

Next Generation HCM

The convergence of Social Software with Enterprise Software

Social Software/Web 2.0 is ubiquitous

SAP

Pattern Tap
Fill up on good web

socialwork

YouTube

slideshare
present yourself

meinVZ

ODEO

loopt

Ping.fm

ZANNEL

yapta

unk BETA

yfrog
your images and videos on twitter

yiid

last.fm

twitpic
share photos on twitter

Tungle.me

Scribd

screenr

iGoogle

digg

LinkedIn

check.in

TypePad

traveload BETA
manage your mobility

NING

myspace

friendfeed

check.in

XING

vimeo

micromobs

PLAZES
Right Place, Right Time

yammer

orkut

plaxo

posterous

Gravatar

DOPPLR

StumbleUpon

TripIt

Gowalla

WordPress.COM

hi5

yelp

Doodle

jalku

FFFFOUND!

EVERNOTE

friendster

tarpipe

TAGGED

status.net wetpaint

foursquare

cubetree

tumblr

box

flickr von YAHOO!

plancast

ember

formspring.me

delicious
social bookmarking

twitter

Society

brightkite
facebook

github
SOCIAL CODING

PLURK

Blogger

remember the milk

ASKARO
ask around

Nozbe

yiid

The world now spends over 110 billion minutes on social networks and blog sites. This equates to 22 percent of all time.

GenY now outnumbers Baby Boomers. 96% of them have joined a social network.

There are over 200 million blogs; 54% of bloggers post content or tweet daily

#2 search engine is YouTube

78% of consumers trust peer recommendations; 14% trust advertisements

% of companies using LinkedIn as a primary tool to find employees....80%

More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook...daily.

Years to Reach 50 millions Users: Radio (38 Years),TV (13 Years), Internet (4 Years), iPod (3 Years)... Facebook added 100 million users in less than 9 months... iPhone applications hit 1 billion downloads in 9 months.

Enterprise 2.0

Definition: Social Software as used in “enterprise” contexts...In contrast to traditional enterprise software which imposes structure prior to use, enterprise social software tends to encourage use prior to providing structure ⁽¹⁾

Attributes ⁽²⁾ :

- Search: allowing users to search for other users or content
- Links: grouping similar users or content together
- Authoring: including blogs and wikis
- Tags: allowing users to tag content
- Extensions: recommendations of users; or content based on profile
- Signals: allowing people to subscribe to users or content with RSS feeds

**From information hording and
pursuit of individual interests**



**To information sharing
and collaboration**

Workers motivations and expectations



Workers demand Enterprise 2.0 applications within the organization

Keep me
interested and
engaged

Give me the
opportunity to
prosper and grow

Let me collaborate
and use my
network to get my
job done

Let me use tools
I'm used to

Show me my
contribution is
valued



Some social software is already leveraged

External Networks

- Recruiting: using networks to find candidates

Content Management

- Learning: using collaboration to share knowledge

Conceptual usage:

- Performance management: 360 appraisals



But they are specific to the individual application

And not a part of the larger social network of the organization

Full Convergence

One social platform with direct links to HR applications



Employees

I maintain my profile for all to see

I want to know what my company knows about me. I want them to have an accurate picture of me and my capabilities

I use my network for everything I do

I want to be valued for my contribution

People can find me, I can find people

What I do is linked directly to my performance and development goals

The system pushes information about my network so I can make better decisions

Guidance to identify career and development options



Managers

I know what my employees are doing, who they're helping, and how they're contributing

Information for accurate appraisals is consolidated in one place, not scattered across multiple systems.

HR

Better profile information enables better planning, analytics, and decision making.

Usage of networks and collaboration tools to manage HR programs and strategies

Where to start?

An HR area that

- ✓ Enables people to prosper and grow
- ✓ Fosters employee engagement
- ✓ Is of high interest to people and thus leads to quick adoption
- ✓ Is a pain point today or will become one if we don't do anything
- ✓ Will benefit most from social media capabilities



Performance and Career Development

Next Generation HCM

Leveraging all paradigm shifts



From...

To...

Focus on the process

People-centricity

Linear Workflows

Collaboration

Data Collection

Analytics and insight

Word-of-mouth

Profiles, networks, publishing

Desktop portals

Anytime, anywhere access

Next-generation HCM Qualities

I can manage my career, my development, my personal data

We use collaboration to get work done, archive results and to gather performance feedback

We have access to data to enable effective planning, measurement, and performance against KPI's

People know who I am, where I am, and what I can do

All relevant HR processes are made available to me in my device of choice

Intel

- In late 2005, Intel engineer Josh Bancroft was looking for a tool that his colleagues could use to share company information.
 - Historical information or the progress of internal projects.
- Inspired by Wikipedia, the online encyclopedia assembled by users around the world, he devised *Intelpedia*, an internal Web site that draws on the input of employees from across the company.
- In a year *Intelpedia* had accumulated 5,000 pages of content and garnered over 13.5 million page views.
 - "Employees can be frustrated that somebody else edited their work," says Jeff Moriarty, collaboration technical architect of Intel's information technology group. "It's a disruptive capability—it shakes things up."



Web 2.0 University™



TransUnion

- One of the big 3 credit report companies in USA
- \$50,000 on a social networking platform
- Estimated \$2.5 million in savings in less than five months

CTO John Parkinson:

"It was never very clear to us, looking in, who the authoritative sources were, who was good at solving problems. Now we can see a lot of that because we're starting to see patterns emerge, to see who's following whom, who's the good source of questions, who offers good answers. All those things that you sort of know by the grapevine, we now have data for."



Web 2.0 University™



Forrester forecasts robust corporate spending on Web 2.0 software – including blogs, mashups, podcasts, RSS, widgets and wikis. It projects global Web 2.0 spending growth at 43% annually — from \$764 million in 2008 to \$4.6 billion in 2013. While \$4.6 billion looks like a big number, it's only a tiny fraction – less than 1% — of global corporate spending on enterprise software.

Source: <http://www.throwingsheep.com/blog/?tag=human-resource-management>

Activity pyramid: Online pursuits by generation

2.0

1.0

Active engagement with social media
(visit SNS, create SNS profile, create blogs)

The majority of teens and Gen Y use SNS, but fewer maintain blogs. Less than a fifth of online adults older than Gen X use SNS.

More advanced online entertainment
(download videos, music and podcasts)

More advanced communication and passive social media use
(instant messaging, visit SNS, read blogs)

Basic online entertainment
(online videos, playing games)

While there are always exceptions, older generations typically do not engage with the internet past e-commerce.

E-commerce
(online shopping, banking, and travel reservations)

Research and information gathering
(product research, news, health and religious information searches)

The vast majority of online adults from all generations uses email and search engines.

Email and search