

Social technologies — winning the hearts and minds

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Introduction

Social technologies provide an opportunity for us to connect and communicate better with one another, whether in the workplace or in our private lives. But not everyone gets it! If you have part of your organisation communicating and collaborating via social technologies, and the other part still using web 1.0 principles, then how can these parts of your organisation interact and work together effectively? Before adopting social technologies into an organisation you need to first understand and develop a roadmap showing how to integrate them into your existing infrastructure — not just the tools, but also the “change in mindset” required by the people to adopt a new way of working.

Vision

The utilisation of social technologies in the workplace will benefit individuals and teams, as well as the overall enterprise. So it is worth thinking about this when determining your vision.

Enterprise vision

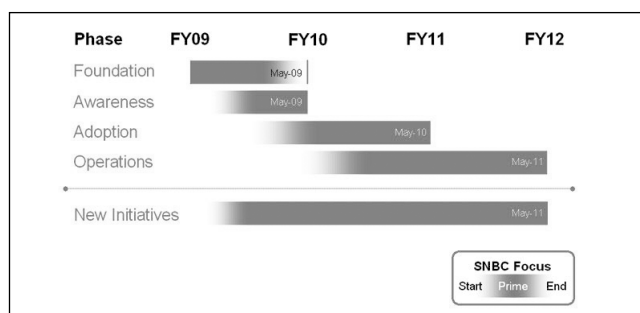
“To create a socially connected enterprise where collaborative working across geographical locations, lines of business, and management chains is second nature, enabling innovative solutions to business challenges”.

Individual vision

“To be more open in our thinking and more collaborative in our approach, leading to enhanced creativity, increased productivity and mass innovation.”

Strategy

Outline a phased approach, to allow you to focus on specific aspects and ensure adoption is permanently embedded. Remember social technologies are the enablers to achieving your strategy, they don't determine it!

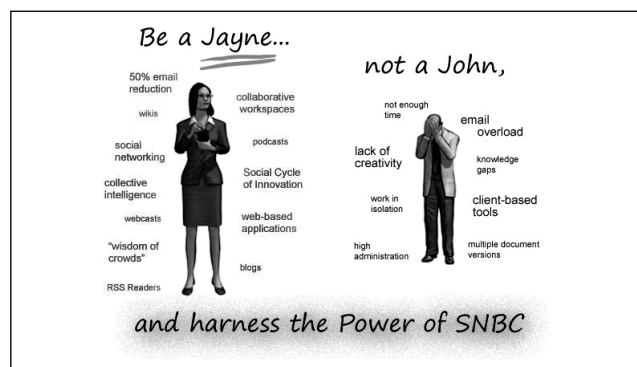


Foundation

Create an information framework for employees to access outlining the purpose of social technologies, the value they bring to the business, and how to become an early adopter.

Awareness

Develop a good marketing and PR strategy to promote the new social communication and collaboration concepts. Highlighting the business benefits, cost savings and increased productivity levels of this new way of working will help with the overall buy-in.



Adoption

The presentation will focus on this aspect of the strategy:

A. Individual adoption — early adopter plan

How to develop and deliver a plan for introducing early adopters to social technologies, and a framework for them engaging with other like-minded individuals.

B. Team adoption — S.L.A.M programme

How to develop and deliver a programme remotely, that focuses on the “change in mindset” required to embed adoption to a new way of working, without increasing headcount.

In this session we will also cover:

- social business communities — the pillars to delivering a successful adoption programme;
- case studies – helping the social technology buy-in of sceptics;
- solution finder – a user generated solution helping individuals to find the right social tools(s) based on their role or specific activity;

- social cycle of innovation –utilising the “wisdom of crowds” concept to solve key business challenges.

The learning points of this session will be:

- how the Oracle EMEA Roadmap to Social Adoption is changing the way its employees connect, collaborate and innovate;
- how to use the collective intelligence of your employees to identify and overcome the change barriers to social technologies;
- how to develop a scalable adoption programme for your own business;
- that social technologies are about people.

Operations

Be clear on how you plan to provide post-programme support, training and leadership as part of everyday working methods, and manage the day-to-day operations of a new way of working.

New initiatives

Continuously look to evolve the new way of working by implementing new concepts and initiatives to deliver business solutions that improve the way you connect, collaborate and innovate with one another.

Critical success factors

- Provide a clear, concise and easy to use, social knowledge repository that enables employees to improve their knowledge of communication and collaborative working methods, and to contribute to the knowledge of others.
- Develop and deliver a PR and marketing campaign, to raise awareness and to attract early adopters.
- Develop and implement an adoption program to educate change agents on the “change in mindset” and potential barriers to change.
- Create a virtual training and support infrastructure.
- Identify and publicise success stories.
- Recognise and not under-estimate the challenges involved in the change process in transitioning employees to a new way working.
- Acquire management backing.

Contact

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