

INSPIRING PERFORMANCE

#SocialBPM #IP11



@CraigJWillis

**The ROI of Social Media is
Your Business Will Still Exist in 5 years**

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Inspiring Performance.Social BPM x

Agenda

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The Social Enterprise

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What is social?

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Social BPM

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Discovery

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Design

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Execution

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Improvement

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So what's next?

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The Social Enterprise

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What is the social enterprise?

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Haven't we been 'doing' social for years? Business is inherently social

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"We have been re-born social"

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The Social Enterprise

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What is the social enterprise?

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Haven't we been 'doing' social for years? Business is inherently social

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What was wrong with my view of the World?

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People do not behave like mechanical parts of a machine. They have their own thoughts and feelings. Their behaviour is not as predictable as we'd like.

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Haven't we
inherently s

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What was wrong

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People do
machine. T
Their behav

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“How do enterprises
bridge the social divide?”

The Social Enterprise

The Quantum Organization

- **relationship is the fundamental unit**—everything is related to everything else, and the interactions are complex and can't be abstracted away from each other into simplified rules.
- **unpredictability**—sensitive dependence on initial conditions means that small errors in measurement will build up to the point that after a certain period it is impossible, even theoretically, to predict the final state

Keith Swenson, Fujitsu (@swensonkeith)

People do not behave like mechanical parts of a machine. They have their own thoughts and feelings. Their behaviour is not as predictable as we'd like.

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What is social?

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Collaboration

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Chris shared a video with you: [The pentatonic scale](#)

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Empowerment

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Colin shared a video with you: [London Bus Tour](#)

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Usability

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Walter shared an image with you: [iphone](#)

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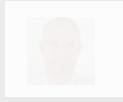
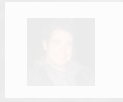
Inclusivity

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You and Sa



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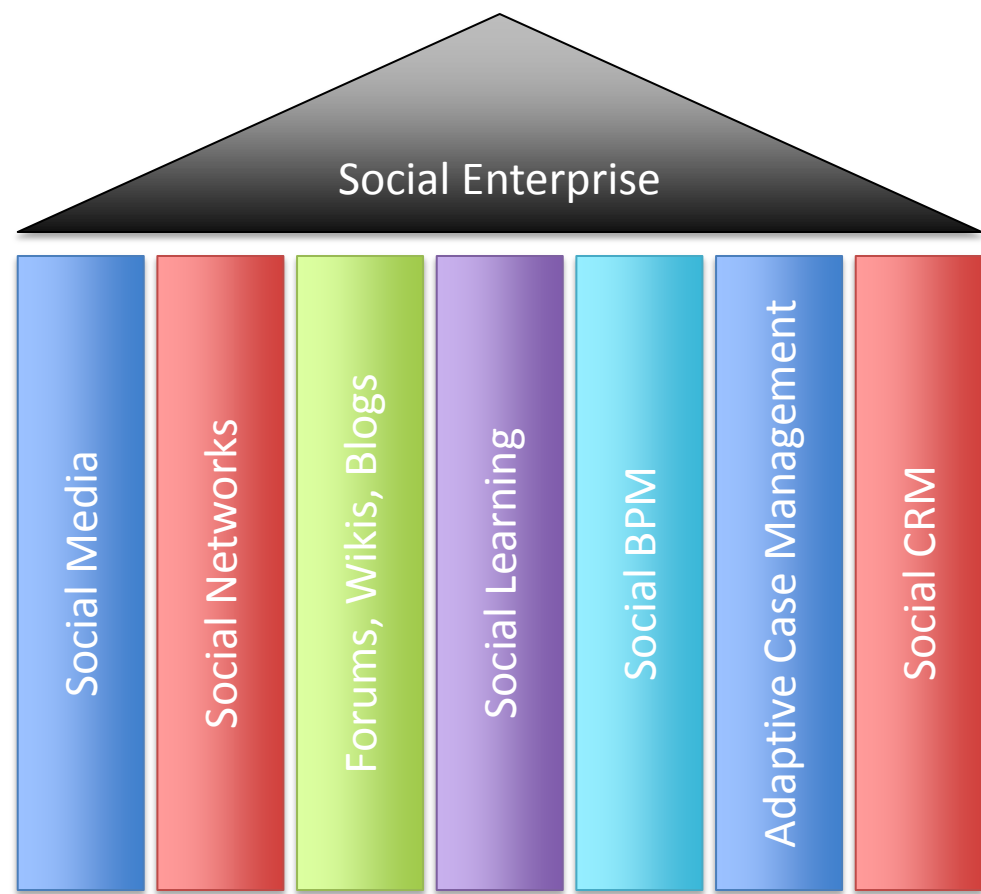
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The Social Enterprise Today

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Process Discovery

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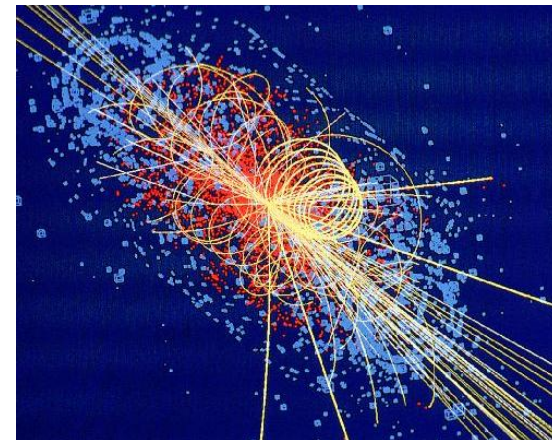
How do you know what processes you need to capture?

What additional content do we need to provide?

What questions are users asking?

Using end users to drive requirements

Providing seeds – e.g. APQC PCF



Process Execution

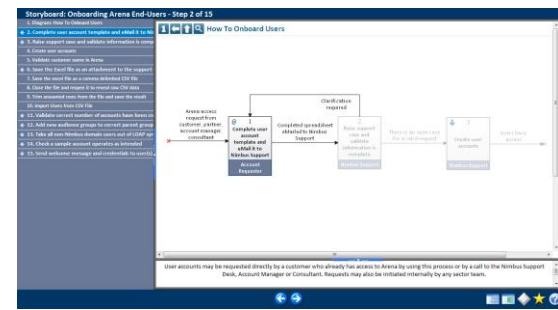
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Making information easy to find and easy to follow

Provide context

Execution support



Process Improvement

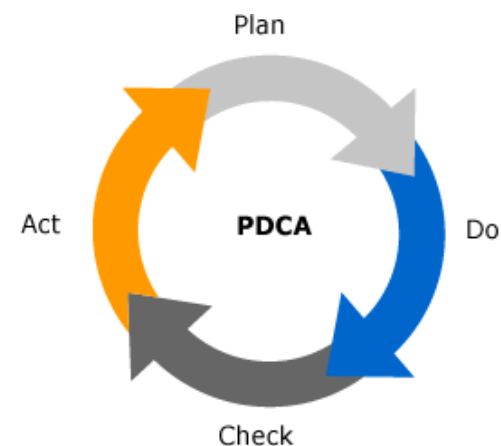
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On going collaborative improvement

Execution suggestions can be fed back to design

Data mining



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So what's next?

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Have you thought about social governance? rules and etiquette

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The role of trust

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How do you encourage people to take part?

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Can you believe what you read?

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Gamification

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"We're building a web where the default is social"

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Thank You!

Craig Willis, Nimbus

Hans-Martin Brandl, tibbr

Follow me @craigjwillis

<http://www.nimbuspartners.com>