Solution Guide for the Social Enterprise EXECUTIVES

Real-world ideas for transforming your business through the use of enterprise social networking
Solutions for Executives

Over the past two decades, companies have made significant investments in technologies to automate business processes to streamline work, and improve productivity.

Yet despite the proliferation of applications and tools intended to make our lives easier, the volume of information we have to process on a daily basis is crushing productivity.

Enterprise social networking is fundamentally transforming the way people collaborate, learn, and communicate in the workplace. By removing barriers to the flow of information, enterprise social networking is a powerful way to engage the ideas, imagination, and problem-solving capabilities of today’s knowledge workers.

In this guide, we’ll provide you with a few examples of how forward-thinking companies use Socialcast to create organizations that are more engaged, productive, and successful.

At a Glance

Socialcast unlocks the potential of your workforce by:

- Unifying the flow of ideas across the entire organization
- Uncovering hidden talent through an open exchange of knowledge and best practices
- Aligning executive teams, managers, and employees in a shared vision

Socialcast organizes communication and collaboration in one place, so employees can learn faster, innovate more, and make smarter decisions.

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Case Study Showcase

View

View

View
Improve Productivity

Most productivity tools we use today were designed around metaphors from an earlier era, such as inboxes and outboxes.

Today, employees are simply wasting too much time on “work about work.” We respond to hundreds of emails each week, attend too many meetings, and make dozens of phone calls to stay on top of what needs to get done.

By unifying people, information, and activities into one streamlined flow, Socialcast helps individuals and teams get work done better and faster.

Organize conversations by topic or project, making information relevant, contextual, and easier to find

Resolve problems quickly by posting questions to appropriate groups to uncover expertise

Use @mentions to engage experts in discussions or ideas

Upload documents, presentations, photos, and links for everyone to see and discuss

Quickly vet ideas using polls
Accelerate Innovation

The ability to innovate quickly is a critical advantage in today’s hyper-competitive global marketplace. Companies need to tap deeper into the passions, imaginations, and ingenuity of their workforce. Every employee needs to understand the goals and objectives of the organization, and how what they do fits into the bigger picture.

Socialcast provides a single destination for conversations and ideas, enhancing a company’s ability to engage the hearts and minds of its employees. Socialcast expands networks and makes information easier to find, so people can work smarter. Employees can ask questions, get answers, and find others who can help them do their jobs better—all of which improves employee morale and job satisfaction.

**QUICK TIPS**

- Use Town Halls to keep employees informed and up to date on corporate goals and initiatives
- Build strong relationships by publicly recognizing contributions made by team members
- Crowdsource feedback on new ideas or strategic initiatives
- Create groups to support key initiatives with centralized access to people and information so teams can get things done faster and smarter
- Create new connections by following people, conversations and groups
Tap into Experts

Institutional knowledge is often hard to find. It exists in files, emails, documents, business systems, and also in the minds of employees and business partners. As a result, people frequently make critical decisions without access to the right information.

Socialcast helps organizations uncover hidden talent by making it easy for people in different departments and geographies to come together to solve problems and brainstorm. Socialcast helps companies harness the collective knowledge of employees, capturing it in a shared and easily searchable online workspace. By removing barriers to communication and knowledge sharing, Socialcast lets people find and connect with the right resource when they need it.

Connect employees with similar interests and skills to relevant initiatives and projects

Reward and recognize key employees who generate ideas and help solve problems

Showcase areas of interest with profiles

Discover potential experts and see where individuals fit into the organization using Org Charts

Facilitate brainstorming and problem-solving by using polls for instant feedback
Work Better Together

In large organizations, teams can be spread out and include people from inside the organization as well as outside agencies and business partners. It can be challenging for extended teams to coordinate projects and stay on track. Too often, team members don't understand the larger purpose, or why their work matters. This can leave employees feeling disconnected, which leads to a decline in job satisfaction.

Socialcast allows teams to work together toward common goals with less effort. Using Groups, people can share information and conversations in a central place, so they can stay more focused on what needs to get done. Socialcast provides managers and employees with an easy way to communicate priorities, helping teams to move from confusion to clarity about how work aligns with the company's goals.

Create a group for your project and invite all team members

Get teams up and running quickly with one-stop access to project-related documents

Share updates to keep teams on track—including files, links, images or video, and @mention anyone who needs to take immediate action

Create an Externally Facing group to include consultants, partners, or customers—whoever is needed to get the job done
Nokia Corporation, with upwards of 130,000 employees in 120 countries, has spent the past decade evolving their internal collaboration strategy from forums and wikis to Microsoft® SharePoint®, and now Socialcast. With more than 30,000 community members, including the CEO, Socialcast is helping Nokia communicate and work faster than ever before, saving time while accelerating innovation.

On his first day, Nokia CEO Stephen Elop used Socialcast to ask employees: “What things should I change? What things should stay the same? What issues might I miss as I get to know the company?” The response Elop received was immense, and signaled to the organization a new level of openness between leadership and employees.

Socialcast provides executives with a powerful tool to engage with employees and invite participation in a more honest and open dialogue.

“Socialcast enables open and transparent conversations across the company and everyone can benefit from questions that get answered.”

Tiina Jaatinen
Senior Communications Specialist, Social Media, Nokia

RESULTS:
• 30,000 Nokia employees use Socialcast to communicate and collaborate
• Email has been eliminated in at least one department
• Fewer barriers to participation in the wider company dialogue
• Inviting participation in social networks encourages the exchange of ideas
• Executive participation demonstrates new leadership values of openness and honesty
Random House, the world’s largest print and digital trade book publisher, uses Socialcast as a real-time platform for improving employee communication. Email had become a cumbersome way to share information. Broadcast emails and reply-all’s meant that messages were not always effective in reaching their intended audiences. With Socialcast, Random House employees are in control of the information they want to consume. By following people and conversations, they can stay connected to the topics and projects they choose.

Socialcast is enabling Random House to foster better communication and create greater visibility into day-to-day events. By pulling conversations and information into a shared forum, Socialcast is helping Random House create a work environment that is more agile and effective.

“If you have a really important message you need to get to people, email is where it goes to die.”

Chris Hyams Hart
VP of IT, Random House

RESULTS:
• “Following” puts users in charge of the information they want to consume
• Greater visibility into day-to-day events within a business unit
• Ambient awareness of what’s going on allows teams to collaborate more efficiently
• Information can be distributed without emailing or scheduling meetings
More than 31,000 General Motors employees reach out to colleagues around the world in their growing Socialcast community dubbed “OverDrive”.

General Motors uses Socialcast’s Town Hall to conduct large-scale discussions between executives, company leaders and employees around important topics. Recently, more than 1,000 employees joined a Town Hall regarding benefits and compensation, directly interacting with leaders in a written format to get their questions answered. Instead of leaders being put on the spot in a live Town Hall, they were able to thoughtfully respond to employee questions in writing. Now, these answers are archived for others to refer to at a later time.

“GM people around the world are using OverDrive to brainstorm, gather feedback and to find facts and answers from colleagues in other functions.”

Tony Schonek
Global Program Manager, GM Information Technology

RESULTS:
• On average, more than 1,000 employees join OverDrive each week
• 27,000 employees joined in a single year
• Town Hall allows managers to thoughtfully engage with employees around strategy and direction
• More than 10,000 GM employees have shifted their conversations from email and IM to OverDrive
• Online collaboration helps employees communicate more efficiently and faster than through email, phone, and meetings
Start transforming your business into a social business today.

Start a conversation with your colleagues and leadership team. Consider how enterprise social networking can create new levels of alignment between executives and employees, and improve business performance. Then set your course for the future.

Socialcast is helping thousands of companies on the journey to the social enterprise. Let us know how we can help you succeed.

www.socialcast.com