

Social Business

Attracting, Motivating and Retaining Next Generation Talent While Leveraging Your Existing Expertise



A-Performers.com
Talent • Network • Insight 高級人才



Brent N Lello

Asia Pacific Business Unit Executive
Exceptional User Experience & Social Business Software
IBM Software Group
Phone: +61418643148
Email: brentlello@au1.ibm.com



<http://twitter.com/#!/brentlello>



<http://au.linkedin.com/in/brentlello>



Smarter software for a Smarter Planet.



- The changing workplace
- From Social Media to Social Business
- The business value of Social Business
- Social Business in action

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions



Who am I?



Business Challenges

- High employee attrition rate
- Employee satisfaction / morale issues
- Recruitment of top candidates
- Non-collaborative culture
- Developing creative leaders

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions



I am ...

**Workforce
Optimization**



CHRO

Goals

- Mobilize for speed & flexibility
- Improve recruiting & onboarding
- Retain expertise leaving the company
- Cultivate creative leaders
- Create a culture of sharing
- Increase employee engagement

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions



Changing Nature of Work Changes Needs

- Work environments are more complex
 - ▶ Matrixed organisations
 - ▶ Organisation changes
 - ▶ Mergers/Acquisitions
 - ▶ Global companies
 - ▶ Telecommuting
- Work is increasingly collaborative
 - ▶ Specialisation, Partnering
 - ▶ More ad hoc projects
- Work demands more social capital
 - ▶ Differentiation starts with an **idea**
(not always from the CEO)



“Today, more than 85 percent of a typical S&P 500 company’s market value is the result of intangible assets. For many companies, the bulk of these intangible assets is its people, its human capital. It is no longer what you own that counts but what you know...”

—Craig Symons, Forrester Research, Inc.

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions



Where do good ideas come from?



Do we create opportunities for serendipity?



The Nature of Employees is Evolving

	Traditionalist	Boomer	Gen X	Gen Y
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous & expected
Learning style	Classroom	Facilitated	Independent	Collaborative & networked
Communication style	Top down	Guarded	Hub & spoke	Collaborative
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative
Decision-making	Seeks approval	Team informed	Team included	Team decided
Leadership style	Command & control	Get out of the way	Coach	Partner
Feedback	No news is good news	Once per year	Weekly/daily	On demand
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine

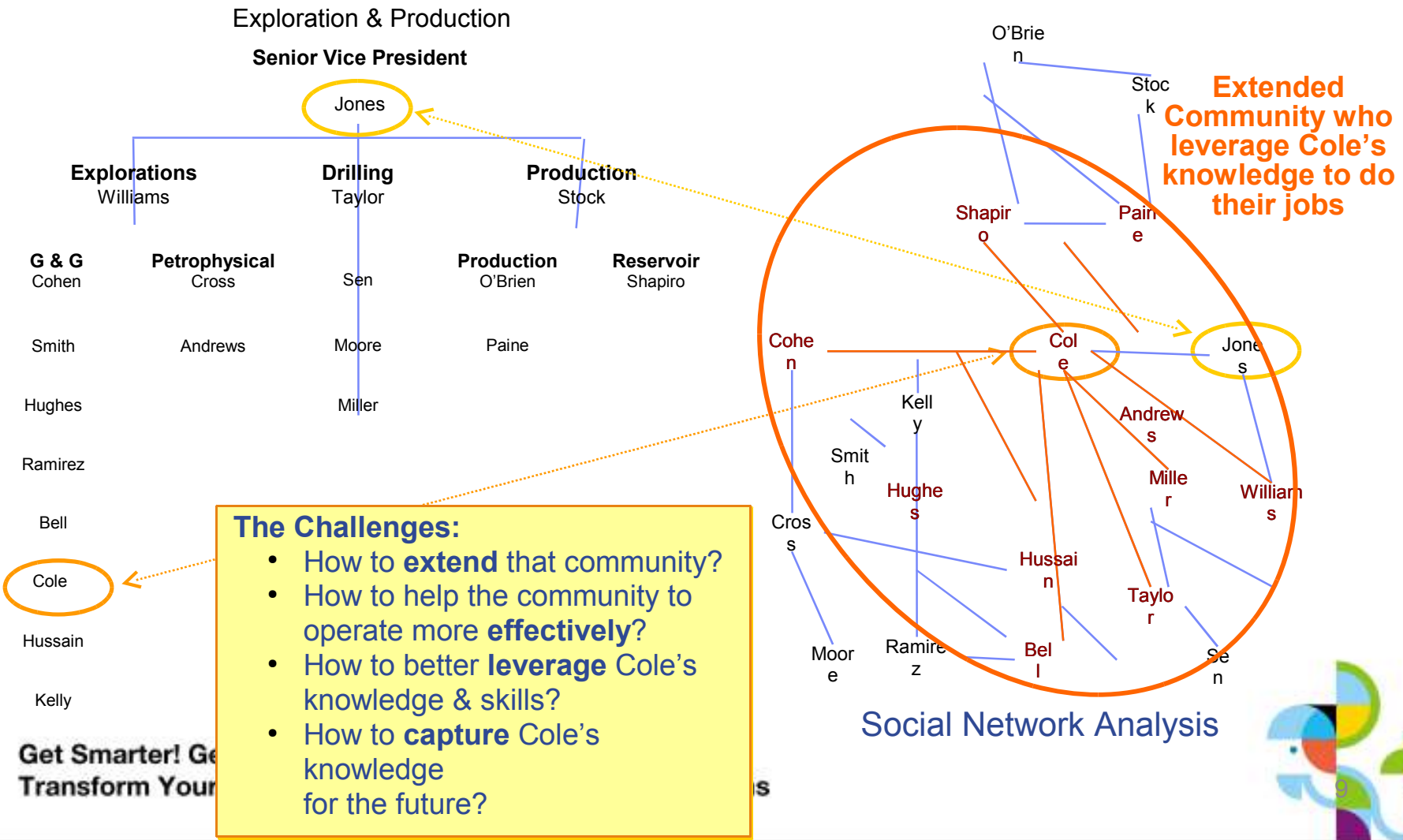
Source: Lancaster, L.C. and Stillman, D. *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work.* Wheaton, IL. Harper Business, 2003.

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions



The work world is changing...

From Hierarchies and Teams ... to Networked Communities



Intranets...Moving to the Next Level

*“Fasten your seat belts for **2011!** Set to be the most important year yet for **intranets...**”*

Source: [The Top Ten Intranet and Digital Workplace Predictions for 2011](#) December 2010

*“The **intranet** is becoming a platform for near “real-time” communication, accelerating the speed at which people communicate and business gets done.”*

Source: [Global Intranet Trends 2011](#)

*“This year, 60% of winners had a **mobile intranet.**”*

Source: [10 Best Intranets of 2011](#)

*“**Social media** are present on about half of all **intranets...**”*

Source: [2010: Year of the Social Intranet](#)



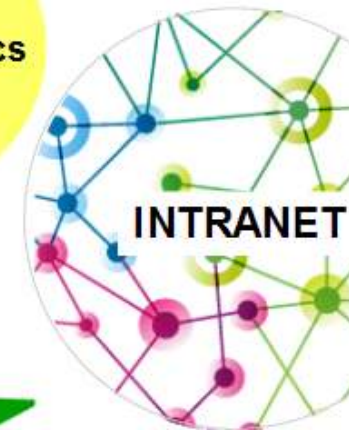
Workforce Changing - Attracting & Retaining Workers Critical

*“By 2014, 50 percent of all employed people will be **Millennials**”*

Source: *Millennials: 50% of Workforce by 2014* February 2011



Workforce Demographics Changing



*“New hires fire up the web browser and make instant assessments of the **intranet**... because they know what good already looks like. They have seen *thousands of websites, make persistent use of social networks... the digital workplace has to perform and compete for attention and engagement*”*

Source: *The Top Ten Intranet and Digital Workplace Predictions for 2011* December 2010

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions

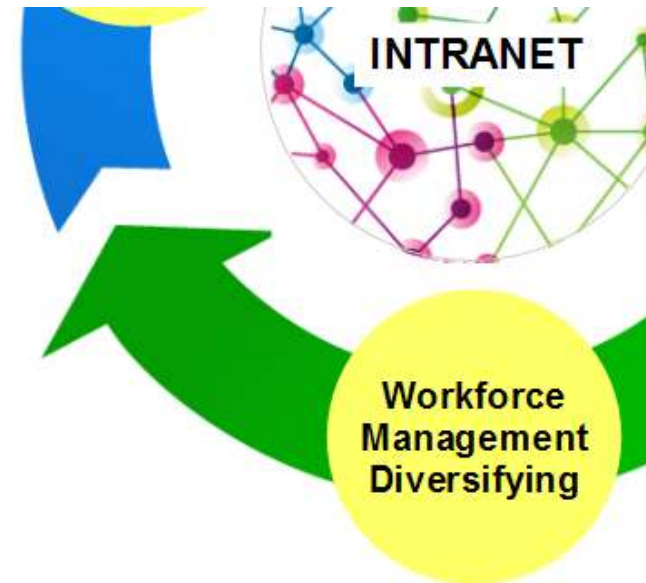


Managing Diverse Workforce & Technologies

Blurring Work/Life Lines Present Management Challenges

...today's employees live online, using the Internet to manage their personal lives while at the office.
 ...however the majority of employees give that time back by using mobile devices and collaboration tools to remain productive any time and from any location.

This means that *employees are creating their own work/life balance* by staying connected wherever they are.*



“As **intranet** environments have grown and their impact on the daily life of the organisation increased, so those at more senior levels have struggled to work out where to place the resource managing these services. ”

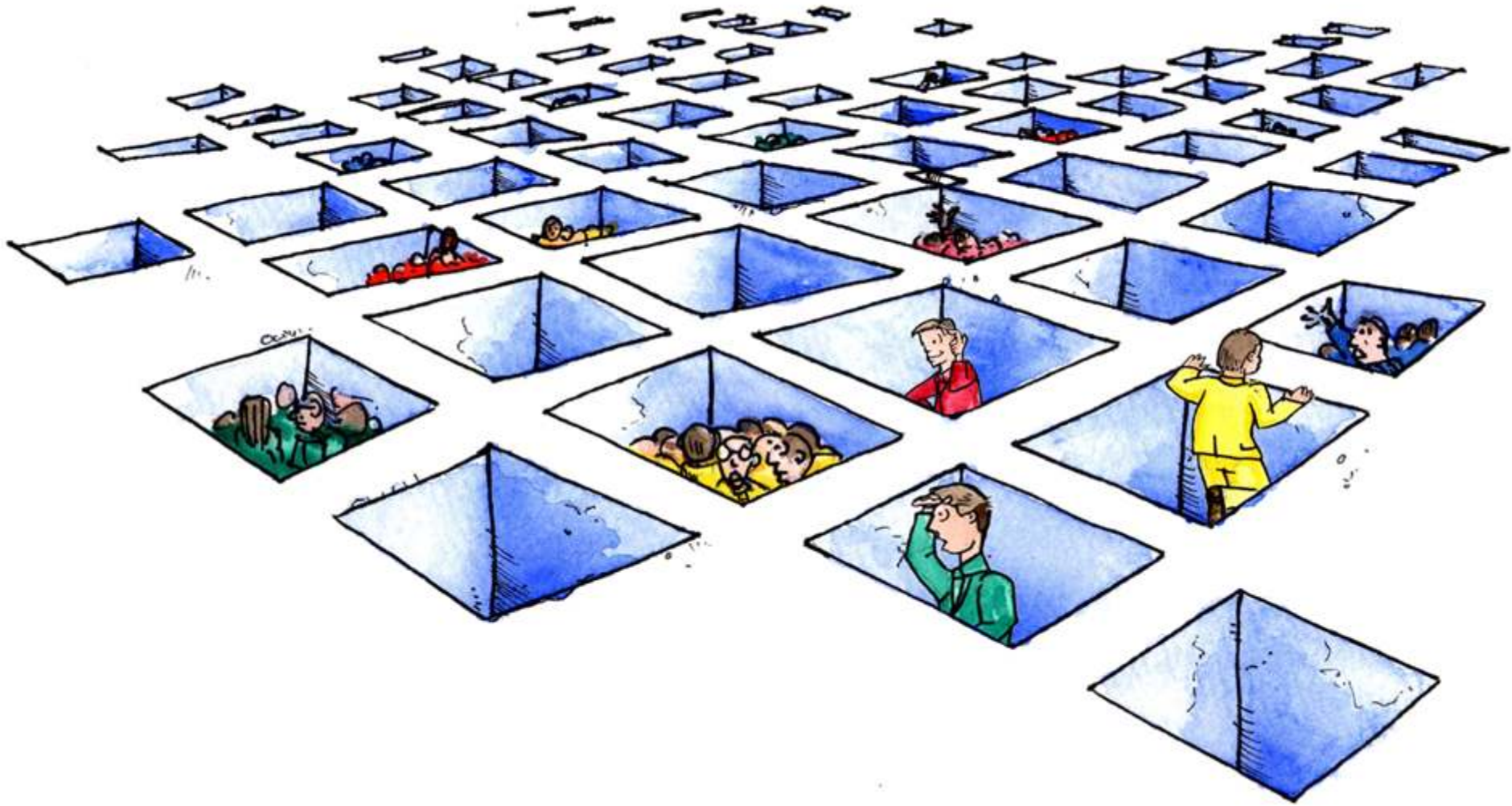
Source: [The Top Ten Intranet and Digital Workplace Predictions for 2011](#) December 2010

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions

Source: <http://icw.com/articles/2011/05/09/comment-ted-schadler-internet-personal-use-policy.aspx> May 2, 2011



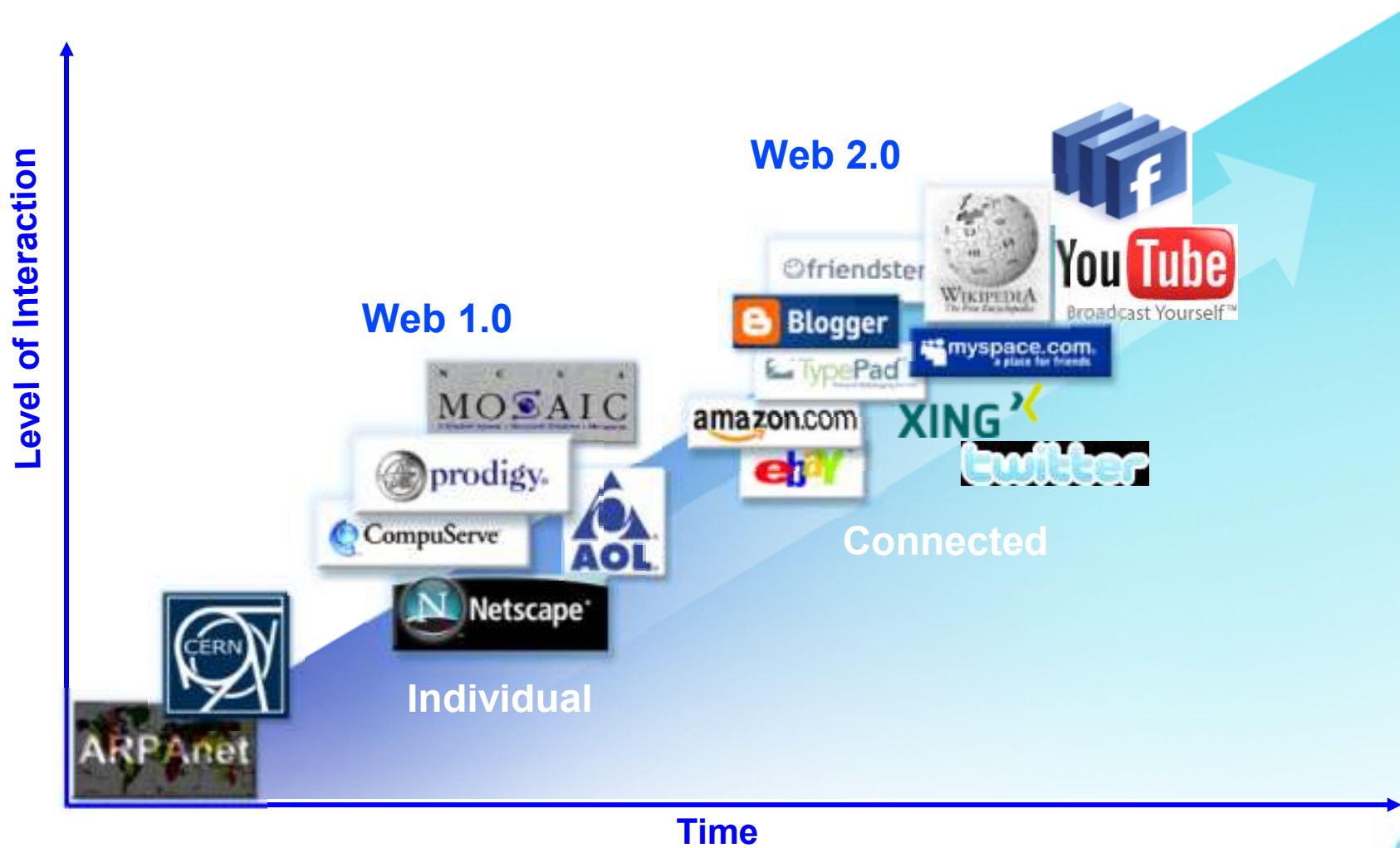
Often the Business Need is Breaking Down Silos...



... and Building Communities that Help Each Other



The Transition to "Enterprise 2.0"



Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions





Introducing Timeline - a New Kind of Profile

Timeline is your collection of the photos, posts and experiences that help tell your story. Learn more.

Ted Stanton, Ky Young Kim and 44 other friends have updated to the new profile.

[Get Timeline](#) [Not Now](#)

- Wall**
- Needs Review 1
- Info
- Photos (17)
- Notes
- Friends
- Subscriptions

Brent Lello

[Edit Profile](#) [View As...](#)

Business Unit Executive, Software Sales, Asia Pacific at IBM Studied Science, Computing & Partying at University of Tasmania Married From Murrumbateman, New South Wales Born on May 20, 1970 Add languages you know Add your blood type [Edit Profile](#)



Update Status Add Photo / Video

What's on your mind?

- Friends (152)**
- Vishal Arora
IBM
 - Rob Owens
 - Glenn Druce
 - Tony Maple
 - Andrew Revell

Brent Lello was tagged in Vanya Beljanski's album Wall Photos.



15 hours ago

Sponsored [See All](#)

Tasmania Alumni
www.hoswho.com



See if you're eligible to be included in the prestigious Worldwide Who's Who Registry. Apply now to be recognized!

\$2000 Woolworths Voucher
winningclicks.com.au



Free \$50 wine voucher for all new sign ups. Join now for your chance to win \$2,000 at Woolworths.

Search Jobs in Canberra!



Tired of the same old job? Opportunities await at CareerOne.com.au



Edit My Profile

Lello, Brent N.

IBM employee, Regular
IBM Australia Ltd
IBM Sales & Distribution, Software Sales
AP Bue Xwebx & Social SA
Solution Representative - Brand Specialist: Lotus.Web Experience
8 BRISBANE AVENUE CANBERRA, ACT, 2600 Australia
Building: 8 | Floor: 02 | Office: CA02
61-2-6201-8862
brent.lello@au1.ibm.com
Local Time: 2:27 PM

Send E-mail Download vCard

The Board Contact Information Expertise Recent Posts

What are you working on right now?

Lello, Brent N. In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression. Today 5:10 AM (3 comments)

Tang, Lois Cy Today 10:55 AM We have arranged a meeting with the CIO from Maxim's on this Thu afternoon, and let's make it a Q2 opportunity

Lello, Brent N. Today 11:13 AM Here is the base presentation that we can modify for Maxim's tomorrow: <http://ibmurl.hursley.ibm.com/2M4S>

Cheng, Tsz Chung Today 11:17 AM Here is some content to include in the presentation for Maxim's: <https://w3-connections.ibm.com/files/app/file/2ceafaf9-93ce-4f60-8417-6982e06cded4>

Lello, Brent N. Public Holiday for some today...but for me, I am traveling to Hong Kong for Social Business Roadshow and Customer meetings. Looking forward to catching up with Ted Stanton, Mike Craney and Brian Cheng :-)
Yesterday 5:18 AM
[Add comment](#)

Lello, Brent N. Early start this morning, off to Sydney for Social Business Sales Blitz with Certus and along with Marty Buckley, meeting with the CIO of HCF around Social Business for Health Industry.
Mar 8
[Add comment](#)

Lello, Brent N. Oracle on Facebook: Competitive Assessment - <http://ibmurl.hursley.ibm.com/2NC2>
Mar 7
[Add comment](#)

Report-to Chain

- Wilkins, Steve
 - Kiternas, Zoran
 - Birdsall, Timothy
 - Lello, Brent N.

[Full Report-to Chain](#)
[Same Manager](#)

Network

[View All \(282\)](#)

My Links

- [Triplt](#)
- [FaceBook](#)

[Add Link](#)

BlueThx (BETA Widget)

In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression.

Today 5:10 AM

[clear](#) | [update](#)

Tags

[Add tag\(s\) to this profile](#)

My tags for this profile:

- [a/nz](#)
- [asia-pacific](#)
- [blueiq](#)
- [blueiq-ambasador](#)
- [blueiq-ambassador-anz](#)
- [collaboration](#)
- [connections](#)

Get Smarter! Go Transform Your

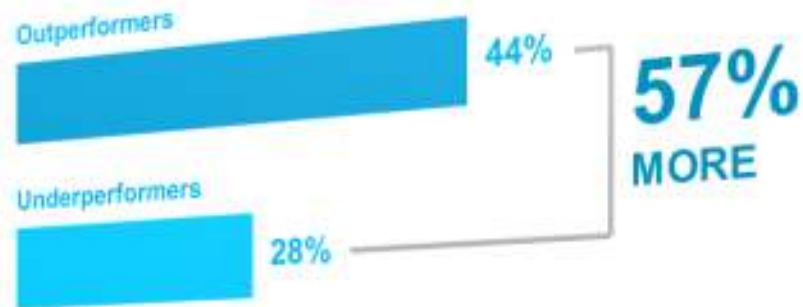
What is a Social Business?

Engaging

Transparent

Nimble

Use of collaboration/social networking to enable global teams
To work more effectively



Source: IBM CHRO Study, 2010

Note: Outperformers are derived from an analysis of the compound annual growth rate (CAGR) for 2003-2006 EBITDA within industries. Outperformers represent companies above the median. n=203

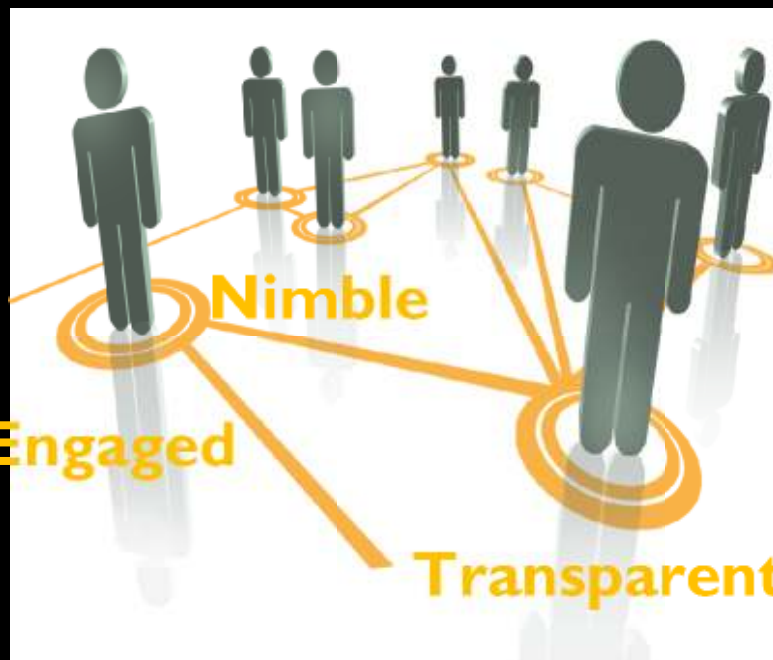
Social Media vs. Social

Social Media Business

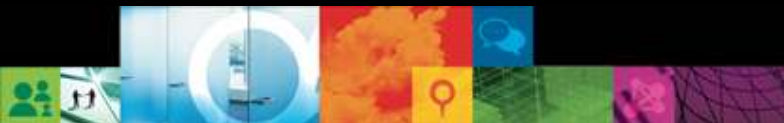
Social Business



Primarily marketing and PR



Encompasses organization and business processes



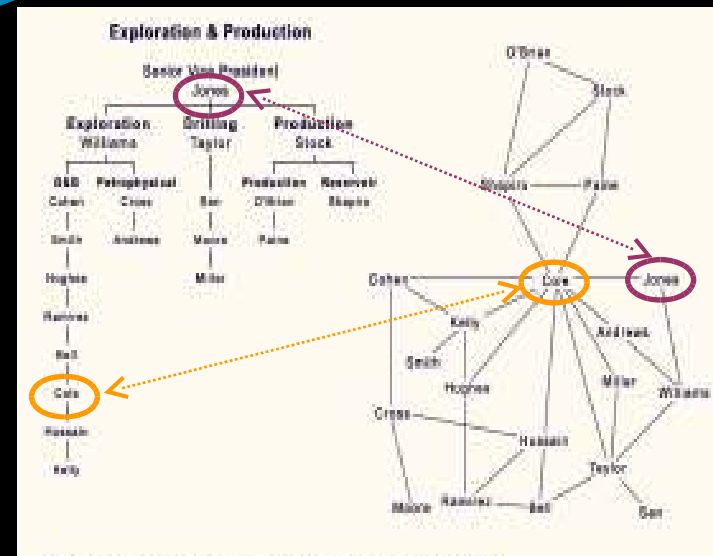
This new environment increases the importance of informal social relationships

A Social Business

Understands employees' formal and informal networks -- and optimizes them to drive greater business insights, increase employee effectiveness, and improve outcomes.

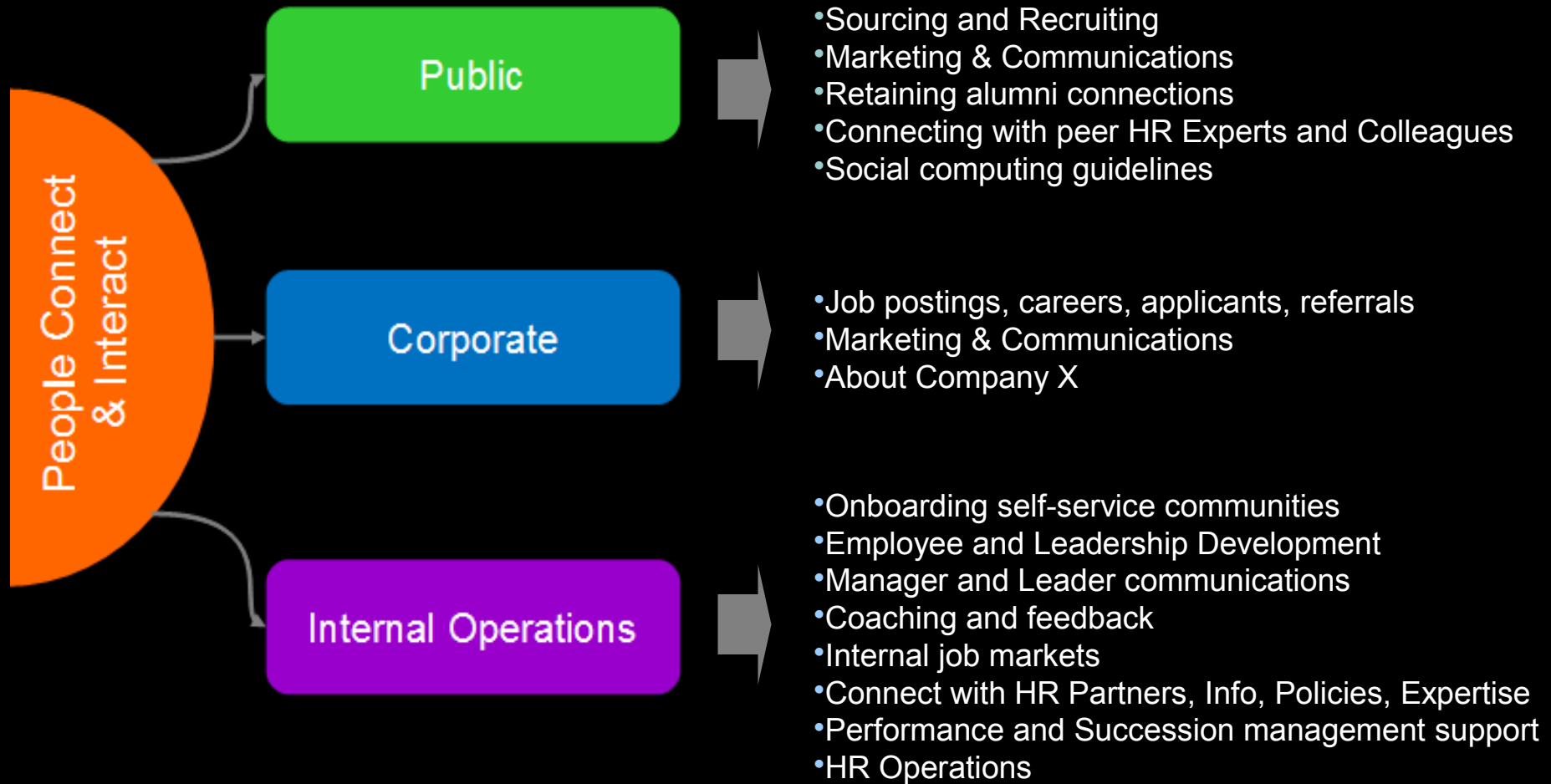
A Traditional Business

Relies on outdated means of interaction, treats employees in a one-size-fits-all manner, and allows organizational silos to limit knowledge sharing.



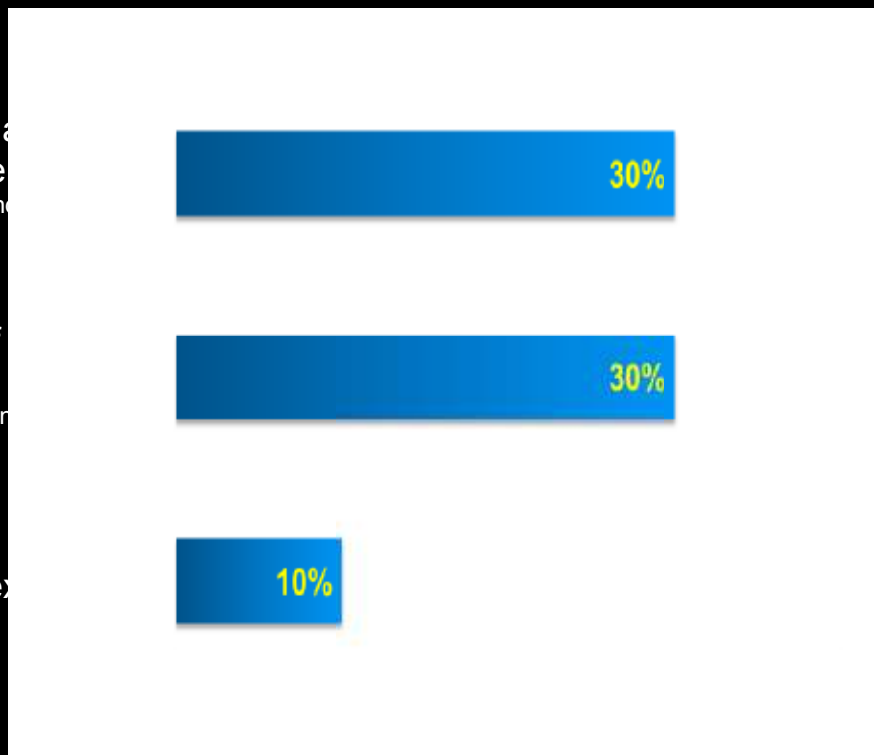
Sources: (1) Cross, R., Parker, A., Prusak, L. & Borgatti, S.P. 2001. Knowing What We Know: Supporting Knowledge Creation and Sharing in Social Networks. *Organizational Dynamics* 30(2): 100-120. [pdf]; (2) IBM 2010 CHRO Study

How can becoming a social business specifically impact your HR functions and activities?



The value of Social Business for HR and Workforce Transformation is real

Realized benefit - median improvement %

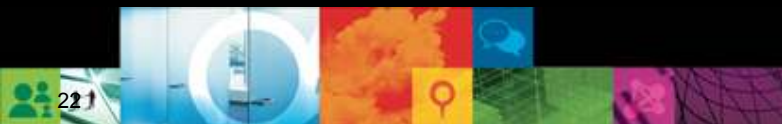


Key Opportunities for ROI

- Faster on-boarding & M&A = 10% lower cost
- Reduced new employee training costs 15%
- Compressed employee communications time = \$2M
- Virtual teamwork reduces travel fees \$8M

*as projected by IBM BVA client

(*) "The rise of the networked enterprise. Web 2.0 finds its payday" – McKinsey Global Survey Results, 2010



For CEMEX, becoming a social business means developing a culture of knowledge and insight-sharing

Goal: to shift culture towards more open collaboration across a global organization



Campaign: Project Shift - an internal social network

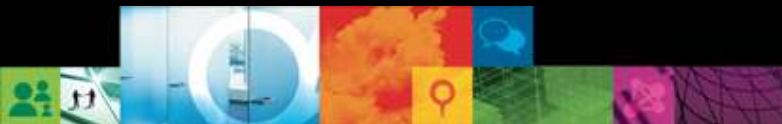
Project Shift

Driving a measurable social transformation...

- **Rapid organic adoption** = 17000 employees connected in the first year, 400 new communities, innovation initiatives increased from 5 to 9
- **Bring new products to market faster** = 600 participants across several countries develop CEMEX' first globally-branded ready-mix product

"It can make a big company look like a small company"

*– Gilberto Garcia,
Director of Innovation*



For **Sogeti**, becoming a social business means rapidly developing and deploying skills

Goal: More closely align a spread out workforce



Campaign:
Sogeti TeamPark – a collaborative platform for employees

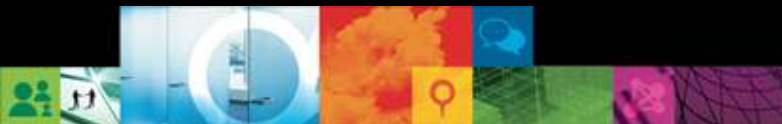
TeamPark

Driving real business results...

- **Knits a single corporate culture** = unites 200 locations in 14 countries
- **Speeds market responsiveness** = reduces search time for finding staff expertise, speeds the formation of consulting teams, and enter new markets more quickly

“People are finding each other, creating new services. It could be an extremely valuable part of our culture.”

– Erik van Ommeren



For IBM, becoming a social business means
using social learning for skills development, collaboration and innovation

Goal: Continuously develop a spread out workforce



Campaign: Multiple collaborative platforms to support employee learning

Social Learning

- **Informal Learning Exchange (ILX):** identify, harvest, and share dispersed informal learning content
- **W3 Communities:** accelerate skills development, build expertise, collaborate, innovate
- **Virtual Social Worlds:** 3D immersive technologies create highly interactive on-line experiences that engage the learner in an immediate and personal manner with content and peers.
- **Accelerated Acquisition Onboarding** - integrated and secure communities for acquisitions and new hires - accelerates time to performance, increases awareness and collaboration, enhances digital presence, and decreases attrition.





Edit My Profile

Lello, Brent N.

IBM employee, Regular
 IBM Australia Ltd
 IBM Sales & Distribution, Software Sales
 AP Bue Xwebx & Social SA
Solution Representative - Brand Specialist: Lotus.Web Experience
 8 BRISBANE AVENUE CANBERRA, ACT, 2600 Australia
 Building: 8 | Floor: 02 | Office: CA02
 61-2-6201-8862
 brent.lello@au1.ibm.com
 Local Time: 2:27 PM

Send E-mail Download vCard

The Board Contact Information Expertise Recent Posts

What are you working on right now?

Lello, Brent N. In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression. Today 5:10 AM (3 comments)

Tang, Lois Cy Today 10:55 AM
 We have arranged a meeting with the CIO from Maxim's on this Thu afternoon, and let's make it a Q2 opportunity

Lello, Brent N. Today 11:13 AM
 Here is the base presentation that we can modify for Maxim's tomorrow: <http://ibmurl.hursley.ibm.com/2M4S>

Cheng, Tsz Chung Today 11:17 AM
 Here is some content to include in the presentation for Maxim's: <https://w3-connections.ibm.com/files/app/file/2ceafaf9-93ce-4f60-8417-6982e06cded4>

Lello, Brent N. Public Holiday for some today...but for me, I am traveling to Hong Kong for Social Business Roadshow and Customer meetings. Looking forward to catching up with Ted Stanton, Mike Craney and Brian Cheng :-)
 Yesterday 5:18 AM
[Add comment](#)

Lello, Brent N. Early start this morning, off to Sydney for Social Business Sales Blitz with Certus and along with Marty Buckley, meeting with the CIO of HCF around Social Business for Health Industry.
 Mar 8
[Add comment](#)

Lello, Brent N. Oracle on Facebook: Competitive Assessment - <http://ibmurl.hursley.ibm.com/2NC2>
 Mar 7
[Add comment](#)

Report-to Chain

- ▾ Wilkins, Steve
 - ▾ Kitermas, Zoran
 - ▾ Birdsall, Timothy
 - ▾ Lello, Brent N.

Full Report-to Chain
 Same Manager

Network



View All (282)

My Links

- Triplt
- FaceBook

Add Link

BlueThx (BETA Widget)



Get Smarter! Go Transform Your

Is your organisation a Social Business...?

<http://collaborationassessment.aberdeen.com/>



Solutions Services Products Support & downloads My IBM

Search

IBM Collaboration Assessment Tool

Co-developed by the Aberdeen Group

Start the assessment



This on-line assessment tool compares your company's collaboration practices with organizations achieving best-in-class performance. Start your complimentary assessment now.

Assess your collaboration practices

IBM Collaboration Assessment Tool is a complimentary diagnostic tool to help your organization:

Get strategy recommendations

Upon completion, you will receive a comprehensive report plus scorecard through email. [View a sample report](#) (link resides

Start assessment



[Begin your complimentary IBM Collaboration Assessment Tool*](#)

View sample report



[Preview what you will receive*](#)

IBM Connections – The Enterprise Social Business Platform...



Profiles

Find the people you need



Communities

Work with people who share common roles and expertise



Files

Post, share, and discover documents, presentations, images, and more



Wikis

Create web content together



Activities

Organize your work and tap your professional network



Forums

Exchange ideas with, and benefit from the expertise of others



Media Gallery

Upload images and videos for viewing and share inline in community



Micro-blogging

Reach out for help your social network



Social Analytics

Discover who and what you don't know via recommendations



Home page

See what's happening across your social network



Bookmarks

Save, share, and discover bookmarks



Blogs

Present your own ideas, and learn from others



Ideation

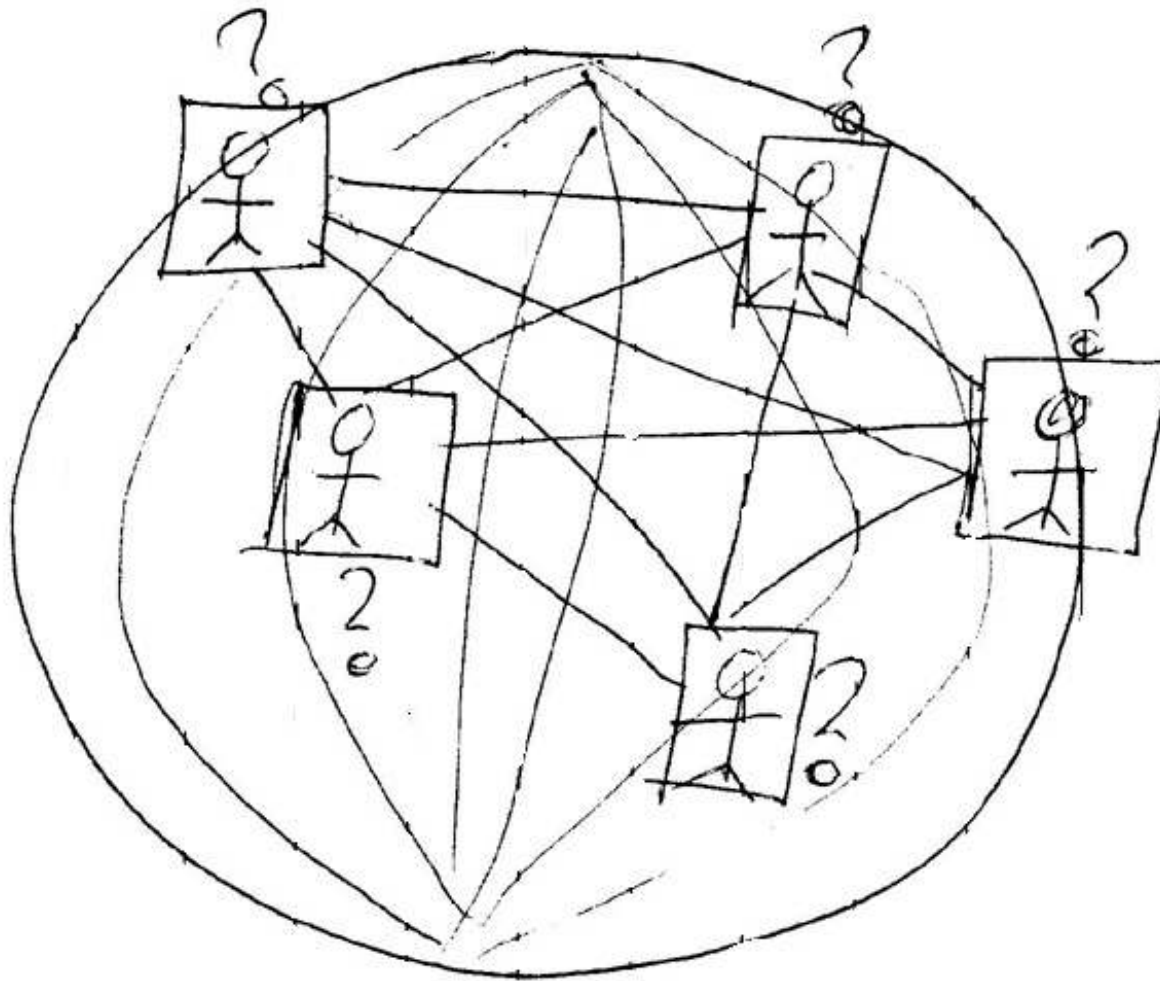
Gather structured feedback through Ideation Blogs

Activity Streams, Notifications, Reputation and Expertise, Tagging, Filtering, Searching, Events, Subscriptions and Feedback

Get Smarter! Get Social!



Who's Who in the Zoo



Who's Who
IN THE ZOO.



Edit My Profile

Lello, Brent N.

IBM employee, Regular
 IBM Australia Ltd
 IBM Sales & Distribution, Software Sales
 AP Bue Xwebx & Social SA
Solution Representative - Brand Specialist: Lotus.Web Experience
 8 BRISBANE AVENUE CANBERRA, ACT, 2600 Australia
 Building: 8 | Floor: 02 | Office: CA02
 61-2-6201-8862
 brent.lello@au1.ibm.com
 Local Time: 2:27 PM

Send E-mail Download vCard

The Board Contact Information Expertise Recent Posts

What are you working on right now?

Lello, Brent N. In Hong Kong this week for the Social Business Roads progression. Today 5:10 AM (3 comments)

Tang, Lois Cy Today 10:55 AM
 We have arranged a meeting with the CIO from Maxim's on th

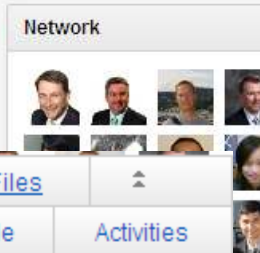
Lello, Brent N. Today 11:13 AM
 Here is the base presentation that we can modify for Maxim's

Cheng, Tsz Chung Today 11:17 AM
 Here is some content to include in the presentation for Maxim
 /2ceafaf9-93ce-4f60-8417-6982e06cded4

Blogs Forums Wikis Files
 Communities Bookmarks Profile Activities

Mullins, John Cameron
 Business Unit Executive - Industry Solutions Division
 SINGAPORE Singapore
 Building: CBP | Floor: NA | Office: MOBILE
 65-6418-1975
 johnm@sg.ibm.com

Send E-mail | More Actions



In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression.

Today 5:10 AM

clear | update

- Tags
- Add tag(s) to this profile
- My tags for this profile:
- a/nz
 - asia-pacific
 - blueiq
 - blueiq-ambasador
 - blueiq-ambassador-anz
 - collaboration
 - connections

Get Smarter! Go Transform Your

- Lello, Brent N.** Public Holiday for some today...but for me, I am traveling to Hong Kong for Social Business Roadshow and Customer meetings. Looking forward to catching up with Ted Stanton, Mike Craney and Brian Cheng :-)
 Yesterday 5:18 AM
 Add comment
- Lello, Brent N.** Early start this morning, off to Sydney for Social Business Sales Blitz with Certus and along with Marty Buckley, meeting with the CIO of HCF around Social Business for Health Industry.
 Mar 8
 Add comment
- Lello, Brent N.** Oracle on Facebook: Competitive Assessment - <http://ibmurl.hursley.ibm.com/2NC2>
 Mar 7
 Add comment



- Status Updates
- News Feed
- Notifications (25)
- Discover
- Saved


- My To-Do List
 - You have no to-do items
 - Go to My To Do List

- Recommendations
 - XwebXdp.odp 1 related person
 - Rational Tiger Team 1 related tags
 - Concerto 1 related tags
 - IBM signs first TOCP win in Asia 1 related tags
 - Home - BluelQ Resource Center - WikiCentral 1 related tags

Status updates

View updates from the people you are following or who are in your network. You can also update your own profile status.

Show: [My Network and People I'm Following](#)

 **Brent N. Lello** In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression. Today 5:10 AM Cle

What are you working on right now?


 **Martin H. Buckley** (1 comment) Today 8:32

Social Collaboration @ Bayer: <http://youtu.be/l7pNV395jBY> via @AdamBrownAUS COOL!

 **Michael Young** Today 8:32 PM


That is a great. Good to hear a client's viewpoint. Thanks for sharing :)

[Add Comment](#)

 **Luis Suarez Rodriguez** Today 8:29

[ReShare from Kelly M. Smith] Working Outside the Inbox . Learn how you can play along with our reuseable activity here: <https://w3-connections.ibm.com/activities/service/html/mainpage#activitypage,FFFGb8e40c098d5441039ac4896b3a4db222> Chock full of goodness: instructions, blog posts, use cases, the works. And be sure to visit our wiki page where we are recording our results (also linked to from the activity. And please let us know if you decide to follow suit. The more people we have, the faster we can drive our organizations to be "smarter" about the way we communicate and share information // Fabulous work by Kelly, Jason & the rest of the team!! W00t!! #lawwe #woti

[Add Comment](#)


 **Luis Suarez Rodriguez** (20 comments) Today 8:24

Once again, struggling with the connectivity while on the road confirming that "always-on" is a silly myth ISP providers keep making us dream about, yet, it's far from becoming a reality any of these years! Yesterday lost the wi-fi connectivity in the hotel for the entire day, today I'm at Orly airport where I have to pay 10€ for a one hour connection & just using the 15 minutes free connection I have got. Seriously, the thousands and thousands of hours we lose on our productivity while on the road is starting to become a joke! Offline access? Yes, sir! The sooner, the better! Anyway, can't do any catch up since I'm about to run the 15 minutes of free wi-fi. Just to mention I've had a wonderful time in Paris, as usual, & now heading back home. First Madrid, a couple of hour layover, then Gran Canaria, where I'll be starting the weekend by th

 **Alessandro Chinnici** Today 8:14


several conf calls today either internal and with customers

[Add Comment](#)

 **Luis Suarez Rodriguez** (5 comments) Today 8:14

[ReShare from Miranda Gray] I see that most of the Best of IBM people seem to be 1 IBMer from me, and in particular a (random) BluelQer from my network // Fascinating stuff, Miranda! It gets even *more* interesting when checking that list of Best of IBM hardly *anyone* of them are active users of IBM Connections in w3; yesterday did an experiment & checked over 250 of them and found 5 of them in w3C! Lots of work to get done still! But AMAZING achievement! Congrats to all & let's get them living socia

[Show 3 more comments...](#)

 **Viorel Cosmin Miron** Today 2:58 PM

I must be with those active, *sigh* :D

Get Smarter! Ge Transform Your

Apps

Activities	To Do List	High Priority Activities
Blogs	Latest Entries	Public Blogs Listing
Bookmarks	Popular	Public Bookmarks
Files	Shared With Me	Pinned Folders
Forums	I'm an Owner	Public Forums
Wikis	I'm an Owner	Public Wikis

Status updates

View updates from the

Show: My Network

Brent N. Lello In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression. Today 5:10 AM
What are you working on right now?

Martin H. Buckley (1 comment) Today 8:32
Social Collaboration @ Bayer: <http://youtu.be/l7pNV395jBY> via @AdamBrownAUS COOL!

Michael Young Today 8:32 PM
That is a great. Good to hear a client's viewpoint. Thanks for sharing :)

Add Comment

Luis Suarez Rodriguez Today 8:29
[ReShare from Kelly M. Smith] Working Outside the Inbox . Learn how you can play along with our reuseable activity here: <https://w3-connections.ibm.com/activities/service/html/mainpage#activitypage,FFF6b8e40c098d5441039ac4896b3a4db222> Chock full of goodness: instructions, blog posts, use cases, the works. And be sure to visit our wiki page where we are recording our results (also linked to from the activity. And please let us know if you decide to follow suit. The more people we have, the faster we can drive our organizations to be "smarter" about the way we communicate and share information // Fabulous work by Kelly, Jason & the rest of the team!! W00t!! #lawwe #woti

Add Comment

Luis Suarez Rodriguez (20 comments) Today 8:24
Once again, struggling with the connectivity while on the road confirming that "always-on" is a silly myth ISP providers keep making us dream about, yet, it's far from

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions



Files

My Files

Search

Recent

Upload a File

New Folder

Pinned Files

My Files

Shared With Me

Shared By Me

Public Files

Trash

Pinned Folders

Add frequently-used folders here by clicking the pin icon.

My Folders

Folders Shared With Me

Public Folders

Tags

Find a Tag

asean asia-pacific automotive blogging business-process business-value case-studies channel china collaboration collaboration collaborat inn agenda collaborat

My Files

Files that you own:

Display: Custom

1-50 of 78

Page 1 | 2

Previous | Next

Sort by: Name Updated Downloads Comments Recommendations

	IBMLufthansaComFlyer.pdf Created 3/5/12 6 downloads	☆ 0			M
	Delivering Exceptional Web Experiences - Tea Tree Gully.odp Created 2/27/12 2 downloads	☆ 0			M
	Delivering Exceptional Web Experiences - CLG - BL - Draft V1.odp Created 2/24/12 9 downloads	☆ 0			M
	Social Business - Li & Fung.odp Created 2/17/12 5 downloads	☆ 0			M
	2012 AP Portal & Social Business Strategy - Brent Lello.odp Created 1/11/12 19 downloads	☆ 0			M
	Social Business Adoption Offerings.odp Created November 29, 2011 6 downloads	☆ 0			M
	hybrid native web choosing_between_native_and__210167.pdf Created November 17, 2011 6 downloads	☆ 0			M
	Leveraging Social Media to Increase Brand Awareness and Drive Leads - Brent Lello.odp Created November 10, 2011 9 downloads 1 comment	★ 1			M
	Leveraging Social Media to Increase Brand Awareness and Drive Leads - Brent Lello.pdf Created November 10, 2011	☆ 0			M

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions



Files

Upload a File

New Folder

Pinned Files

My Files

Shared With Me

Shared By Me

Public Files

Trash

▼ Pinned Folders

Add frequently-used folders here by clicking the pin icon

► My Folders

► Folders Shared With Me

Public Folders

Social Business Agenda Engagement Overview V2.odp

Public | Created October 26, 2011 | ☆ No recommendations

Tags: social-business, social-business-agenda [Add or remove tags](#)

Upload New Version

Share

Add to Folders

More Actions ▼



Description: No description for this file

Size: 1.47 MB

[Download this file](#)

Comments (1)

About this File

Folders

Sharing

Versions (1)

Sort by: Date ^



Janique Vanderkerkhove commented on October 26, 2011 (version 1)

Very good high level overview

Will we specify some high level deliverables /time line?

[Delete](#)

Add a comment...

[Feed for these comments](#)

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions



Files

Upload a File

New Folder

Pinned Files

My Files

Shared With Me

Shared By Me

Public Files

Trash

Pinned Folders

Add frequently-used folders here by clicking the pin icon

My Folders

Folders Shared With Me

Public Folders

Social Business Agenda Engagement Overview V2.odp

Public | Created October 26, 2011 | ☆ No recommendations

Tags: [social-business](#), [social-business-agenda](#) [Add or remove tags](#)

Upload New Version

Share

Add to Folders

More Actions ▾



Description: No description for this file

Size: 1.47 MB

[Download this file](#)

Comments (1)

About this File

Folders

Sharing

Versions (1)

Created: October 26, 2011 6:21:18 AM China Standard Time by [Brent N. Lello](#)

Any update: March 5, 2012 12:29:25 PM China Standard Time

Size: 1.47 MB

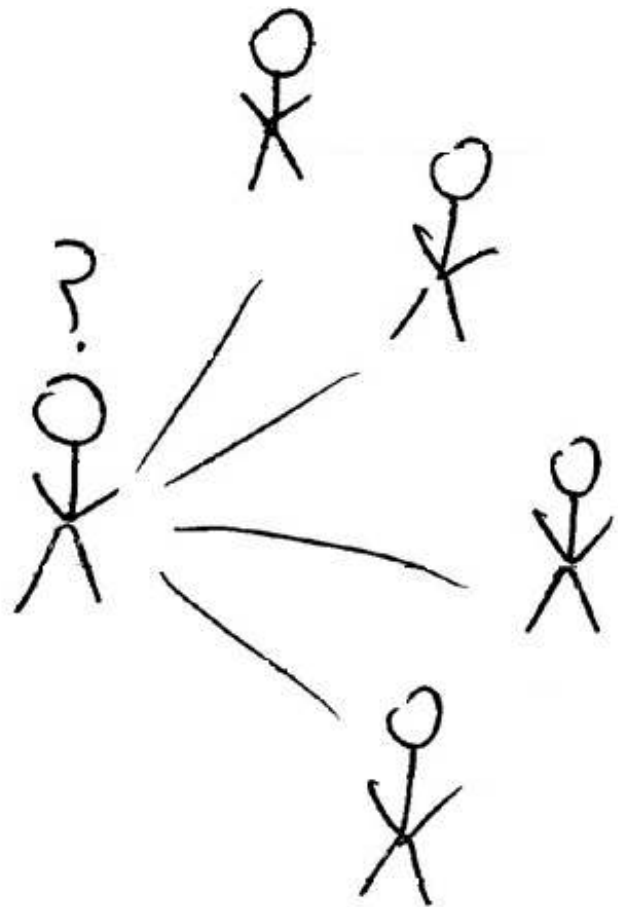
Recommendations: 0

Downloads: 21 (5 anonymously)

Bo Mabry	Version 1 on 10/26/11
Brent N. Lello	Version 1 on 3/5/12
Ian Wai Yew Loe	Version 1 on 11/21/11
Janique Vanderkerkhove	Version 1 on 10/26/11
Jarrod Swan	Version 1 on 2/1/12
JUN LIU	Version 1 on 12/9/11
Kim Robertson	Version 1 on 10/26/11
Michael B. Handes	Version 1 on 10/26/11



How can I find the expertise?



I know the "TYPE" OF
PERSON I NEED TO HELP ME,
I JUST DON'T KNOW WHO
THAT PERSON IS!

Organization Tags

Selected Tags

- evangelist
- social-software

Type another tag

Related Tags

Add a related tag to further refine your search

- + #tagfriday
- + 5live-speaker
- + adoption
- + advocate
- + apple
- + architect
- + awesome
- + blogcentral
- + blogger
- + blueiq
- + blueiq-ambassador
- + blueiq-ambassador-ag-manager
- + blueiq-ambassador-mva
- + blueiq-ambassador-mvp
- + cal
- + collaboration
- + communities
- + communitybuilder
- + competitive
- + connection
- + connections

Profile search results for

Profile Tags: evangelist social-software

1-10 of 27

Page 1 | 2 | 3

Previous Next

Sort by: Relevance Display name Last name



LUIS A. BENITEZ

Social Software Product Manager
 IBM Software Group, WPLC
 HATO REY
 United States

Phone: 1-720-663-2115
 E-mail: Luis_Benitez@us.ibm.com
 Alternate E-mail: Luis Benitez/Cambridge/IBM



Luis Suarez Rodriguez

Social Software Adoption (BlueIQ): KMer, Community Builder & Social Computing Evangelist
 IBM Software Group, MADRID, M Spain
 Floor: |
 GA
 United States
 Phone: 34-928-148260
 E-mail: luis_suarez@es.ibm.com
 Alternate E-mail: Luis Suarez Rodriguez/Spain/IBM

Navigation menu for Luis Suarez Rodriguez profile:

- Blogs
- Profile (highlighted)
- Activities
- Bookmarks
- Communities
- Wikis
- Forums
- Files



Lou

Social Software Adoption (BlueIQ): KMer, Community Builder & Social Computing Evangelist
 IBM Software Group, ATLANTA, GA
 United States
 Phone: 1-720-396-8935
 E-mail: richardl@us.ibm.com
 Alternate E-mail: Louis Richardson/Atlanta/IBM

Phone: 1-720-396-8935
 E-mail: richardl@us.ibm.com
 Alternate E-mail: Louis Richardson/Atlanta/IBM



EDM

Executive Director
 IBM Software Group, Worldwide Sales
 CAMBRIDGE, MA
 United States
 Phone: 1-720-663-2235
 E-mail: ted_stanton@us.ibm.com
 Alternate E-mail: Ted Stanton/Cambridge/IBM

Phone: 1-720-663-2235
 E-mail: ted_stanton@us.ibm.com
 Alternate E-mail: Ted Stanton/Cambridge/IBM



Suzanne Livingston

Senior Product Manager - Lotus Connections
 IBM Software Group, WPLC
 HATO REY, VA
 United States
 Phone: 1-720-663-2091
 E-mail: suzie@us.ibm.com
 Alternate E-mail: Suzanne Livingston/Cambridge/IBM

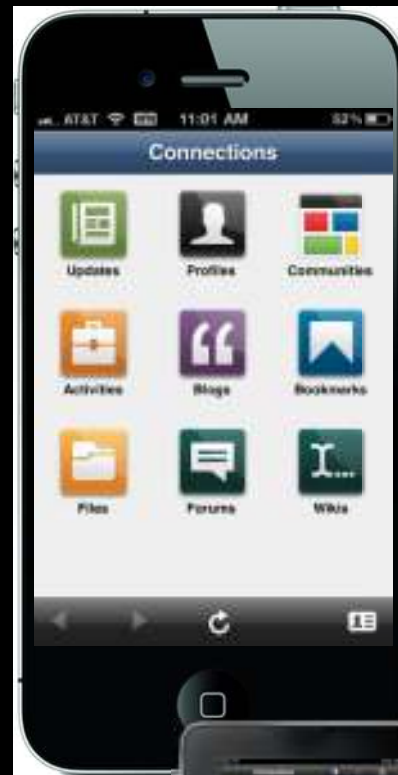
Phone: 1-720-663-2091
 E-mail: suzie@us.ibm.com
 Alternate E-mail: Suzanne Livingston/Cambridge/IBM

From wherever your people are...from whatever device

Android

iOS

Blackberry



THANK YOU



Brent Lello

AP BUE

IBM Exceptional Web
and Social Business

IBM Software Group

Canberra, Australia

+61418643148

brent.lello@au1.ibm.com

Get Smarter! Get Social!
Transform Your Business With IBM Collaboration Solutions

