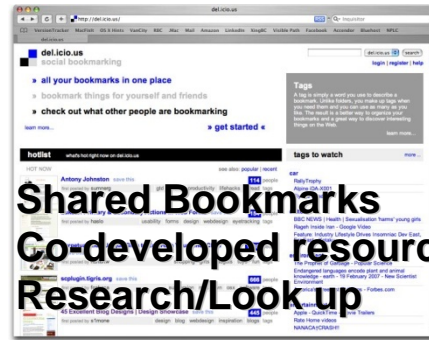
Four Drivers of Change



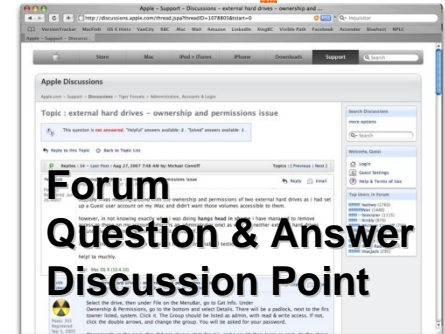
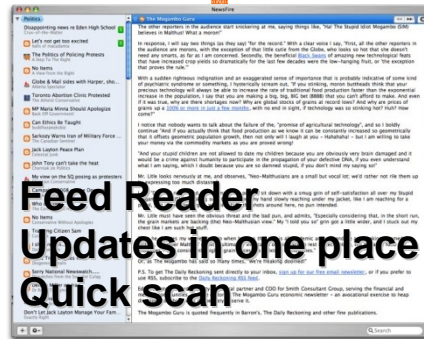
The Perfect Storm



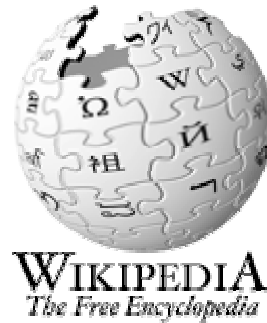
Building a Wiki Workplace: Technologies



RSS Feeds and Tags Act as Linking Mechanism



Engaging Employees in the Wiki Workplace



Most Engaged



- Manage Blog
- Manage Wiki
- Create a Topic
- Maintain an up-to-date profile
- Create a blog post
- Participate in a Wiki
- Build a network of friends
- Participate in discussion
- Create a profile
- Leave a comment
- Vote / Rate

Least Engaged

Source: Ross Mayfield – Power Law

What Companies Are Good Examples Of The Wiki Workplace?



Blogs have transformed communication channels at the BBC



Social Networking allows IBM employees to easily connect with and discover resources with the firm



Forums allow SAP customers to support, inform and innovate with one another



Wikis enable Xerox to collaboratively develop the companies yearly technology strategy



Tags allow customer service reps at T. Rowe Price to find the right information faster

Successful Pioneering



- Originally a means for KM
- Over 300 employee blogs
- Blogs with over 8,000 readers/month (>40% of staff)
- Wikis for policy rationalization
- Migration between tools successful

What Has Been Learned?

- Model desired behaviour with pilot group
 - ◆ Demonstrate how to deal with repetitive questions, flame wars and other behaviours
- Expand outward based on demand
 - ◆ New communities grow organically
 - ◆ Champions self-select
- Let the users determine their needs, simply provide them with options
 - ◆ Users will make good decisions about migration if given the opportunity to decide for themselves
- Benefits 'emerge' in real-life situations
 - ◆ Translation skills in-house save time/money
 - ◆ Informal organization of influencers attract talent

Building a Wiki Workplace: Justification



**A small expenditure
should yield a large
return...**



**... although it is not
often easy to
determine
in advance**

- Expose more of the enterprise to customers

- Blend the internal with the external



- Inter-departmental integration on a daily basis

- IT & its clients
- Market insights & product development



- Value of ideas generated & linkages that support them

- Who can help?
- What could we do?



- Direct savings



Thank you!