Enterprise 2.0 implementation framework

UNDERSTAND DRIVERS
- Examine organizational drivers of Enterprise 2.0
- Map internal stakeholders and culture
- Identify key risks and internal barriers
- Identify and prioritize highest potential business applications

ITERATE AND REFINE
- Experiment
- Learn and apply lessons

CREATE ENABLING FRAMEWORKS
- Define vision and key sources of competitive advantage
- Create Governance framework
- Set and communicate policies
- Build business case
- Select and discover pilot projects
- Identify and support champions

DRIVE ADOPTION AND VALUE
- Run broad-based user adoption initiatives
- Drive ongoing culture change program
- Assess pilots: broaden, close, or modify
- Identify and leverage success stories

SUPPORT INITIATIVES
- Implement enterprise-grade software
- Leverage senior executive communication and participation
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Enterprise 2.0 Implementation Framework: References

UNDERSTAND DRIVERS
Examine organizational drivers of Enterprise 2.0
See Chapter 3: The New Enterprise
Map internal stakeholders and culture
See Chapter 7: Governance
Identify and prioritize highest potential business applications
See Chapter 4: Benefits and Risks
Identify key risks and internal barriers
See Chapter 6: Identifying Barriers to Enterprise 2.0 Adoption

CREATE ENABLING FRAMEWORKS
Define vision and key sources of competitive advantage
See Chapter 3: The New Enterprise
Create Governance frameworks
See Chapter 7: Governance
Set and communicate policies
See Chapter 8: Setting Policies
Build business case
See Chapter 17: Building a Business Case

SUPPORT INITIATIVES
Select and discover pilot projects
See Chapter 17: Pilots
Identify and support champions
See Chapter 17: Pilots
Implement enterprise grade software
See Chapter 21: Key Options for Enterprise 2.0 Software
Leverage senior executive communication and participation
See Chapter 18: User Adoption

DRIVE ADOPTION AND VALUE
Assess pilots: broaden, close or modify
See Chapter 17: Pilots
Identify and leverage success stories
See Chapter 19: User Adoption
Run broad-based user adoption initiatives
See Chapter 19: User Adoption
Drive ongoing culture change program
See Chapter 20: Implications for HR

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For organizations that are seeking a thorough and practical reference on how to create value with Enterprise 2.0 approaches, Implementing Enterprise 2.0 is the most comprehensive, pragmatic, and cost-effective analysis available on the market.

Implementing Enterprise 2.0 provides detailed coverage of each step on the Enterprise 2.0 journey, assisting executives to understand benefits and risks, take informed action, and implement successful initiatives.

For free chapters, ordering information and other Enterprise 2.0 resources go to: www.ImplementingEnterprise2.com

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