

frank.

areyoufrank.com

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Vulnerability

Transparency

Perpetual Beta

Authenticity

Unstoppable BUBIA

[Be Unreasonable! Be in Action!]

Holistic

Let Go

Meritocracy

frank.

Responsibility

Zero Distance

Soul/ Role

Co-Creation

Participation

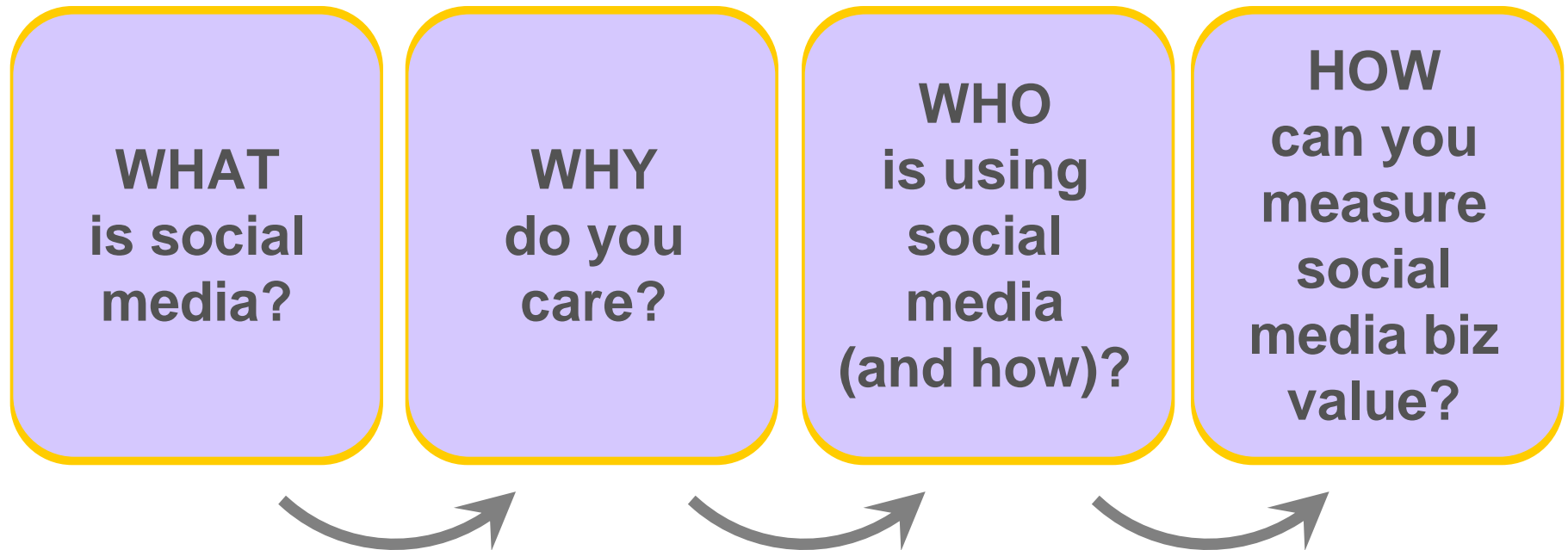
User-Generated Content

Voice Amplified

today:

tone: Informal, Conversational, Co-Creation >> a la web 2.0!

topics:



today:
what would you add?

25% of the U.S. workforce is
nearing retirement age.
(and Gen X and Y-ers
taking their place
work differently.)

- SHRM Magazine, September 2008

trust in “a person like me”
increased from 20% in 2003 to
58% in 2008.

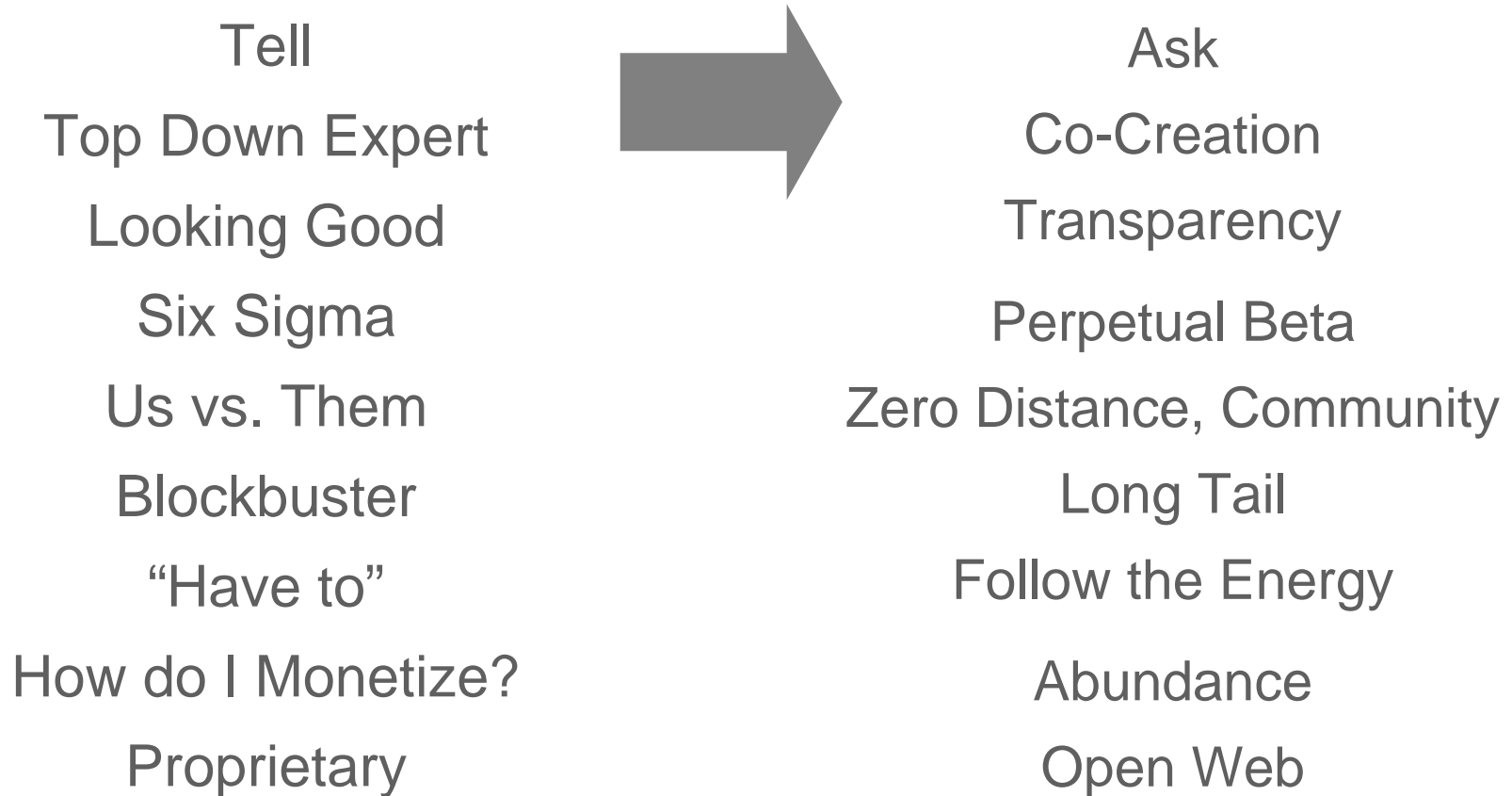
- Edelman Trust Barometer

only 11% of employees
are highly committed
to their organizations.

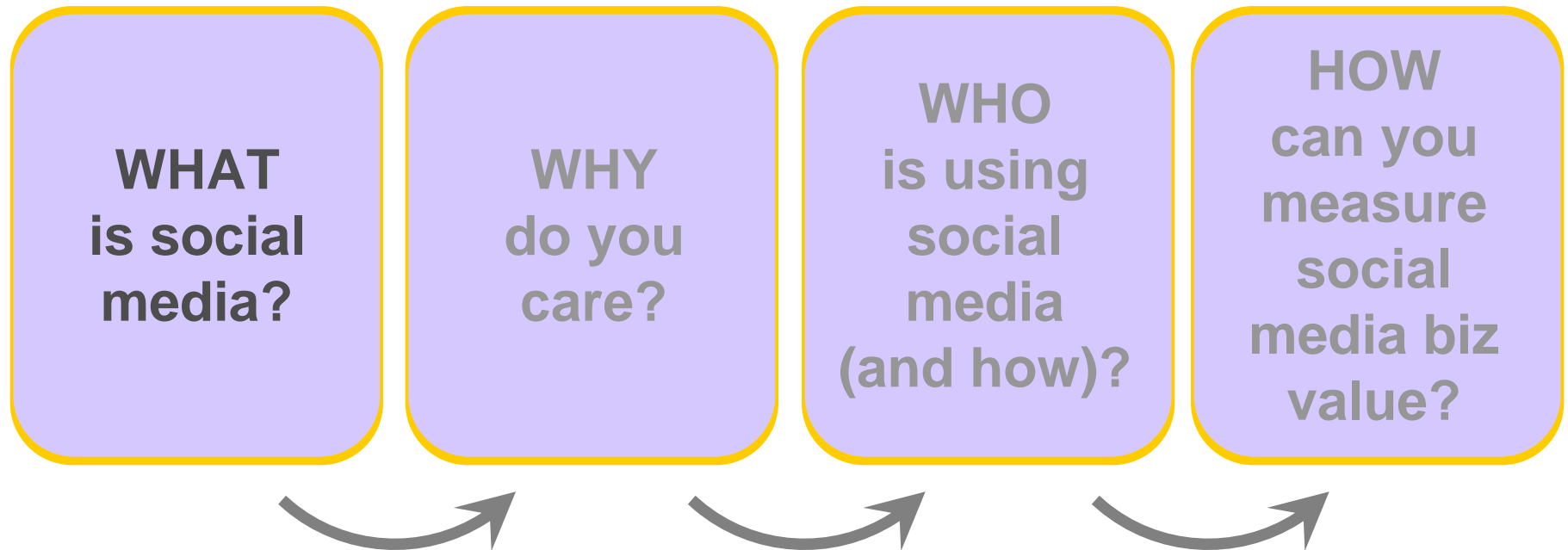
- Corporate Leadership Council

so what's happening?

values evolution



> **today:**



> **what is social media?**

“Web 2.0 refers to a supposed second generation of Internet-based services ... that emphasize online collaboration and sharing among users.”

“The Web as a robust platform for innovation across many media and devices—
—from mobile to television, telephone to search.”

“Dotcom [Web 1.0] was about 'taking.' Web 2.0 is about 'giving.’”

“Web 2.0 is the next generation of Web technologies focused on user collaboration, information sharing and improving user experience.”

“Web 2.0 is made of people!”

tools > examples

Blogs



Wikis



Social Networks



RSS Feeds



D. Forums, Polls



tools > examples

Video Content



Photo Sharing



Podcasts

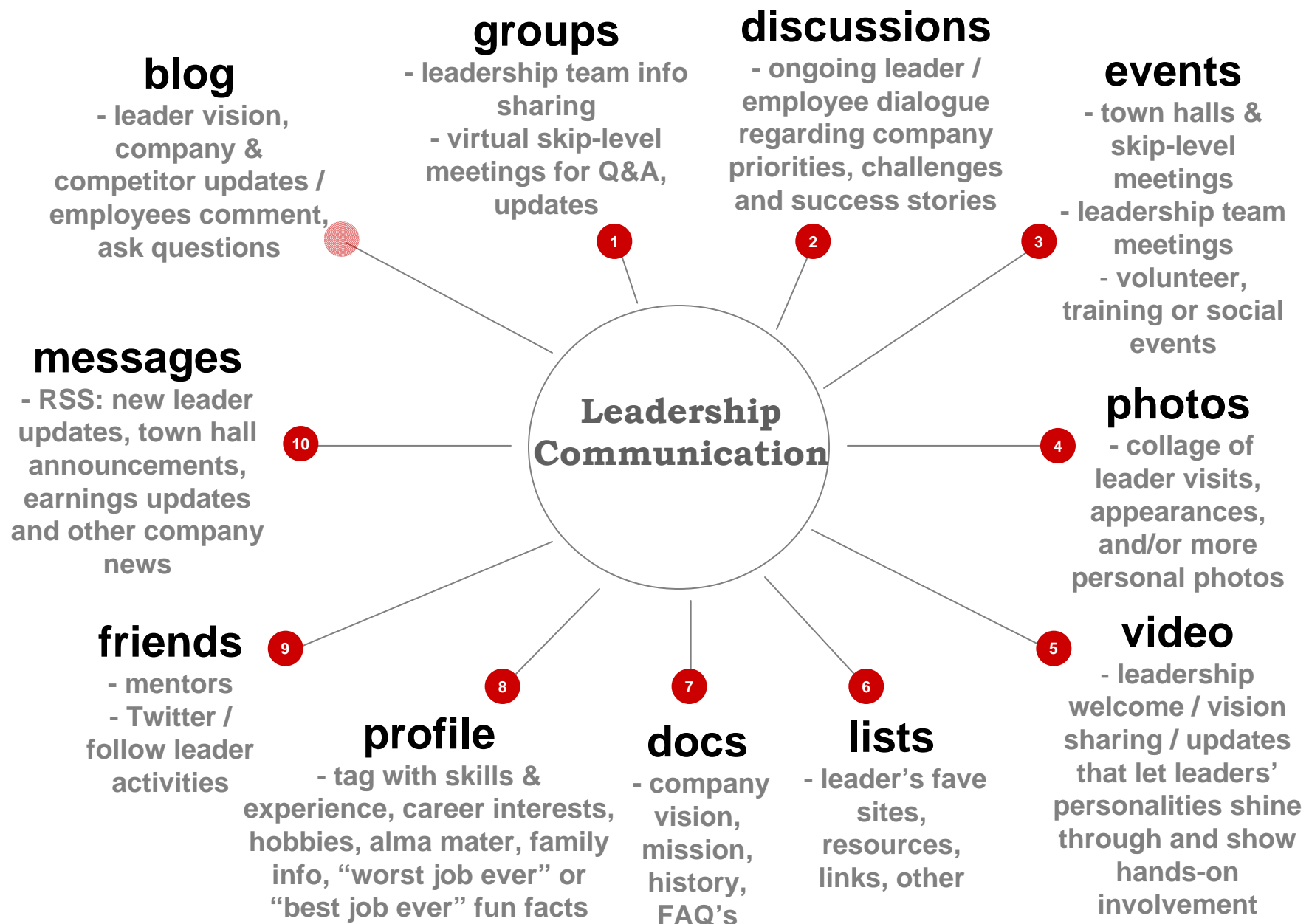


M-Learning



Buzz Monitoring





> example – leadership communication

The screenshot displays the FINNEGANS website interface. At the top left, the logo reads "FINNEGANS" with "IRISH AMBER" below it. A navigation bar includes "Good Times" and a menu with items 1 through 7, each in a red circle. To the right of the menu are links for "Registration" and "Login".

On the left side, there is a large image of a glass of beer with a white head of foam. Below the image, the text reads: "100% OF PROFITS ALWAYS GO TO LOCAL CHARITIES. CHEERS." Below this is a "Register Now!" button with a "Register" link. At the bottom left, there is a "Username" input field.

The main content area features a central heading: "THE GOOD TIMES JUST GOT BETTER". Below this is a welcome message: "Welcome to FINNEGANS new online community, FinnegansFamily.org." This is followed by a paragraph: "In this section of our website, you'll get up-to-date event info, see volunteer opportunities, be able meet other friends of FINNEGANS, join a group or create your own, and see and share photos, (remember that pub crawl? Yeah, we got pictures..), find out about volunteer opportunities and so much more!" Below the paragraph is a decorative flourish and the text: "Cheers to good times!".

On the right side, there is a "Welcome to FINNEGANS online community." message with the subtext: "Share a story, a photo or a pint." Below this is a logo featuring a green shamrock inside a circular frame with a ribbon. At the bottom right, there is a green box with the text: "HEY MEMBERS! VOLUNTEER FOR BEER".

> example – leadership communication (continued)

FINNEGANS
IRISH AMBER

Signed in as jprescott | [Sign out Completely](#)

Good Times | Groups | Discussions | Events | Photos | Videos | Lists | Documents

My Profile 8

Open template editor

Write a profile headline

Username: jprescott

Real Name: Jacqueline Prescott

Location: Chanhassen, Minnesota

Tag Headline: [redrocks](#) [winwizard](#) [3mindfac...](#) [energymap](#) [highroad](#)

You can describe yourself anyway you wish! Go ahead, spill the beans!

Lists 6

[Browse all lists](#) »

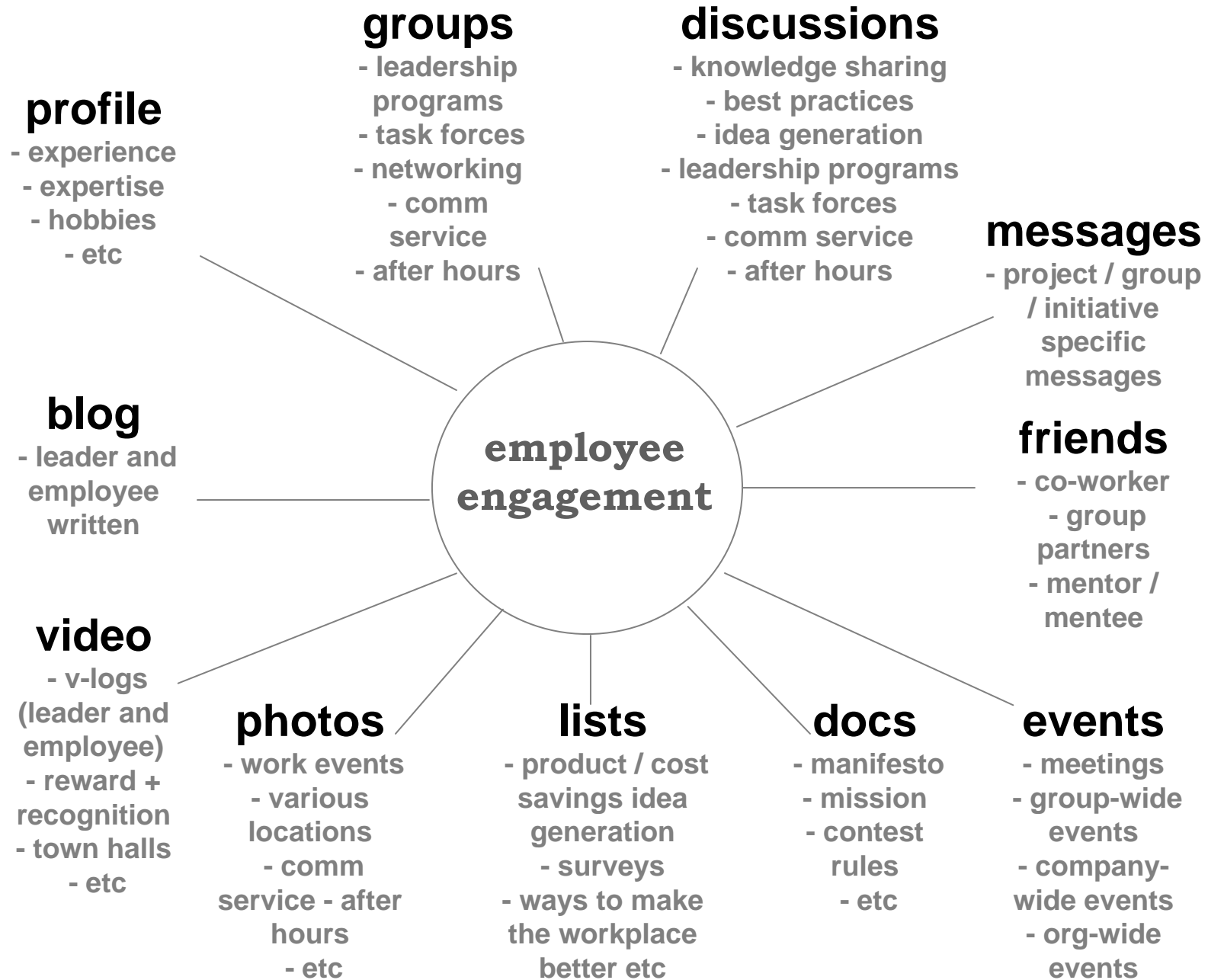
Photos 9

My Friends

- [Markus](#)
Minneapolis, Minnesota
- [maggiefinnegans](#)
Minneapolis, Minnesota
- [ekratochvil](#)
Minneapolis, Minnesota

100% OF PROFITS ALWAYS GO TO LOCAL CHARITIES. CHEERS.

- My Profile 1
- My Groups 2
- My Discussions 10
- My Messages
- My Friends





profile

- experience listing / talent locator
- get-to-know-you: hobbies
- find a mentor
- talent management

blog

- project research / background
- project status updates
- notes from the trenches
- day in the life

video

- v-logs (leader and employee communications)
- reward + recognition contests
- town halls & archives

photos

- team events
- product damage for continuous improvement
- how-to (or how-not-to) photos

lists

- helpful sites
- "who will" lists

docs

- charter
- status updates
- issues log
- lessons learned
- knowledge repository

events

- team meetings
- functional COE meetings
- status updates
- town halls

groups

- leadership programs
- task forces
- networking
 - comm service
- after hours

discussions

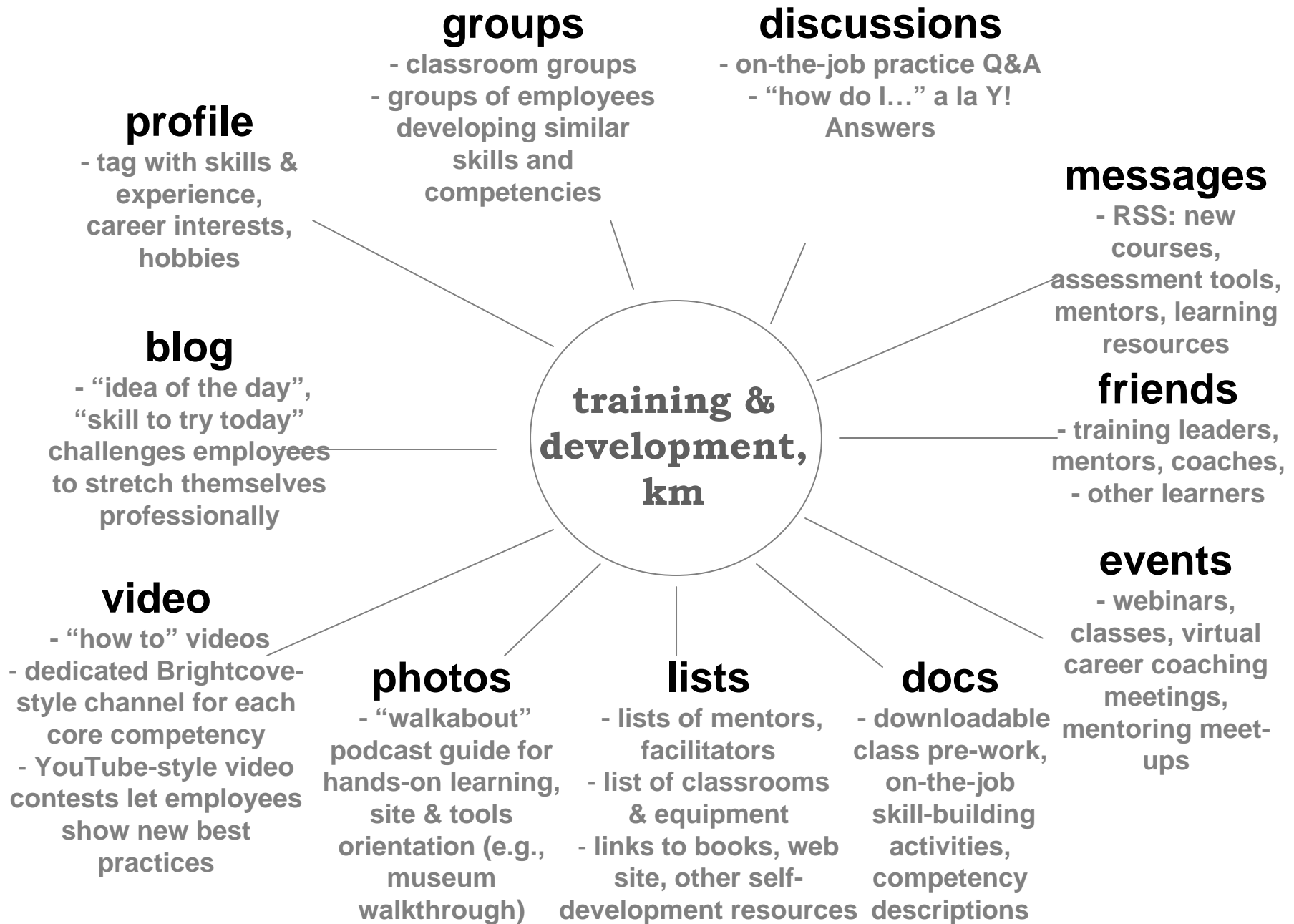
- problem-solving
- best practice knowledge sharing
- idea generation

messages

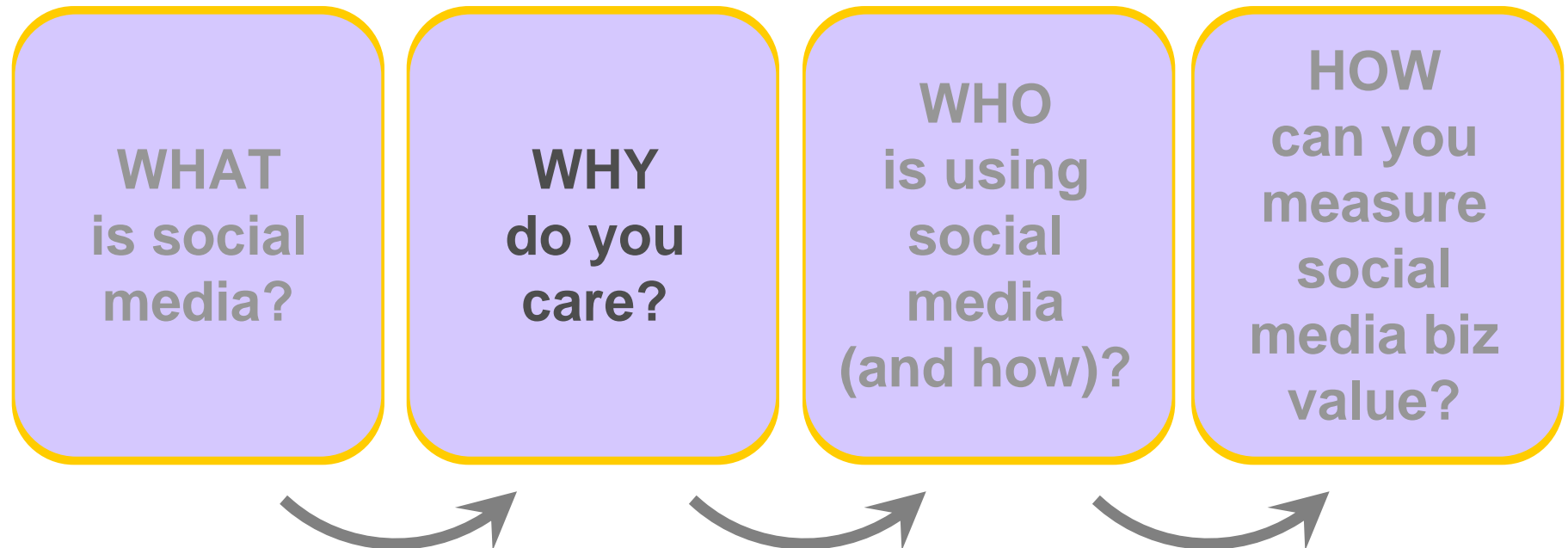
- project / group / initiative specific messages

friends

- project members
- skill mentors
- lessons learned buddies



> **today:**



Blogs and consumer networking
are consuming
more online time than
checking & writing personal
email.

- Nielson Online, March 2009

**Growth in social networking is
being driven not by the young,
but by the middle-aged.**

- Nielson Online, March 2009

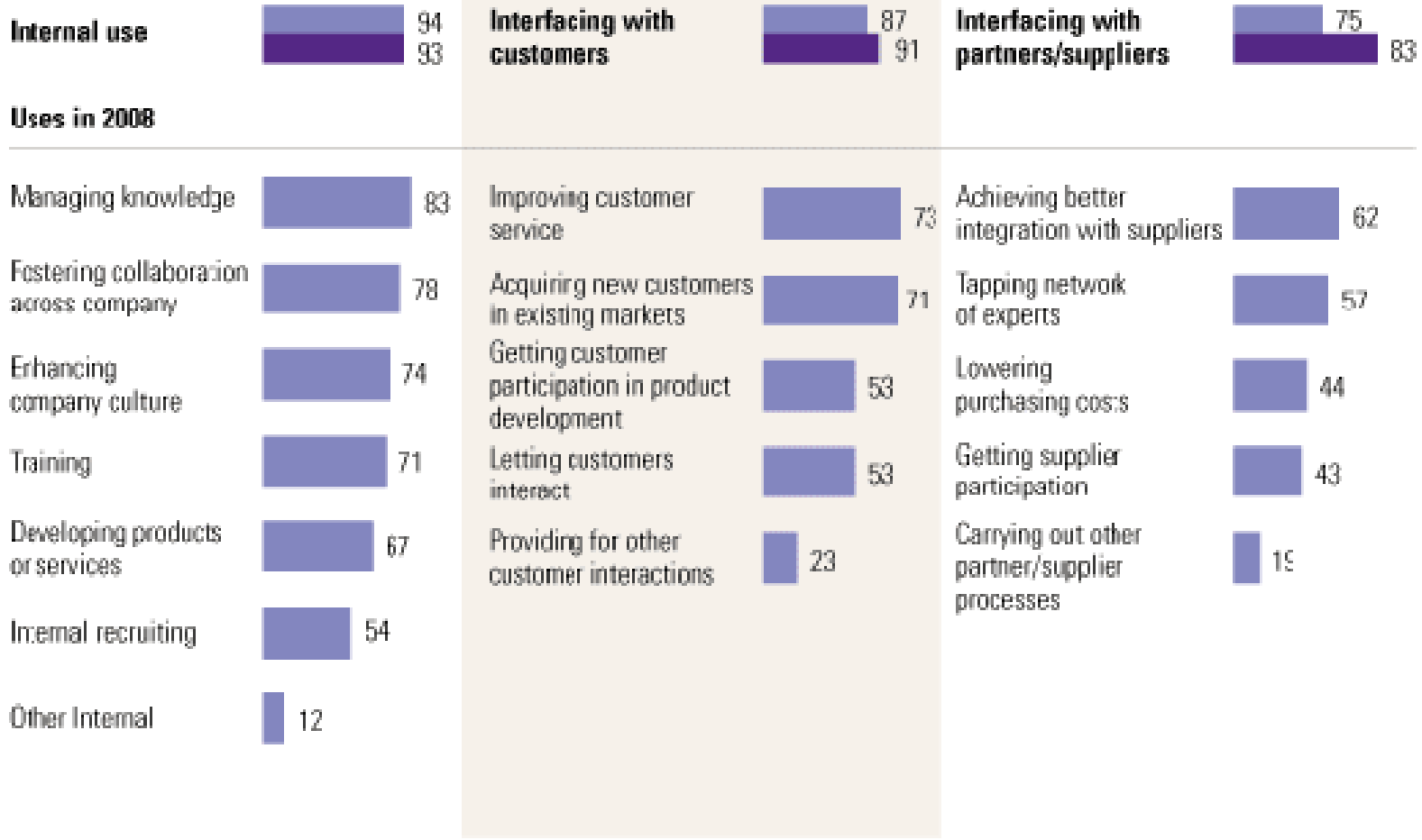
42% consider Web 2.0 a **driver**
of **competitive advantage.**

- McKinsey Quarterly, July 2008

> common business applications

% of respondents

■ 2008, n = 1,446
 ■ 2007, n = 1,894



> collaboration framework

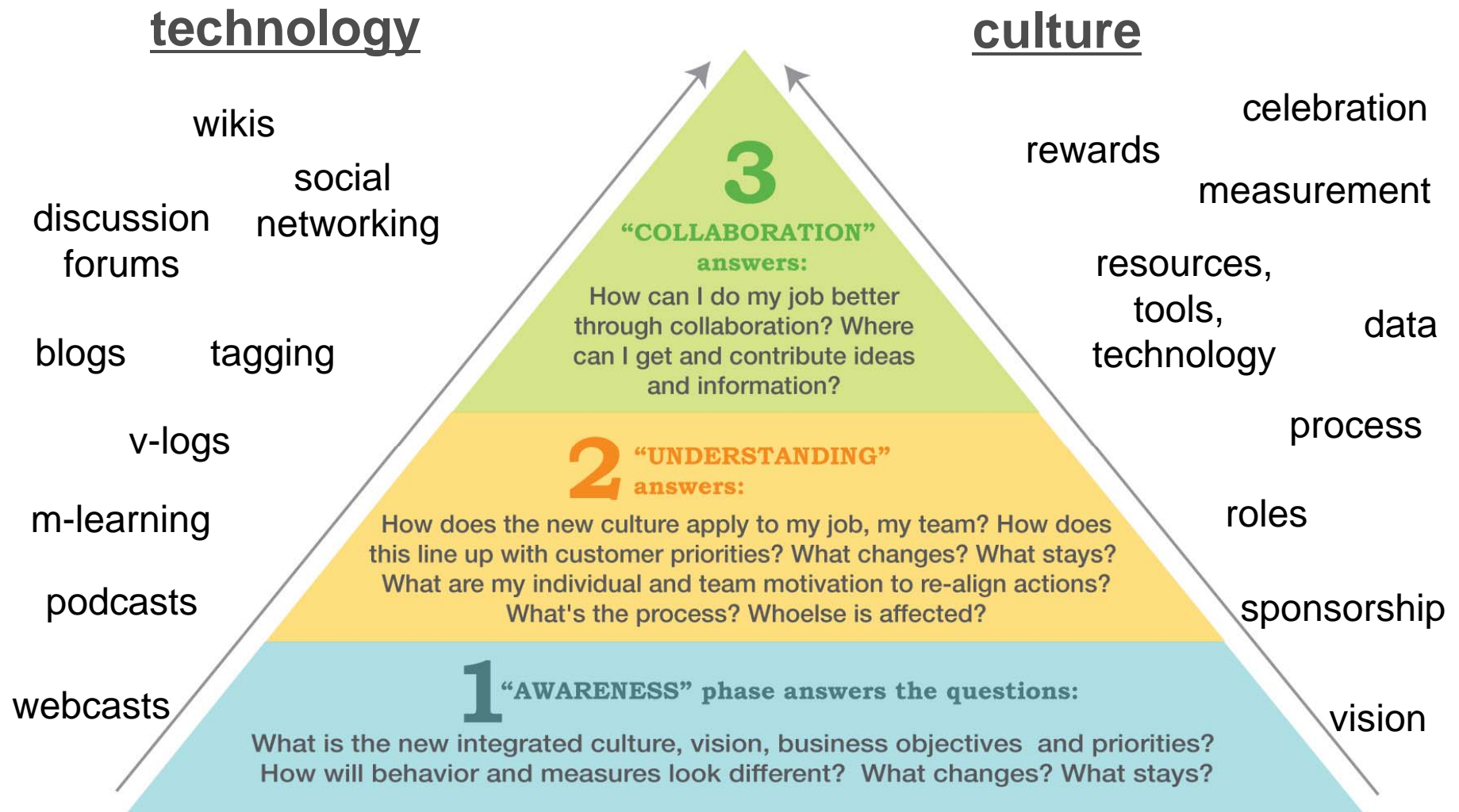


> collaboration framework

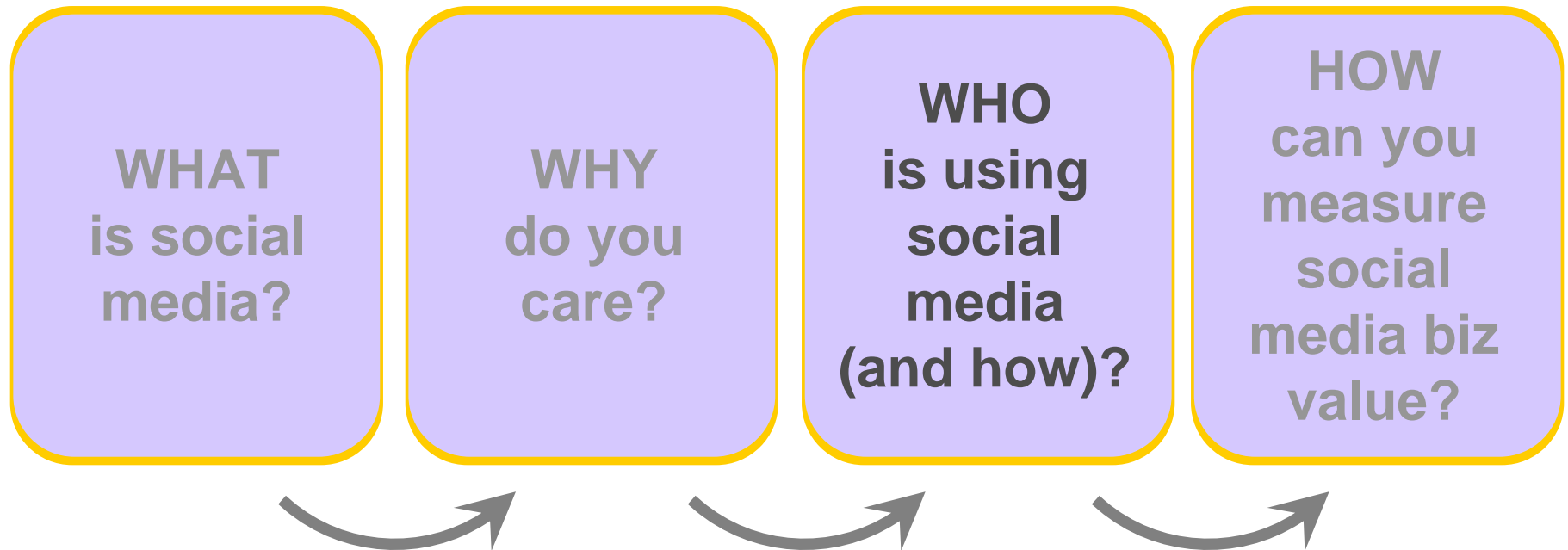
technology



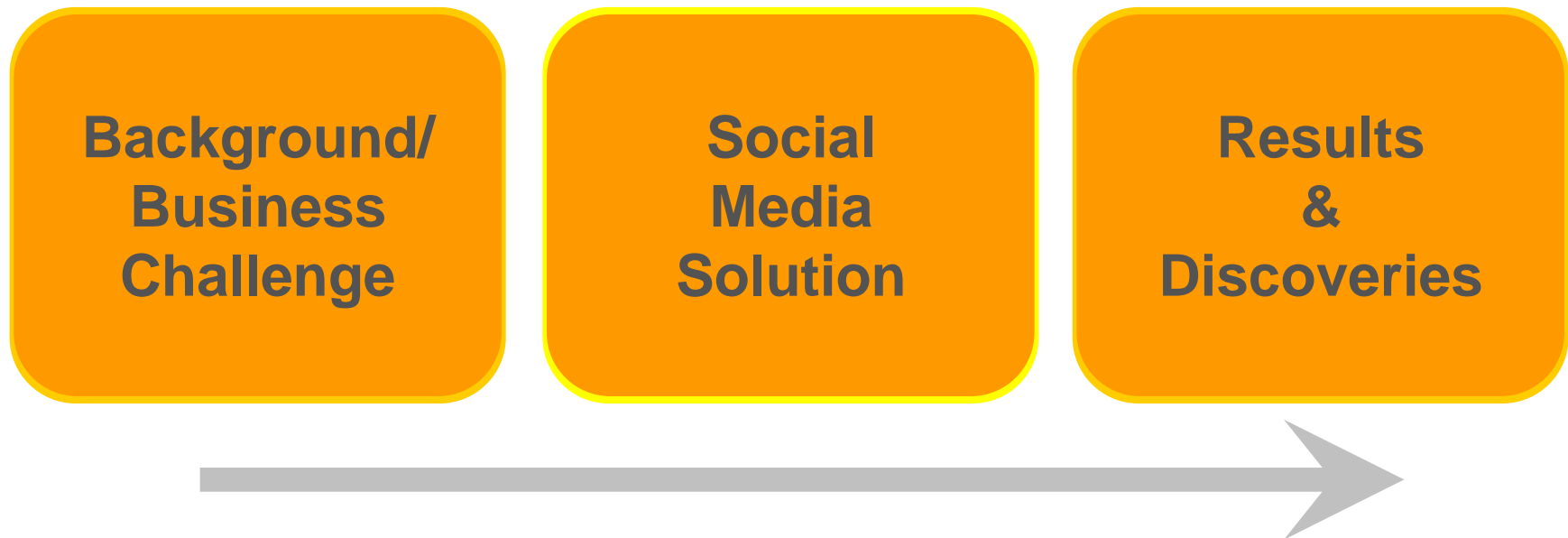
> collaboration framework



> **today:**



> WHO is using social media (and how)?



background / challenge

- Four global CIO's in three years – each with a new strategy, set of priorities and organization structure.
- Employees worldwide and across hundreds of brands needed one direction and vision to follow.
- Newest CIO wanted to bring social media into the organization's technology portfolio.

global food manufacturer

The screenshot shows the myPEPSICO website interface. At the top, there is a navigation bar with links for Home, About PepsiCo, My Groups, Pay, Benefits and Career, Services, and Forums. Below this is a section titled "PepsiCOLLABORATION" with a logo. The main content area features a "Be Part of the Possibilities" banner with a globe icon and a "What's Hot" section containing three placeholder text blocks with "Get More" buttons. A video player is visible on the right side of the page, showing a man in a suit. The bottom of the page includes a footer with navigation links and a "Share with a Friend" button. The browser's taskbar at the bottom shows the Start button, several open applications, and the system clock.

- 1 Executive videos define the new culture, keep employees focused on the organization's vision.
- 2 "Hot" news communicates organizational progress toward the vision.
- 3 Organizational announcements keep employees up to date. Employees also share their own local news.
- 4 CIO blog offers insight into the new culture, and allows employees to ask questions, and provide input.

successes & discoveries

:-D (well done!)

- Small is beautiful: start with a clear and limited scope
- Follow the “Bambi” principle: know your subjects, audience; Live with them, follow them, get into their heads
- Great communication and a fabulous sponsor / champion make the impossible (e.g., concept to go-live in 16 weeks) possible

:-O (gasp!)

- You’re not done when you’re ‘done’ – it’s important to have proactive conversations about implementation needs *and* post-implementation care and feeding
- Mix of online + offline = most effective
- Global cultures need different planning vs. USA-only: multiple languages, network server access, message timing synchronization

background / challenge

- Financial services M&A's were leading to lack of strategic clarity and individual process / role confusion.
- External brand misaligned with internal brand caused employee frustration, cynicism, dis-engagement.

global financial services company

The screenshot shows the ING 'easieriseverywhere' website. At the top left is the ING logo with the tagline 'Your future. Made easier™'. To the right is the slogan 'easieriseverywhere' with a 'WORK IN PROGRESS' badge. A navigation link 'Back to ING Exchange Feedback' is at the top right. The main content is divided into three sections:

- 1 * THE CHRISTIE SHOW**: A section with an orange background. It includes a photo of a woman wearing orange glasses. Text: 'Take a 5-minute easier break. Christie is on the prowl for easier success stories around ING. Next up, the Orange Express helps the Life business speed up cycle time.' Links: 'Watch the newest episode' and 'About the Christie Show'.
- 2 IT'S EASIER ON THE BENCH**: A section with a blue background. Text: 'We asked. You answered! Read your "easier" ideas — for everything from travel and business to "around the house" and health & wellness. It's a daily reminder of life made easier!' Link: 'See today's tip'. Below is a 'WALKING THE TALK' section with a photo of a person and a bowl, and a handwritten note: '© T.C.B. MAKING THINGS EASIER? RING THE BELL, AND LET EVERYONE KNOW!'.
- 3 Rough Draft**: A section with a yellow background, styled like a notepad. Title: 'How do you sell yourself?'. Date: '03/01/2007 02:35 PM'. Author: 'By: Solomon Davis'. Text: 'Last week's spirited discussion about the type of commenter/employee that you are brings up a related question. How do the opportunities, exposure and rewards you receive (or lack thereof) contribute to the lens through which you view everything else at the company?'. Text: 'About a month ago, I attended a seminar aimed at identifying factors beyond performance that determine individual success at a company. The presenter informed the group that 60 percent of individual success at a company comes from getting exposure for the job that you are doing.' Links: 'Read entire post', 'Share your comments', 'All recent posts'.

1 Short, humorous webisodes showcase teams putting the value proposition into action, and inviting others to meet the same challenge.

2 A series of success story articles feature employees who are living examples of the new culture.

3 Employee-written blog shares grass roots viewpoint, takes the pulse of the new culture, allows Internal Communications to quickly course-correct any employee mis-perceptions.

successes & discoveries

:-D (well done!)

- Employee-generated conversation builds instant trust and credibility
- People are social: a mix of professional and personal topics is the most effective cocktail for generating involvement
- Make it easy for people to participate: link from home page, visible sponsorship, obvious business tie-in
- If the content is compelling enough age doesn't matter. Baby Boomers will be your biggest fans.

:-O (gasp!)

- Take time for the legal conversations, especially in security-conscious industries
- The organization has to be stable enough for information and conversations to remain relevant

background / challenge

- Fuel prices driving commodity and distribution prices up, squeezing margin and profits.
- Chairman and CEO wants every employee to emotionally engage and take immediate action to reduce waste.

global food manufacturer

The screenshot shows the myPEPSICO website interface. At the top, there's a navigation bar with links like Home, About PepsiCo, My Groups, Pay, Benefits and Career, Services, and Forums. Below this is a section titled 'PepsiCOLLABORATION' with a sub-header 'Be Part of the Possibilities'. The main content area is titled 'Community: The Network' and features a central message: 'Welcome to Collaboration Central! From breakthrough, cost-saving ideas to simple action steps that improve efficiency to open conversations with your colleagues and friends, join the collaboration and watch progress in action. It's your ideas and insights. Your knowledge and know-how. All right here!'.

Four numbered callouts are overlaid on the page:

- 1** **Have a Cost-Saving Idea?**
Share it now! Tell us how you'd do things better, faster, cheaper and greener around here. The leadership team is reviewing ideas regularly, ready to act, so add yours to the mix today!
[Share Your Idea](#)
- 2** **Already Blazed a Trail?**
Show others the way! Click here to share where you've cut costs, slashed excess and made a difference to the big picture. Send in your photos, videos, anecdotes — tell your success story now!
[Toot Your Horn](#)
[Read the Raves](#)
- 3** **Ready to Commit Today?**
Do it here! Tell us how you'll gain efficiencies, work creatively and think progressively right this moment. Hey, the small steps add up. Click here to share the wealth.
[Raise Your Hand](#)
- 4** **Have More to Say?**
Check out the original forum! Post your take on best practices, food for thought, quick polls and more. It's ongoing conversation and collective brain power at its best. All that's missing is you!
[Join the Discussion](#)

At the bottom of the page, there are navigation links: Home, Conversation: Read the Blog, Community: Join the Network, Connection: Explore Our World, Coverage: Get the News, and a link to 'Share with a Friend'.

- 1 Users share ideas and tips that are reviewed by leadership, offering potential for sharing and recognition.
- 2 Users offer concrete examples so that others can follow suit.
- 3 Individuals pledge personal commitment to single steps supporting the vision and goals.
- 4 Continuous improvement information is gathered via polls, anecdotal feedback, overall conversation monitoring.

successes & discoveries

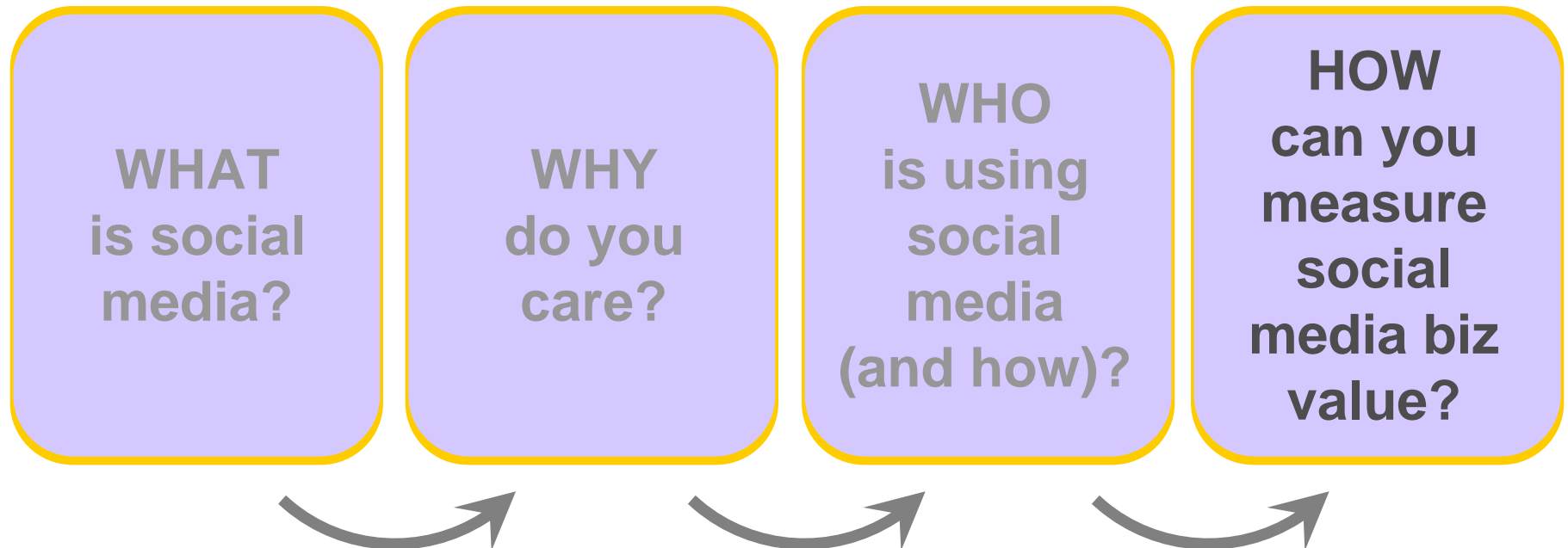
:-D (well done!)

- Results! Thousands of dollars saved within the first week.
- Getting Down to Business: a strong tie to bottom-line results makes sponsorship easy.
- Make it easy for sponsors and champions to do their job: sound bytes, sponsor cheat sheets, editorial blog and discussion forum content calendars, job aids and performance metrics.
- Implementation methodology and status dashboard keep the implementation on track.

:-O (gasp!)

- Measurement planning takes time, resources, and a cross-functional approach. Build in a time buffer.
- Don't assume your clients have a panoramic view of the organization and individual communications initiatives.

> **today:**



> typical results

customer

- Service ratings
- Customer support coverage
- Internal and external brand alignment

financial

- Faster, better, cheaper:
(see 'customer',
'operations', 'people'
sections)

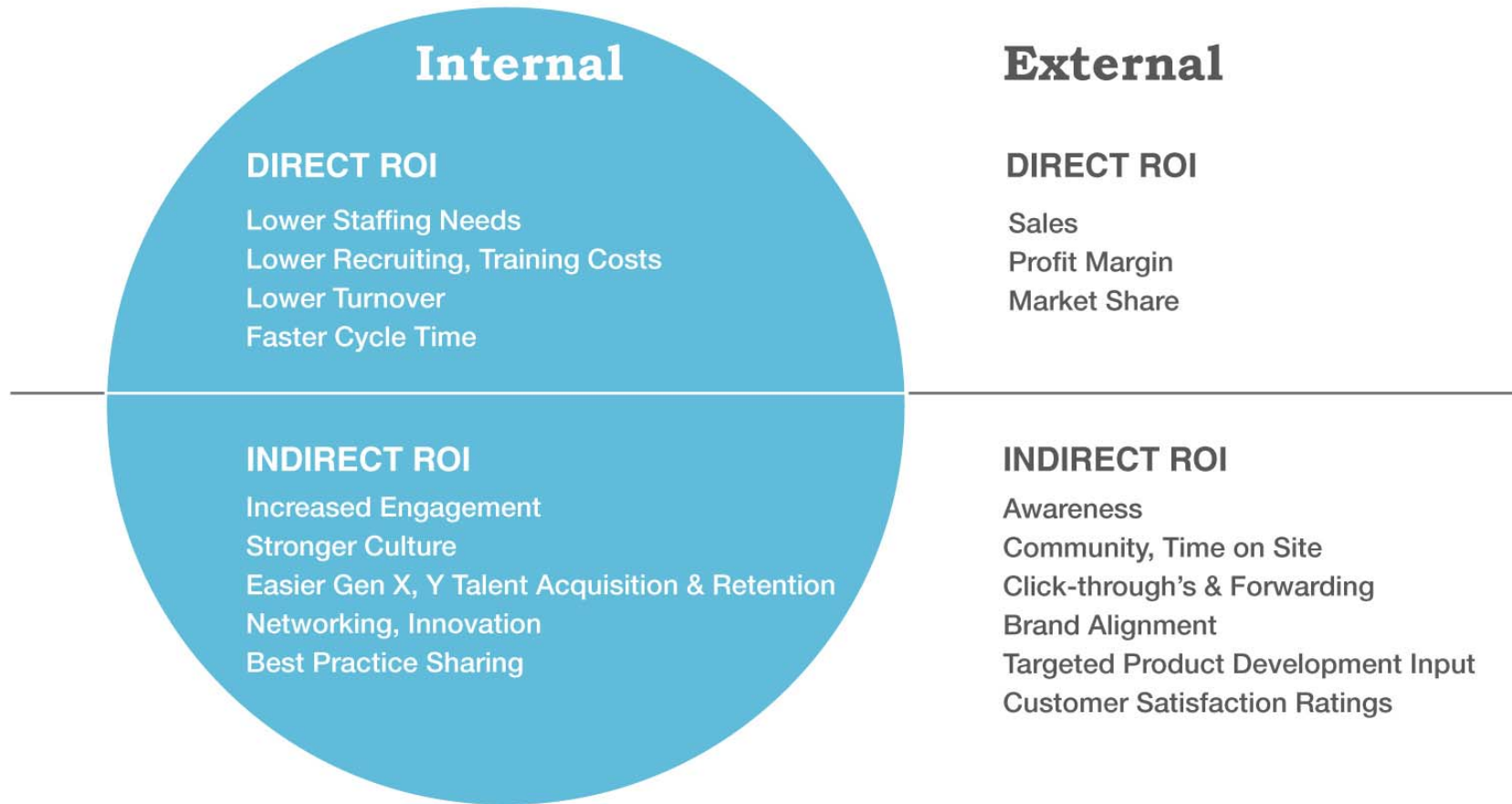
operations

- Faster cycle time
- Customer input to new product development
- Lower support costs
- Improved sales team awareness of new products

people

- Collaborative learning
- Increased engagement
- Lower turnover
- Word of mouth referrals
- Gen X, Y recruitment
- Better culture match between organization and new recruits

> measurement framework



> results framework

- “Before” vs. “After” impact to the business: money saved, shorter recruiting cycles, new customers gained, market share improved, HIPO employees retained

- “Before” vs. “After” surveys on site usability, personal impact, business impact
- Observation on “Before” and “After” changes in behavior, attitudes, understanding levels.

- # site visits, repeat visits
- # click-through’s
- Time on the site
- # forwards to colleagues
- # comments, content added



> results framework: Kirkpatrick's '5' Levels

Direct ROI

The direct ROI of those business outcomes are _____

Indirect ROI

The business outcome of the new attitudes, behaviors and knowledge are _____.

OTJ

On the job I know, feel or can do *X* after participating in this community. (I couldn't before.)

Individual

In theory I know, feel or can do *X* after participating in this community. (I couldn't before.)

“Smile Sheet”

- I like it
- It's easy to use & access
- It's accurate & functional

Stats

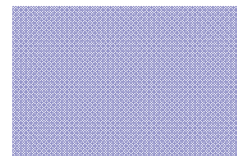
> frank results

Direct ROI



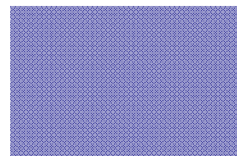
- thousands of dollars in reduced budget savings

Indirect ROI



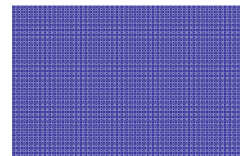
- HIPO retention, shorter recruitment cycles, better recruit quality, fewer mistakes repeated from site to site, shorter “onboarding”, fewer # SIRS

OTJ



- knowledge shared and other aligned individual action, leaders hold their people accountable to the big picture and recognize behaviors that drive the org forward

Individual



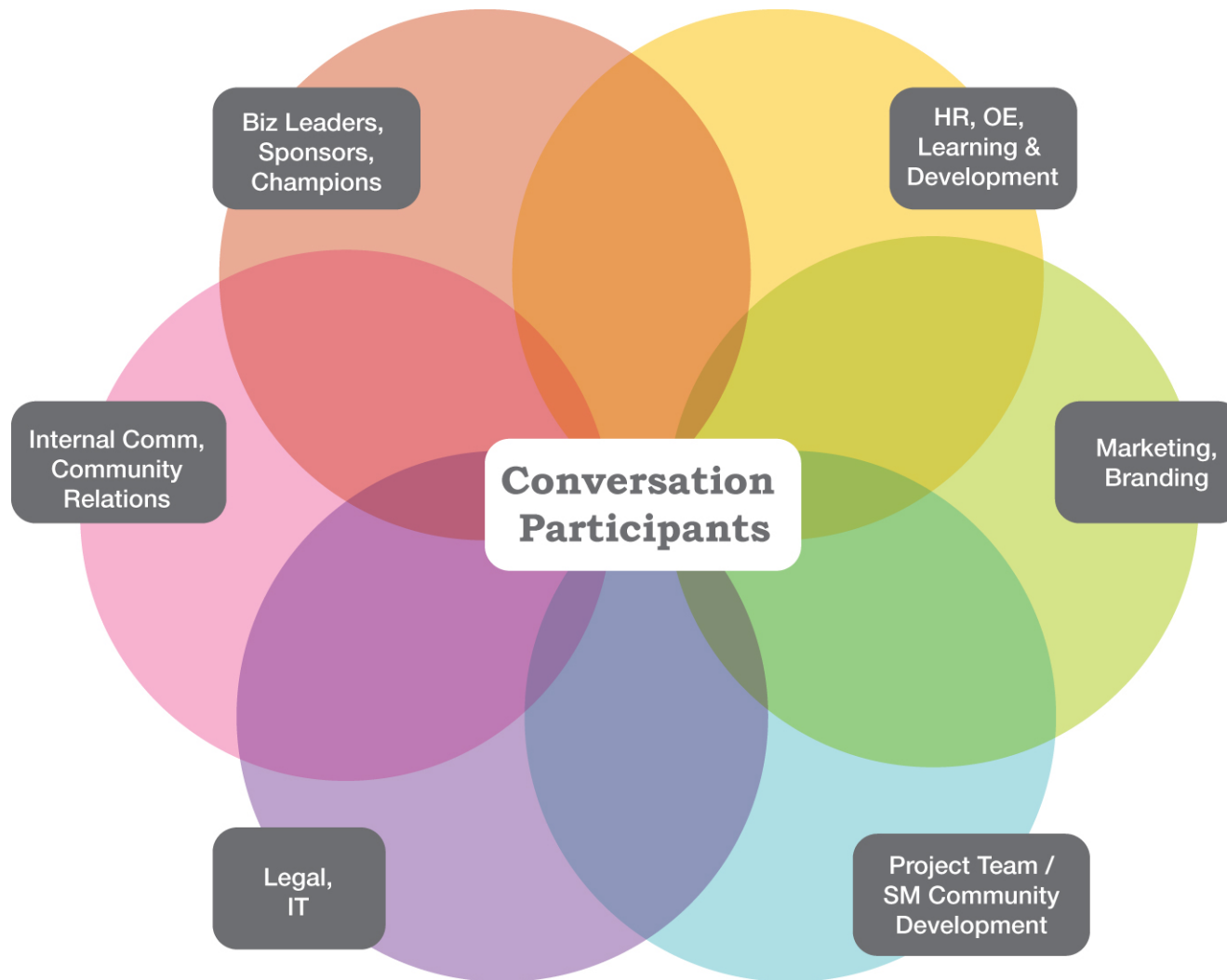
- I can answer questions about the organization and project vision and mission. I know why we’re doing this. I believe in what we’re doing.

“Smile Sheet”

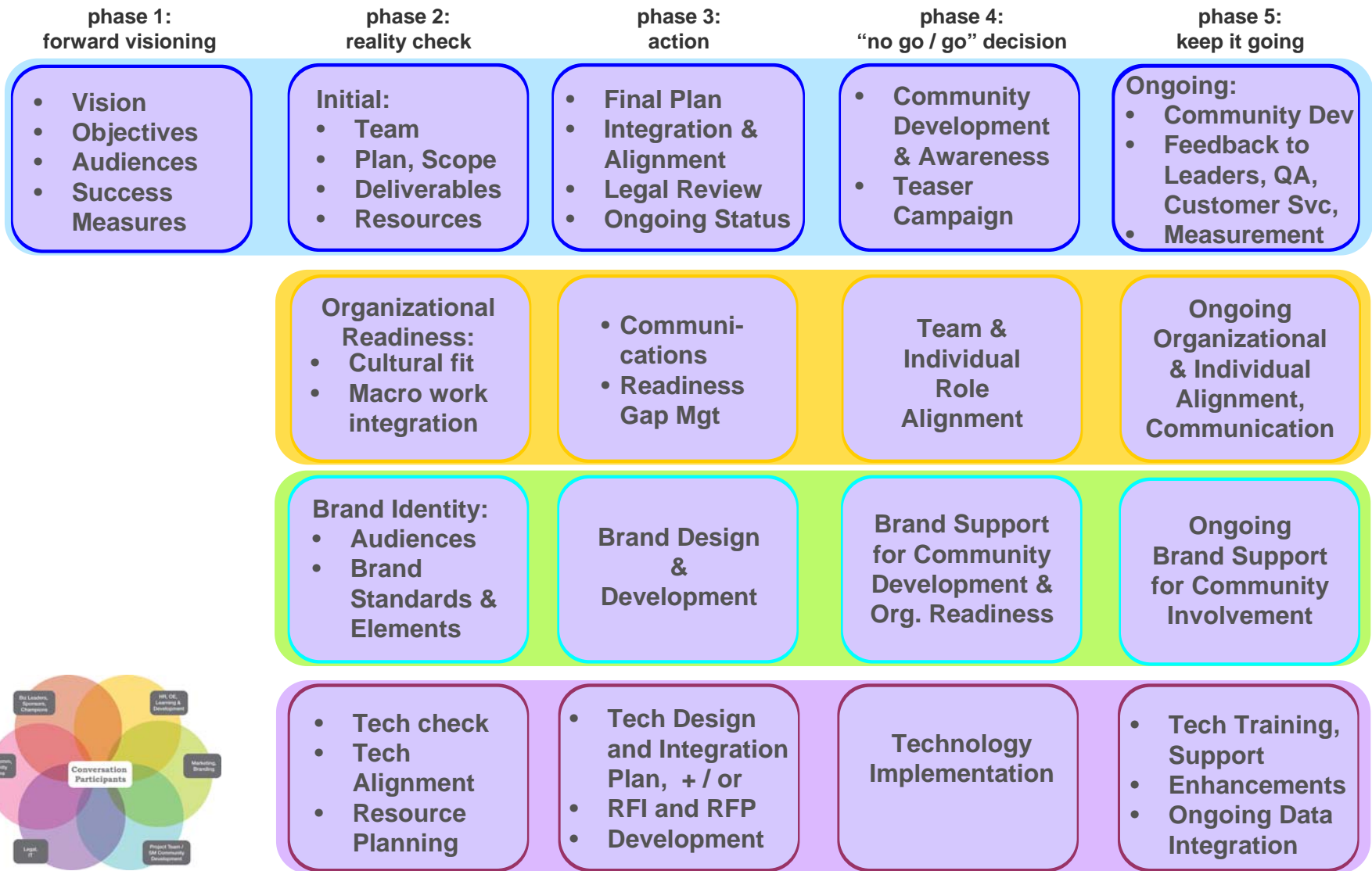


- The community is easy to use & access
- The community is accurate & functional
- This community is where I get my ‘rumor control’ information
- I feel connected to the bigger picture
- This community makes me proud to work here

> key discovery - who



“frank / inside” social media methodology *



* Downloadable social media implementation toolkit available April 2009 at areyoufrank.com. Many tools and resources will be free. Check out our preliminary stuff on www.BizBehindTheBuzz.com.

> your business



curious? input? edits? let's chat!



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**...and / or check out www.BizBehindTheBuzz.com
for free resources and downloads.**