Chris Haylock

IBM Collaboration & Talent Solutions

The Human Dimension of Knowledge Management

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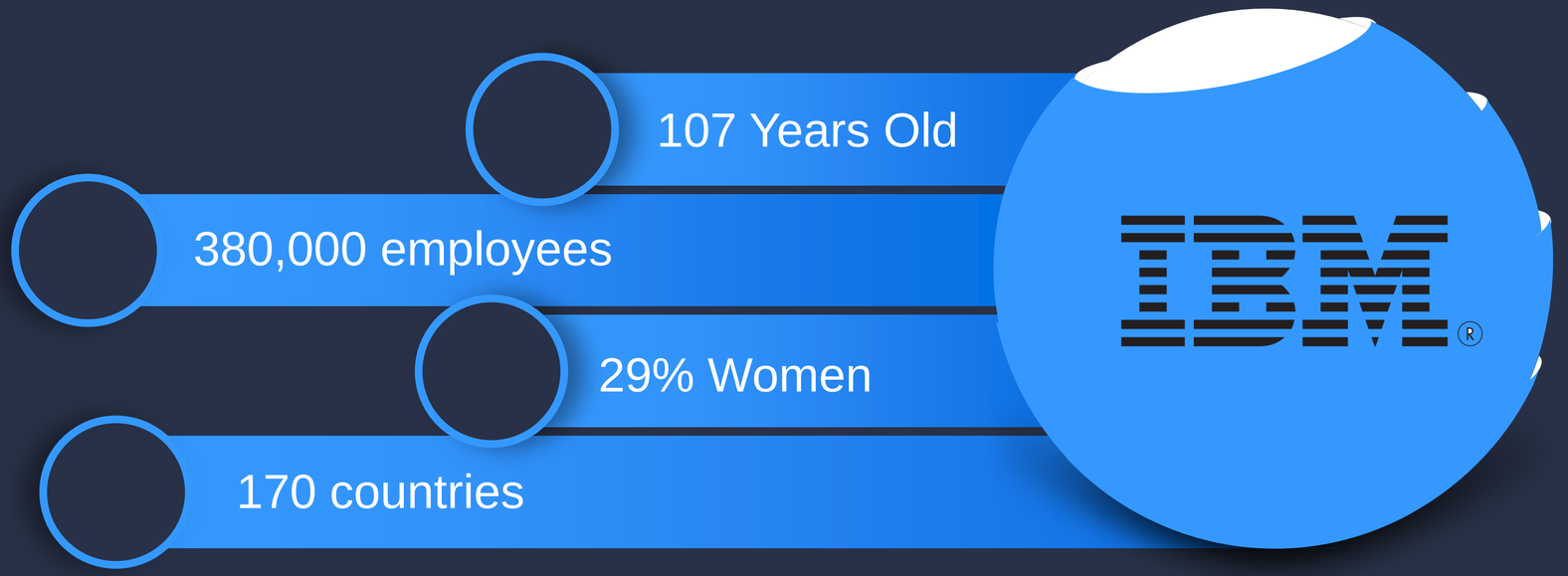
About IBM



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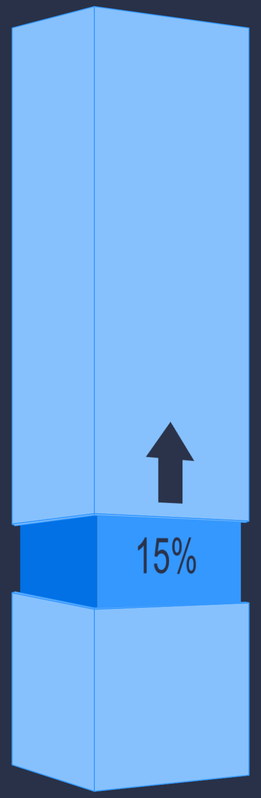
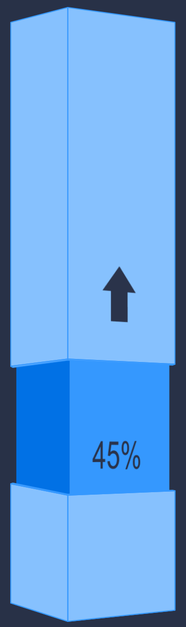
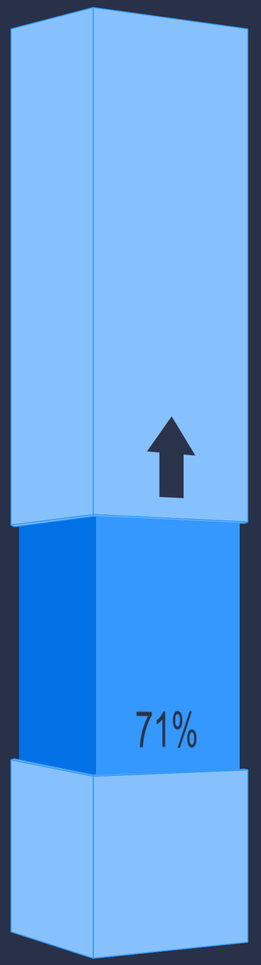
About IBM



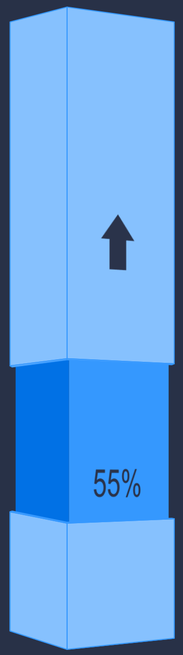
From acquisitions & outsourcing



Remote workers



Work outside USA



Less than 5 years of service

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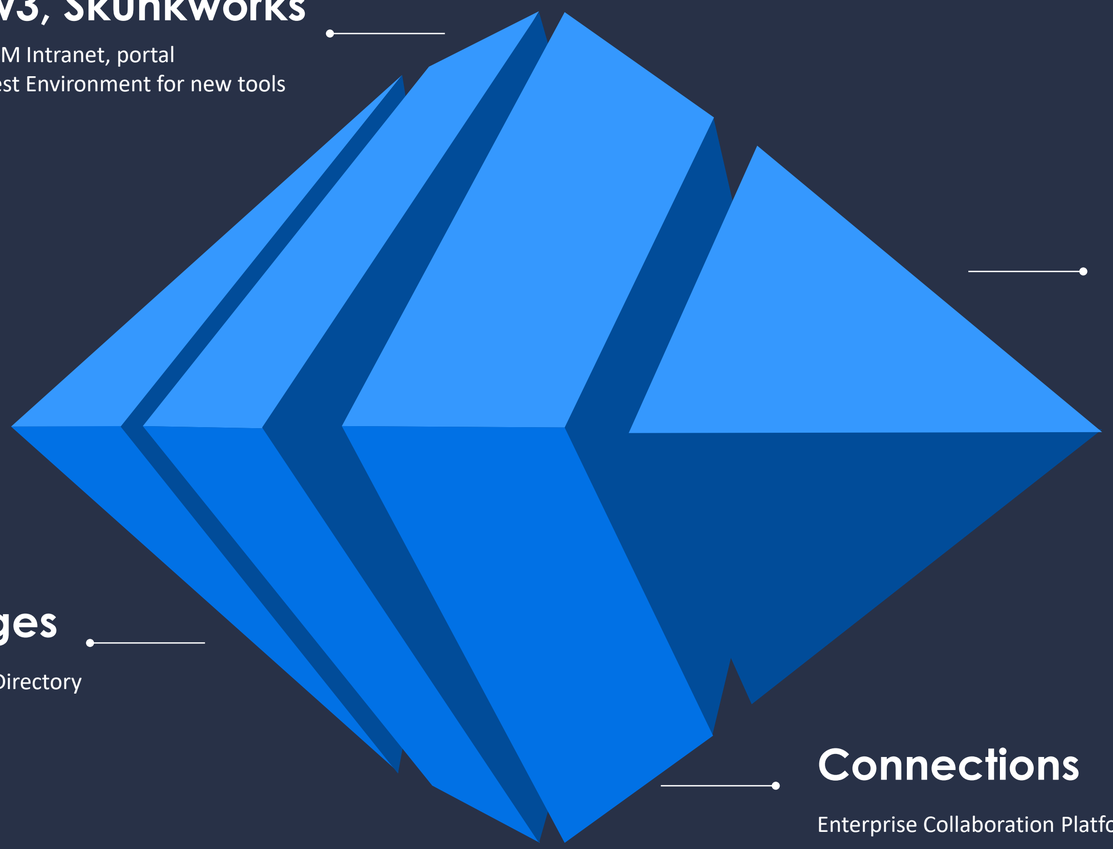
A Brief History of Collaboration in IBM

90’s

w3, Skunkworks

IBM Intranet, portal
Test Environment for new tools



Intelligent Workstream Collaboration

10’s

Cloud, mobile, secure, cognitive

80’s

BluePages

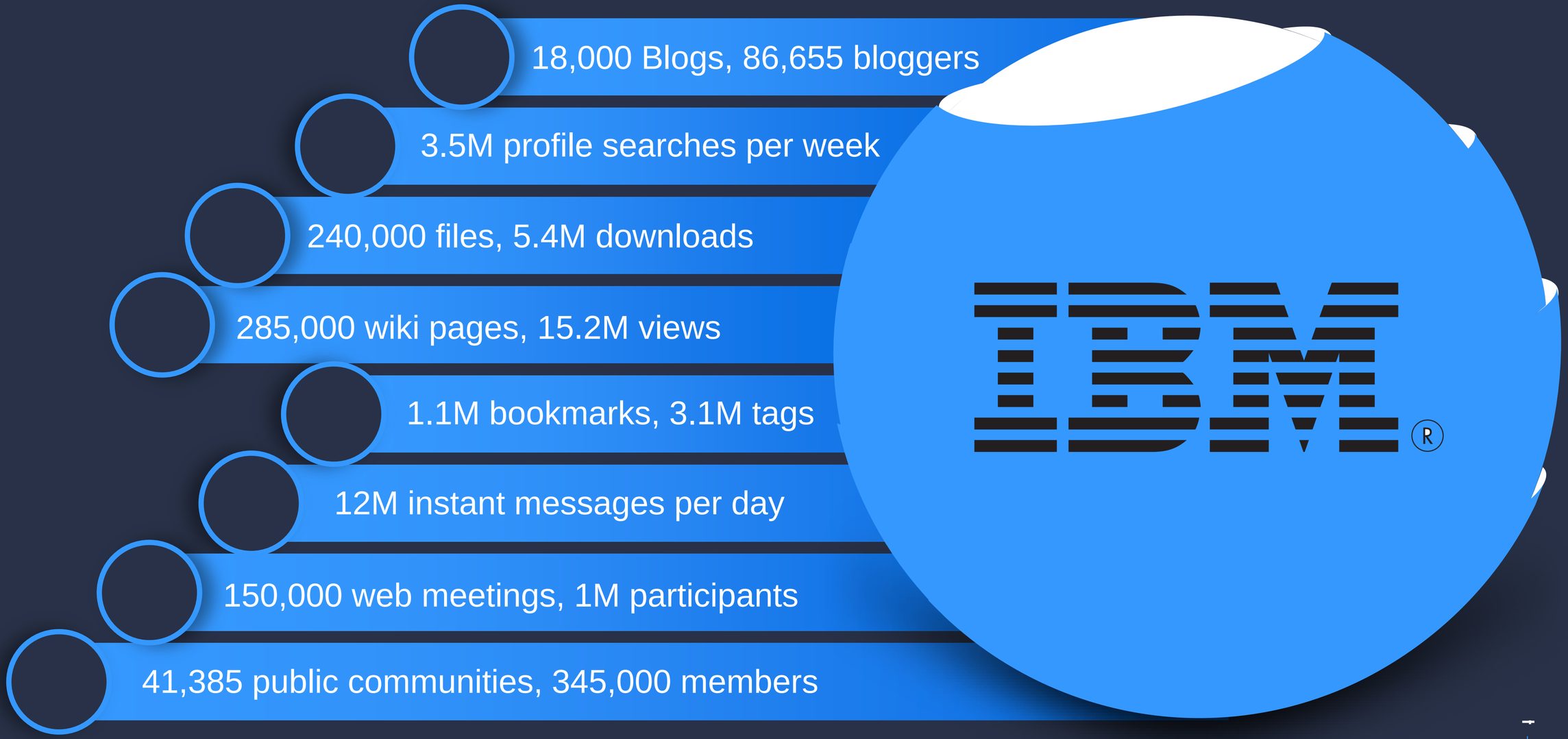
IBM Corporate Directory

Connections

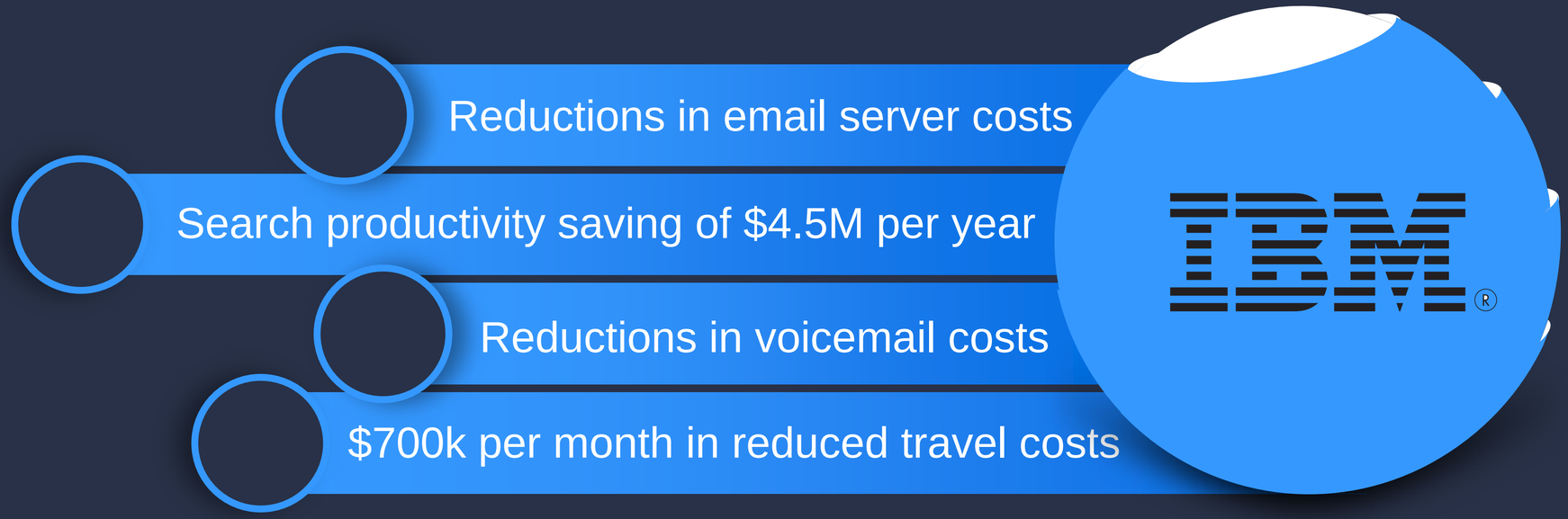
00’s

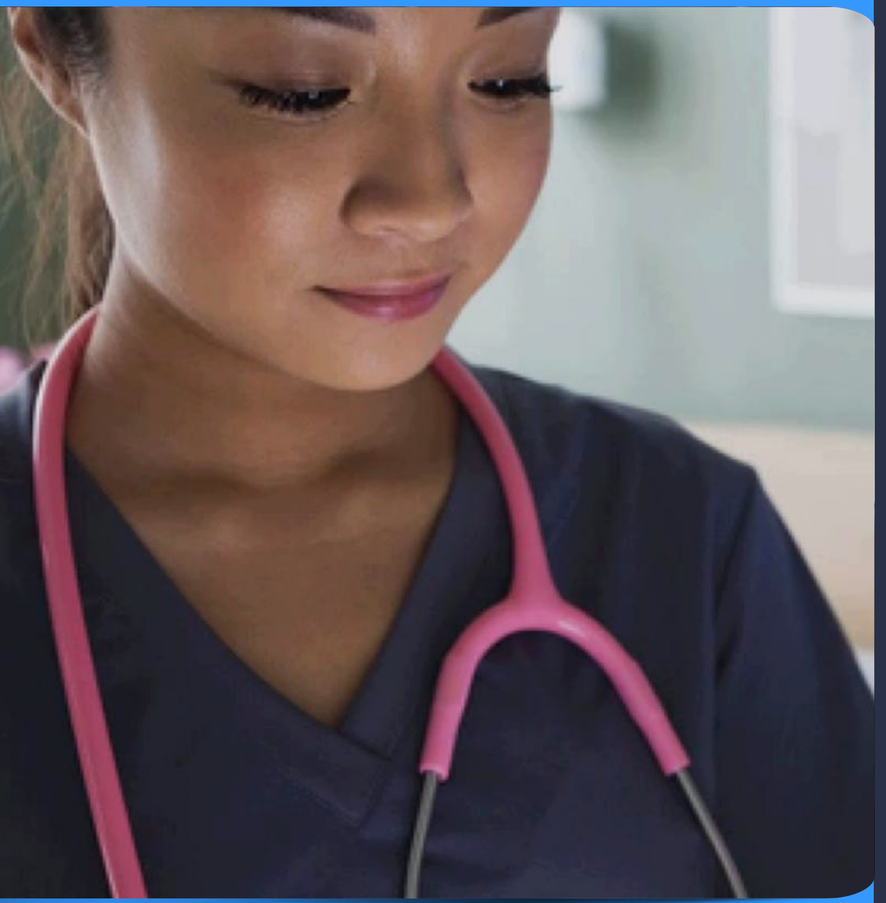
Enterprise Collaboration Platform

The First 12 Months After KM:



Measurable Value





The Human Dimension of Knowledge Management

Adoption	IBM & KM	New Technology
5 Steps to Successful Adoption of KM	*Lessons Learnt*	*Applying Cognitive to KM*

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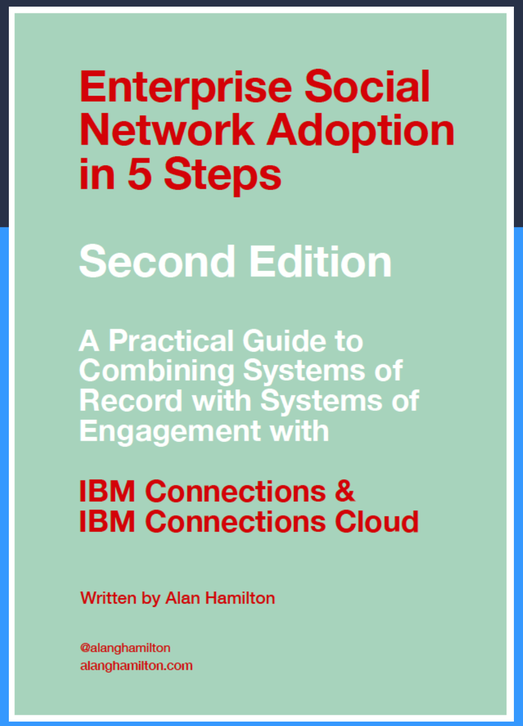
The **Five Steps** To Successful KM Adoption

Free eBook

ibm.biz/kconnect



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The **Five Steps** To Successful KM Adoption

1

Vision

2

Executive Commitment

3

Planning

4

Employee Engagement

5

Adopt Iteratively

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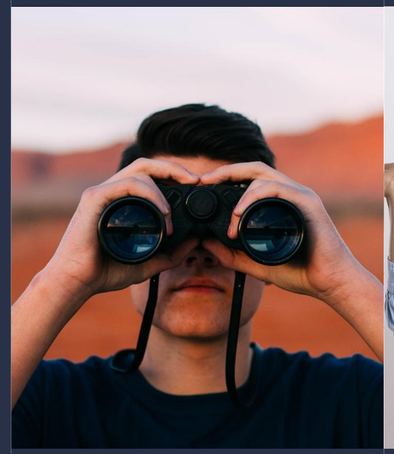
Vision

“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

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Ginni Rometty

IBM CEO & Chairman

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

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The **Five Steps** To Successful KM Adoption

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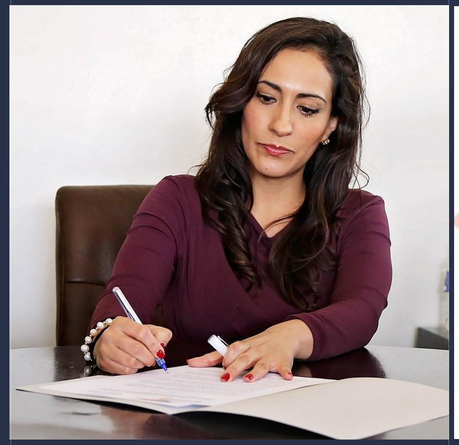
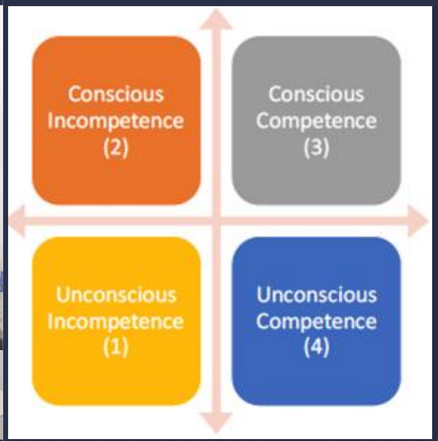
Executive Commitment

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.

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Andrew Stevens

Former IBM Australia & New Zealand CEO

EXEC SPONSOR

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

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The **Five Steps** To Successful KM Adoption

Vision

Executive Commitment

Planning

Employee Engagement

Adopt Iteratively

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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.

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The **Five Steps** To Successful KM Adoption

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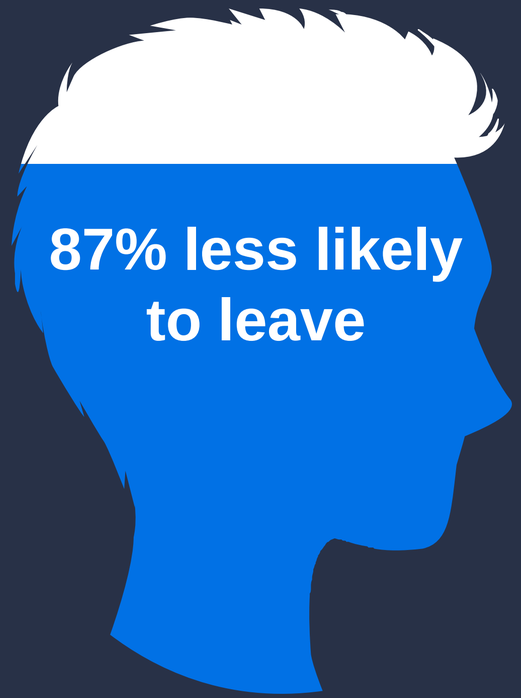
Engaged Employees Are:



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

06. Evaluate the plan & make corrections

01. Determine the goal

05. Implement the plan

02. Identify & profile the audience

04. Select the communications channels

03. Develop your messages

The **Five Steps** To Successful KM Adoption

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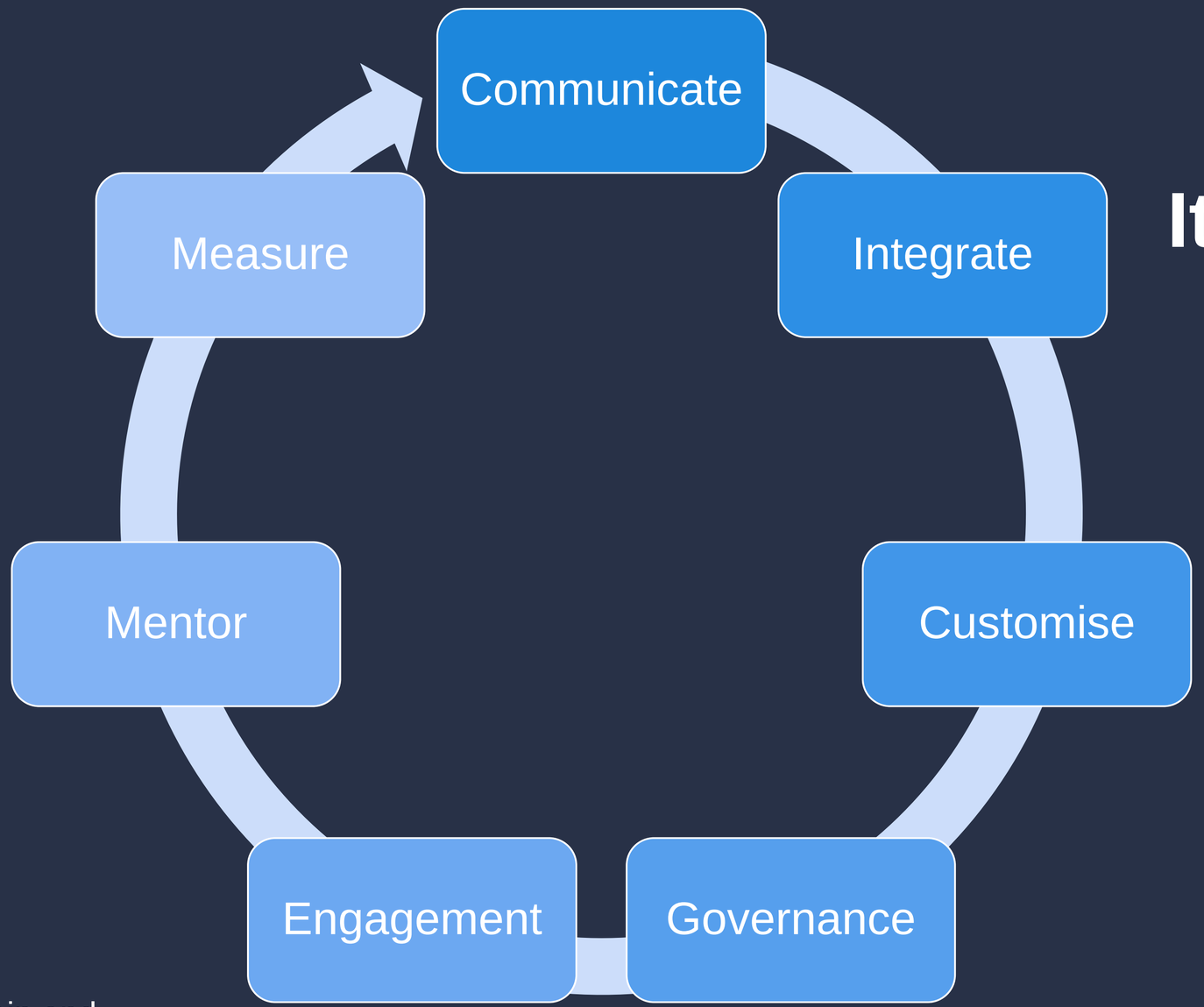
The Iterative Adoption Cycle



Adopt Iteratively

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

IBM: Some Lessons Learnt

Find Your Killer App

LESSONS

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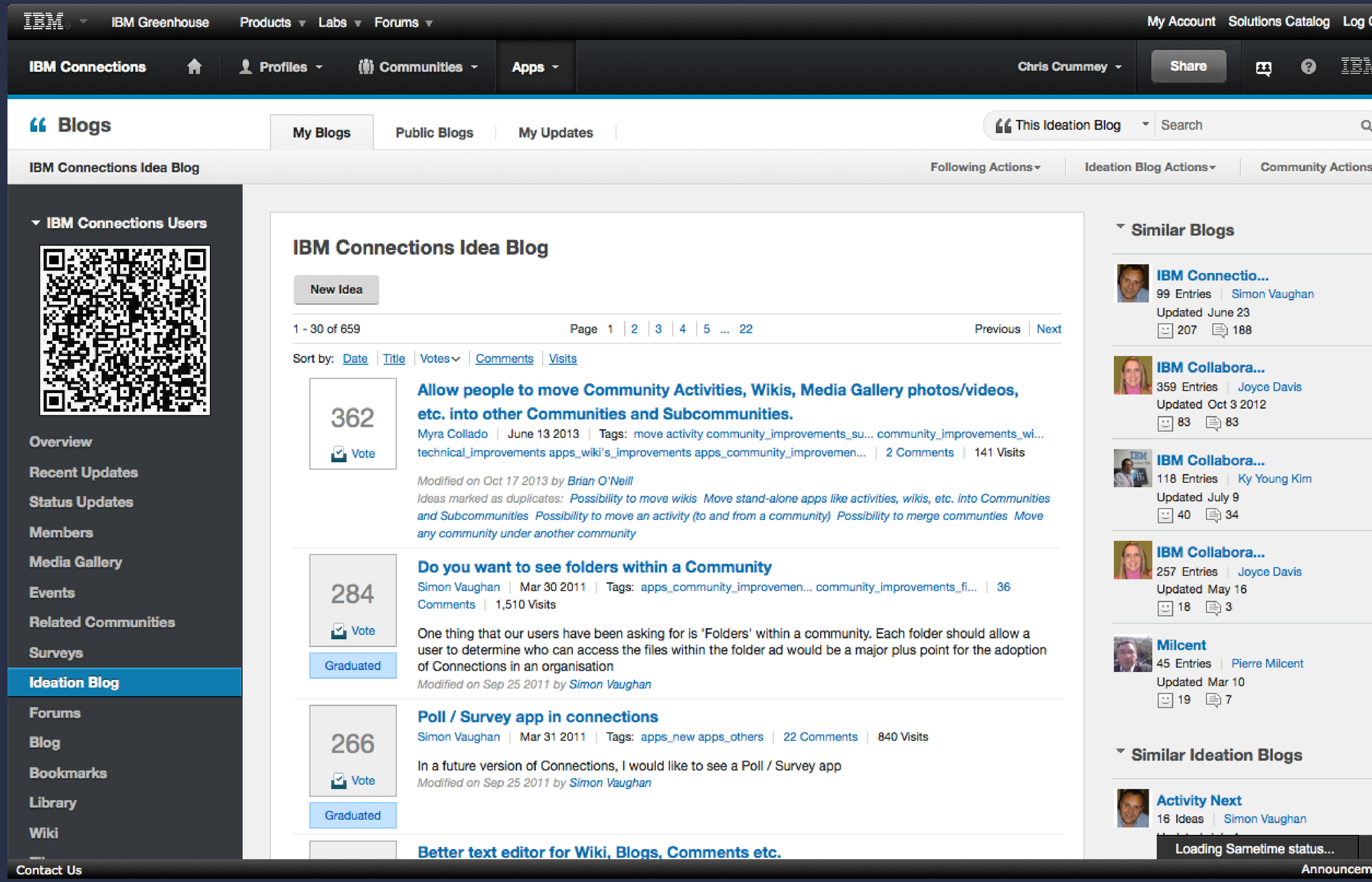

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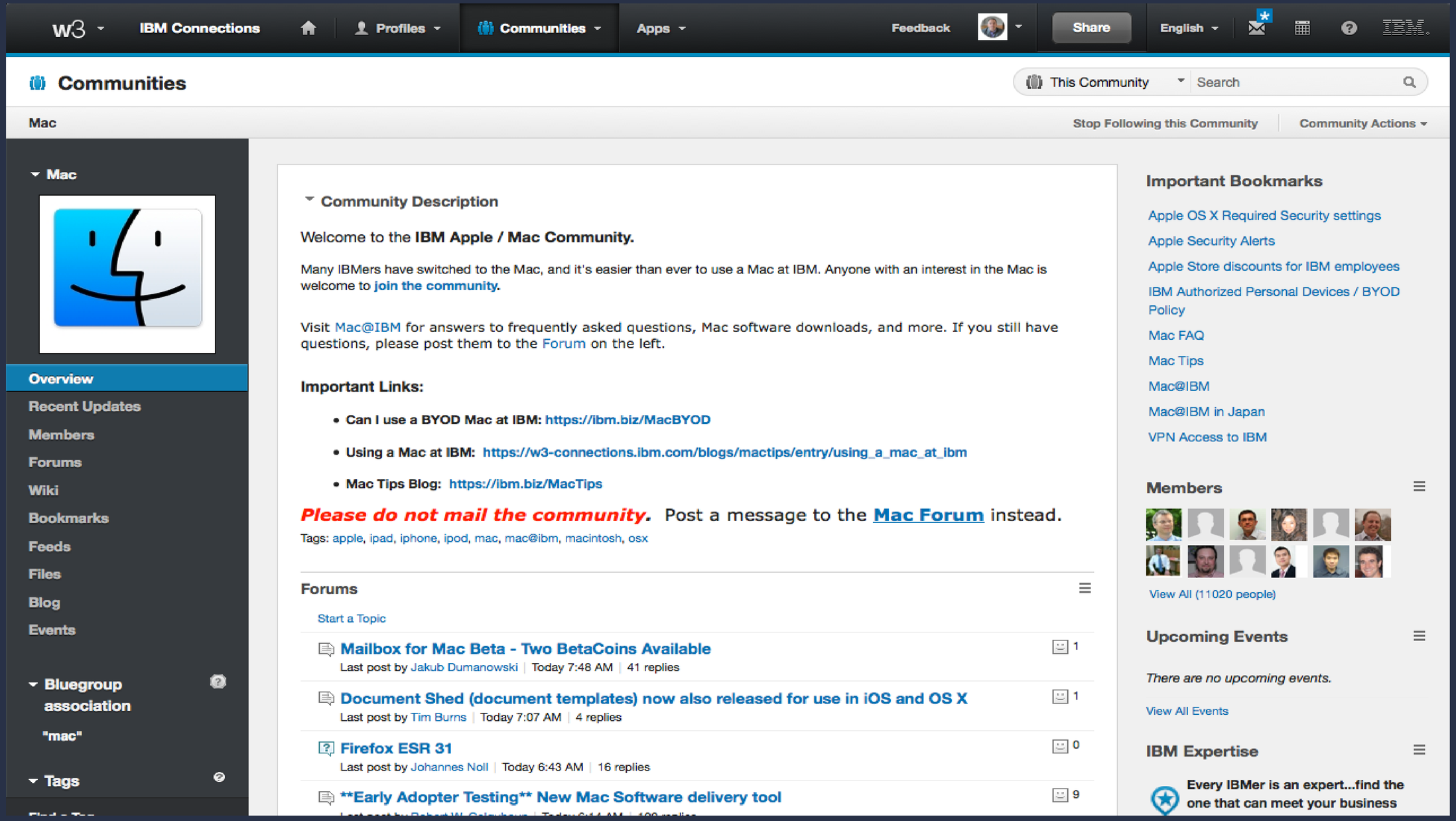

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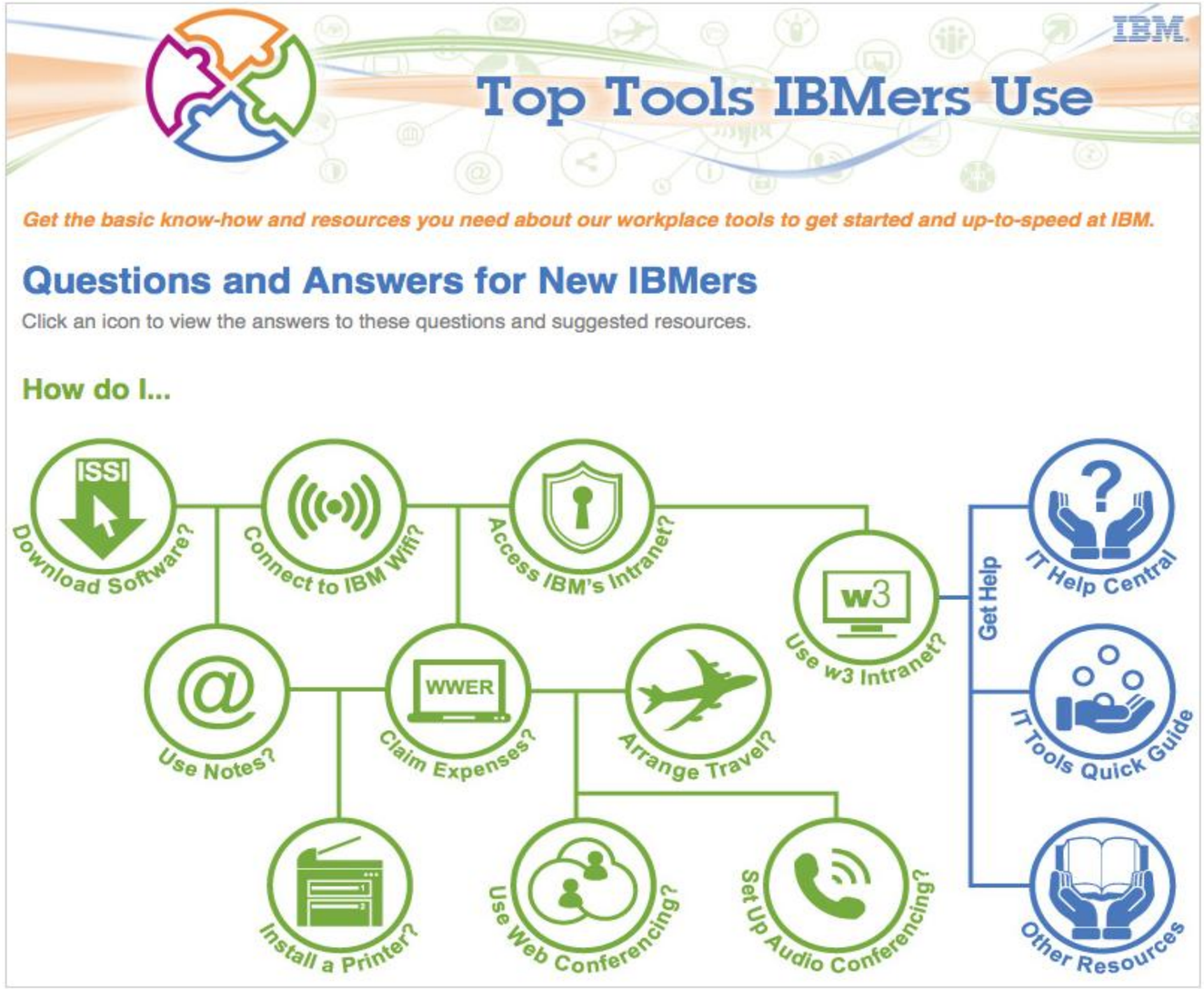
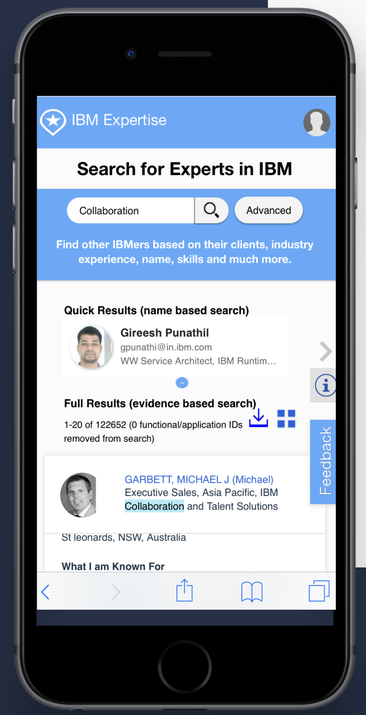
Overview
Recent Updates
Status Updates
Members
Forums
Blog
Files
Wiki
Bookmarks
Events
Related Communities
Subcommunities
New2Blue - Brazil New Hires
New2Blue - Middle East/Africa (MEA) New Hires
New2Blue - GCG New Hires
New2Blue - India New Hires
New2Blue - US New Hires
New2Blue - Japan New Hires
New2Blue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





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 !...

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

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IBM Personal Social Dashboard

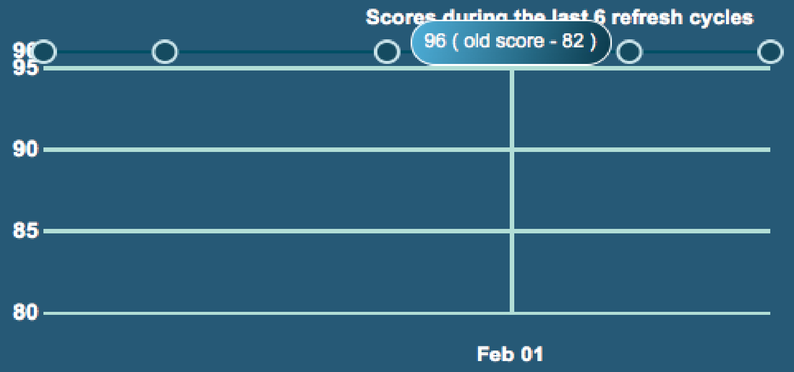
Join the conversation

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



Activity

Collaborative activities done in Connections

88
Your score

You 88
Org. 25

Reaction

Feedback and response received from other employees

96
Your score

You 96
Org. 13

Eminence

Leadership and influence among the community

99
Your score

You 99
Org. 22

Network

Network size and diversity

99
Your score

You 99
Org. 35

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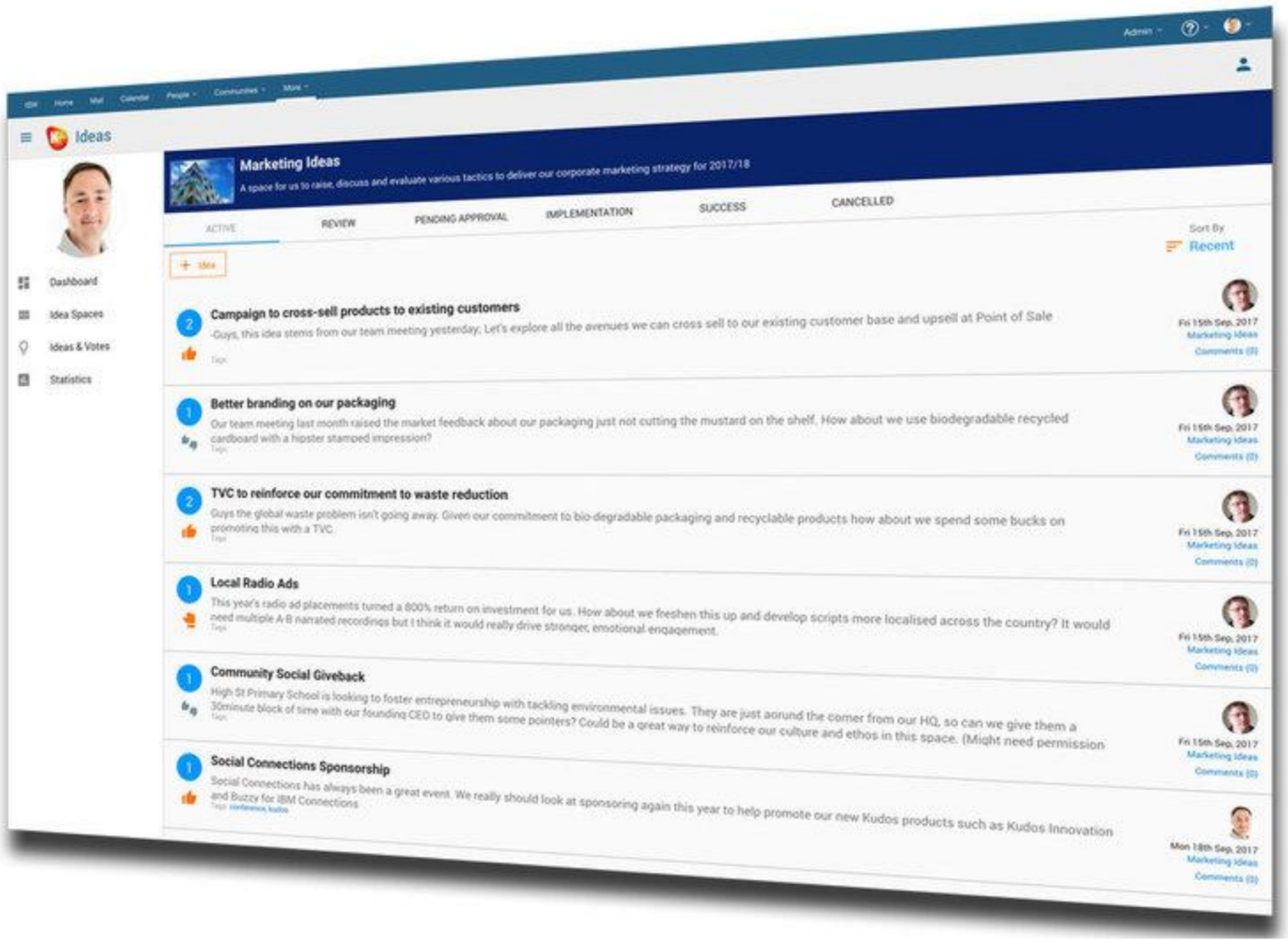
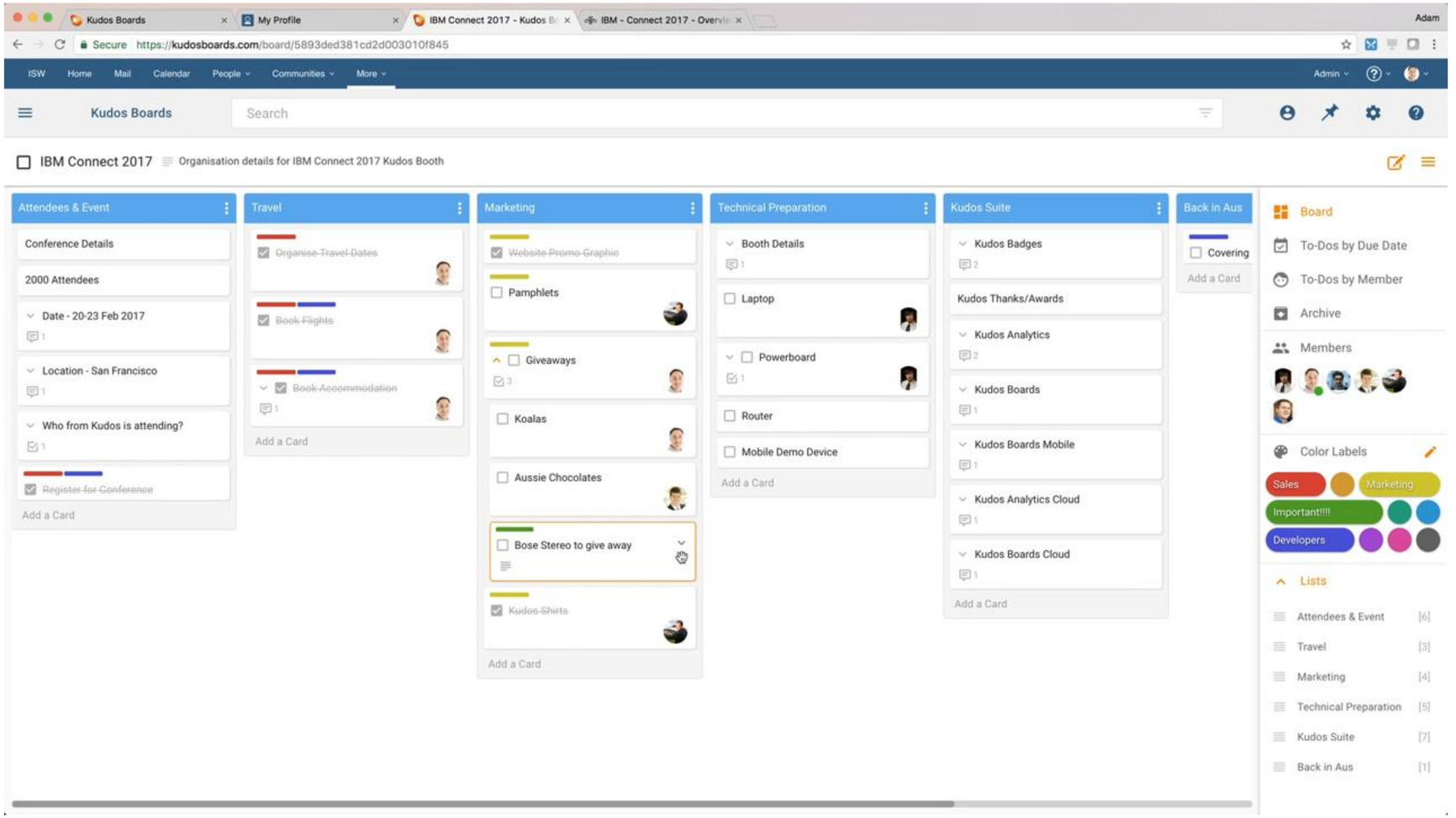
Gamification

KUDOS BADGES

Ideation


Ideas
Marketing Ideas
A space for us to raise, discuss and evaluate various tactics to deliver our corporate marketing strategy for 2017/18
ACTIVE
REVIEW
PENDING APPROVAL
IMPLEMENTATION
SUCCESS
CANCELLED
Sort By
Recent
Dashboard
Idea Spaces
Ideas & Votes
Statistics
Campaign to cross-sell products to existing customers
-Guys, this idea stems from our team meeting yesterday; Let's explore all the avenues we can cross sell to our existing customer base and upsell at Point of Sale
Better branding on our packaging
Our team meeting last month raised the market feedback about our packaging just not cutting the mustard on the shelf. How about we use biodegradable recycled cardboard with a hipster stamped impression?
TVC to reinforce our commitment to waste reduction
Guys the global waste problem isn't going away. Given our commitment to bio-degradable packaging and recyclable products how about we spend some bucks on promoting this with a TVC.
Local Radio Ads
This year's radio ad placements turned a 800% return on investment for us. How about we freshen this up and develop scripts more localised across the country? It would need multiple A-B narrated recordings but I think it would really drive stronger, emotional engagement.
Community Social Giveback
High St Primary School is looking to foster entrepreneurship with tackling environmental issues. They are just aorund the corner from our HQ, so can we give them a 30minute block of time with our founding CEO to give them some pointers? Could be a great way to reinforce our culture and ethos in this space. (Might need permission
Social Connections Sponsorship
Social Connections has always been a great event. We really should look at sponsoring again this year to help promote our new Kudos products such as Kudos Innovation and Buzzy for IBM Connections
Fri 15th Sep, 2017
Marketing Ideas
Comments (0)
Mon 18th Sep, 2017

Activities


Kudos Boards
My Profile
IBM Connect 2017 - Kudos Bo
IBM - Connect 2017 - Overvie
Adam
Secure https://kudosboards.com/board/5893ded381cd2d003010f845
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
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Technical Preparation [5]
Kudos Suite [7]
Back in Aus [1]

IBM: Some Lessons Learnt

Compliance & Security

LESSONS

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BUSINESS CONDUCT GUIDELINES
Trust Comes First
IBM

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!

LESSONS

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IBM: Some Lessons Learnt

A Picture Says A Thousand Words

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IBM: Some Lessons Learnt

Choose Cloud or On Prem – Not Both!

IBM: Some Lessons Learnt

Too Much of a Good Thing

LESSONS

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IBM: Some Lessons Learnt

Ditch the attach-ments

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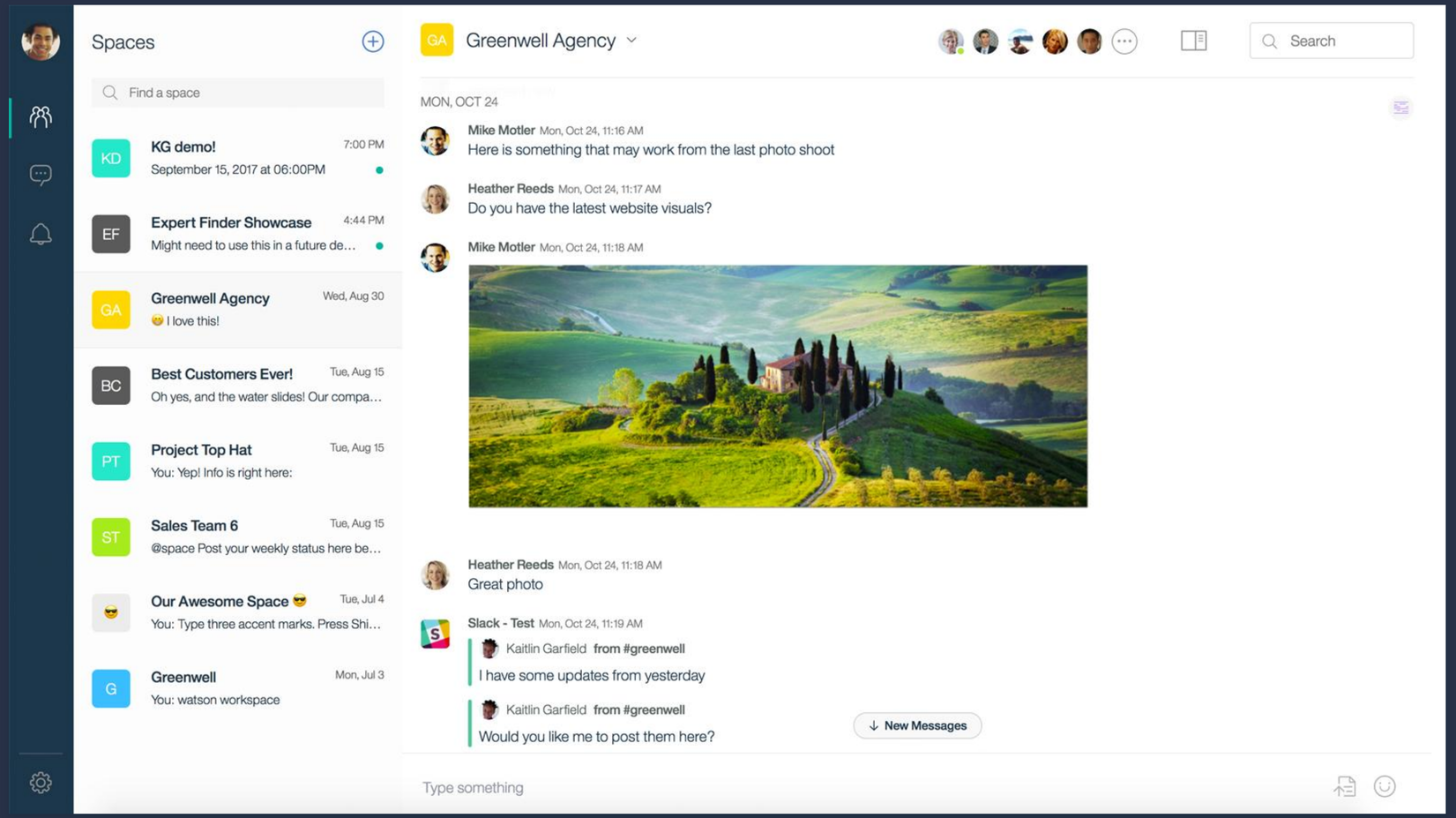
Applying Cognitive Technologies to KM

1997: IBM Deep Blue Beats World Chess Champion

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.



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All Categories

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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 >

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. Comm

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 a

IBM

Natural Language Understanding

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

Lite IBM

Personality Insights

The Watson Personality Insights derives insights from transactional and social media data to identify

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, soc

Lite IBM

Visual Recognition

Find meaning in visual content! Analyze images for scenes, objects, faces, and other content. Choose

Lite IBM

Why Can’t I Just Use WhatsApp?

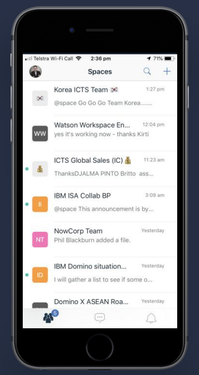
The problem with WhatsApp…

"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

Sources: March 24, 2018 NBC News: https://www.nbcnews.com/tech/social-media/timeline-facebook-s-privacy-issues-its-responses-n859651
April 11, 2018 House Committee Transcript: https://www.washingtonpost.com/news/the-switch/wp/2018/04/11/transcript-of-zuckerbergs-appearance-before-house-committee/?utm_term=.0a587892adb1

How Does Watson Workspace Work?



WORKSPACE APP

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

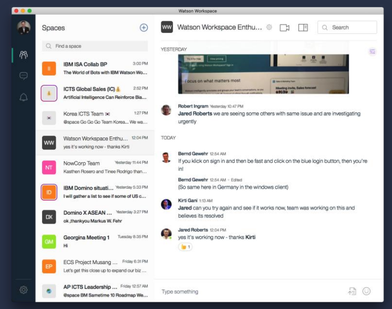
2b. COGNITIVE ANALYSIS
Workspace shares the message with Watson

3. COGNITIVE ANNOTATION
Asynchronously, Watson annotates the message

IBM WATSON

2a. MESSAGE CREATED
App Webhook called for message created

4. ANNOTATION ADDED
App Webhook called for message created



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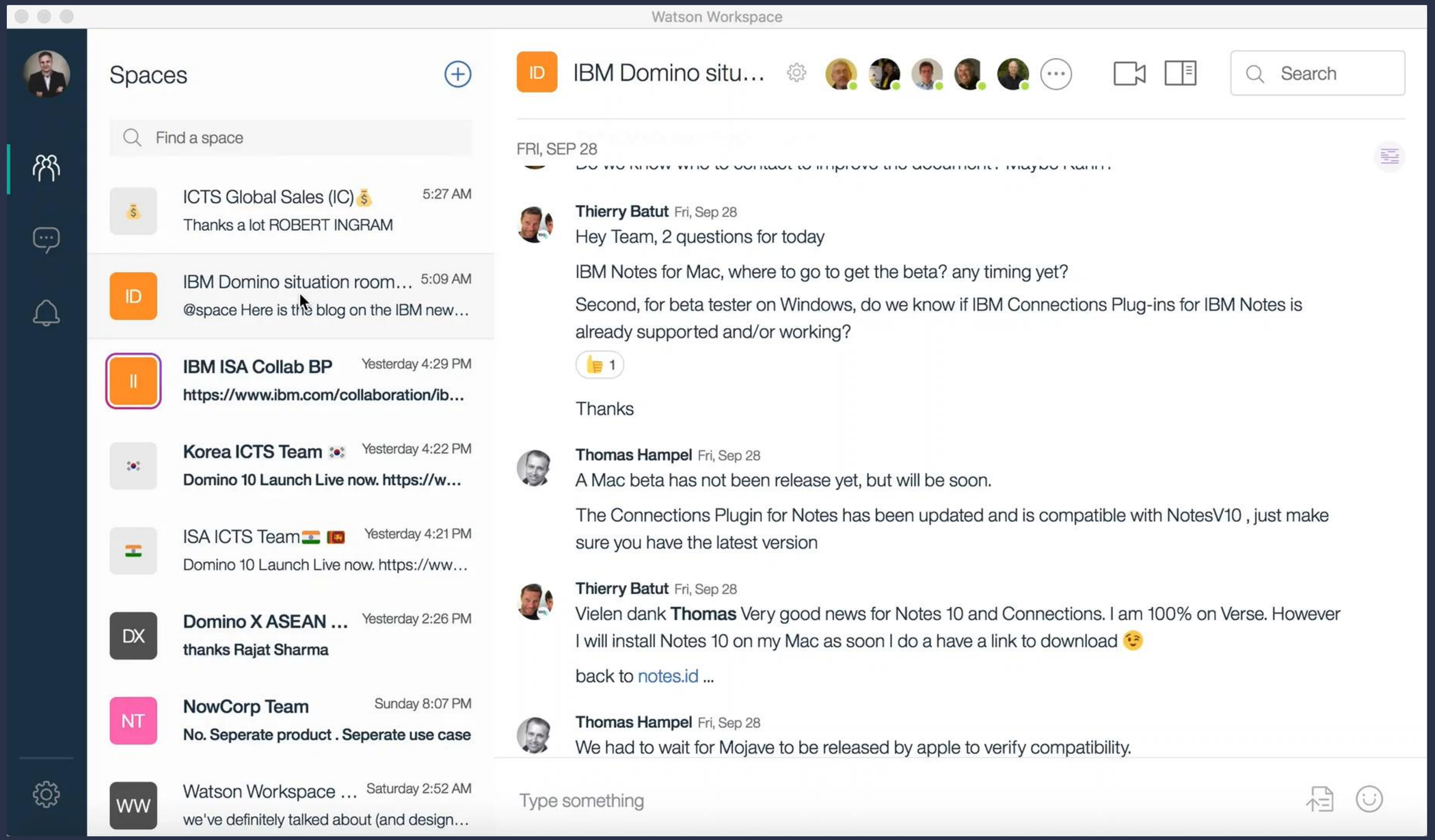
Moments:



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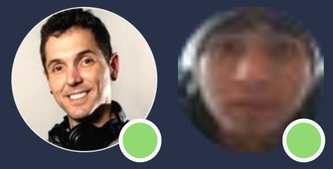
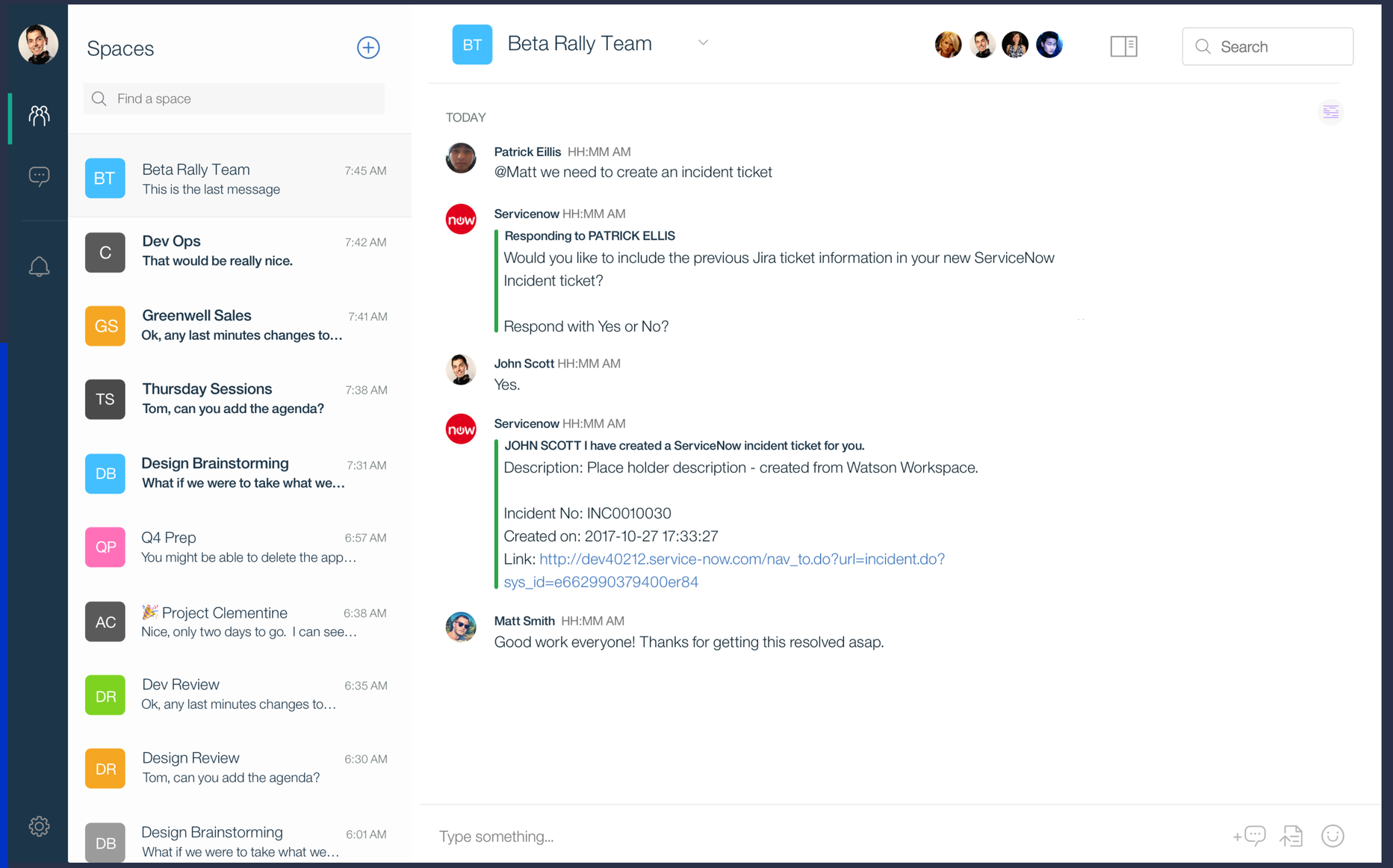
DevOps Example



10:08 AM

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



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In Summary…

1. Rewarding
2. Frictionless
3. Ease of use

Chris Haylock

IBM Collaboration & Talent Solutions

Thank You

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