

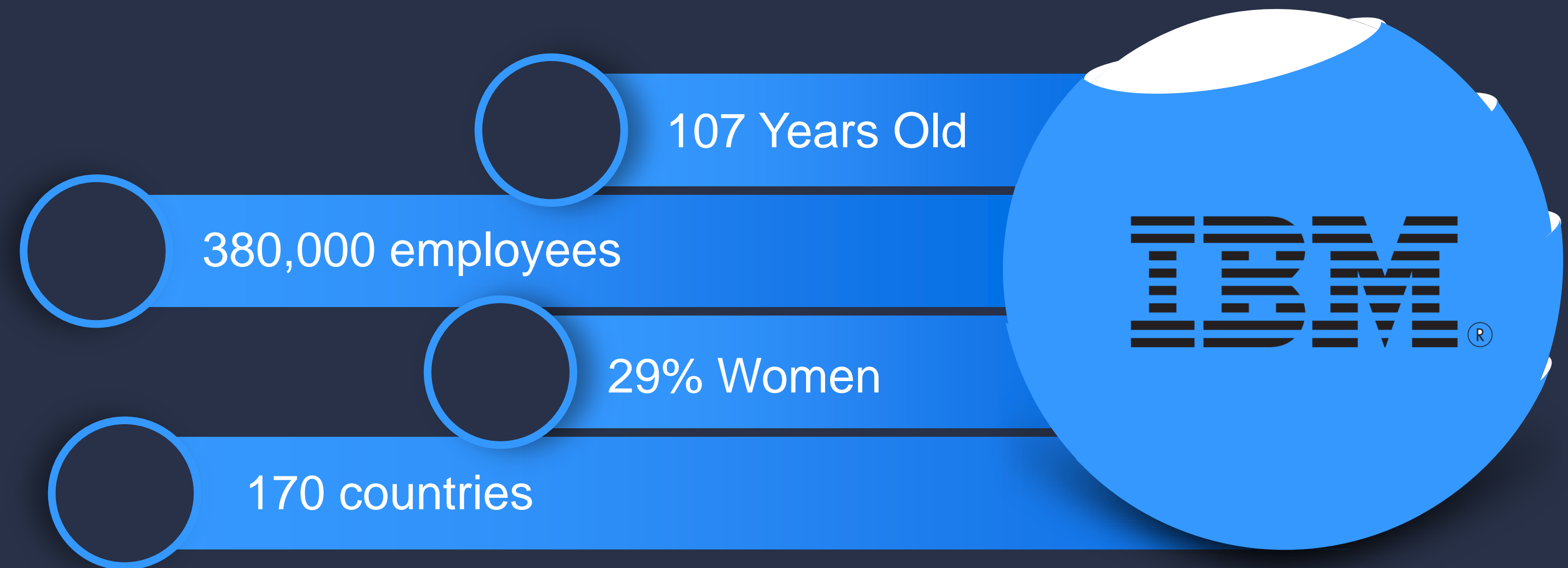


Chris Haylock
IBM Collaboration & Talent Solutions

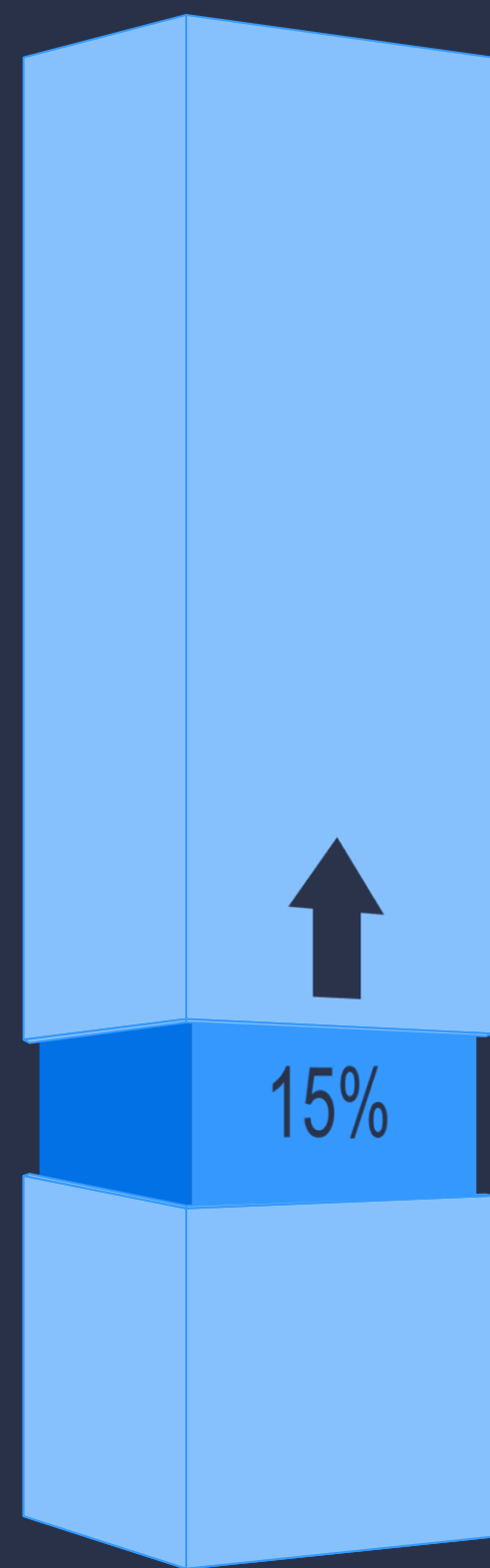
The Human Dimension of Knowledge Management



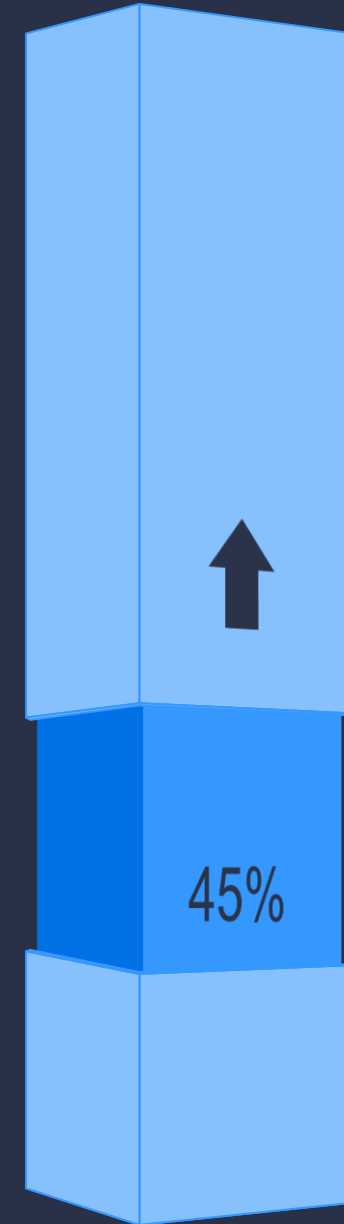
About IBM



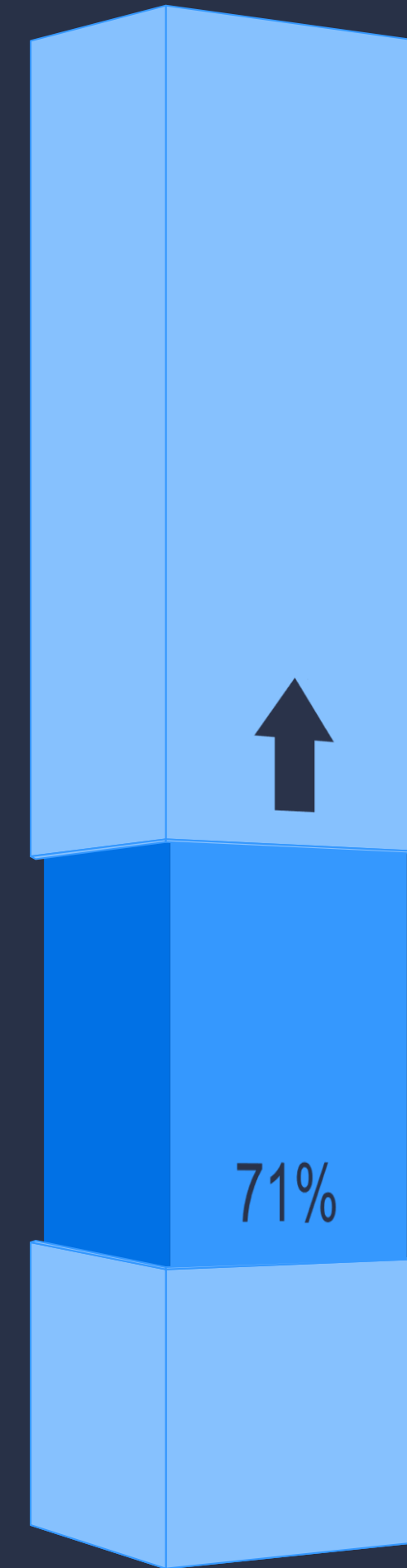
About IBM



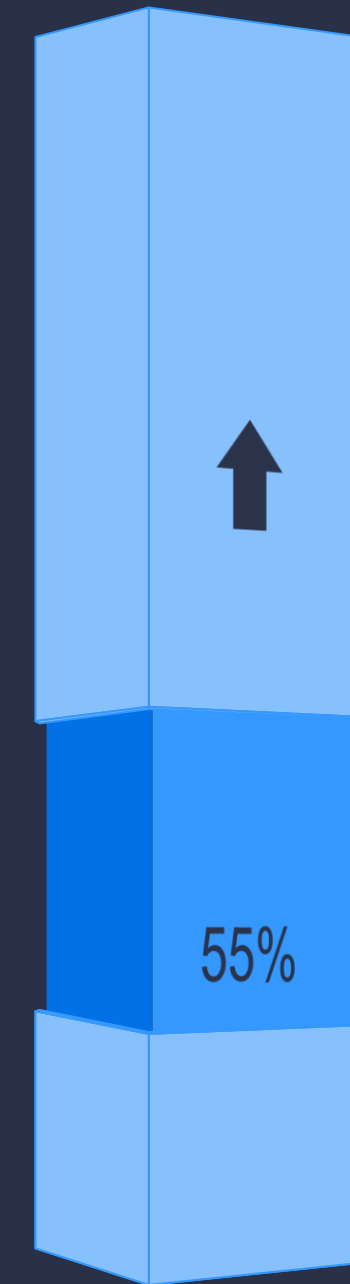
From
acquisitions &
outsourcing



Remote
workers

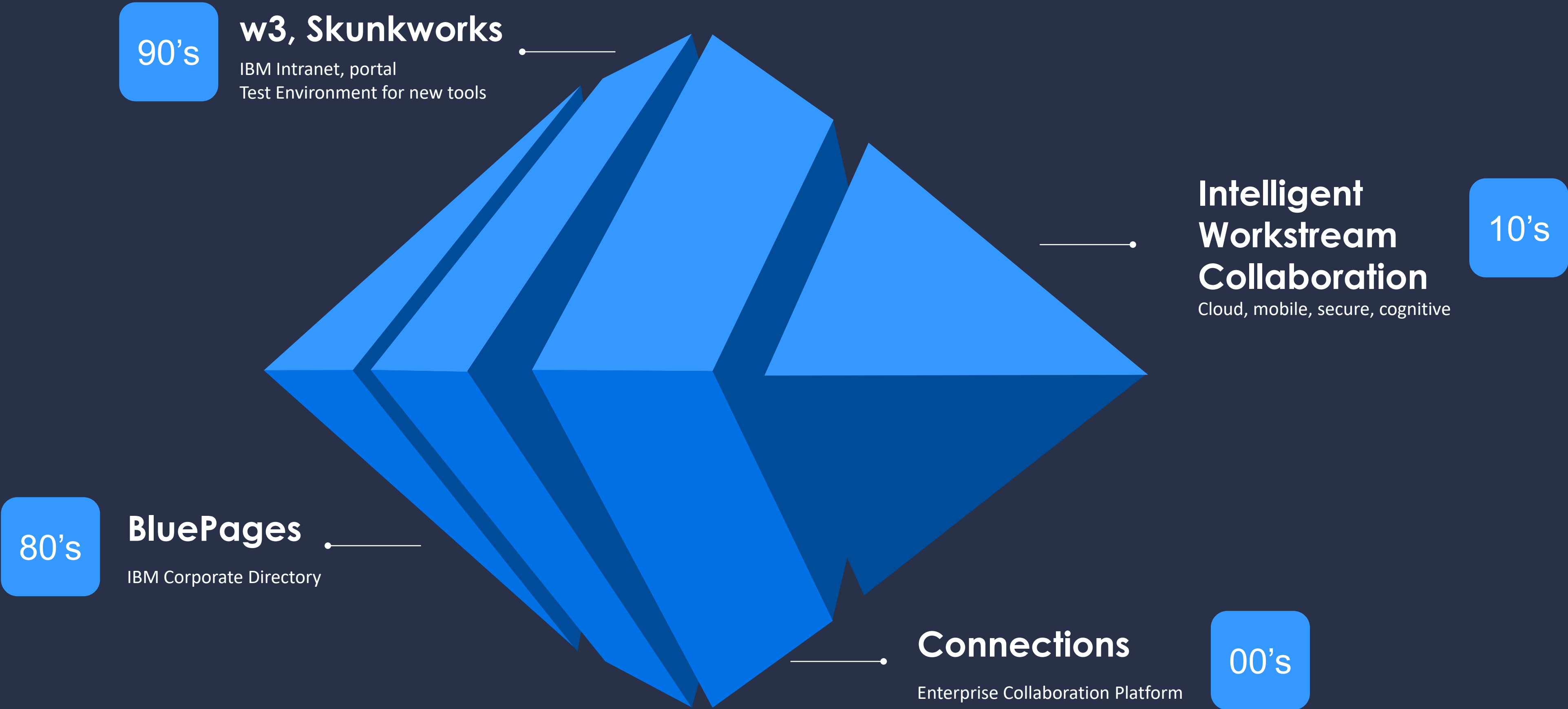


Work
outside
USA

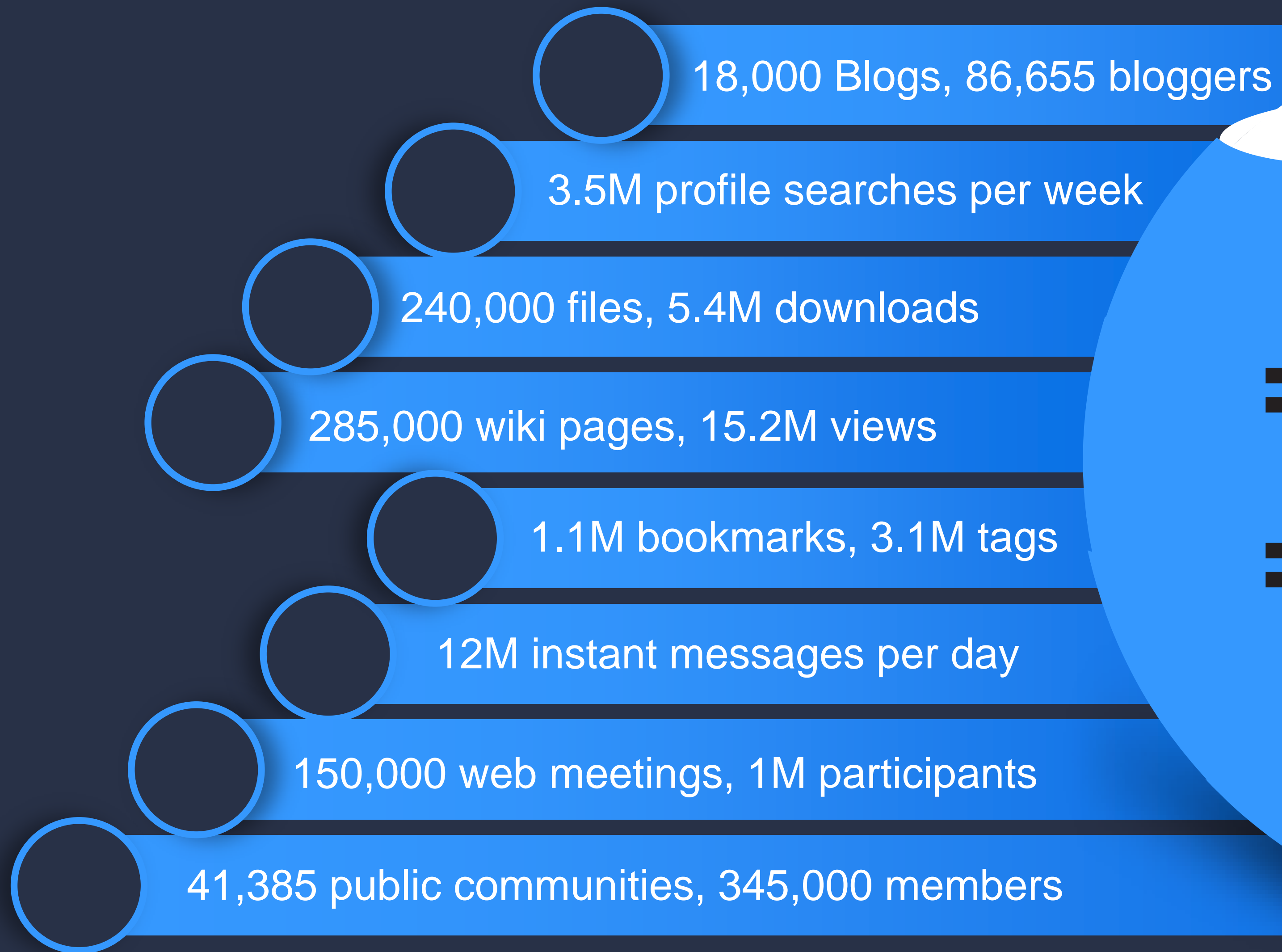


Less than
5 years of
service

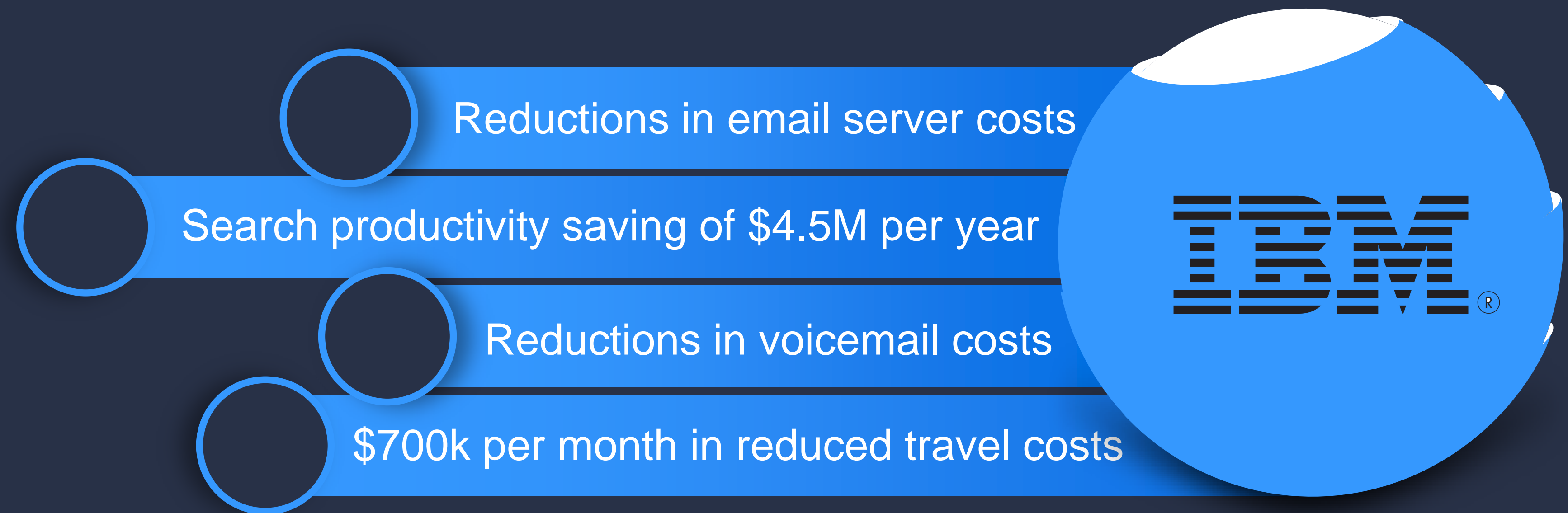
A Brief History of Collaboration in IBM



The First 12 Months After KM:



Measurable Value





The Human Dimension of Knowledge Management

Adoption

5 Steps to Successful Adoption of KM

IBM & KM

Lessons Learnt

New Technology

Applying Cognitive to KM

The **Five Steps** To Successful KM Adoption

Free eBook

ibm.biz/kconnect

Enterprise Social Network Adoption in 5 Steps

Second Edition

A Practical Guide to
Combining Systems of
Record with Systems of
Engagement with

**IBM Connections &
IBM Connections Cloud**

Written by Alan Hamilton

@alanhilton
alanhilton.com

The **Five Steps** To Successful KM Adoption



1

Vision



2

Executive
Commitment



3

Planning



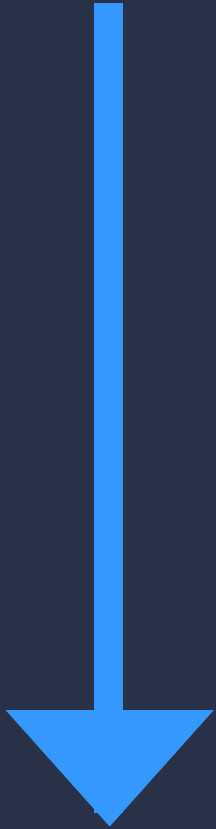
4

Employee
Engagement







5

Adopt
Iteratively



Vision

“The art of seeing what is invisible to others”
- Jonathan Swift

Start with the end in mind	What? Why? How? Who? When?	What’s in it for me?	Remain Focused
			
Identify the business objective	Why are we doing this, what benefit will we gain? What will the end result look like? How are we going to do this? Which parts of the organization are going to use this? What is the timeframe for success?	Alignment of Management Imperatives vs Grassroots imperatives	Avoid trying to solve all the problems of the organisation

Ginni Rometty

IBM CEO & Chairman



“Social Networks will become the new production line. Your value is not what you know but what you share”

The **Five Steps** To Successful KM Adoption



Vision



Executive
Commitment



Planning



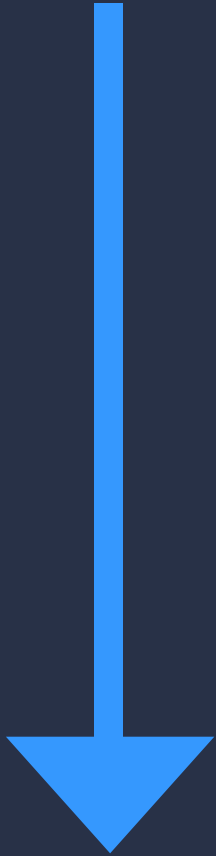
Employee
Engagement



Adopt
Iteratively



Executive Commitment

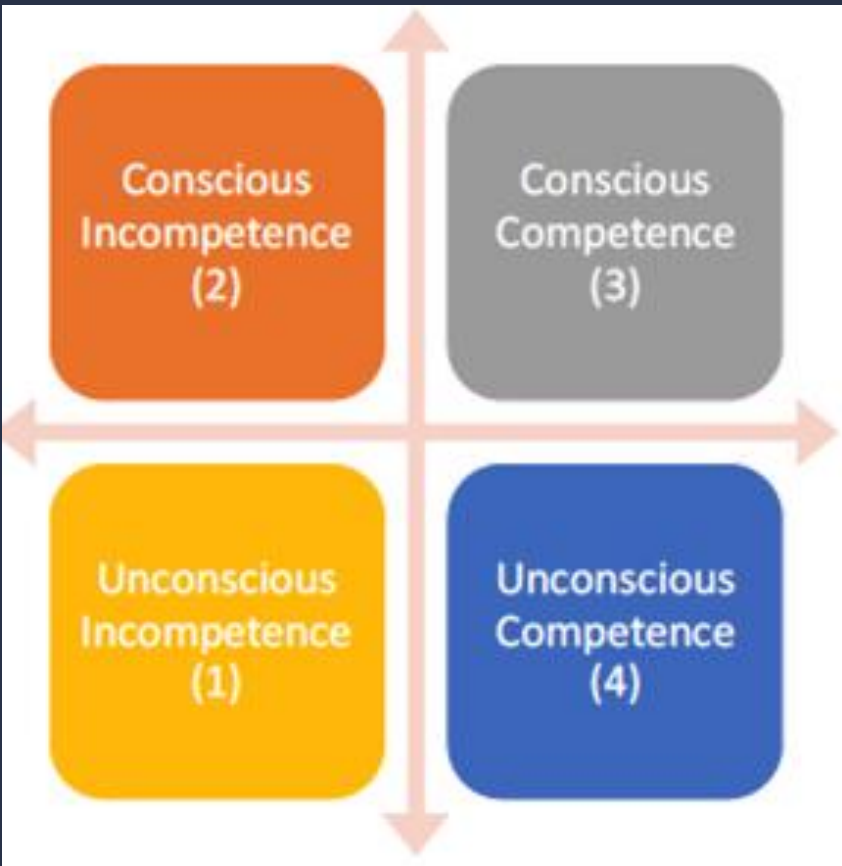


Identify Your Executive Sponsor



- Chief Advocate
- Leads by example
- An established mentor
- An excellent communicator
- Is vocal and visible

The Leadership Skills Gap



Describes the process people go through as they gather new skills.

Your leadership team will usually start in box 1 or 2.

Communications



An element of cultural change is usually required

Depending on the culture, you don't have to force people to "work out loud" – just improve your work process.

Andrew Stevens

Former IBM Australia & New Zealand CEO



“Seeing and hearing first
hand from my CEO is both
empowering and motivating”

The **Five Steps** To Successful KM Adoption



1

Vision



2

Executive
Commitment



3

Planning



4

Employee
Engagement

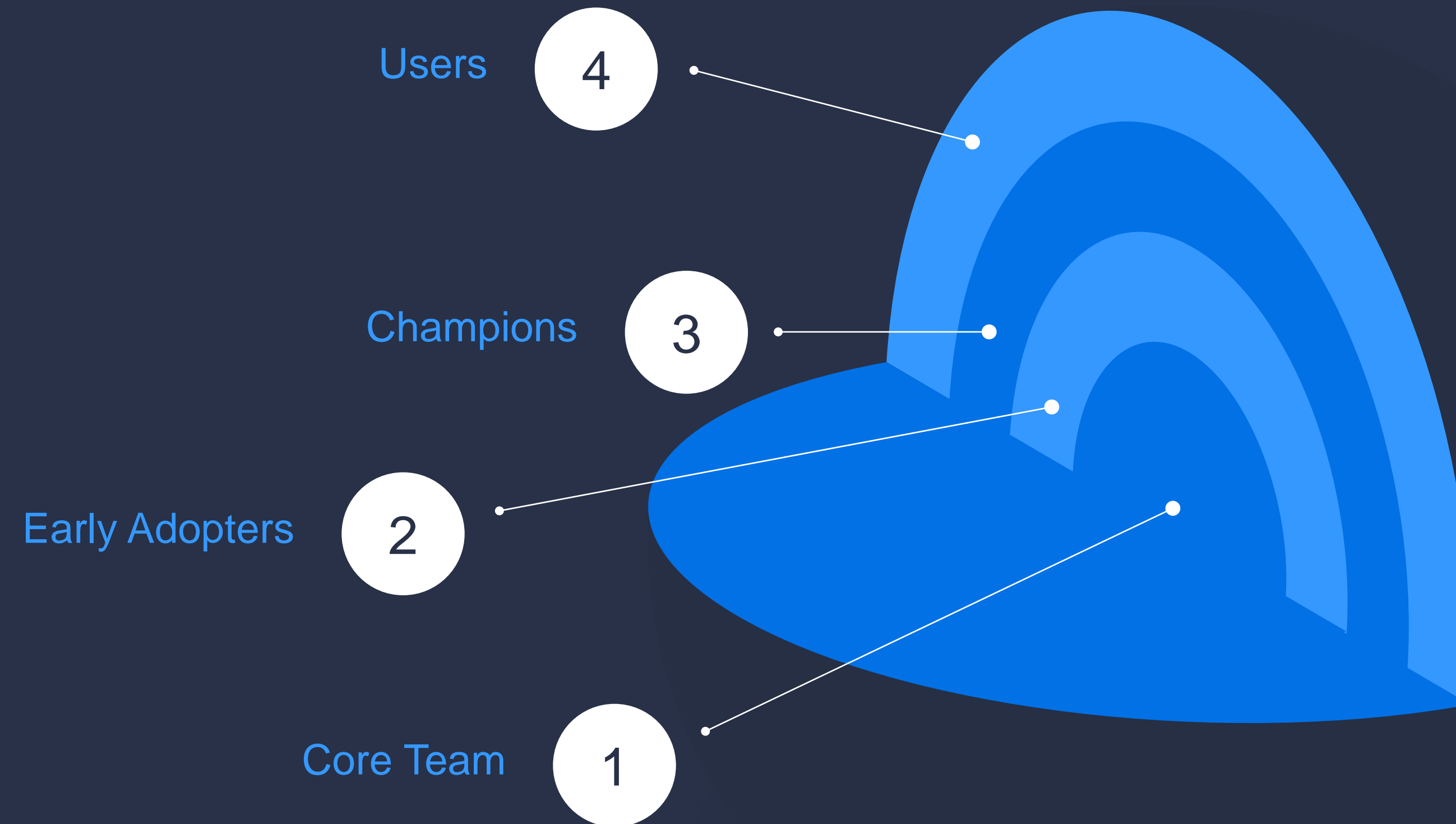


5

Adopt
Iteratively



Planning



Get the right people around you

Within the rate of adoption, there is a point at which an innovation reaches critical mass.

This is a point in time within the adoption curve that the number of individual adopters ensures that continued adoption of the innovation is self-sustaining.

The **Five Steps** To Successful KM Adoption



Vision



Executive
Commitment



Planning



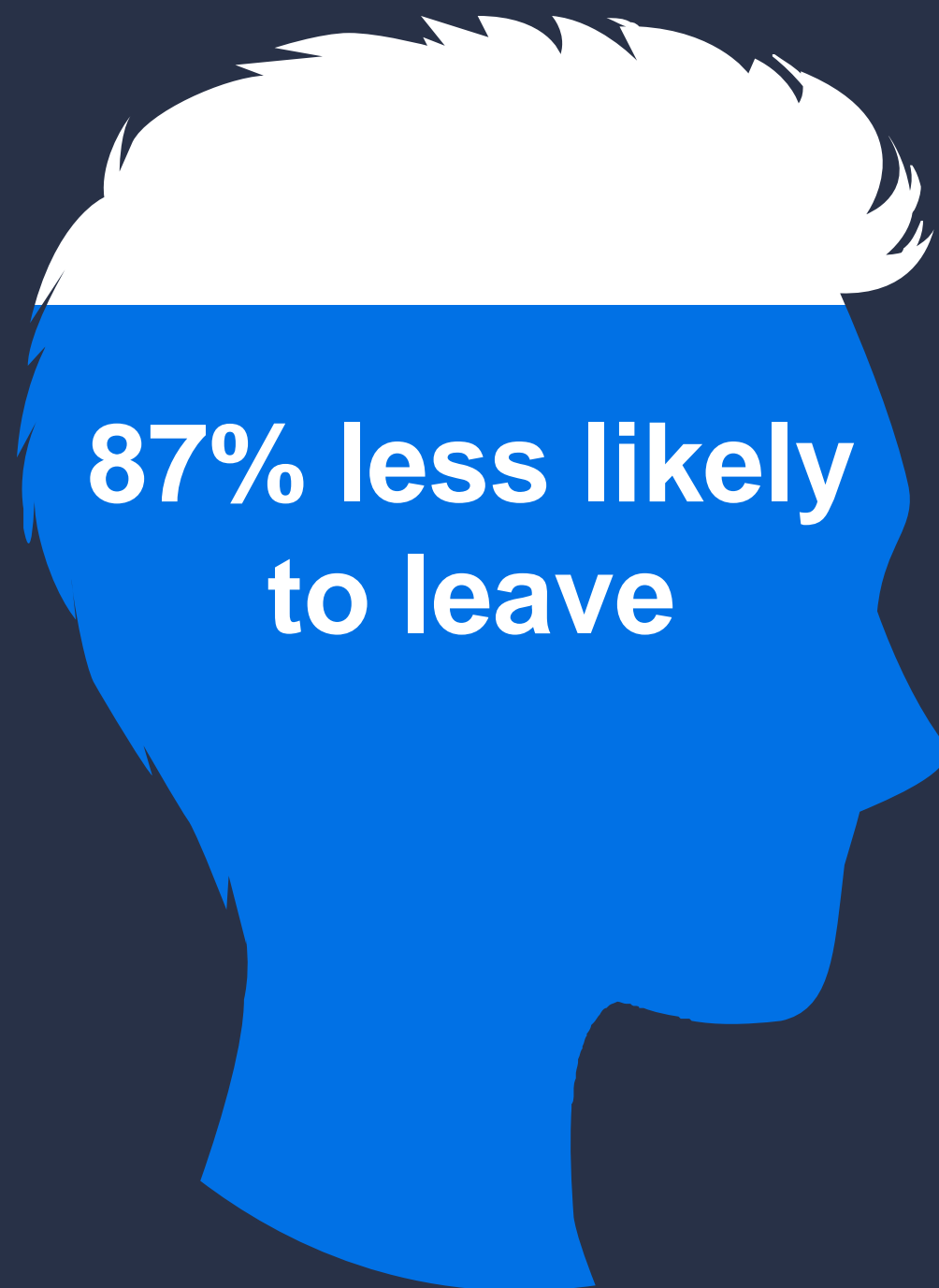
Employee
Engagement



Adopt
Iteratively



Engaged Employees Are:



Each incremental percentage of employees that become engaged results in an **incremental 0.6% growth in sales.** (Aon Hewitt)

Companies with highly engaged employees score between **12% and 34% higher in customer satisfaction ratings.** (Vance)

The Six Elements of a Communications Plan



The **Five Steps** To Successful KM Adoption



Vision



Executive
Commitment



Planning



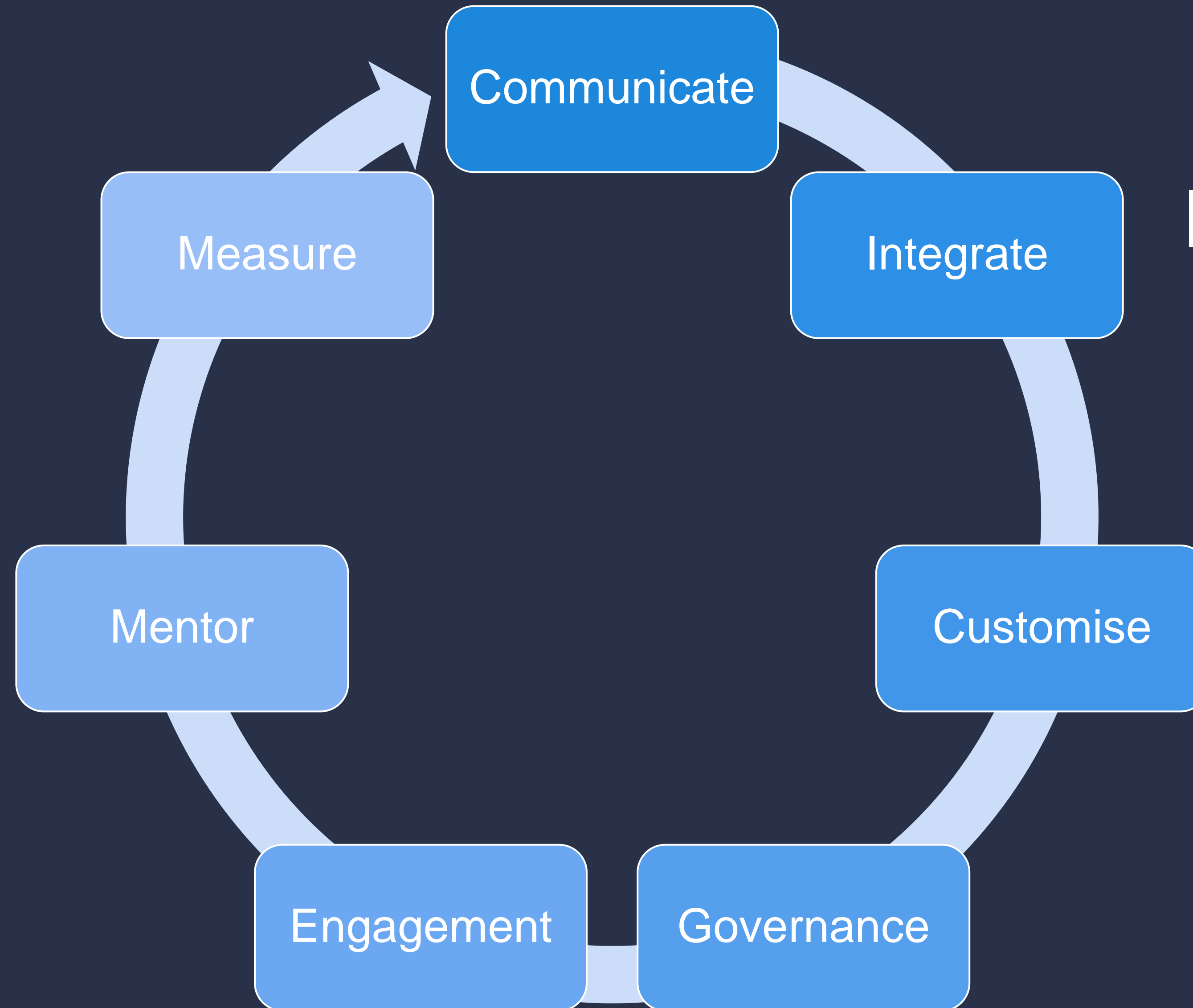
Employee
Engagement



Adopt
Iteratively



The Iterative Adoption Cycle



**Adopt
Iteratively**

iteration *noun* /ˌɪ.tərˈeɪ.ʃən/
The process of doing something again and again, usually to improve it

IBM: Some Lessons Learnt



Find
Your
Killer
App



IBM Connections

Profiles

Communities

Apps

Chris Crumme

Share

IBM


IBM Connections Idea Blog

Following Actions

Ideation Blog Actions

Community Actions

IBM Connections Users



Overview

Recent Updates

Status Updates

Members

Media Gallery

Events

Related Communities

Surveys

Ideation Blog

Forums

Blog

Bookmarks

Library

Wiki

...

Contact Us

IBM Connections Idea Blog

New Idea

1 - 30 of 659

Page 1 | 2 | 3 | 4 | 5 ... 22

Previous

Next

Sort by:

Date


Title

Votes

Comments

Visits

362

 Vote

Allow people to move Community Activities, Wikis, Media Gallery photos/videos, etc. into other Communities and Subcommunities.

Myra Collado

June 13 2013

Tags: move activity community_improvements_su... community_improvements_wi... technical_improvements apps_wiki's_improvements apps_community_improvement...


2 Comments

141 Visits

Modified on Oct 17 2013 by Brian O'Neill

Ideas marked as duplicates: Possibility to move wikis Move stand-alone apps like activities, wikis, etc. into Communities and Subcommunities Possibility to move an activity (to and from a community) Possibility to merge communities Move any community under another community

284

 Vote

Do you want to see folders within a Community

Simon Vaughan

Mar 30 2011

Tags: apps_community_improvement... community_improvements_fi...


36 Comments

1,510 Visits

One thing that our users have been asking for is 'Folders' within a community. Each folder should allow a user to determine who can access the files within the folder and would be a major plus point for the adoption of Connections in an organisation

Modified on Sep 25 2011 by Simon Vaughan

266

 Vote

Poll / Survey app in connections

Simon Vaughan

Mar 31 2011

Tags: apps_new apps_others

22 Comments




840 Visits




In a future version of Connections, I would like to see a Poll / Survey app




Modified on Sep 25 2011 by Simon Vaughan




Better text editor for Wiki, Blogs, Comments etc.




Similar Blogs

 **IBM Connectio...**
99 Entries | Simon Vaughan
Updated June 23
 207  188


 **IBM Collabora...**
359 Entries | Joyce Davis
Updated Oct 3 2012
 83  83

 **IBM Collabora...**
118 Entries | Ky Young Kim
Updated July 9
 40  34

 **IBM Collabora...**
257 Entries | Joyce Davis
Updated May 16
 18  3

 **Milcent**
45 Entries | Pierre Milcent
Updated Mar 10
 19  7

Similar Ideation Blogs

 **Activity Next**
16 Ideas | Simon Vaughan

Loading Sametime status...

Announcements

Previous

Next

W3

IBM Connections

Home

Profiles

Communities

Apps

Feedback

Profile

Share

English

Notifications

Calendar

Help

IBM

Communities

This Community

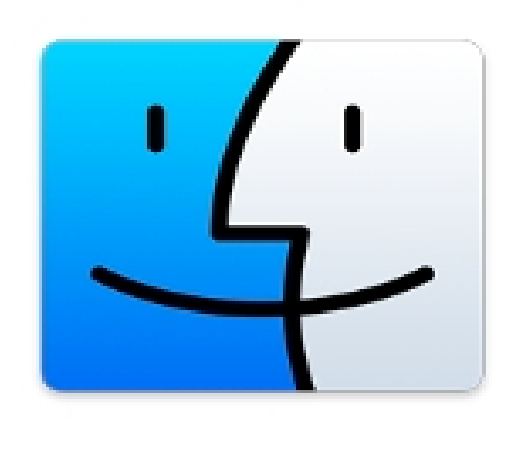
Search

Mac

Stop Following this Community

Community Actions

Mac



Overview

Recent Updates

Members

Forums

Wiki

Bookmarks

Feeds

Files

Blog

Events

Bluegroup association

"mac"

Tags

Community Description

Welcome to the IBM Apple / Mac Community.

Many IBMers have switched to the Mac, and it's easier than ever to use a Mac at IBM. Anyone with an interest in the Mac is welcome to [join the community](#).

Visit [Mac@IBM](#) for answers to frequently asked questions, Mac software downloads, and more. If you still have questions, please post them to the [Forum](#) on the left.

Important Links:

- Can I use a BYOD Mac at IBM: <https://ibm.biz/MacBYOD>
- Using a Mac at IBM: https://w3-connections.ibm.com/blogs/mactips/entry/using_a_mac_at_ibm
- Mac Tips Blog: <https://ibm.biz/MacTips>

Please do not mail the community. Post a message to the [Mac Forum](#) instead.

Tags: [apple](#), [ipad](#), [iphone](#), [ipod](#), [mac](#), [mac@ibm](#), [macintosh](#), [osx](#)

Forums

Start a Topic

Mailbox for Mac Beta - Two BetaCoins Available

Last post by [Jakub Dumanowski](#) | Today 7:48 AM | 41 replies

1

Document Shed (document templates) now also released for use in iOS and OS X

Last post by [Tim Burns](#) | Today 7:07 AM | 4 replies

1

Firefox ESR 31

Last post by [Johannes Noll](#) | Today 6:43 AM | 16 replies

0

Early Adopter Testing New Mac Software delivery tool

Last post by [Robert W. Colquhoun](#) | Today 6:14 AM | 189 replies

9

Important Bookmarks

[Apple OS X Required Security settings](#)

[Apple Security Alerts](#)

[Apple Store discounts for IBM employees](#)

[IBM Authorized Personal Devices / BYOD Policy](#)

[Mac FAQ](#)

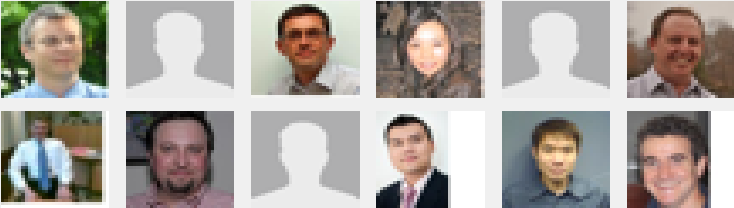
[Mac Tips](#)

[Mac@IBM](#)

[Mac@IBM in Japan](#)

[VPN Access to IBM](#)

Members




[View All \(11020 people\)](#)

Upcoming Events


There are no upcoming events.

[View All Events](#)

IBM Expertise

 Every IBMer is an expert...find the one that can meet your business

- Overview
- Recent Updates
- Status Updates
- Members
- Forums
- Blog
- Files
- Wiki
- Bookmarks
- Events
- Related Communities
- ▼ Subcommunities
 - New2Blue - Brazil New Hires
 - New2Blue - Middle East/Africa (MEA) New Hires
 - New2Blue - GCG New Hires
 - New2Blue - India New Hires
 - New2Blue - US New Hires
 - New2Blue - Japan New Hires
 - New2Blue - ASEAN New Hires
- How New2Blue can help y...
- Video Wall
- ▼ Top Tools IBMers Use
 - How Do I Download IBM...




Top Tools IBMers Use

Get the basic know-how and resources you need about our workplace tools to get started and up-to-speed at IBM.

Questions and Answers for New IBMers

Click an icon to view the answers to these questions and suggested resources.

How do I...





IBM Expertise

Search for Experts in IBM

Collaboration

Advanced

Find other IBMers based on their clients, industry experience, name, skills and much more.

Quick Results (name based search)

Arun Kumar R

kumararr@in.ibm.com

Collaboration IT

Varun Sharma

vsharm27@in.ibm.com

Messaging & Collaboration

Eiji Ishihara

EISHIHAR@jp.ibm.com

Collaboration Architect

Masaya Yagihashi

PACHI@jp.ibm.com

Collaboration Energizer

Verity James

VERJAMES@uk.ibm.com

Collaboration Solutions

Elisa Thenn de Bar

Elisa.Thenn@ibm.com

Collaboration Sales

Full Results (evidence based search)

1-10 of 122652 (0 functional/application IDs removed from search)

GARBETT, MICHAEL J (Michael)

Executive Sales, Asia Pacific, IBM Collaboration...

IBM Global Markets - Cognitive Solutions

Unit Industry Platforms

St leonards, NSW, Australia

What I am Known For

Assisting sellers to progress and close opportunities for IBM Collaboration, Social, Exceptional Digital Experience and Smarter Workforce solutions!

Why this expert?

Show Contact Info

Ranc, Huguette

Vice President, Europe, Collaboration & Watson...

IBM Global Markets - Cognitive Solutions

Unit Industry Platforms (Geo)

Bois colombes cedex, France

What I am Known For

I have a passion for our clients and how we bring them value & innovation & contribute to their transformation agenda... When i have time. I love to ski in Val d'Isere. in France I...

Why this expert?

Show Contact Info

Nameki, Yohko

Distinguished Engineer - IBM Collaboration & Talent...

IBM Global Markets - Cognitive Solutions

Unit Industry Platforms

Tokyo, Japan

What I am Known For

I am in charge of Social Business

Why this expert?

Show Contact Info

EMERICK, SUSAN F (SUSAN)

Sr. Manager, Global Marketing, Client Experien...

IBM Systems

Southfield, MI, United States

What I am Known For

Author of: The Most Powerful Brand on Earth: How to Transform Teams, Empower Employees, Integrate Partners and Mobilize Customers to Beat the Competition in Digital and Social Media. A business reference on

Why this expert?

Show Contact Info

Schaper, Gary P (Pat)

Project Manager - IBM Notes/Office 365/Documen...

Global Business Services

Tulsa, OK, United States

What I am Known For

Lotus Notes, passionate, trying new tech, tenacious

Why this expert?

Show Contact Info

Sunderraj, Naresh G (Naresh)

Cloud Technical Sales Leader - US...

Byrd, David A (David)

Distinguished Engineer - CTO, WW Lab Services an...

Neumann, Mark A (Mark)

IBM Executive Technical Sales

Roche, Michael

Distinguished Engineer, IBM Connections & IBM Docs...

Urheim, Elizabeth S (Elizabeth)

Vice President, IBM Hybrid Cloud Integration Software

Feedback

Next

w3IBM Workplace1-3-9My LinksYou & IBMCollaborationSupport

IBM Personal Social DashboardJoin the conversation?

HomeActivityReactionEminenceNetwork



Crummey, Christopher

Executive Director of Customer Experience and Evangelism - IBM Enterprise Social Solutions Analytics

Scores updated on April 16, 2015
The refresh as of April 4, 2015 reflects an algorithm change.

Overall

96

Your Score

Scores during the last 6 refresh cycles

96 (old score - 82)

95908580

Feb 01

Activity

Collaborative activities done in Connections

88

Your score

You88

Org.25

Reaction

Feedback and response received from other employees

96

Your score

You96

Org.13

Eminence

Leadership and influence among the community

99

Your score

You99

Org.22

Network

Network size and diversity

99

Your score

You99

Org.35

Previous

Next

Gamification

IBM Connections Home Profiles Communities Apps ISW Apps XOD Give Thanks

Profiles by Name Search

Profiles

Adam Brown
Director of Innovation & Strategy
+41 (0) 614 0106
abrown@ibm.net.au
Local Time: 09:53

Send Email Download vCard

RECENT UPDATES CONTACT INFORMATION BACKGROUND **KUDOSBADGES** KUDOSTHANKS KUDOSAWARDS

Adam Brown
Overall Position: 1st (1919 Points)
Kudos Hall-of-Fame
Congratulations on achieving the Rank: Kudos Hall-of-Fame!

Profile Progress
100% - Congratulations on completing your profile

Tags
Add tags to this profile
connections innovation digital gamification isw kudos jobs marketing new england portal sr quick sales timeline work experience tags for vlc webphone white Cloud | Log

KUDOSBADGES

All Categories Profiles Communities Activities/Boards Blogs Bookmarks Files

40 OF 81 12 OF 13 2 OF 4 4 OF 6 5 OF 10 6 OF 8 5 OF 10

ACHIEVED RETAINING

Page 1/2 (3/4/5)

Sort by: Name Message Category Awarded Level

	Activity/Board Beginner Well done! You have created an Activity/Board and invited some colleagues to work with you. Make sure you tag the Activity/Board and think about creating an Activity/Board Template for repeatable processes.	Awarded for creating an Activity/Board and inviting 3 people to collaborate with you on the activity/board.	Activities/Boards	Awarded 09/12	My Network View All (21) Everyone View All (21)
	Activity/Board Builder Now you understand Activities/Boards. You have created an activity board with 5 Lists, and at least 30 Entries and To Do's. Much better than email!	Awarded for creating an Activity/Board with at least 5 lists and 30 entries or to do's.	Activities/Boards	Awarded 09/12	My Network View All (18) Everyone View All (18)
	Activity/Board Done! Well done, you have completed an activity board. Have you considered making it into a Activity/Board Template for reuse down the track?	Awarded for completing an Activity/Board.	Activities/Boards	Awarded 09/12	My Network View All (18) Everyone View All (18)

Report-to Chain
Adam Brown
Full Report-to Chain
People Managed

Network
View All

KudosSummary
View All (45)

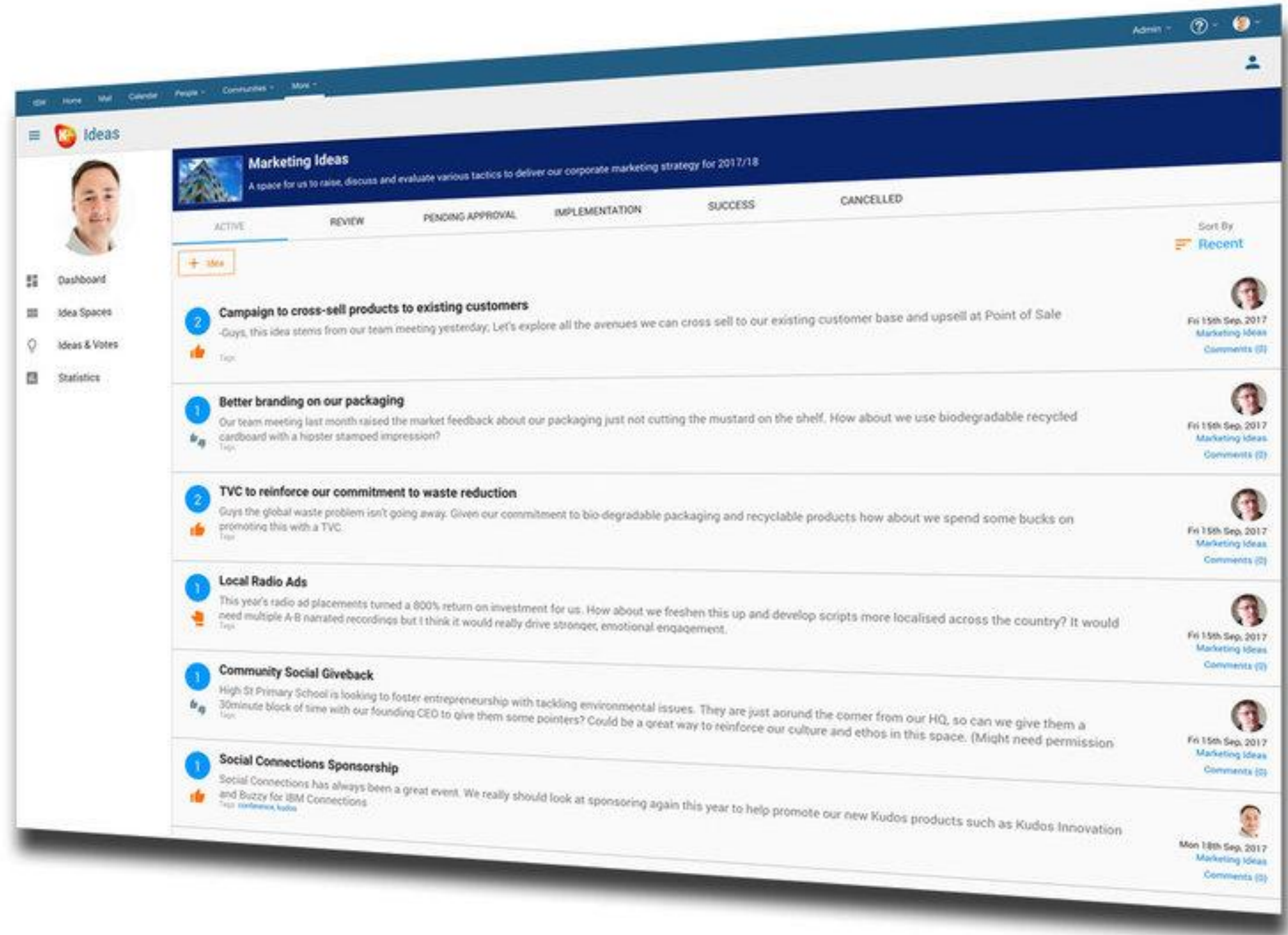
ThanksSummary
Thank Someone

AwardSummary
View All (8)

My Links
Collaboration Blueprint
IBM iWorkflow
Add Link

KUDOS
BADGES

Ideation



Activities

ISW

Home

Mail

Calendar

People

Communities

More

Admin

?

?

Kudos Boards

Search

IBM Connect 2017

Organisation details for IBM Connect 2017 Kudos Booth

Attendees & Event

Conference Details

2000 Attendees

▼ Date - 20-23 Feb 2017

▼ Location - San Francisco

▼ Who from Kudos is attending?

Register for Conference

Add a Card

Travel

Organise Travel Dates

Book Flights

Book Accommodation

Add a Card

Marketing

Website Promo Graphic

Pamphlets

Giveaways

Koalas

Aussie Chocolates

Bose Stereo to give away

Kudos-Shirts

Add a Card

Technical Preparation

Booth Details

Laptop

Powerboard

Router

Mobile Demo Device

Add a Card

Kudos Suite

Kudos Badges

Kudos Thanks/Awards

Kudos Analytics

Kudos Boards

Kudos Boards Mobile

Kudos Analytics Cloud

Kudos Boards Cloud

Add a Card

Back in Aus

Covering

Add a Card

Board

To-Dos by Due Date

To-Dos by Member

Archive

Members

Color Labels

Sales

Marketing

Important!!!!

Developers

Lists

Attendees & Event

Travel

Marketing

Technical Preparation

Kudos Suite

Back in Aus



IBM: Some Lessons Learnt




Compliance
& Security




Data Protection Best Practices

[Follow this Community](#) | [Join this Community](#)


Community Description




Crown Jewel Data



Confidential Information




Export Regulated Data




Personal Information

Collaboration Platform	Public Sharing externally	Proprietary & Confidential
Sametime IM Cloud	Internal only	✓
Sametime IM on-premise	Internal only	✓
Connections Meetings Cloud	Externals can be invited to a web conference where public data is shared	✓

Collaboration, Meetings & Developer Platform Attributes



Document Retention Orders



Record Management

Welcome to Data Protection Best Practices

Learn how to identify and handle information that requires protection

[Engage](#) this community to give and get answers

[Our IBM Business Conduct Guidelines](#)

Community URL <http://w3.ibm.com/collaboration/dataprotection>

Avoid content moderation

Content should be self-healing and its' accuracy addressed through policy

IBM: Some Lessons Learnt



This Is
Not An
IT
Project!

IBM: Some Lessons Learnt



A Picture
Says A
Thousan
d Words

IBM: Some Lessons Learnt



Choose
Cloud or
On Prem –
Not Both!

IBM: Some Lessons Learnt



Too Much
of a Good
Thing

IBM: Some Lessons Learnt



Ditch the
attach-
ments



Applying Cognitive Technologies to KM

1997: IBM Deep Blue Beats World Chess Champion

[← Previous](#)



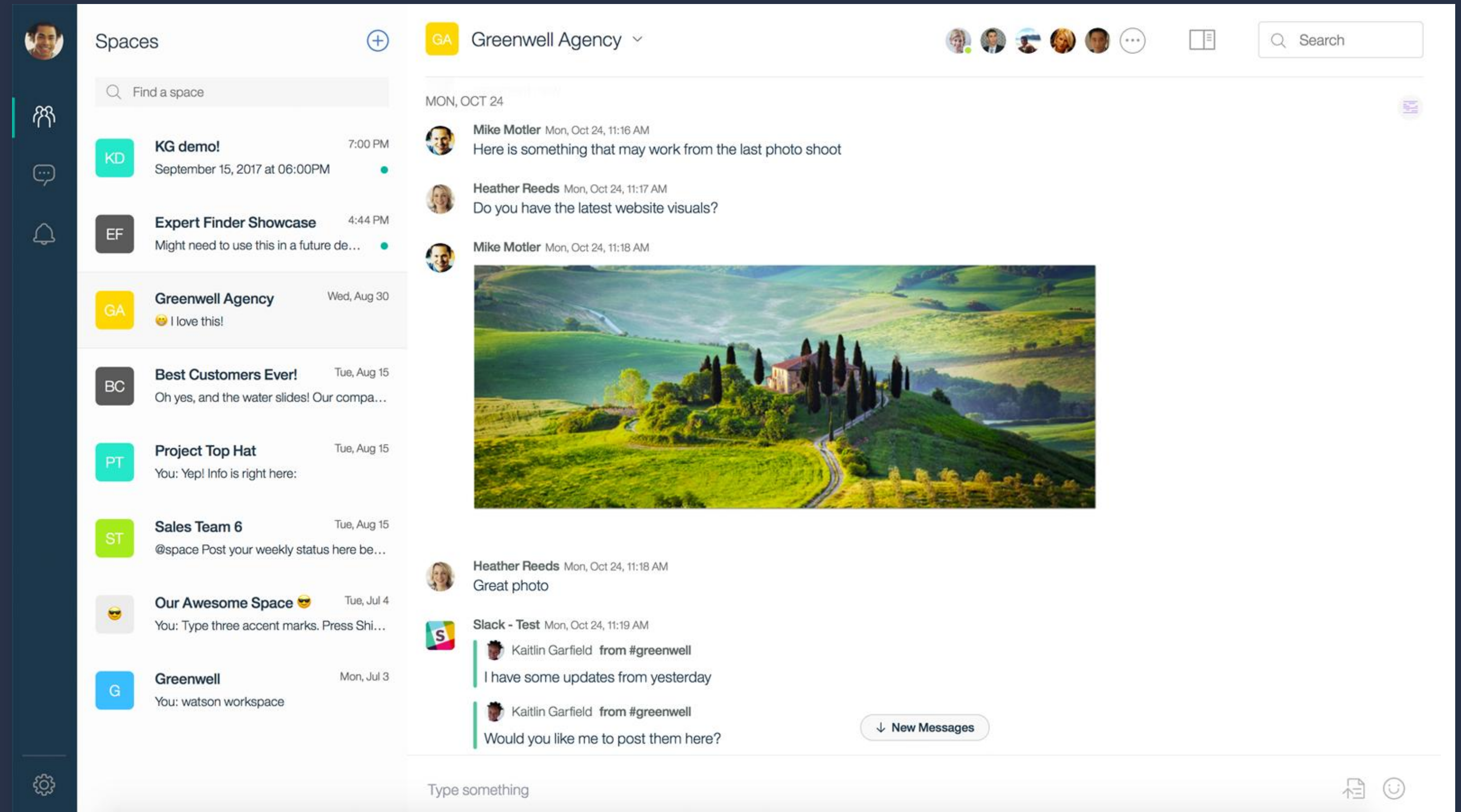
[Next →](#)

2011: IBM Watson Beats Jeopardy! Champions



Real-time collaboration with the built-in power of Watson

- Persistent, group and direct messaging
- Video meetings
- File sharing and storage
- Searchable history
- Notifications + See who's available
- Native apps for all your devices
- Apps & custom integrations
- Open API's for developers
- Enterprise grade single sign-on
- Reusable use case templates
- Built-in Watson cognitive technology enables users to focus on what's important.



All Categories

Infrastructure

- Compute
- Storage
- Network
- Security
- Containers
- VMware

Platform

- Boilerplates
- APIs
- Application Services
- Blockchain
- Cloud Foundry Apps
- Data & Analytics
- DevOps
- Finance
- Functions
- Integrate
- Internet of Things
- Mobile
- Security

Watson >

Search

Filter

Build cognitive apps that help enhance, scale, and accelerate human expertise.

Conversation

Add a natural language interface to your application to automate interactions with your end users. Choose from a range of options to fit your needs.

Lite

IBM

Discovery

Add a cognitive search and content analytics engine to applications.

Lite

IBM

Knowledge Studio

Build custom models to teach Watson the language of your domain.

IBM

Language Translator

Translate text from one language to another for specific domains.

Lite

IBM

Natural Language Classifier

Natural Language Classifier performs natural language classification on question texts. A user would be able to ask questions and get answers based on the data they have provided.

IBM

Natural Language Understanding

Analyze text to extract meta-data from content such as concepts, entities, emotion, relations, sentiment and more.

Lite

IBM

Personality Insights

The Watson Personality Insights derives insights from transactional and social media data to identify individual characteristics and traits.

Lite

IBM

Speech to Text

Low-latency, streaming transcription

Lite

IBM

Text to Speech

Synthesizes natural-sounding speech from text.

Lite

IBM

Tone Analyzer

Tone Analyzer uses linguistic analysis to detect three types of tones from communications: emotion, social media, and customer service.

Lite

IBM

Visual Recognition

Find meaning in visual content! Analyze images for scenes, objects, faces, and other content. Choose from a range of options to fit your needs.

Lite

IBM

IBM

Next

Why Can't I Just Use WhatsApp?



The problem with WhatsApp...



“I don't consider us an enterprise software company”
- Mark Zuckerberg, CEO Facebook



Sept
2006

Facebook debuts News Feed. An estimated 1 million users joined Facebook News Feed protest groups, arguing the feature was too intrusive. But Facebook stayed the course telling users to relax

Dec
2007

Beacon, Facebook's first big brush with advertising privacy issues. Zuckerberg apologizes, gives users choice to opt out

Nov
2011

Facebook settles FTC privacy charges. Agrees to undergo an independent privacy evaluation every other year for the next 20 years.

Jun
2013

Facebook bug exposes email addresses and phone numbers of 6 million Facebook users. Facebook fixes bug, notifies people whose info may have been exposed.

Jul
2014

Mood-manipulation experiment on thousands of Facebook users. Facebook data scientist apologizes.

Apr
2015

Facebook cuts off apps from taking basically all the data they want. Facebook's response: Please keep building apps

Jan
2018

Europe's data protection law. Facebook complies.

Feb
2018

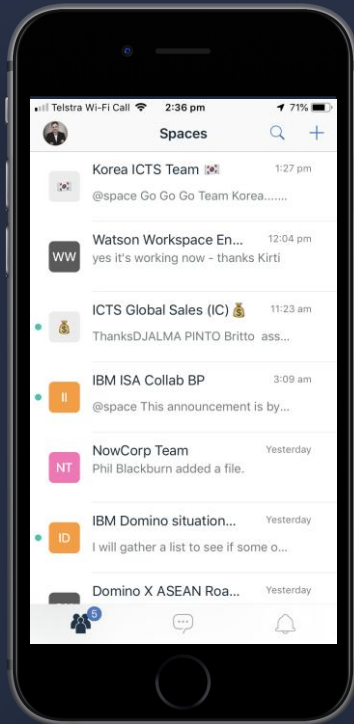
Belgian court tells Facebook to stop tracking people across the entire internet. Facebook appeals the court's ruling

Mar
2018

Revealed that Facebook knew about massive data theft and did nothing. Facebook's response: Conducts an apology tour and policy changes

How Does Watson Workspace Work?

Previous

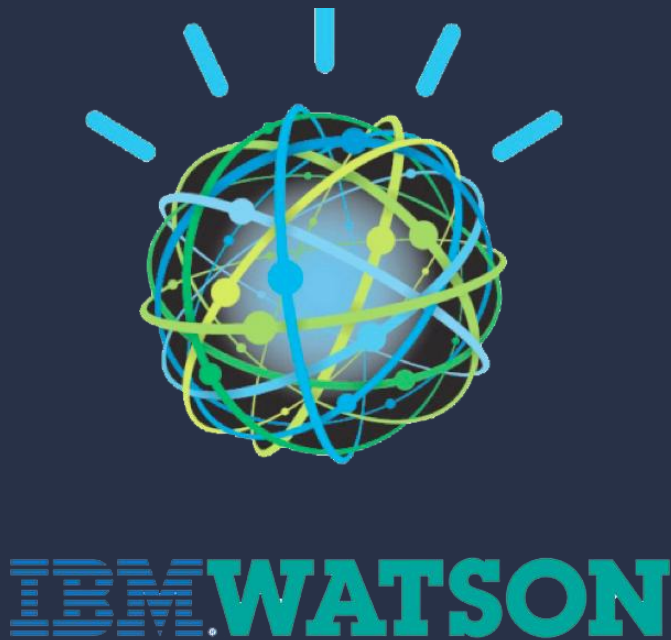


WORKSPACE APP

1. SUBMIT A MESSAGE
User sends a message into a space



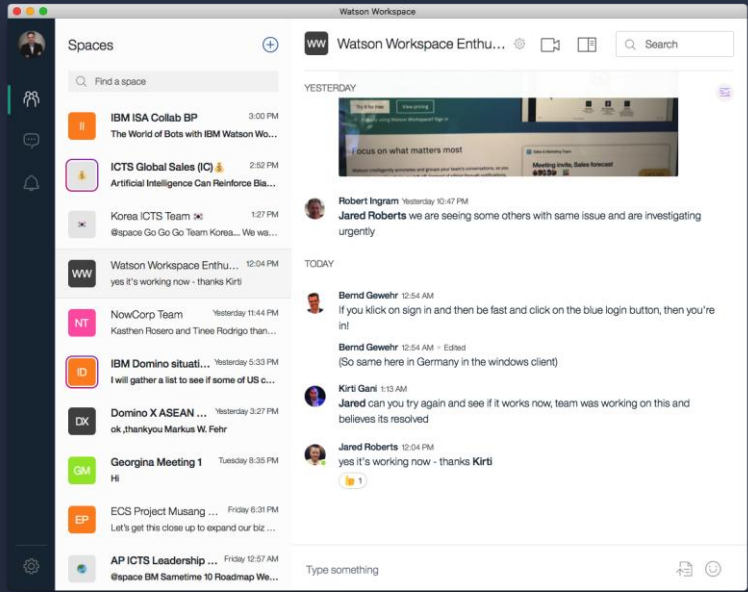
2b. COGNITIVE ANALYSIS
Workspace shares the message with Watson



3. COGNITIVE ANNOTATION
Asynchronously, Watson annotates the message

2a. MESSAGE CREATED
App Webhook called for message created

4. ANNOTATION ADDED
App Webhook called for message created



Next

DevOps Example



10:08
AM

ServiceNow ticket creation and query leveraging previous tickets, right within the conversation stream.

Spaces

Find a space

BT

Beta Rally Team

This is the last message

7:45 AM

C

Dev Ops

That would be really nice.

7:42 AM

GS

Greenwell Sales

Ok, any last minutes changes to...

7:41 AM

TS

Thursday Sessions

Tom, can you add the agenda?

7:38 AM

DB

Design Brainstorming

What if we were to take what we...

7:31 AM

QP

Q4 Prep

You might be able to delete the app...

6:57 AM

AC

Project Clementine

Nice, only two days to go. I can see...

6:38 AM

DR

Dev Review

Ok, any last minutes changes to...

6:35 AM

DR

Design Review

Tom, can you add the agenda?

6:30 AM

DB

Design Brainstorming

What if we were to take what we...

6:01 AM

BT

Beta Rally Team

Search

TODAY

Patrick Ellis

HH:MM AM

@Matt we need to create an incident ticket

ServiceNow

HH:MM AM

Responding to PATRICK ELLIS

Would you like to include the previous Jira ticket information in your new ServiceNow Incident ticket?

Respond with Yes or No?

John Scott

HH:MM AM

Yes.

ServiceNow

HH:MM AM

JOHN SCOTT I have created a ServiceNow incident ticket for you.

Description: Place holder description - created from Watson Workspace.

Incident No: INC0010030

Created on: 2017-10-27 17:33:27

Link: http://dev40212.service-now.com/nav_to.do?url=incident.do?sys_id=e662990379400er84

Matt Smith

HH:MM AM

Good work everyone! Thanks for getting this resolved asap.

Type something...

In Summary....



1. Rewarding

2. Frictionless

3. Ease of use



Chris Haylock
IBM Collaboration & Talent Solutions

Thank
You

References:

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<https://www.ibm.com/case-studies/ibm-verse-deployment>

IBM Institute of Business Value:

<http://ibv.dst.ibm.com/crossindustry/cognitive.html>

eBook - Enterprise Social Adoption in 5 Steps:

<http://ibm.biz/kconnect>

IBM Watson Documentary

https://www.youtube.com/watch?v=II-M7O_bRNq

IBM Deep Blue Documentary

<https://www.youtube.com/watch?v=ke8pq-cpOGk>