

Web 2.0

A new Challenge for the Corporate Learning Function ?



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Agenda

- Fundamental Changes in the Way how Global Enterprises Operate
 - › New Configurations
 - › Technology enabled & dependent
 - › Global Integration – “Flat World”
 - › New Challenges for Workforce

- Web 2.0 – Fad or Reality ?
 - › From Web 1.0 to the “Interactive Web”
 - › Collaboration, Networking and Innovation
 - › For Geeks or for Professionals

- Corporate Learning
 - › Why should Corporations care ?
 - › Who is in Charge ?
 - › Turning the Pyramid Upside Down ?

International



Multinational



Globally Integrated



Global Integration is Becoming Reality

- The deepening of global trade, capital and information flows, enabled by a “flat world,” is changing **where** and **how** business value is created.

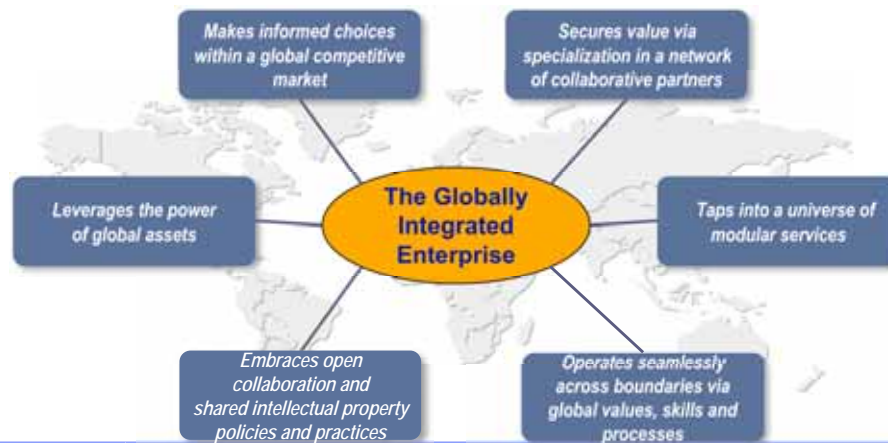
- This is driven by the core principle of global integration: When everything is connected, work flows. Where it flows and how it gets integrated is shaped by three forces:

- ▶ **Economics:** profit potential, including labor markets
- ▶ **Expertise:** access to talent, ideas and innovation
- ▶ **Open business environments:** the degree of open systems, standards and approaches



The Globally Integrated Enterprise emerges Dis-aggregation in Components and Re-aggregation globally

Whether small or large, an open, modular business is integrated into the fabric of the networked economy



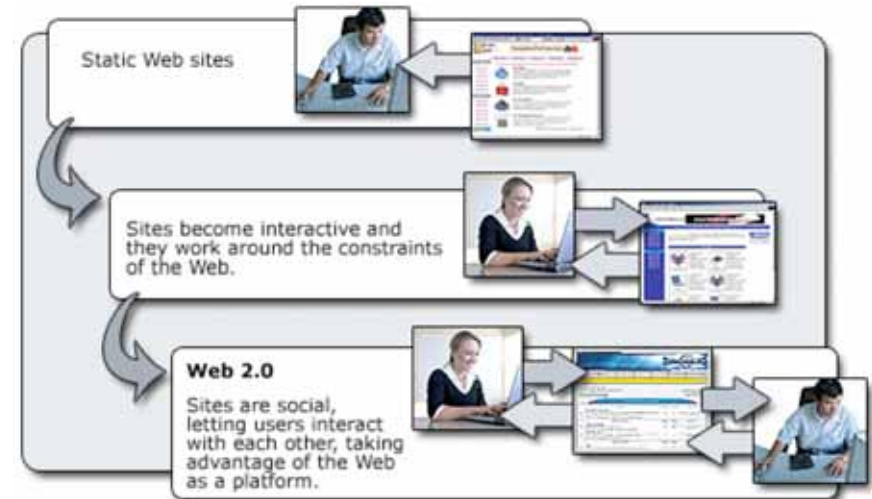
Talent more needed than ever – next War for Talent ? Operating in a Globally Integrated Company

- **Individual**
 - ▶ Broad and deep skills (Expertise and Personal Skills)
 - ▶ Autonomy & Accountability
 - ▶ Competing in internal Job and Project Market
- **Team**
 - ▶ Global & Virtual and Cross-Discipline
 - ▶ Self-Selected
 - ▶ Peer-Learning & Knowledge Creation
 - ▶ Technology enabled collaboration
- **Community**
 - ▶ “Home” for the Knowledge Worker
 - ▶ Participation in Multiple Communities
 - ▶ Virtual Water cooler – sharing and dissemination of Knowledge
- **Culture**
 - ▶ Co-opetition orientated
 - ▶ Multigenerational sensitivity
 - ▶ Multi-culture and Mobility
 - ▶ Performance & Reward
 - ▶ Meaning and Responsibility

How to enable the Knowledge Worker in a globally integrated Company ?

Is Web 2.0 the Answer ?

From Web 1.0 to Web 2.0



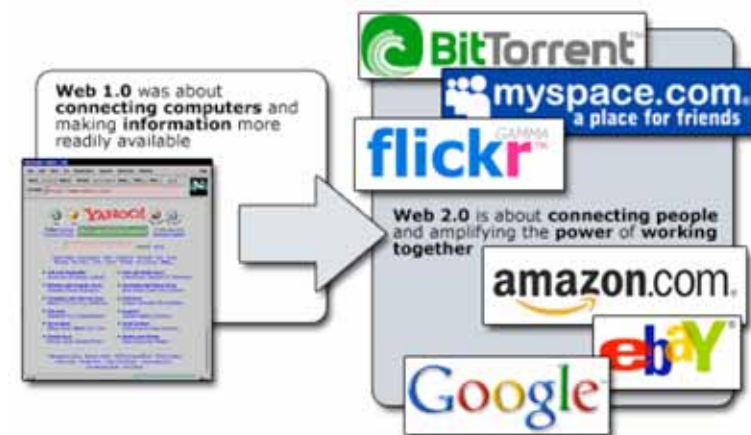
Weaving the Web 2.0

“Web 2.0’ has emerged as a catch-all phrase to describe the new generation of Internet-based services that allow people to collaborate, share and manage information with unprecedented ease and scale”

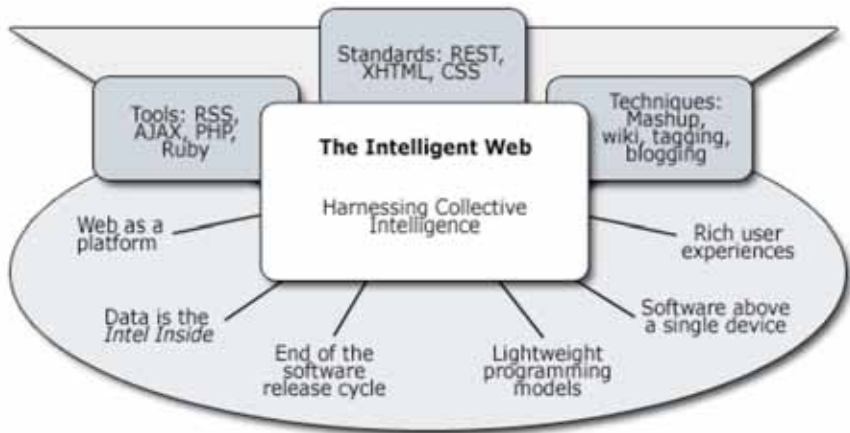


- | | | |
|---------------------|---|-----------------|
| 1. Tool | ➔ | Lifestyle |
| 2. HTML | ➔ | XML |
| 3. Commodity | ➔ | A Service |
| 4. Publishing | ➔ | Participation |
| 5. Proprietary | ➔ | Open Source |
| 6. Reading | ➔ | Writing |
| 7. Direct Marketing | ➔ | Viral Marketing |
| 8. Lectures | ➔ | Conversations |
| 9. Companies | ➔ | Communities |
| 10. Client Server | ➔ | Peer-to-Peer |

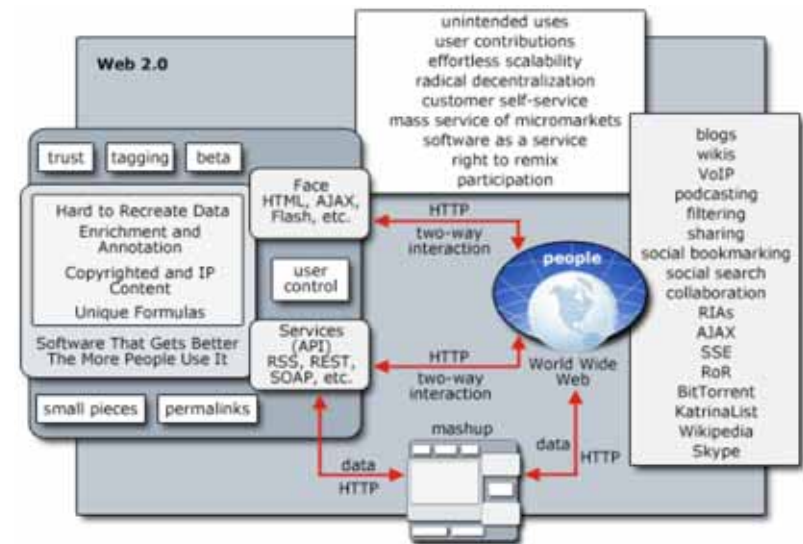
Is it really for Corporate ??? Social Factor taking Over.....



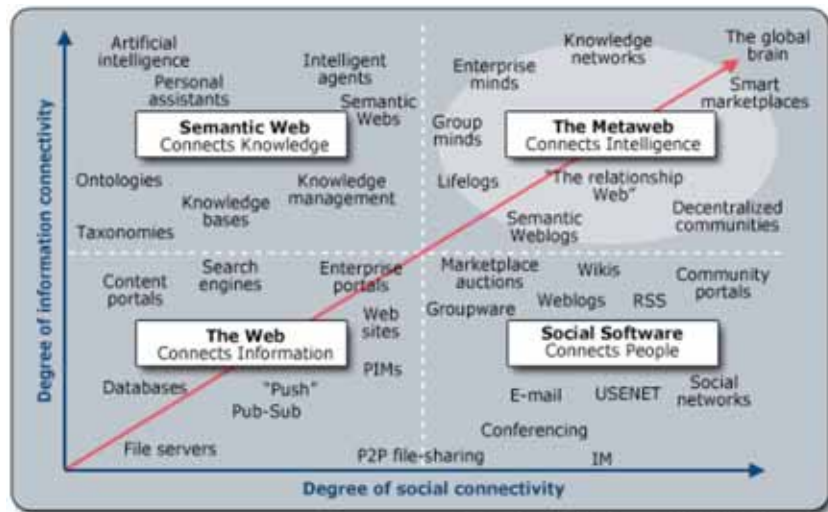
Looks like the perfect Technologies for Collaboration, Sharing and Knowledge Creation (Innovation)



Using one GIANT COMPUTER



The Future of the Web – Web 3.0, Web 4.0 ?



Source: Nova Spivack www.mindingthepianet.net

Second Life and Cyworld – Web 3.0 and 4.0



Why should Corporations care ?

- Empowering their Employees
- Turbo-Charging Collaboration and Sharing
- Speeding up the Application Cycle
- Interactive Links with Employees, Customers and Business Partners
- Enabling Co-Creation and Innovation
- Leveraging the Social Networks for the Benefit of the Business
- Supporting Learning Bottom-up across the Company

“80% of what people learn is learned on the job”

Source: US Department of Commerce

- Much of what we learn comes from informal events...from people as well as from informational performance support systems
- These people events used to occur at the coffee machine, over lunch, before the shift started and between cubicles during the day
- Now we may never even meet our peers in person



Dilemmas and Challenges for the Learning Function

- **Formal and Informal**
 - “Active” informal learning
 - JIT vs. “Deep Smarts”
- **LMS and Web 2.0**
 - CLO vs. CIO/CTO
 - Ready Made vs. Experimentation
 - Intranet/Firewall vs P2P
- **Control and Enablement**
 - Top Down vs. Bottom up
 - Learning Value for Company Objectives
 - Unleash K-workers Productivity
 - Managing the Learning Process or Enabling Learning to create learning experiences
- **Technology vs. Pedagogy**
 - Collaborative Workplaces for formal and informal
 - Integration internally and externally
 - Open Platforms for Scalability, Flexibility and Sustainability

Thank
You