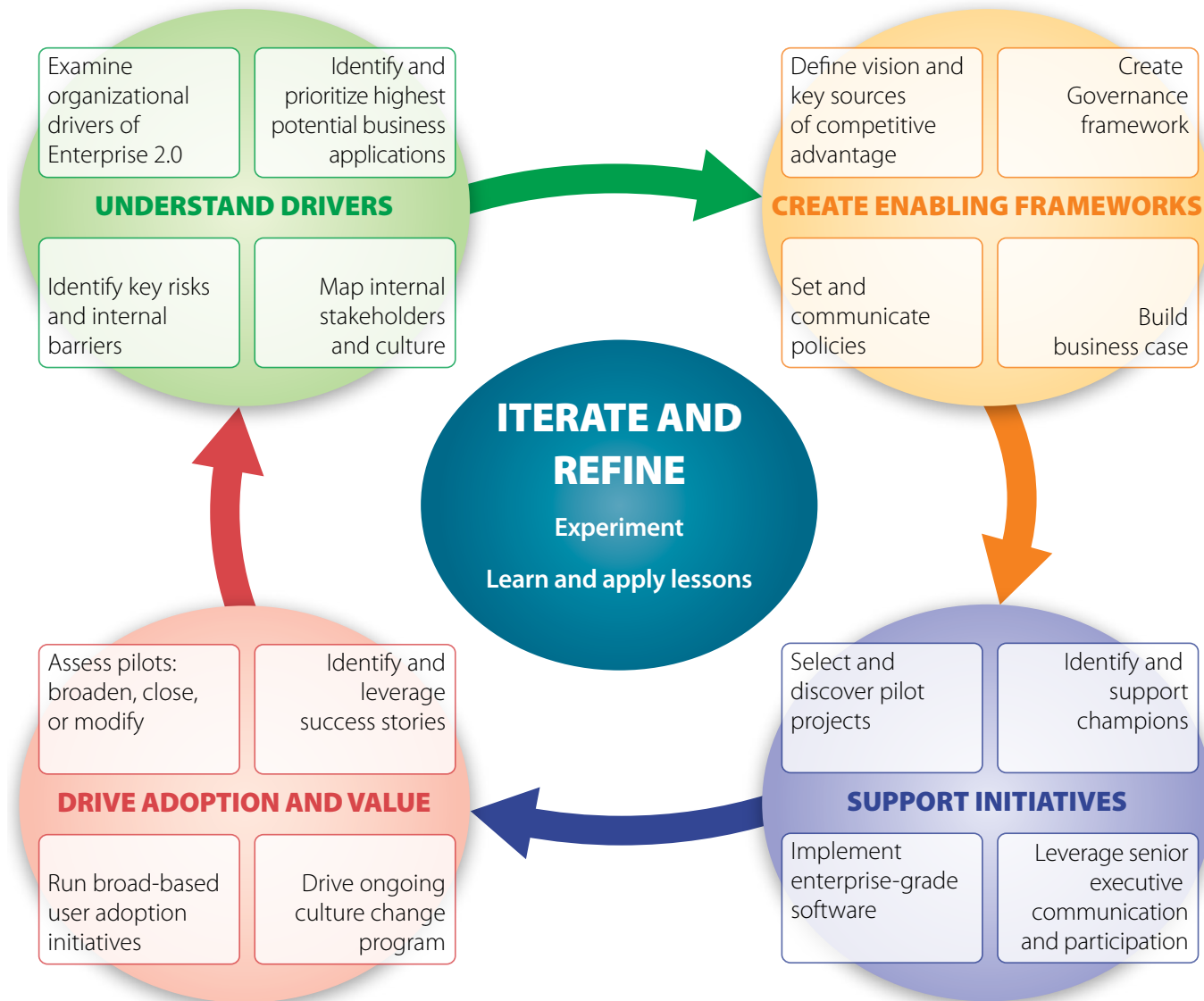


Enterprise 2.0 Implementation Framework



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

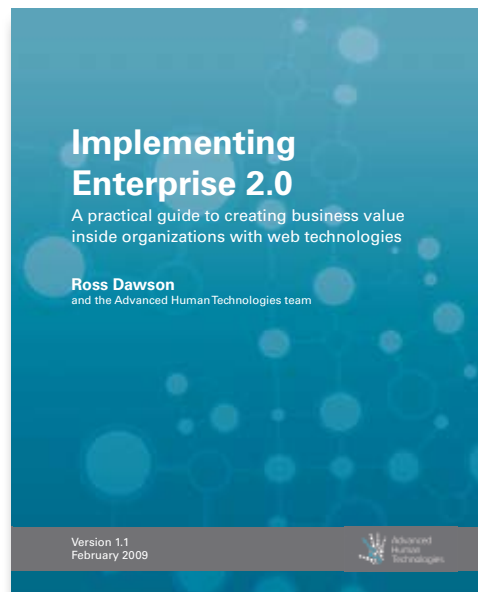
DRIVE ADOPTION AND VALUE

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.

Table of contents

Section 1	1	What Is Enterprise 2.0?	9
Fundamentals Of Enterprise 2.0	2	Web 2.0 And The Enterprise	13
	3	The New Enterprise	23
	4	Key Benefits And Risks	31
Section 2	5	Enterprise 2.0 Implementation Framework	39
Enterprise 2.0 Strategy	6	Identifying Barriers To Enterprise 2.0 Adoption	43
Section 3	7	Governance	51
Governance And Policies	8	Setting Policies	59
Section 4	9	Wikis In The Enterprise	69
Creating Business Value From Enterprise 2.0 Tools	10	Blogs In The Enterprise	77
	11	Social Networks In The Enterprise	83
	12	RSS And Syndication In The Enterprise	91
	13	Social Bookmarking In The Enterprise	97
	14	Microblogging In The Enterprise	103
Section 5	15	Getting Buy-In	111
Practical Implementation	16	Building A Business Case	117
	17	Pilots	127
	18	User Adoption	137
Section 6	19	Implications For IT	145
Organizational Implications	20	Implications For HR	149
Section 7	21	Key Options For Enterprise 2.0 Software	163
Technology Options	22	Enterprise Platforms	165
	23	Enterprise Content Management	169
	24	Wikis	171
	25	Blogging	177
	26	Enterprise Social Networking	181
	27	Enterprise RSS	187
	28	Prediction Markets	189
Section 8	A	Glossary	192
Appendices	B	References	193
	C	Sample Policies	194

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