



# Transitioning to a knowledge organisation

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None of us is smarter than all of us!



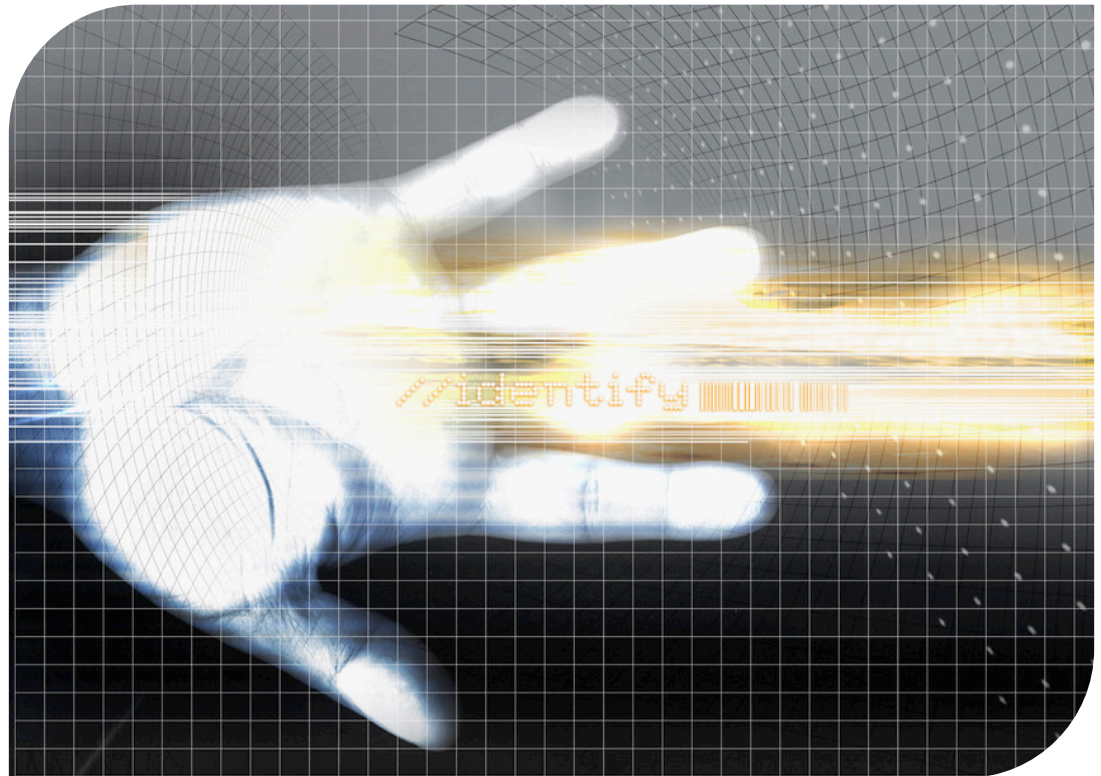
**Social technologies, when used within and across enterprises, have the potential to raise the productivity of the high-skill knowledge workers that are critical to performance and growth in the 21st century by 20 to 25 percent. (McKinsey)**

The last few years can be described as the age of social business and collaboration. The demands and expectations of today's knowledge workers have been shaped by the plethora of social networks and social media tools.

Communicating and sharing information has never been easier. Staying connected with news and status updates from friends, family, or at work is real-time and no longer constrained to an office PC or to office hours. This has coincided with the realisation that a greater degree of interaction with customers, whether consumers or businesses, makes for a higher degree of customer retention.

However, implementing a technology solution by itself rarely results in more effective collaboration and knowledge sharing. Sustainable implementation of collaborative technology requires:

1. Understanding of how and why successful knowledge-sharing communities and networks perform.
2. A system that implicitly acknowledges the constraints (time, process) and motivations (reciprocity, reward) that individuals experience within such networks.
3. A blended approach where technology seamlessly supports the behavioural characteristics that will encourage users to self-organize, collaborate and co-create.



Implementing a successful collaborative strategy should not be considered an IT project. People and behaviours trump technology solutions.

## Our Services

Collabor8now Ltd provides strategic advice and practical expertise in the development and support of knowledge sharing communities and collaborative technology solutions. We work with enlightened individuals who wish to build sustainable success through the liberation of knowledge within their organisations.

We deliver training, coaching and support in the development and deployment of Communities of Practice and other collaboration networks, utilising a blend of social networking techniques and collaborative technologies (sometimes referred to as Enterprise 2.0 and/or Web 2.0).

We provide a 'health check' and benchmarking service for existent knowledge sharing networks, using Social Network Analysis and qualitative techniques to diagnose the causes of poor adoption and engagement rates, and how these can be addressed.

**Our business practices typically focus on the following areas:**

1. Leveraging collaborative technologies to locate skills, improve learning, share knowledge and build relationships.
2. Increasing operational efficiency by connecting silo'd working practices.
3. Providing seamless connections between front-end services and back-end systems to reduce transactional costs and improve the customer experience.
4. Providing better decision support through access to on-demand business metrics and analytics.

Our approach is to offer building blocks of service that can be tailored to our clients' individual needs. We are able to support our clients in developing strategies for change, performance improvement, knowledge management, and the end to-end procurement process for collaborative technology solutions.

<p><b>Strategic Advice</b> High level advice and influencing to support improvement</p>	Business Needs Analysis	Campaign Support	Journey Planning	Research
<p><b>Change Management</b> End to end delivery, capability analysis, workforce training &amp; coaching.</p>	Making the case for change	Behavioural change	Stakeholder Management	Project Management
<p><b>Performance Improvement</b> Business process analysis to identify solutions that give 'biggest bang for the buck'.</p>	Benchmarks	Social Network Analysis (SNA)	User & Customer Surveys	KPIs
<p><b>Knowledge Support</b> High-level advice and influencing to support more effective knowledge sharing within and across teams.</p>	KM and IM Strategies	Community development	Community Manager Training & Coaching	Community Facilitation – Tools, Training, Coaching
<p><b>Collaborative Systems Support</b> Professional development resources to build collaborative solutions.</p>	Business Scenarios	Use Cases	Technical and Functional Specs	Technology Procurement

According to research from Altimeter Group, only 34% of organizations felt that their social strategy was connected to business outcomes.

## Why Work With Us?

Today's technology is driving the phenomenal rise of "social interaction", where knowledge and information can be freely exchanged. But without the associated behavioural change programmes, optimum business benefits are rarely realised. Our approach enables clients to learn to develop with confidence and ultimately enable them to become self-sufficient in evolving the use of collaborative solutions to transform their organisations.

## Contact Us

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