



## Enterprise 2.0: Building and Leading a Social Business Executive Briefings and Workshops

Every company has pockets of Web 2.0 expertise—employees who are using socio-collaborative tools to find and connect with people in ways that were not possible in the past. If your organization is typical, these employees go home to use these tools; they can't access them inside the company's firewall, or they don't have permission to use them during the workday. But they know the value of these new ways to collaborate.

Our research has shown that there is still significant resistance to embracing these tools in a systematic, well-managed way in many large corporations. There is a lack of awareness or understanding among executives who lead these organizations, therefore a strategy for managing in this environment is yet to be formed. Many leaders still do not have a point of view of how or when to embrace these concepts; they are waiting to see how the Web 2.0 environment shakes out and what types of tools emerge as the winners.

By then it will be too late for many organizations to take a leadership role in their industry. Those who will deploy the game changing functionality are already experimenting today. As things settle down, these leaders will already have risen up the learning curve. They will have created the next playing field, and have gained the competitive advantage in their industry. The time to start learning about this new environment is now. IT in general, and the CIO in particular, are in a position to facilitate the discussion and guide the team towards a workable point of view on how to move forward in this space. The leadership team needs:

- **Awareness and Understanding** of the opportunities and risks of Web 2.0
- A **Point-of-View** on potential impact for your enterprise
- High level **Roadmap** of where to go from here and how to build a social business strategy

KP Partners offers executive briefings and full-day workshops at your location and we customize them for your team. We build interactive, content-full sessions for executives and senior leadership teams. We work with you to create a unique training and orientation session that will gently introduce your leadership team to socio-collaborative philosophies and methods and draw out ideas that will change the game for your company.

Sample Agenda for 2-4 hour briefing:

- Introduction and overview of the Enterprise 2.0 space (define the space, examine and differentiate components such as blogs, wikis, microblogging, social media and social networks)
- Case study examples and discussion (representative cases include *Why is Michael Dell on Facebook?*, *United Airlines Hates Guitars*, *Southwest Air and Kevin Smith*, *Zappos: Building a web-2.0 based company from the ground up*, *ComcastCares on Twitter*, *BethIsraelDeconess: CEOs who Blog*, *What Does Enterprise 2.0 offer BtoB's or Twittering and the Customer Experience*)
- Where to next (facilitated discussion about what this might mean/how it might impact your company, how to proceed, next steps)

It is important for senior executives to understand what is going on today, where social business is headed, and what they might want to do about it. Let us help you create that understanding.