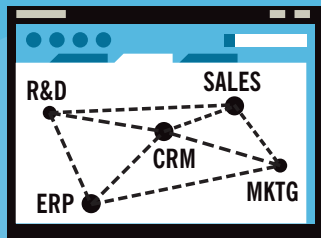


BUSINESS BENEFITS FOR:

- Marketing**
More playful, faster, responsive, streamlined and direct
- Sales**
Fluid and continuous relationships cultivated online
- R&D**
More agile, innovative with decreased dev cycles, increased opps for outsourcing
- Customer service**
More caring, direct, accessible — embraces and deals with mistakes
- Customers**
Have a say and know it — they feel the authenticity

CONNECT MORE DOTS:



KEY DIFFERENCES VERSUS TRADITIONAL BUSINESS:

- Greater acceptance of risk, failures
- Clear guidelines allow everyone to speak openly on behalf of company
- Democratization of information
- Leaders and experts can easily emerge
- Team-oriented, much flatter: exists beyond the org chart
- Greater business visibility: Info flows vertically and horizontally
- Comfortable with outward-facing communication

NEW BEHAVIORS IN INDIVIDUALS:

- More open to sharing
- Introverts become extroverts
- Diverse audiences join together
- Pride in being "the expert"

MASSIVE SHIFT FROM "ME" TO "WE":

- People "work out loud"
- Ideas are crowdsourced
- Openness is rewarded



Attitude change in individuals creates long-term impact on culture

- Things get done because people want to versus are told to
- Enables all to ask questions and get answers

SOCIAL BUSINESS IS A MARATHON — NOT A SPRINT:



Higher performance Greater achievement

IMPACT ON THE GLOBAL WORKFORCE:



- Better connected
- Break down barriers
- Manage cultural differences
- Easy to find experts
- Alignment & perspective
- Become more dynamic

DEFINING ATTRIBUTES OF THE SOCIALLY EVOLVED BUSINESS:

- REAL-TIME CREATIVE
- COLLECTIVE TRUSTED
- AUTHENTIC
- ENCOURAGING
- COHESIVE OPEN
- COLLABORATIVE
- TRANSPARENT
- CUSTOMER-CENTRIC

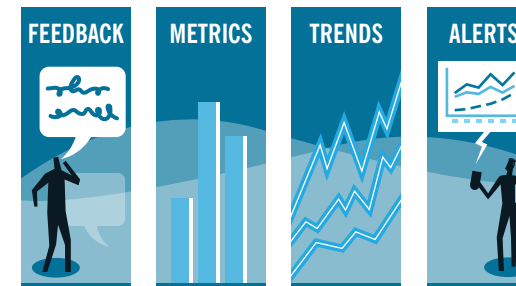
PAINS FELT BY ORGANIZATIONS THAT ARE NOT SOCIALLY-EVOLVED:

- Low employee engagement
- Opaque and misaligned
- Lack of creativity
- Keep reinventing the wheel
- Can't be nimble
- Can't capitalize on resources
- At competitive disadvantage
- Slow to change
- No perspective on future

ATTRIBUTES OF A SOCIALLY OPTIMIZED BUSINESS

What's different? Who benefits?

The social business is alive with energy and big ideas — you might call it a Renaissance for the information age. After decades of mechanistic, dehumanizing, process-oriented management dogma, progressive organizations are waking up to the disturbing truth that they've squeezed all the creativity out of their business. When companies embrace organic, passionate, socially-savvy initiatives, they blossom. Who benefits? Everyone.



INTELLIGENCE & INSIGHTS VIA DASHBOARDS:

EASILY ACCESSIBLE TECHNOLOGIES:



- Thinkers can release thoughts
- More questioning
- Less risk-averse

Culture that's more comfortable communicating, collaborating

NEW ROLES:

- Change Agent
- Content Editor
- Collaborative Consultant
- Community Manager

HELLO MY ROLE IS "EMERGENEER"

KNOWLEDGE MANAGEMENT VS SOCIAL BUSINESS:

- KNOWLEDGE MANAGEMENT:** Structured, not very useful; Capture of information; Taxonomy of knowledge; Top-down
- SOCIAL BUSINESS:** Gather 1st, organize 2nd; Capture of interaction; Folksonomy of knowledge; Community

Authenticity is everywhere

Overall improvement in business practice

BUSINESS BENEFITS FOR:

- Finance**
More innovative and transparent, can allocate resources better, give the department a human face
- Line Managers**
Proactive, have faster turnaround, work out loud, increase employee engagement
- Partners**
More connected and efficient, can be included in conversations



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