



Collaboration by Design

Social Business Summit

Sydney – 2 March 2011

Cai Kjaer
Partner, Optimice
2 March 2011



Collaboration By Design - Finding the ROI of E2.0

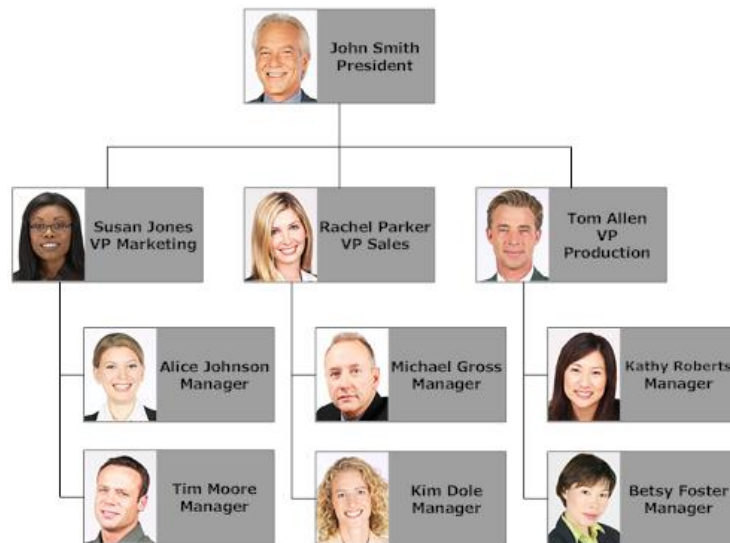
- **OPPORTUNITIES** are we addressing?
- How does Social Media **FIT** ?
- Did we make a **DIFFERENCE**?
- **ROI** of Social Media initiatives?



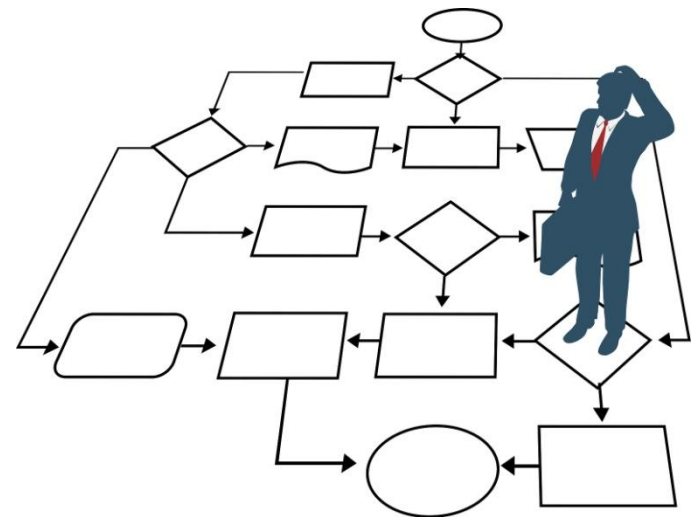
But let's start by talking about how work is really done...

Does 'structure' reflect how we really work?

Does the Organisational Chart reflect in our actual working relationships?



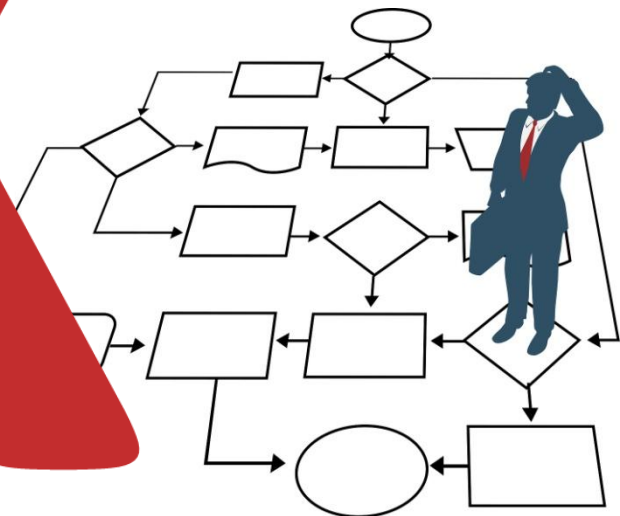
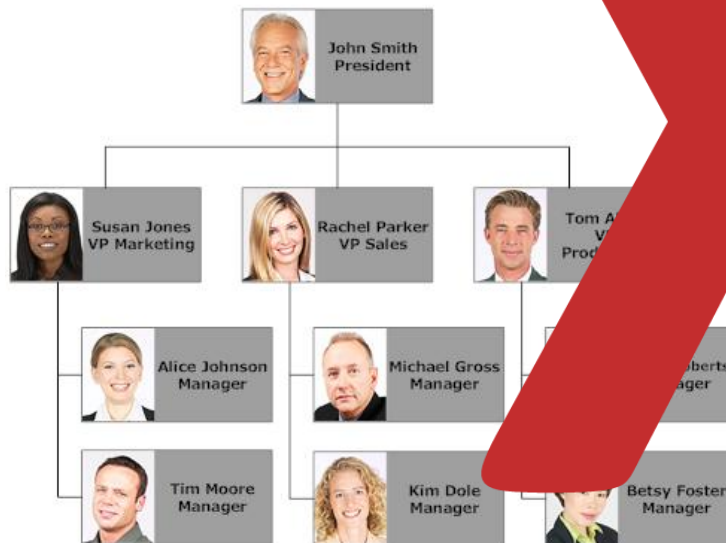
Does a Business Process Map reflect how work is done?



Does 'structure' reflect how we really work?

Does the Organisational Chart reflect in our actual working relationships?

Does a Business Process Map reflect how work is done?

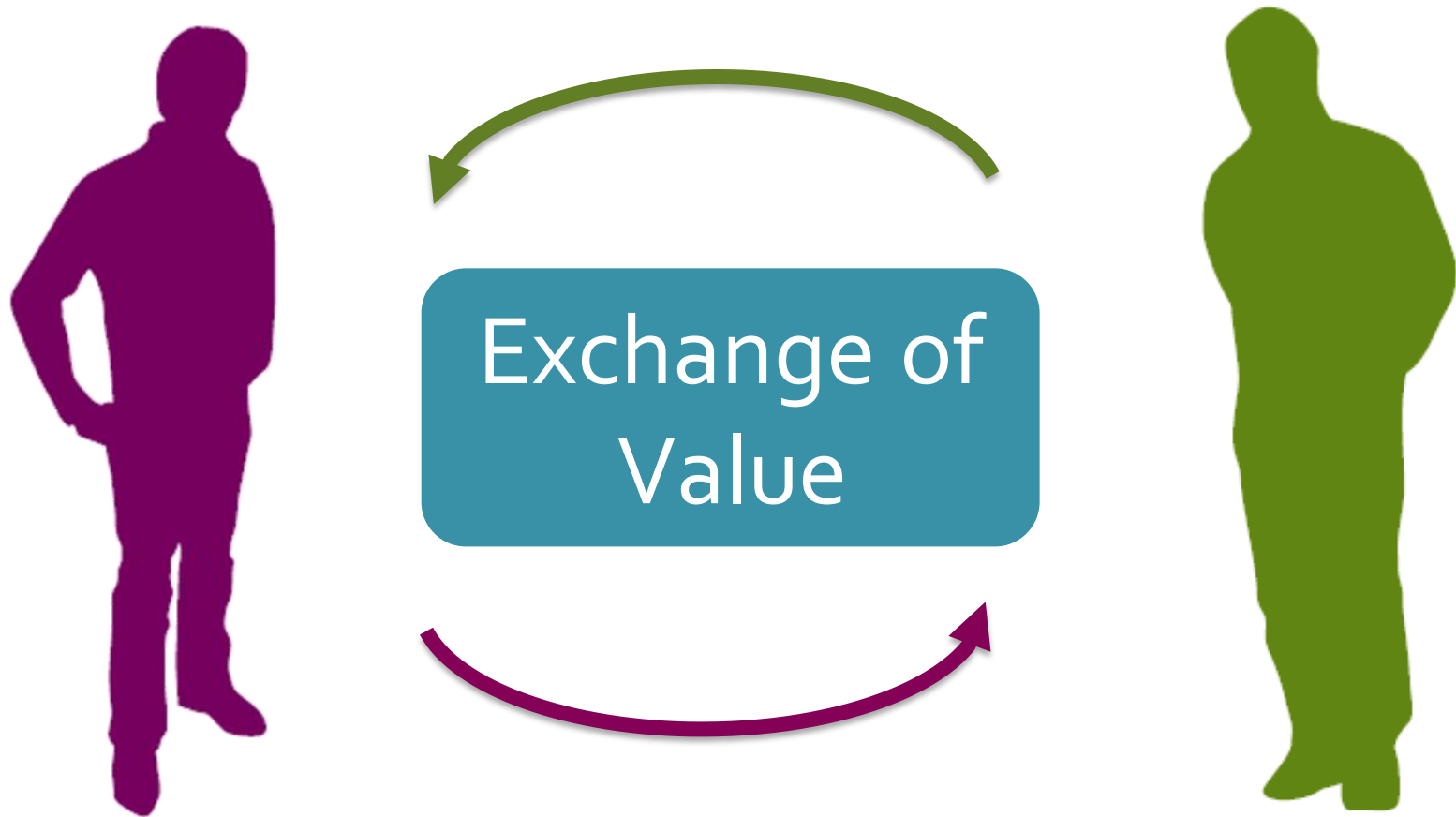


Does 'structure' reflect how we really work?

- Represents the only the formal organisation.
- Social Software popularity is increasing in the response to the dehumanisation introduced by e.g. ERP systems ('push')
- Social Software has a 'pull' effect because it allow people to connect and share.




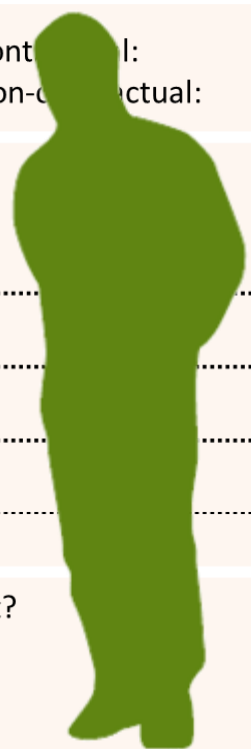
Collaboration across silo – Why would I want to work with you?



Working together – different perspectives on what value is.



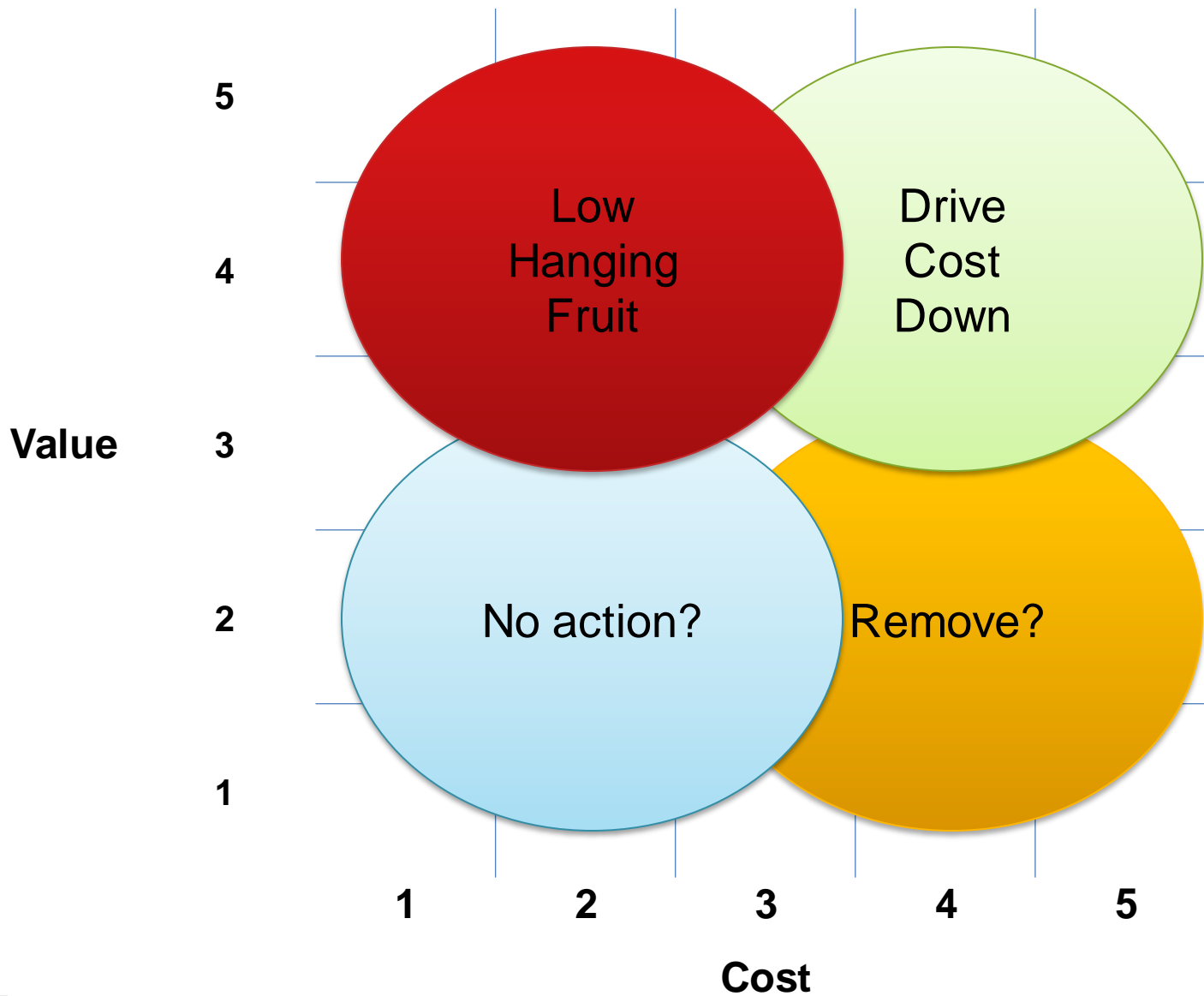
Partnership Scorecard™ identifies what generates value

The Partnership Scorecard™		OPTIMICE optimising business relationships	
Deliverable:		Contractual: <input type="checkbox"/>	Non-contractual: <input type="checkbox"/>
Description / Example:			
<hr/> <hr/> <hr/> <hr/>			
Role primarily receiving it?		Role accountable for delivering it?	
Value for recipient? (Please circle)		Cost of delivery? (Please circle)	
1 Low ← → High 5		1 Low ← → High 5	

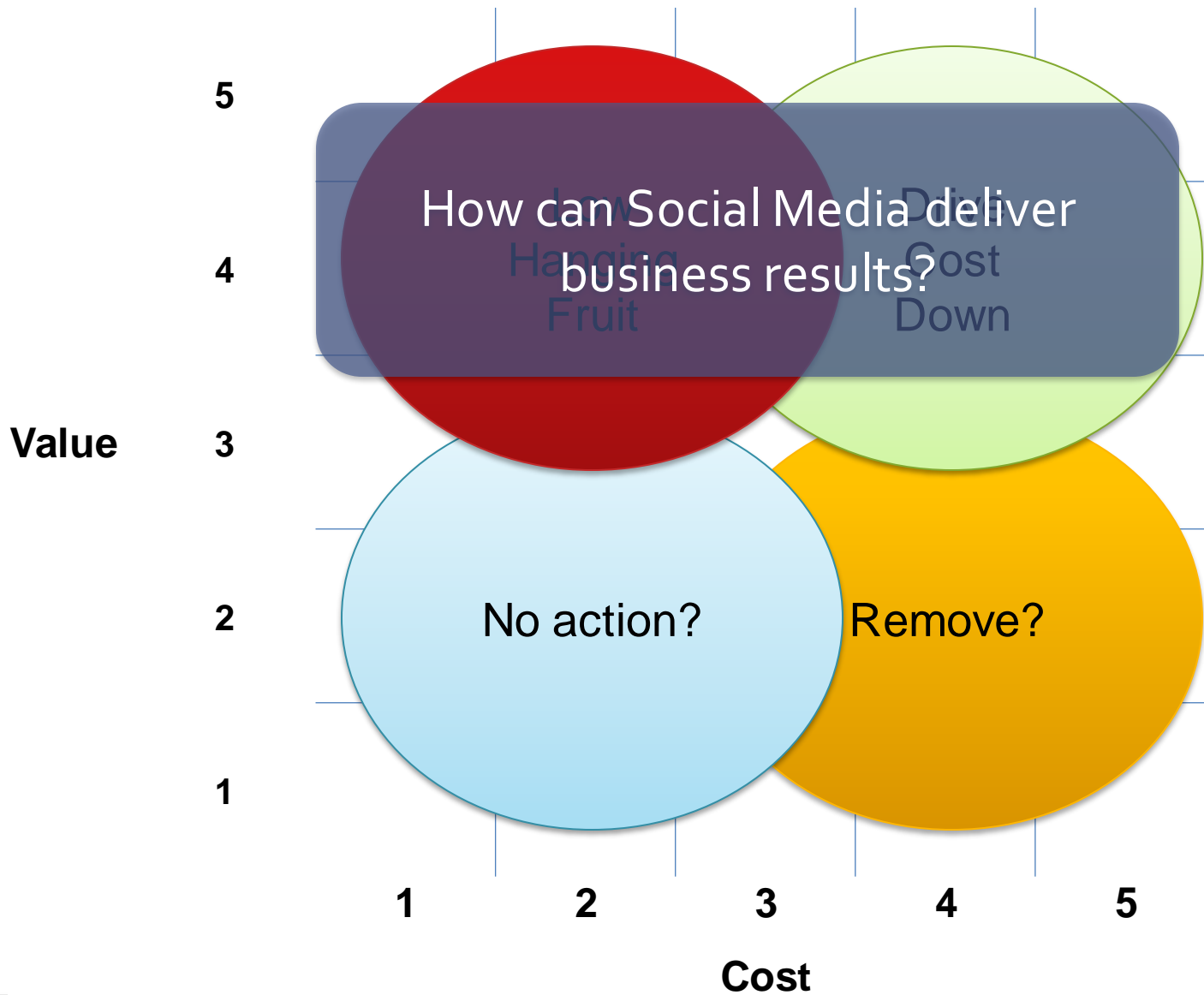
Peer-to-peer Collaboration: Two-way exchange of 'value'



Action Planning Matrix

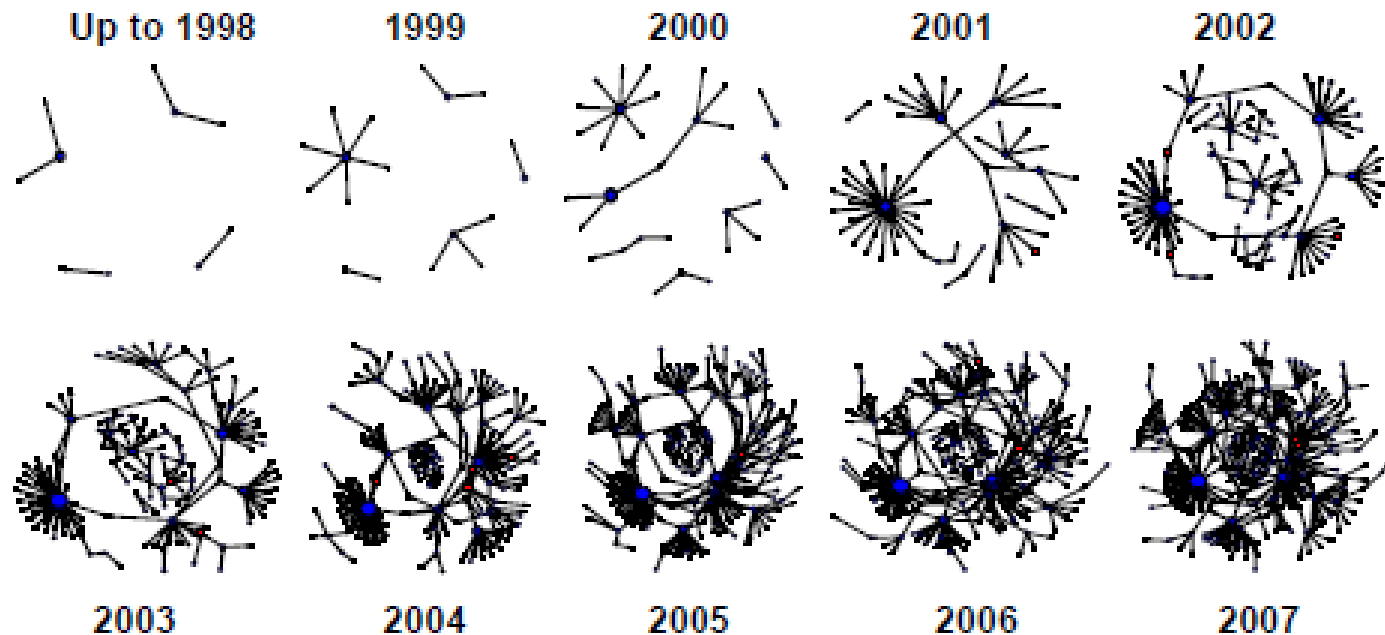


Action Planning Matrix



So – Did we make a difference: 'Connectedness' over time

- IT Outsourcing in Australia 1998 to 2007
- Visualisation allow us to quickly see changes over time



Social Media, Business Strategy and ROI


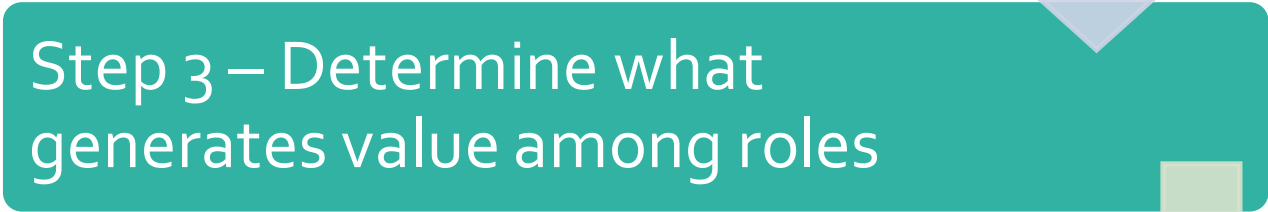
Step 1 - What is the high level business opportunity



Step 2- Determine the current collaboration patterns



Step 3 – Determine what generates value among roles



Step 4- Implement Social Media tools and processes



Thank You...

- Cai Kjaer
cai.kjaer@optimice.com.au
@caikjaer
0411 569 694
- See our visualisations of business networks at www.optimice.com.au
- Read our papers on Organisational Network Analysis, Social Media and Stakeholder Engagement – www.optimice.com.au/publications.php

The screenshot displays the Optimice website interface. At the top, the logo 'OPTIMICE' is accompanied by the tagline 'optimising business relationships'. A navigation bar includes links for HOME, ABOUT US, CONTACT, SERVICES, PRODUCTS, OUR METHODS, INDUSTRY NETWORK MAPS, PUBLICATIONS, COURSE, and FINESSE. A 'What's New' section highlights 'Mapping Yammer Conversations' and 'Engage with your stakeholders'. A video player is featured with the title 'Stakeholder Engagement' and the Optimice logo. To the right, there is a section titled 'Explore On-Line Visualizations of Business Relationships' with a list of publications and a network diagram.