Enterprise 2.0: Social Media, Collaboration and Innovation in Organizational Context
The Shift …

<table>
<thead>
<tr>
<th>Web 1.0 was about…</th>
<th>Web 2.0 is about…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading</td>
<td>Writing</td>
</tr>
<tr>
<td>Lectures</td>
<td>Conversations</td>
</tr>
<tr>
<td>Companies</td>
<td>Communities</td>
</tr>
<tr>
<td>Home pages</td>
<td>Blogs</td>
</tr>
<tr>
<td>Advertising</td>
<td>Word of mouth</td>
</tr>
<tr>
<td>Edited and produced</td>
<td>Raw and unfiltered</td>
</tr>
<tr>
<td>Text</td>
<td>Video</td>
</tr>
<tr>
<td>Information</td>
<td>Participation</td>
</tr>
</tbody>
</table>

Source: [http://joedrumgoole.com/blog](http://joedrumgoole.com/blog)
Environment

Environment may refer to:

- Natural environment, all living and non-living things that occur naturally on Earth
- Built environment, constructed surroundings that provide the setting for human activity, ranging from the large-scale to personal places
- Environment (biophysical), the physical and biological factors along with their chemical interactions that affect an area
- Environmental art
- Environmental determinism
- Environmental policy
- Environmental psychology
- Environmental quality
- Environmental science, the study of the interactions among the physical, chemical and biological components of the environment
- Social environment, the culture that an individual lives in, and the people and institutions with whom they interact

In computing:

- Desktop environment, in computing, is graphical user interface to the computer
- Environment variable, the set of environments defined in a process
- Integrated development environment, a type of computer software that assists computer programmers in developing
- Runtime environment, a virtual machine state which provides software services for processes or programs while a

See also

- Ambient
- Category:Environment, for articles relating to the effect of human activity on the environment
- Ecology, a sub-discipline of biology often confused with the environment in general
- Environmental movement
Collective Intelligence: Enabling Knowledge Creation

Externally Facing:
EPA’s Puget Sound Information Challenge wiki

Inward Facing:
CompanyCommand.army.mil
External Facing Case Example: Environmental Protection Agency Wiki

Main Page

The Puget Sound Information Challenge is now over... thanks to your participation, we received over 175 contributions of ideas, data and applications, and over 18,000 pages were viewed on the site during the challenge.

What is the Challenge?

Former EPA Administrator Bill Ruckelshaus (now Chair of the Puget Sound Partnership Leadership Council) challenged the National Environmental Information Symposium participants to identify and share the best information resources, tools, ideas, and contacts in their arsenal to inform the protection of the Puget Sound. This is the challenge! The catch is that it must be done in the next 48 hours!

How Will the Challenge Work?

Participate and find out! EPA’s Assistant Administrator for Environmental Information, Molly O’Neill, has invited all symposium participants, and their networks of knowledgeable people, to participate in an accelerated collaboration. We will use this wiki, to pool our collective knowledge and build something together. And don’t worry, you do not have to roll up your sleeves, there is enough for everyone to do!

How Can You Participate—NOW?

Click Bill’s picture to the left to hear what he needs. Then check out the “About Puget Sound” section to get up to speed on Puget Sound and see the “Help” section for tips on how to add and format content, or jump right in to contribute your ideas, resources or applications by:

- Selecting Contribute Now! from the navigation menu on any page.
Internal Facing Case Example: CompanyCommand

New **Command Challenge** is up. It is a good one!

Have you watched the **Video OPDs**? They are pretty inspiring.
“We’re up against evolving threats, we have evolving foes.”

“We have to have a living, thinking, breathing, dynamic organization—from top to bottom.”
Vision: Every company-level leader—past, present, & future—connected in a vibrant conversation about building and leading combat-ready teams.
Leader Cast Implementation
Leader Cast
(550 video clips...and counting)
A shift is occurring from computer-to phone-based communications.

Almost every Soldier has a cell phone; within 1-2 years, 50% will carry smart phones.

This creates a significant opportunity for the Army to radically improve individual & organizational learning.
We need a well designed, secure, mobile application that allows Soldiers to reap the benefits of on-the-go access to the cutting-edge knowledge of our profession.

I am about to take command of an FSC that was just added to our bn. Looking to connect with experienced FSC commanders. Please...
Enterprise 2.0: Case Examples

Cisco Quad

Integrated Workforce Experience
People: Connect and Find the Known and Unknown

- Rich Presence Information
- Click to X
- Videos and content Matt authored or recommended
- Integration to Blog Platform
- Rich metadata, integration across systems

Google MOMA

Welcome to Google!

- My office
- My workspaces
- My visitors
- My book

Google’s visitors

- Search visitors

IDEO Tube

Angelique Ilusorio

- Current Project Workload
- Current projects

View my work
Angelique Ilusorio's projects and assets

View more of Angelique's work
Where the Army is Going ... MilSuite
MilSuite

• Secure DoD Knowledge Management suite of capabilities dedicated to the use of Web 2.0 and social media to improve knowledge sharing, information exchange, and professional networking across the U.S. Army.

• Current suite consists of a Military encyclopedia (milWiki), Military News Blog (milBlog), and a Military professional networking site (milBook).

• A community of knowledge management proponents who believe in a more connected Military.
Military suite of Web 2.0 technologies behind the firewall. Uses authentication with restrictions on account types and identity management service.

- **milWiki** is a Military encyclopedia and home to the Army’s Doctrine portal for conversion of Army Field Manuals into Army Tactics, Techniques and Procedures.

- **milBook** is a professional networking site with hundreds of collaborative groups and an enterprise platform for the U.S. Army Senior Leaders.

- **milBlog** is a community-wide blog for sharing news and events and an essential tool in the sharing of information related to Base Realignment and Closure (BRAC).
• Online Publishing
  – Units/ Organizations
  – Processes, Regs, SOPs
  – Systems/ Technologies
  – Lessons Learned, Best Practices

• Leverage Community Knowledge
  – Wiki Portals
  – Community Projects
  – Gardening Efforts
  – Semantic wiki capabilities

• Define the Standard
  – Article Templates
  – Categories
  – InfoBoxes
• **Share Knowledge**
  – Announcements
  – Updates to Processes
  – News and Alerts
  – Events
  – Achievements/Awards
• **Provide Feedback**
• **Showcase**
  – Columnists
  – Communities
• **Discover**
  – Discoverable Content
  – Monthly Archives
  – Tags
  – Categories
MilBook

- Share and Connect
  - Follow People and Activities
  - Provide Status Updates
  - Track activities in your network
- Advanced Profiles and Personalized View
- Publish Content
  - Blogs
  - Documents (wikis)
  - Discussions
- Get Organized
  - Public and Private Groups
  - Customizable Communities of Interest
milSuite Growth Areas

milBook Group Growth

milWiki Article Growth

+10,000 articles created on milWiki

+800 new groups on milBook
Linked knowledge means consuming more information in less time.
Connecting Knowledge to People ... and People to People in meaningful ways

Information is only as good as the source, and that source relies on a network of experience.
Video Communications (Under Development)

- **Broadcast videos**
  - Announcements
  - Vignettes
  - Training and Guidance
  - News and Features
  - Interviews
  - Promote tools, sites, projects and achievements
- **Establish Channels**
  - Organize and share videos
  - Provide face to the community
- **Discover content**
  - Custom search options
  - Embedded video throughout milSuite sites
Implementing an Enterprise Approach
Technology Alone isn’t enough. We need an Enterprise-Focused Organizational Culture

• The enterprise approach leverages Army business transformation principals:
  – **Outcome-Focused and Best-Value** transformation initiatives;
  – **Alignment** both vertical and horizontal, and internal and external—to ensure execution of stakeholder and Army priorities are in support of national security objectives;
  – **Holistic, Enterprise-Level Thinking** with an associated governance construct and cultural mindset;
  – **Integration and Collaboration** as a means for transformation and continuous improvement;
  – **Innovation** as an inherent result.

• In pursuit of an enterprise approach to business management, the Army established advisory bodies to facilitate collaboration among military and civilian leaders.

*These advisory bodies bring together leaders in their respective areas of expertise or function to advise the Secretary of the Army and other decision makers, as appropriate.*
Implementing an Enterprise Construct

- **Army Enterprise Board (AEB):**
  - Department’s most senior forum that advises the Secretary and the CMO;
  - Monthly opportunity for the Army’s most senior executives to focus on strategic issues.

- **Army Management Enterprise (AME):**
  - Provides horizontal and vertical integration, principally concerning Army business operations;
  - Includes the Secretariat and the Army Staff;
  - Gives a cross-cutting, enterprise-wide point of view for Army senior leaders.

- **Core Enterprises (CEs):**
  - Four functionally aligned advisory councils in the areas of Human Capital, Materiel, Readiness, and Services and Infrastructure;
  - Convene, discuss ideas, address common concerns, and advise the Secretary on issues within their functional domains;
  - Senior leaders within these functional areas come together with a common purpose and work toward aligning priorities, integrating efforts, and synchronizing activities.

An Opportunity to align our generating force and our business operations to support the sustained agility and versatility of our operating force

**Align, Integrate & Innovate**
Welcome to ORION

Welcome to your professional forum! ORION is Army Leaders. We are a forum that is by and for the profession with a specific laser-beam focus on managing the Army with excellence. By joining, you are gaining access to an amazing community of professionals—like you—who love Soldiers and are committed to leading and driving the organization. If you haven't had a chance please take a moment to review your ORION Welcome Letter and ORION Forum Values & Member Expectations.

If you would like to join this community please email Orion.Team@us.army.mil with your AKO/DKO user name and your Office/Directorate or call (571) 255-2316.

Recent Content

- ERP Strategy Timeline
  The attached file is a draft timeline for the way ahead.
  by LTC GARRETT HEATH 5 hours ago

- 2 September 2010 BSIT-ESG
  The attached documents are provided for the BSIT-ESG.
  by LTC GARRETT HEATH 56 minutes ago

- 28 July 2010 BSIT-ESG
  The attached documents are provided for the discussion.
  by LTC GARRETT HEATH 6 days ago

- 28 July 2010 BSIT-ESG
  The attached files are provided for the discussion.
  by LTC GARRETT HEATH 6 days ago

- 12 August 2010 BSIT-ESG
  The attached documents are from the 12 August BSIT-ESG.
  by LTC GARRETT HEATH 6 days ago

- OBT and Functional POCs
  This chart provides contact information for OBT and functional POCs.
  by LTC GARRETT HEATH 6 days ago

- 18 August 2010 IRB
  The following documents are from the 18 August IRB.
  by LTC GARRETT HEATH 6 days ago
Discussion