



New Strategy for Enterprise Competitiveness

Christopher S. Rollyson and Associates

Strategy | Marketing | Innovation | Knowledge | Technology

The Social Network Roadmap

Driving Enterprise Demand for Social Software and Services

The Social Network Roadmap: Driving Enterprise Understanding and Demand



- Due diligence
 - Legacy technology
 - Business processes
 - Stakeholders
- Baseline
 - Current state results
- Benchmarking
 - Review open networks
- Governance
 - Policies & rules
 - Define boundaries
- Metrics
 - Measure pilots
- Adoption plan
 - Pilots, training
 - Alumni program
- Apply process innovation
 - Sales & BusDev
 - Client service
 - Recruiting
 - R&D & product development
 - Public Relations

End
State

Business Case

Adoption Strategy

Business Results

The Social Network Roadmap: Feasibility



Due Diligence (internal)

- Vision
 - Web 2.0 impact on your industry
 - How you look
- Identify stakeholders
 - Workers, partners
 - Internal customers
 - Investors
- Evaluate process suitability for pilots
- Feasibility of using RSS data

Baseline (internal)

- Evaluate current state
 - “Pfacebook”
 - Intranet
 - Connections
 - SharePoint
- Pinpoint critical internal data
- What’s missing

Benchmarking (external)

- Review open social networks
- Assess stakeholder activity & adoption
 - Current
 - Predict future
- Review in terms of business processes
 - What can we gain by interacting with stakeholders in open sites?
- Competitor review

The Social Network Roadmap: Feasibility

Feasibility

Strategy

Implement
-ation

Outcomes & End State

- Understand stakeholder activity in open networks
 - Where clients/customers, employees, partners and investors are spending their time
 - How they are using social networks, blogs and other Web 2.0 resources
 - Trends to project future adoption
- Assess competitor and partner activity
- Comprehend Web 2.0/social network adoption
 - Impact on your business: degree & timing of transformation
 - Management on learning curve
- Know feasibility of using external data internally

Deliverables

- Business case
- Plan for safely erasing internal-external boundaries

The Social Network Roadmap: Strategy



Governance

- Policies & rules
 - Confront fears
 - Define proprietary
 - Define what's shared where
 - Employees + (partner extranet)
- Security plan and procedures
- Legal, HR, process owners...

Metrics & Measurement

- Define means to measure pilots
- Test by measuring current state effectiveness
- Compare to baseline

Adoption plan

- Define future state
 - Plan to achieve
- Target business processes for pilots
 - Pilot scope, scale
- Select venues
- Select champions
- Plan training
 - Mentor program
 - Culture change
- Alumni program

The Social Network Roadmap: Strategy

Feasibility

Strategy

Implement
-ation

Outcomes & End State

- Plan to realize benefits while containing risk
 - Company stakeholders educated & engaged
 - Workable tools to measure current state and pilots
- Vision for current/future state
 - Adoption trends in your market space
 - Your adoption strategy aligned with business strategy
- Explicit adoption plan based on current/emerging social networking/Web 2.0 activity
 - Customers, employees, competitors...
 - Risks/rewards: adopt now or later
 - High-impact business processes/units selected for pilots

Deliverables

- Future state
- Milestones for cross-boundary data & use
- Goals for external networks
- Support program plans

The Social Network Roadmap: Implementation



Pilot

- Launch pilots
 - Charters
 - Champions
 - Participants
- Measure results
 - Fast iteration
- Publicize results
 - Influence stakeholders
- Support programs
 - Alumni, training

Scale

- Morph pilots into programs
 - Alumni, training
 - Reward systems
 - Use social networks to drive growth
- Formalize programs
 - Budgets
 - Teams
 - Accountability
 - Rewards

Integrate

- Mainstream social-networks work processes
- Reengineer legacy processes
- Solicit stakeholder-driven innovation
 - Products, services
 - Support processes
 - Business model
 - Businesses

The Social Network Roadmap: Implementation

Feasibility

Strategy

Implement
-ation

Outcomes & End State

- Risk-adjusted scaling of enterprise social networks
 - Leverage relationship-transforming technology-driven social changes
- Harness industry- and business-defining innovation
 - Engage employees, external experts, partners...
- Boost accuracy/speed to market of product and service introductions
 - Emergent research & collaboration
 - Inspire and enlist the crowd to spread excitement
- Seamless access to pockets of emerging markets demand

Deliverables

- Repeatable process for growing Web 2.0 programs
- Low recruit costs for best talent
- High profit
- Reputation as leader

Discussion: The Social Network Roadmap Can Drive Demand for Web 2.0 Offers

- Educating about value prop and lowering the perceived risk during Feasibility
- Connecting Web 2.0 “point solutions” with the overall picture during Strategy
- Integrating Web 2.0 solutions within a robust adoption process during Implementation



Learning More: Select Contact Information

Christopher S. Rollyson, Managing Director CSRA

- **Venture:** <http://socialnetworkroadmap.com>
- Personal: <http://rollyson.net>
- Journal: <http://globalhumancapital.org>
- Consulting: <http://rollyson.net/consulting/>
- Venture: <http://executivesguide-linkedin.com>
- LinkedIn: <http://www.linkedin.com/in/csrolllyson>
- Facebook: <http://profile.to/csrolllyson>
- Del.icio.us: <http://del.icio.us/csrolllyson>
- Twitter: <http://twitter.com/csrolllyson>
- Email: chris@rollyson.net
- Phone: +1.312.925.1549
- Skype: csrolllyson

Exploring Networks: Closed Enterprise Social Networks vs. Open Social Networks

Enterprise social network

Examples

- “Pfacebook”
- Intranet
- Connections
- SharePoint

Advantages

- Secure, controlled
- Safe proprietary info
- Exists now
- Familiar life cycle and vendors

Disadvantages

- Mediocre user-generated content
- Lack of “social” information
- No external

Open social network



- Seamless client connections
- Connect with external stakeholders
- Superior UGC
- Cross-boundary

- Risk of disclosure
- Lack of enterprise control
- Uncertain life cycle and vendors
- Whose information?

Exploring Networks: Serve Companies and People- Mash up Open and Closed Networks

