

The Importance of Frameworks in deploying Social Collaboration Platforms

COLLABORATION DEFINITION

Where individuals & groups share common global goals and value the specific goals of others within a common framework of the common environment they interact. They are mutually supportive and pro-active in innovating new outcomes for the shared good. They will engage once-off, periodically or on an on-going basis as required to achieve common goals.

COLLABORATION FRAMEWORK DOMAINS

- Business & Strategy
- Diagnostic
- Facilitation
- Program
- Progress

COLLABORATION FRAMEWORK ARTIFACTS

- User Guides
- Process Flows
- Tools
- Templates
- Workshop Instructions

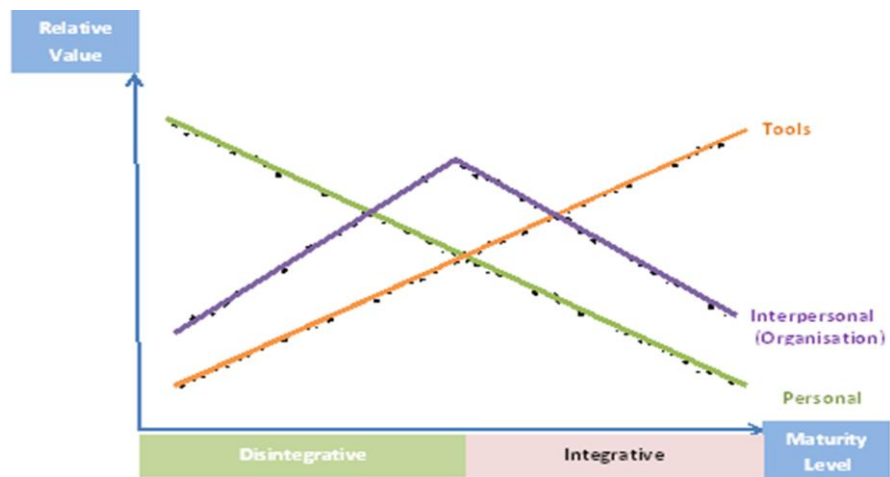


Introduction

Collaboration is when two or more people come together where they share a common aim or interest with a view to a specific objective. Social collaboration platforms facilitate successful collaboration. However collaboration is basically a human interpersonal activity within and across organization's and as such, driving collaboration to release talent and achieve an organization goal(s) must be calibrated to align the people and organization's behaviors and maximize adoption traction.

The critical considerations when accelerating collaboration relate to how people behave and interact within and/or across groups/organization's. Personal skills and behaviors coupled with Interpersonal skills and behaviors underpin the basis for collaboration and teamwork. Individuals, Groups & Organizations have different experiences, cultures and styles and in order to get the maximum return from any investment in collaboration and collaboration platforms we need to follow an approach that engages staff and aligns the organization development interventions with the platform deployment program.

Deployment of social collaboration platforms provides tools and facilitates collaboration, however depending on the organization's collaboration maturity level, returns and successful release of talent from a platform deployment may be hampered. Research has shown that the relative focus of interventions changes depending on the collaboration maturity level of an organization. The chart below indicates the relative scale of Personal, Organization and Platform development interventions for different levels of maturity.



Why use a Framework?

- Provides a Roadmap to identify and realise business benefits.
- Provides the steps to align organisation development and IT
- Provides tools & Templates to plan and manage an effective program.
- Leverages Best Practices
- Addresses the challenges



Domains in a Collaboration Methodology

20 Collaboration Dynamic Constructs

Interpersonal

- Trust
- Sharing of Aims
- Collective Responsibility
- Competence Confidence
- Culture

Organization

- Management Involvement
- Self-Organization
- Communications
- Boundaries
- Business Process

Working

- Autonomy
- Feedback
- Goals
- Motivation
- Attitude to social media

Customer

- Results
- Engagement
- Connectivity
- Satisfaction
- Communities

7 Distinct Collaboration Maturity Levels underpinned by 2 stages ea. and 3 at the lowest level.

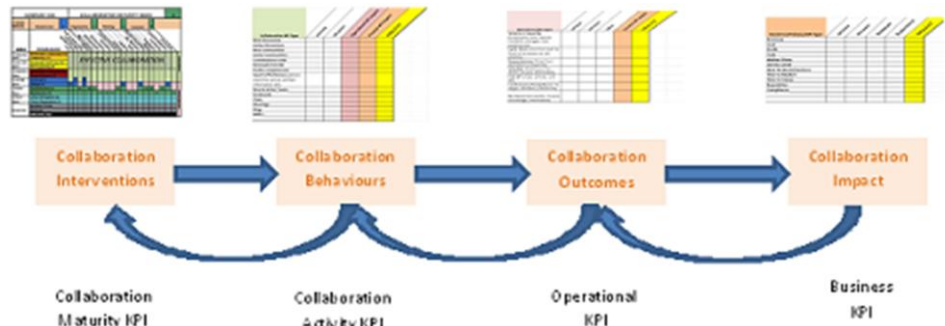
FOR FURTHER INFORMATION

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Business Domain

The business domain aid's the organization prepare the business case for collaboration and identify the strategy & metric's including a metric map on the 4 key levels (Collaboration Maturity, Collaboration Activity, Collaboration Outcomes, and Business Outcomes). In addition the process for managing Benefits Realization.



Diagnosis Domain

This domain provides a simple scientific collaboration Maturity Diagnosis tool and an approach to select and calibrate Personal, Organization and Platform Development interventions

COMPANY XXX		COLLABORATIVE MATURITY INDEX: 4																																																																									
DYNAMIC INDICES:	Interpersonal: 5	Organizational: 5	Working: 5	Customer: 4																																																																							
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Facilitation Domain

This domain provides an approach to governance, co-ordination and facilitation of the 3 main elements of any successful collaboration program People Development, Organization Development & Platform Development. It supports the management of change in how people work and new roles that emerges.



Program & Progress Domain (s)

These domains provide the tools and approach to in effect create the PMO and projects for the 3 core elements (People, Organization & Platform). It ensures the co-ordination, metrics, issue resolution and benefits realization are managed in a manner that ensures maximum collaboration traction and business outcomes taking care of the tasks, procedures and relationships.

