Social Business Roadmap

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Pokeshot///SMZ

Define	Develop	Deploy	Optimize
Social Business Kick-off: Establish a common understanding of social business, goals, use cases, stakeholders, requirements	**Use Cases (Basic):** Implementation of the first use cases	**Basic Training:** Train-the-Trainer by means of ageneral training module	**Performance Measurement:** User surveys, establishing a measurement tool
Social Business Concept: Roadmap & budget planning	**Design & Implementation:** Design workshop and configuration of Jive	**Advanced Training:** Advanced module based training	**Support by SMZ:** Helpdesk, Email support
Social Business Tool Evaluation	**Advanced Advice:** Communication advice for implementation	**Use Cases (Advanced):** Set up and support new use cases	**Monthly News from Jive**
Project Setup: Set up social business (project) team	**Communication & Change Management I:** Social Media Guidelines, Change Management activities	**Ultimate Advice:** On-going support & project lead	**On-going Performance Measurement:** Regular review workshops, deduce improvements
Key User & "Champions": Identify enable Key User & "Champions"		**Communication & Change Management II:** Change Management planning for implementation	

Define
It is always good to have a plan to gain supporters for your idea. Furthermore is it necessary to be well prepared for the following phases and get the best out of your situation.

Develop
The requirements have to be proved by feasibility and the general framework has to be clarified.

Deploy
It is not all about technology. It is more about to understand the environment and the need of the technology. It is important to have a look people and the organization as well.

Optimize
To be successful you have to create at least the right mindset in terms of social busi- ness. To prove e.g. this mindset and success the continuously usage of KPI's and in best case a control system is necessary.

Strategy & Concept

Why?!

It is always good to have a plan to gain supporters for your idea. Furthermore is it necessary to be well prepared for the following phases and get the best out of your situation.

Highlights:

1. Strategic framework to help to establish a social business platform
2. Analyze your business to create value out of process improvements with social technologies
3. Involving all stakeholders in the creation of a social business roadmap

Outcomes:

1. Sponsorship
2. Stakeholder analysis
3. Social business concept
4. Use Cases
5. Social business roadmap

Define
Social Business Kick-off: Establish a common understanding of social business, goals, use cases, stakeholders, requirements
Social Business Concept: Roadmap & budget planning
Social Business Tool Evaluation
Project Setup: Set up social business (project) team
Key User & "Champions": Identify enable Key User & "Champions"

Implementation

Why?!

The requirements have to be proved by feasibility and the general framework has to be clarified.

Highlights:

1. Examination of target users and existing business processes
2. Identify smarter ways of structuring use cases
3. Define success criteria and performance metrics
4. Specification of the technical architecture and design concept

Outcomes:

1. Technical/Design concept
2. Structure and content
3. Communication/Collaboration guidelines
4. Communication & change management concept
5. KPIs & Balanced Scorecard

Develop

Use Cases (Basic):
Implementation of the first use cases

Design & Implementation:
Design workshop and configuration of Jive

Advanced Advice:
Communication advice for implementation

Communication & Change Management I:
Social Media Guidelines, Change Management activities

Engagement & Adoption

Why?!

It is not all about technology. It is more about to understand the environment and the need of the technology. It is important to have a look people and the organization as well.

Highlights:

1. Enlisting key advocates and influencers
2. Provide trainings
3. Eliminate collaboration barriers
4. Create momentum around social business initiative

Outcomes:

1. Established change management and communication
2. Community management
3. Social business team
4. Trainings and support

Deploy
Basic Training: Train-the-Trainer by means of ageneral training module
Advanced Training: Advanced module based training
Use Cases (Advanced): Set up and support new use cases
Ultimate Advice: On-going support & project lead
Communication & Change Management II: Change Management planning for implementation

Success & Optimization

Why?!

To be successful you have to create at least the right mindset in terms of social business. To prove e.g. this mindset and success the continuously usage of KPI's and in best case a control system is necessary.

Highlights:

1. Achieve sustainable social business success
2. Regularly reviews
3. Gain user feedback and get better within your Jive platform
4. Identification of new requirements and implement new solution

Outcomes:

1. User Feedback
2. Measured key performance indicators & BSC
3. Community health report
4. Improvement activities
5. Success stories

Optimize

Performance Measurement:
User surveys, establishing a measurement tool

Support by SMZ:
Helpdesk, Email support

Monthly News from Jive

On-going Performance Measurement:
Regular review workshops, deduce improvements

If you have any questions don't hesitate contacting us.

Learn more at
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