

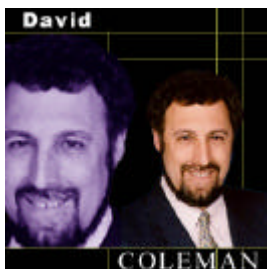


IN ASSOCIATION WITH

Entovation International Ltd.

Collaborative Strategy Design

Content expert



David Coleman, Founder and Managing Director of Collaborative Strategies (CS) has been involved with groupware, collaborative technologies, and knowledge management (KM) since 1990. He is a frequent public speaker, an industry analyst, and author of books and magazine articles on electronic collaboration and knowledge management. David has been the conference chairman for a variety of groupware and KM conferences. Based in San Francisco, David leads the world's foremost IT analyst and consulting firm focused on electronic collaboration. He is currently the editor of the CS "Inside Collaboration" newsletter and writes the Guru's corner column for that publication. He also is a frequent contributor to the "Collaboration Blog."

In the past David has helped to start two other computer industry publications, written two books on Groupware (published by Prentice Hall) and worked as a VP of Marketing at a Natural Language start-up. He was also formerly the first Manager of Competitive Intelligence and then a product line manager at Oracle Corporation. At Oracle he helped to start the UNIX group there, growing his segment from \$0- \$20M in revenues in just one year.

David has an eclectic academic background, with undergraduate degrees in Zoology and Psychology, and graduate degrees in: General Systems Theory, Experimental /Physiological Psychology, and Neuro and Behavioral Biology.

"Collaboration is the ability of two or more people to share complex information over time and space on an ongoing basis for a common goal. Collaboration is not intuitive, and is usually an unnatural act. Technology only solves about 20% of the problem, the other 80% deals with people and process.

"Companies will be drawn into an awareness of their intellectual capital as they start to get involved in value networks with their customers, suppliers, etc. The knowledge economy will be part of developing and interlocking value networks."

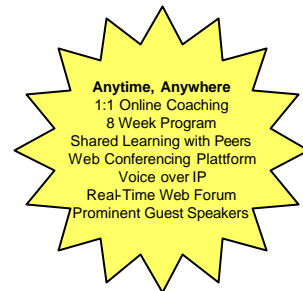
"Most vendors of collaboration or KM tools are great at building technology and very poor about expressing how that technology can be of benefit to an end-user. The better the broadcast (information) fits into the receivers context, the faster the receiver can process it and turn it into knowledge (act upon it)."

This 8-week coaching engagement enables you to scope, design, develop and implement a prototype collaborative strategy in your organization. Based on the proven six-step methodology for creating a successful strategy for collaboration as designed by Collaborative Strategies (CS) you will gain the knowledge and skills for:

- **Designing and implementing a collaborative strategy for your (distributed) teams**
- **Mastering cultural and behavioural challenges to effective collaboration**
- **Identifying suitable best practice and supporting case studies for orientation**
- **Creating champions for collaboration**
- **Navigating common implementation roadblocks**
- **Evaluate the ROI of investments in collaborative technology**
- **Minimize the risk of YOUR collaborative project failing to meet stakeholder expectations**

~ Course customisation to specific industries is available upon request ~

With more than 15 years of experience researching and reporting on collaborative and KM technologies, Collaborative Strategies has developed a variety of analysis tools and established a methodology to assist our user clients in rating and ranking appropriate and available solutions. Below is our overall methodology for working with user organizations.



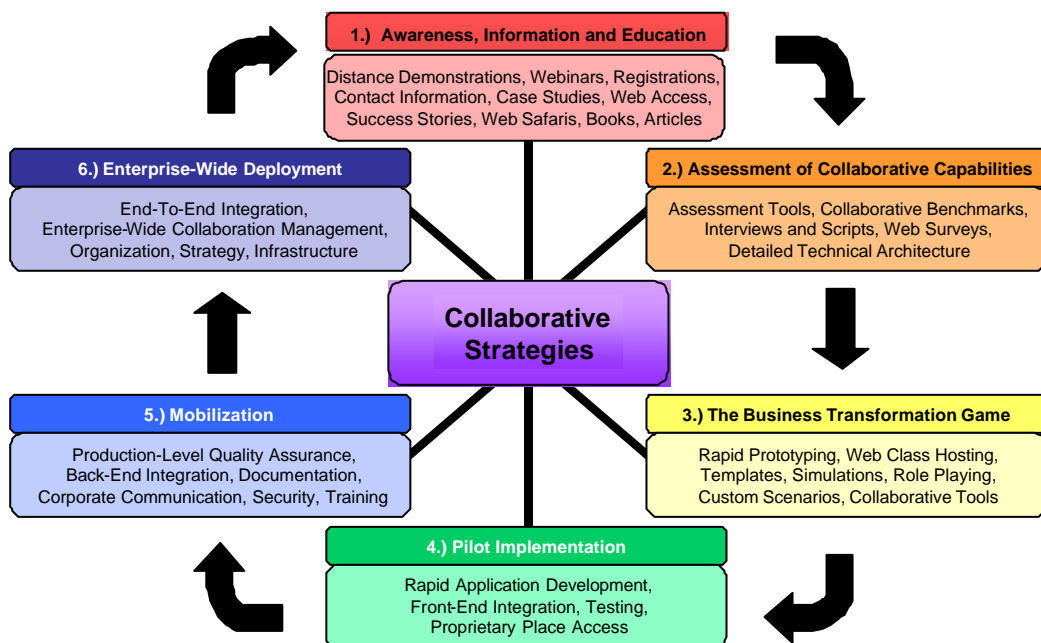
Facilitator



Dr. Oliver Schwabe is one of the world's foremost community moderators and facilitators with over 100 theme areas delivered virtually to over 2500 students in 60 countries in the past decade. Key clients include:

- Jones International University
- The Open University Business School
- Know Inc.
- Entovation
- Sveiby Knowledge Associates
- United Nations Virtual Development Academy

For more information visit www.euro-focus.com





Module 1 – Methodology and fundamentals

Learn the fundamentals of collaboration, enabling/supporting technologies and the various perspectives that need to be taken into account to ensure sustainable value creation from their implementation. The target organization is identified and its enterprise explored to define the enterprise of focus for the course.

Module 2 – Awareness, Information and Education

How do we familiarize members of the enterprise with the technological options, but also with the concepts of collaboration and its economic and organizational impacts? To support learning, case studies will be presented on other organizations that have had success with these technologies. This phase is intended to bring you up to speed on issues and tools available in the electronic collaboration and KM arena. CS has identified over 60 such tools and will take you on a Web Safari to look at a half dozen selected tools that may add value to your infrastructure and environment. Diagnostic interview questions about educational needs for collaboration and KM will also be examined. This will determine what topics we specifically need to cover from your perspective. CS will then add topics we believe that will enhance your collaborative effectiveness.

Module 3 - Assessment of Collaborative Capabilities

This data-collection phase focuses on taking a snapshot of your enterprise and using the TCEP (Technology, Culture, Economics, Politics) tool and collaborative benchmark CS has developed. These tools assess target groups readiness for collaboration as well as their potential for success. You will also perform a preliminary ranking of groups, identifying which groups would be the best candidates to move on to the next step. This assessment also allows you to create a threshold value for some of the metrics that can be used later to determine the rate and amount of change that occurred from the pilot/beta/showcase project.

Module 4 & 5 – The Business Transformation Game

In this two module phase, a section of the enterprise identified in the assessment (Step 3) as good candidates for collaboration tools have the chance to experience some of these tools in a simulation called the Business Transformation Game (BTG). This gives them the opportunity to not only experience with the tools but also see how they can support new collaborative behaviors as well as recognition and reward structures. The goal of this step is not only to gain consensus from all of the stakeholders in the BTG, but also to make sure there is alignment with the business goals. The output from this event is an understanding of options to proceed for the pilot project.

Module 6 - Pilot Project Design

Based upon the learning to date a plan for introducing a collaborative effort in the enterprise identified in module 1 is designed. Tools are selected, and interfaces identified and evaluated. Simplified integrations with other tools and data sources are developed and tested. An implementation plan is drafted.

Module 7 – Pilot project “proof of value”

At this juncture, we will focus on “proving the value” of the pilot project for the enterprise. We hence deal not only with the tangibles, but also with the “soft stuff”: the cultural, behavioral, psychological, and political aspects of collaborative tool adoption. We help to develop initial or threshold metrics prior to the pilot project, to have something to measure against. We also address the questions: “What’s in it for me (WIIFM)?”, “Why should I share?”, “If knowledge is power, and my knowledge is my power, why should I give that power away to someone else?”, “How do I know what I know, and how do I know what I don’t know?”, and “Who might know what I need to know, and how do I get them to share with me?”.

Module 8 - Mobilization

Although a great deal of information can be gained through the pilot projects, many of the challenges of collaborating across an enterprise, or even with and between various groups inside and outside of the you organization, are not dealt with in the pilot study. This step looks at strategies for success that leverage what we know and point out additional pitfalls CS has seen when other clients have scaled up their collaborative implementations. The learnings captured during the course, especially through the prototyping experience are consolidated with a “proof of value” in a business proposal for a more encompassing collaboration evaluation and strategy design. The proposal is presented to senior management as a “reality check” of learning in the course.

The Benefits

This course essentially provides participants with the skills to effectively apply collaborative strategies to their organization’s based upon the principles of systems thinking. Because of the advanced methodologies used, this process is executed in a rapid, time -boxed, intelligent, and clearly focused way. You will learn exactly what patterns of collaboration you are looking to find and measure. You will test the pulse of your organization’s and collaborative heartbeat. You will end up with an accurate **collaborative strategy** and **project plan**. You also obtain a fresh perspective on your organization’s areas for improvement– even if that organization is YOU Inc.

Typical indicators for the value of attending are:

- You are not sure what your internal level of collaboration is.
- You have at least one, and possibly several, collaborative tools/infrastructures in place, and none seem to live up to your expectations.
- Your Information Technology (IT) group is responsible for finding collaborative technology solutions.
- Obtaining collaborative buy -in from management is difficult.
- You are operating in very competitive markets, and looking for a new and defensible competitive advantage.
- You have a constant supply of specific collaborative problems to solve.
- Profitability and shareholder equity are of primary concern.
- If you have several collaborative technologies in your organization but are not sure how to best apply them.

This is what THIS course will help you achieve

- FOCUS on broad market offering – solutions are often found in surprising areas !
- PROVIDE solutions not technologies
- CREATE value not confusion
- EXPERIENCE the technology and dynamics as it would be
- TEST in environments rather than on vendor platforms
- APPLY collaboration to real-world challenges

The seminar itself focuses on providing insights into the fundamental issues of collaboration and finally on the development of a strategic proposal for the organization of each participant. The parallel learning tracks ensure that participants are able to gain knowledge about collaboration issues which can be directly applied to their own environment and hence to move into a phase of learning by doing.

Methodology

An intensive 8 week program, consisting of an eight week-long coached e-Learning program based on the work of David Coleman and other leading authorities.

Integrated tools include the below and individual coaching calls with their authors.

- The ValueNet Work™ methodology by Verna Allee (www.alleetoolkit.com)
- The “Health of the ValueNet Work™ assessment by Verna Allee, Karl-Erik Sveiby and Oliver Schwabe
- The Hall/Tonna Values Inventory with E. Sundrum and C. Savage

“given the added impact of extensive travel schedules, the difficulties around communications for geographically and time zone disbursed project team members was becoming such that there was now recognition that collaborative issues may be central to the competitive future of the organization.”