

# Great New Technologies Just for You!

Jason Averbook, CEO, Knowledge Infusion

Jason Corsello, VP, Knowledge Infusion

October 10-12, 2007

Human Resource  
**Executive's**



**Technology**<sup>®</sup>  
Conference & Exposition

[www.hrtechnologyconference.com](http://www.hrtechnologyconference.com)

# Agenda

- ❖ **Today's World**
- ❖ **What is Web 2.0?**
- ❖ **Why it Matters?**
- ❖ **Highlighting Web 2.0 Capabilities**
- ❖ **Why HR Should Care?**
- ❖ **Q & A**

# About Knowledge Infusion

## Private Company

Founded in 2004 by Jason Averbook and Heidi Spirgi; Leader in HCM and talent management consulting and advisory services

## Total Employees

Approximately 50, Across North America

## Headquarters & Offices

Minneapolis, MN; Offices throughout US

## Target Markets

Fortune 2000, Mid-market, Public sector

## Number of Customers

Over 150

## Areas of Expertise

Talent management, human capital management, performance, succession, recruitment, learning & development, emerging technologies

## Notable Customers

Nordstrom, Metlife, Yahoo, Turner Broadcasting, CommerceBank, Safeway, Luxxotica, HealthNet

One out of Eight Couples Married  
in 2006 Met Online.

MySpace is the 11<sup>th</sup> Largest  
Country in the World.

The Number of Text Messages  
Sent each day exceed the Total  
Population of Earth.

2.7 Billion Google Searches Per  
Month.

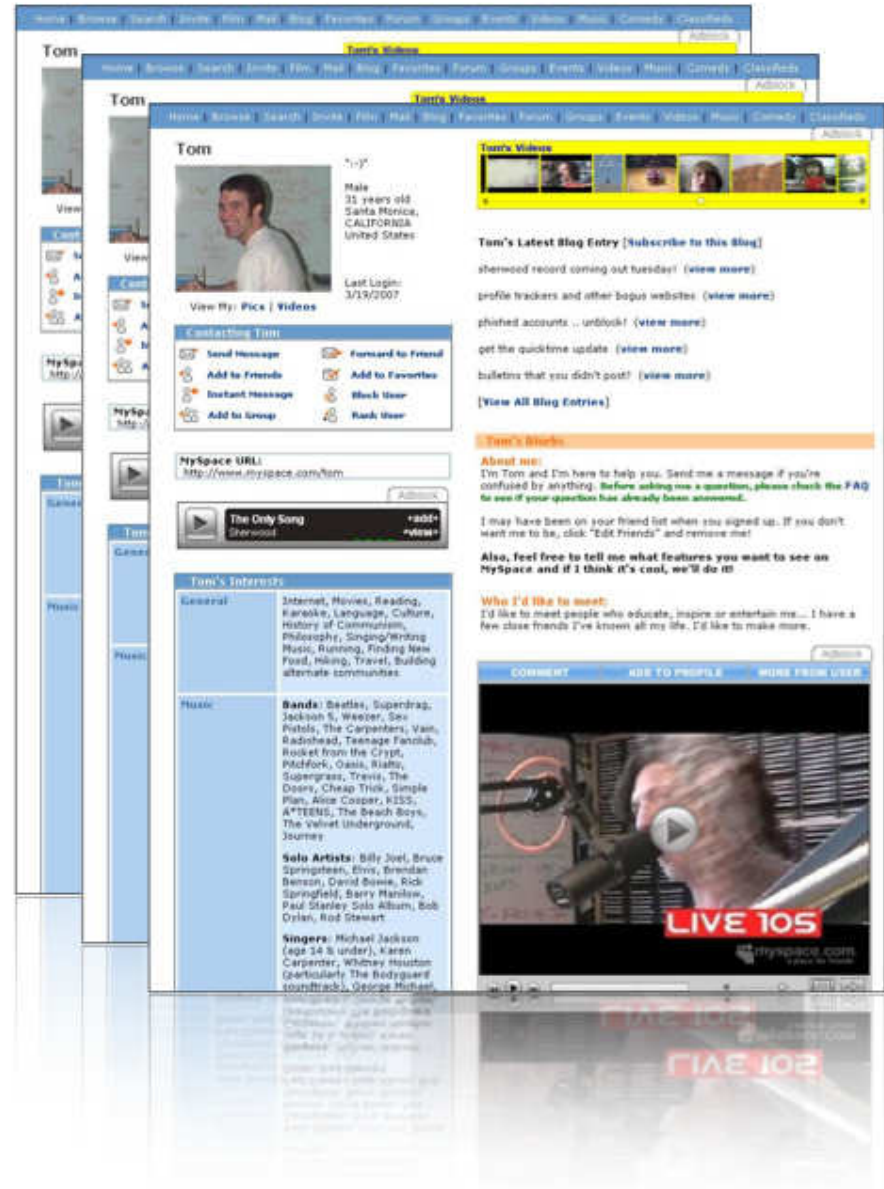


# There are over **106 million** registered users of MySpace (as of September 2006)



**If MySpace were a country,  
it would be the **11th-largest in the world**  
(between Japan and Mexico)**

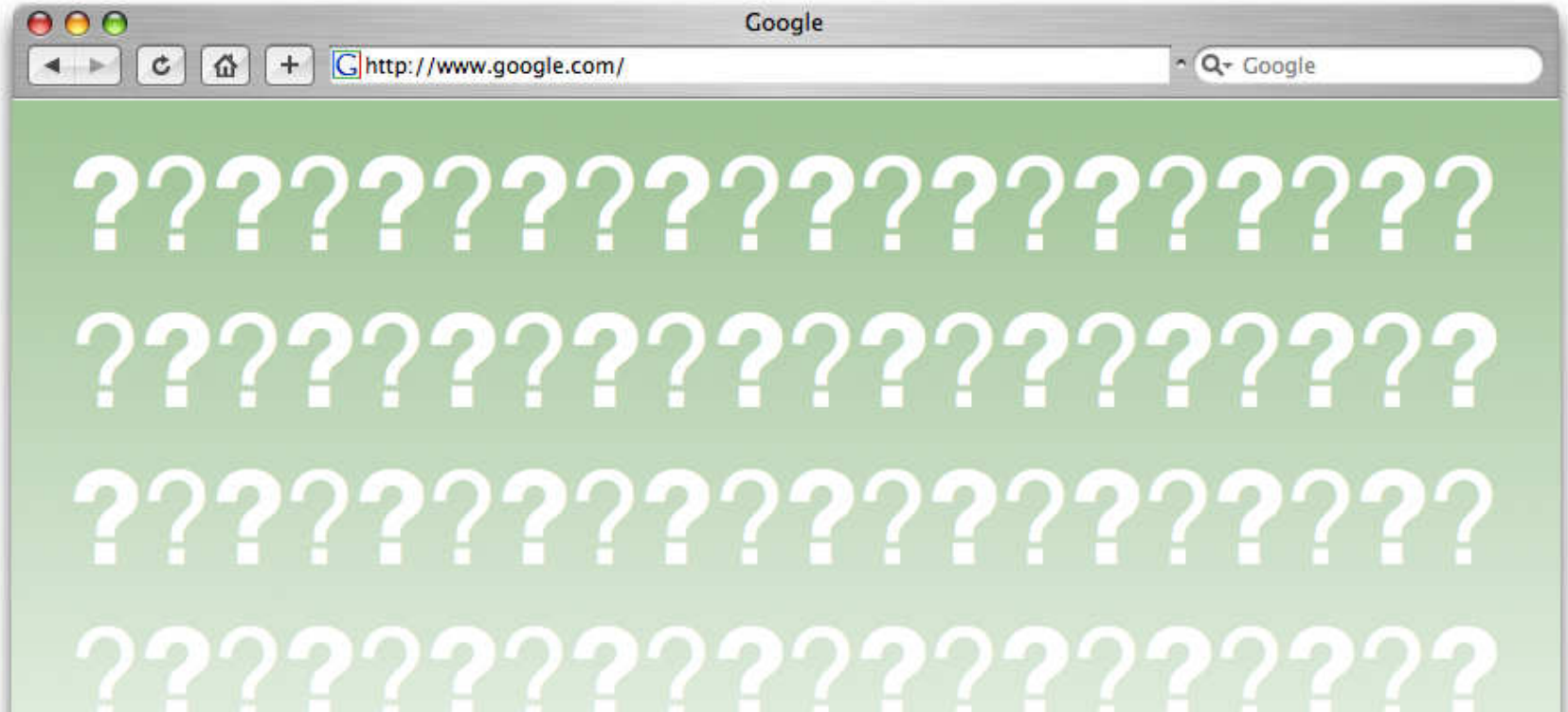
The average  
MySpace page  
is visited  
30 times  
per day



# There are over 2.7 billion searches performed on Google each month



To whom were these questions addressed  
**before Google?**



The number of text messages  
sent and received every day  
**exceeds the total  
population of the planet**



More than **3,000** new books  
are published every day



“These teens were born into a digital world where **they expect to be able to create**, consume, remix, and share material with each other.”

Lee Rainie



# **They've Created A New Language**

**IM Speak**  
**NetLingo**  
**Chat Lingo**  
**TxtTlk**  
**Internet Slang**

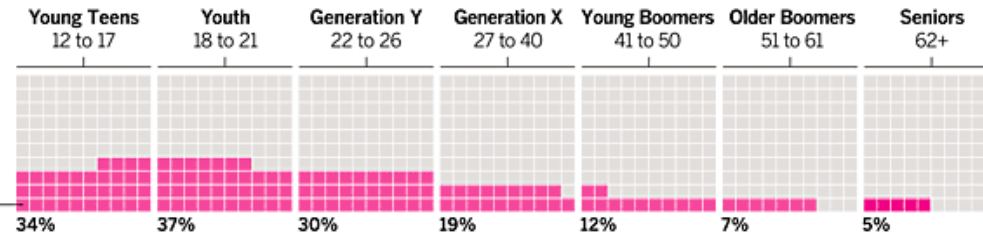
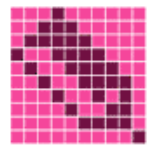
**2dayz students R absolUtly  
amazn!**

**I mean, hav U eva  
invNtD yor own  
Ingwij?**

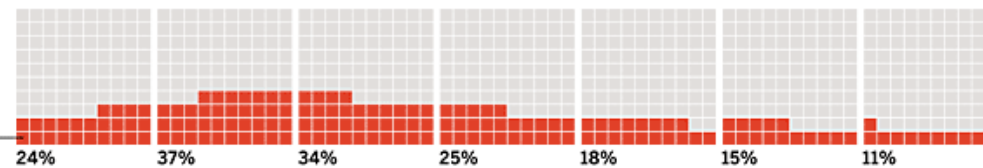
## What people are doing

## Who participates (U.S. online users)

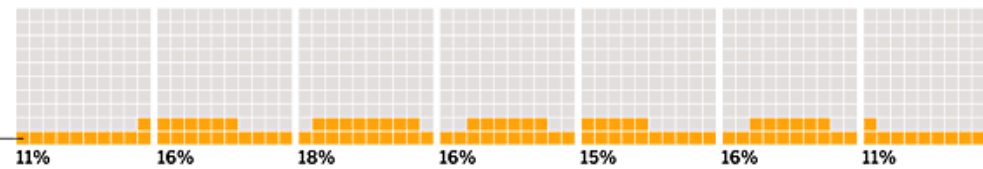
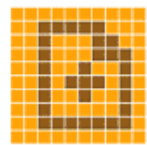
**Creators** publish Web pages, write blogs, upload videos to sites like YouTube.



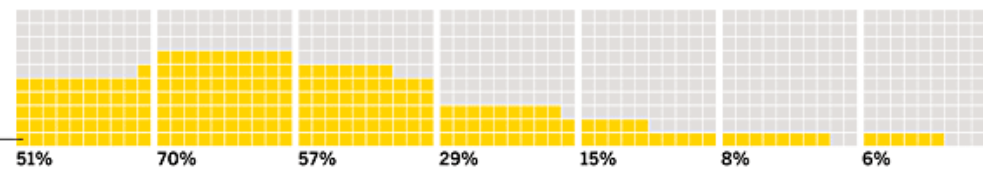
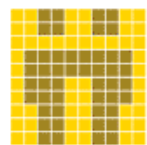
**Critics** comment on blogs and post ratings and reviews.



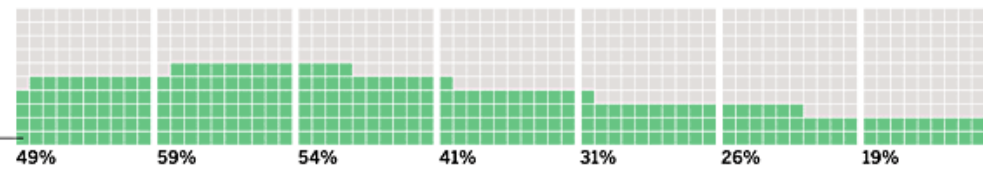
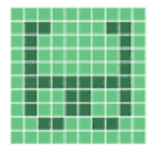
**Collectors** use Really Simple Syndication (RSS) and tag Web pages to gather information.



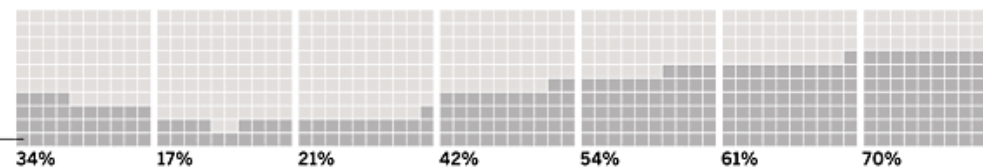
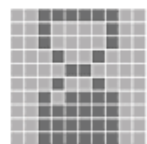
**Joiners** use social networking sites.



**Spectators** read blogs, watch peer-generated videos, and listen to podcasts.



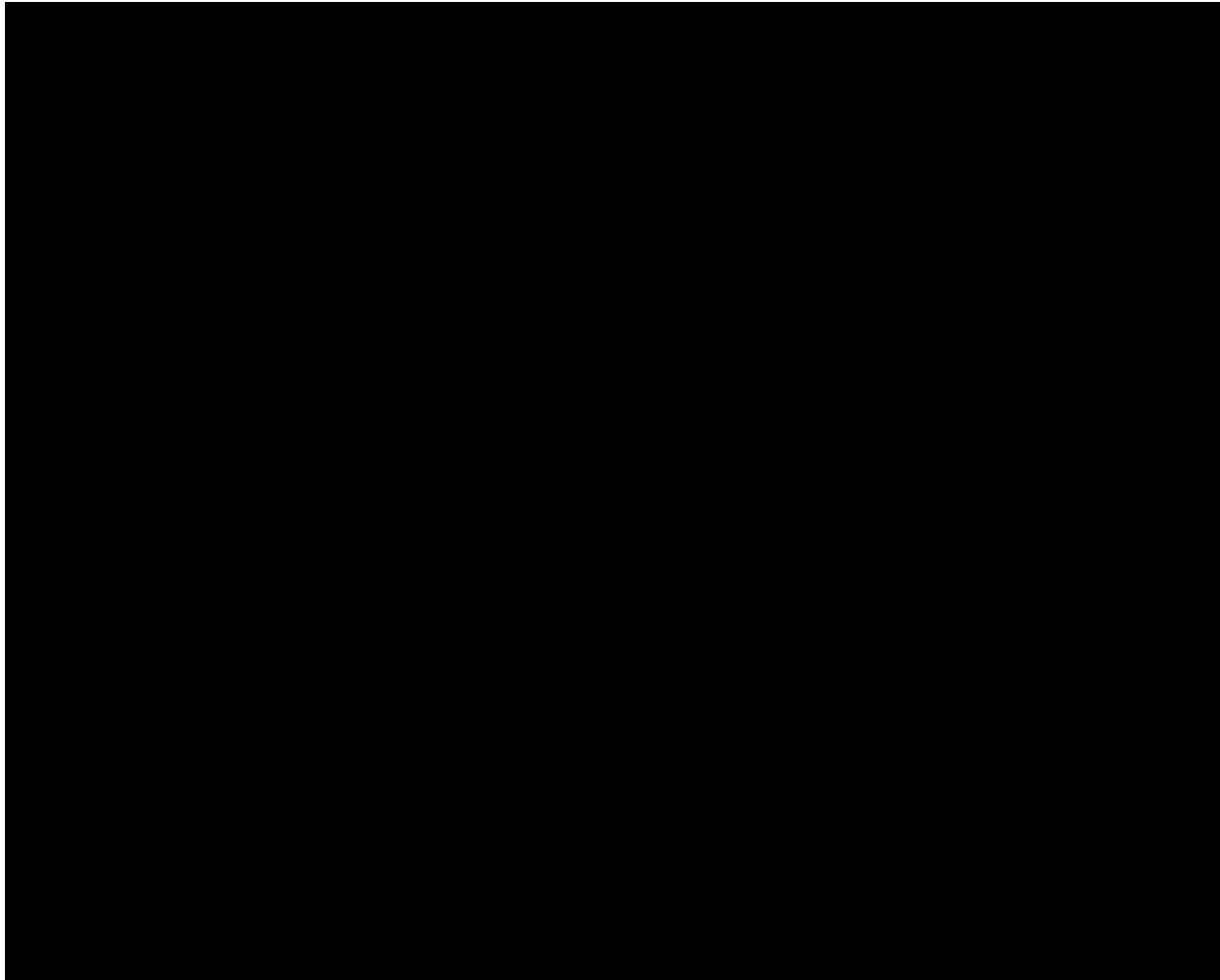
**Inactives** are online but don't yet participate in any form of social media.



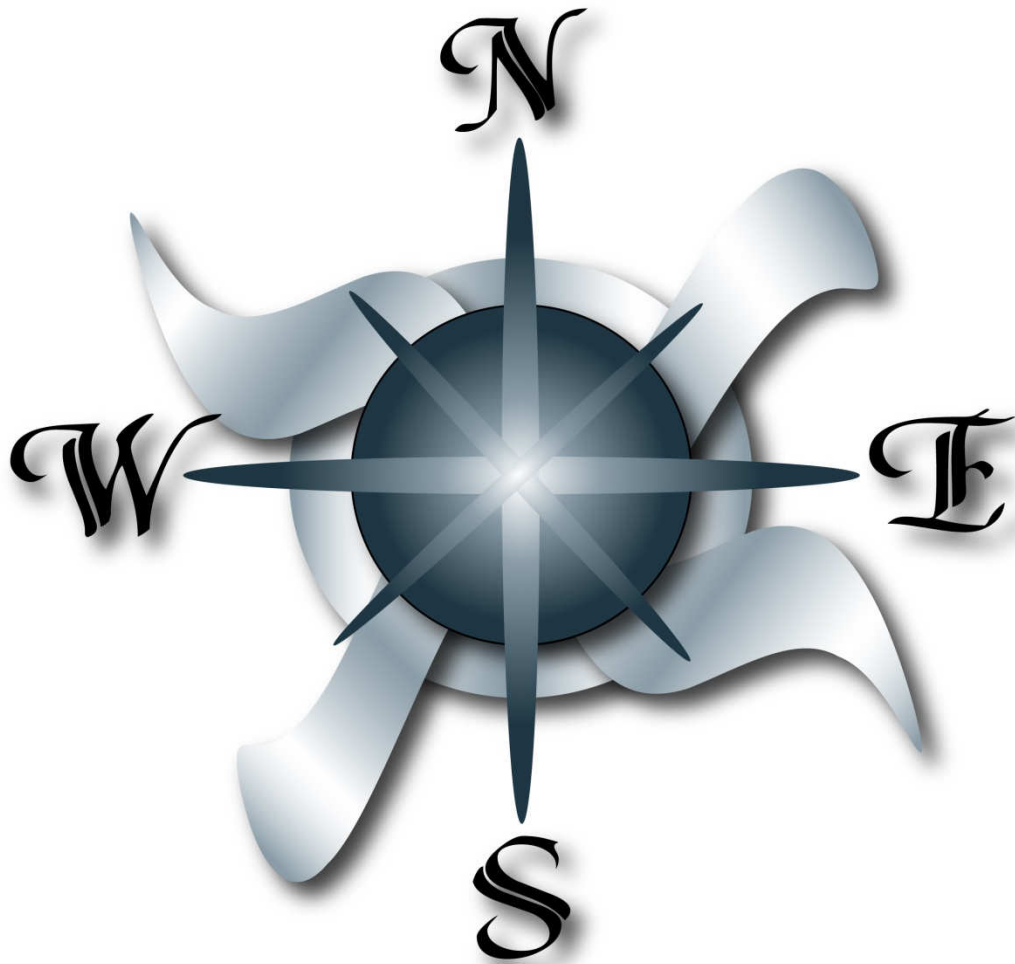
Data: Forrester Research

CHART BY ARNO GHELFI

# What is Web 2.0?



# Prepare Yourself – Inform & Educate



The Source for Information

The Source for Conversation

The Source for Feedback

The “first stop” on the internet

# What is Web 2.0?

**Web 2.0 describes a set of next-generation Internet technologies**

- ❖ **Blogs**
- ❖ **Wikis**
- ❖ **Social media/social networking**
- ❖ **Folksonomies (tagging, tag clouds)**
- ❖ **Syndication (RSS, widgets, mashups)**

# Key Concepts of Web 2.0

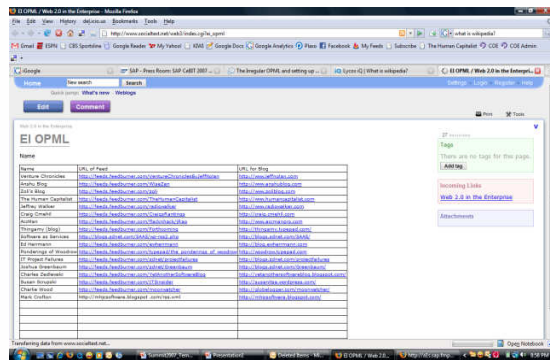
- ❖ **Participation**
- ❖ **Relationships**
- ❖ **User Programmable**
- ❖ **Immediate**
- ❖ **Collective Intelligence**

# Why is it different?

- ❖ **Moving from transactions to interactions**
- ❖ **“IT of one”**
- ❖ **Rich, user-friendly interface**
- ❖ **“Training-less”**

# What is a Wiki?

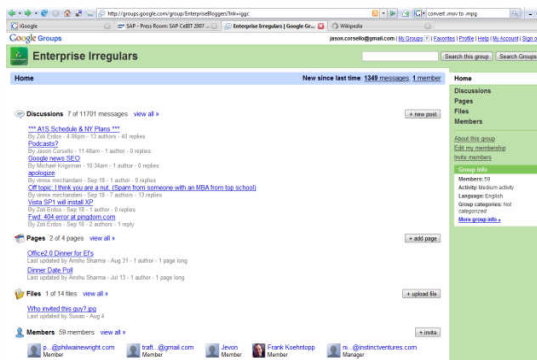
Document  
Co-Creation



SocialText

[http://www.socialtext.net/web3/index.cgi?ei\\_opml](http://www.socialtext.net/web3/index.cgi?ei_opml)

Group  
Discussion



Google Groups

<http://groups.google.com/group/EnterpriseBloggers/browse/thread/thread/810debbde64bf1d>

Community  
Encyclopedia

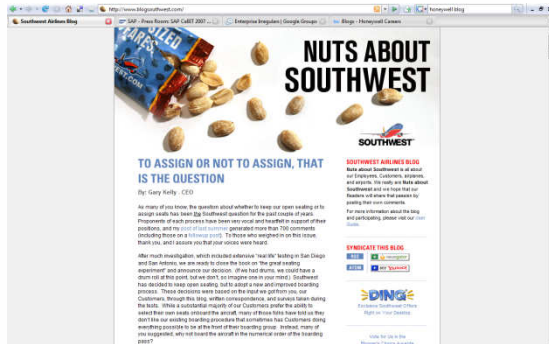


Wikipedia

[http://en.wikipedia.org/wiki/Main\\_Page](http://en.wikipedia.org/wiki/Main_Page)

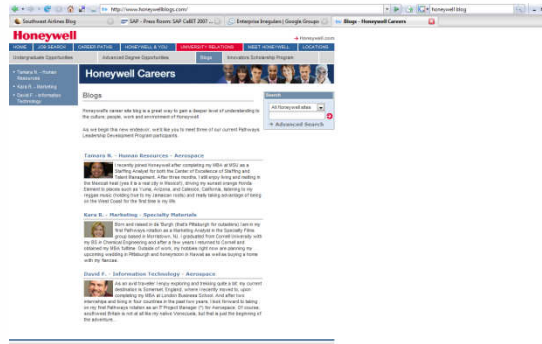
# Type of HR Blogs?

## “Culturing”



**Southwest Airlines**  
<http://www.blogsouthwest.com/>

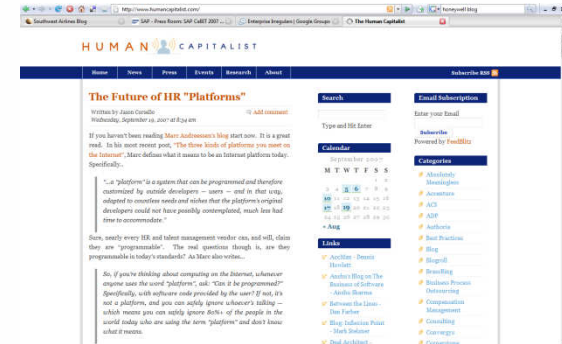
## Talent Branding



**Google Groups**  
<http://www.honeywellblogs.com>

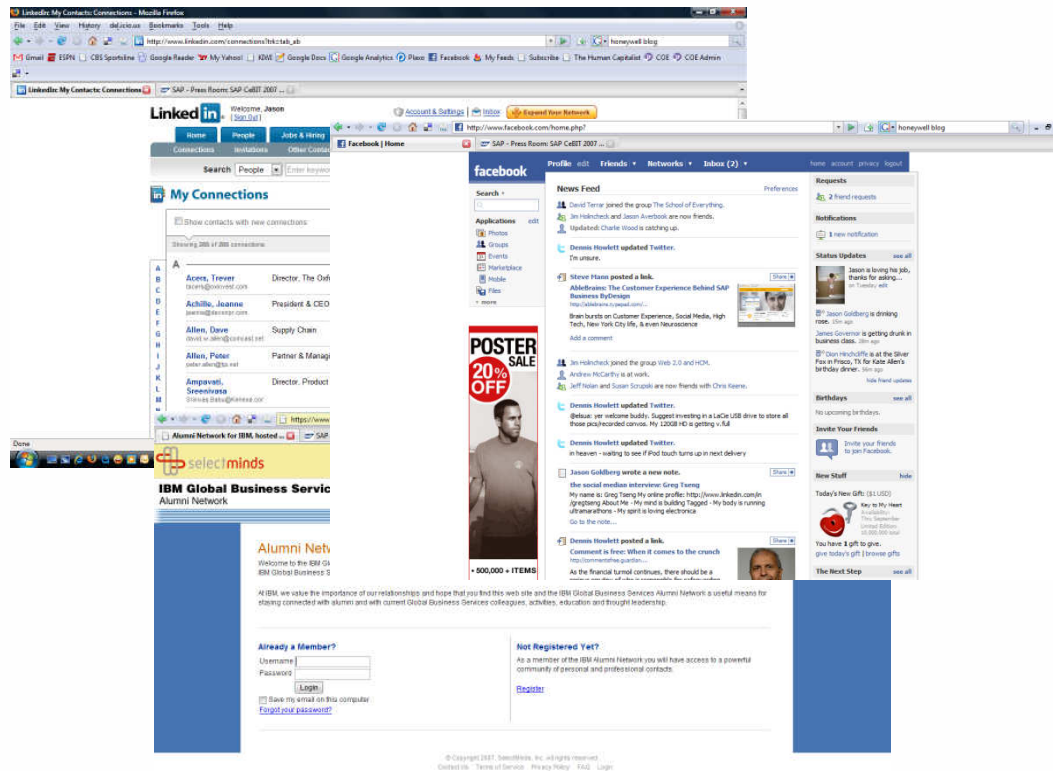


## Industry Insight



**The Human Capitalist**  
<http://www.humancapitalist.com>

# Why Social Networks are Important for HR?



- ❖ Hiring
- ❖ Onboarding
- ❖ Engagement
- ❖ Collaboration
- ❖ Training
- ❖ Re-hiring

# Using Facebook

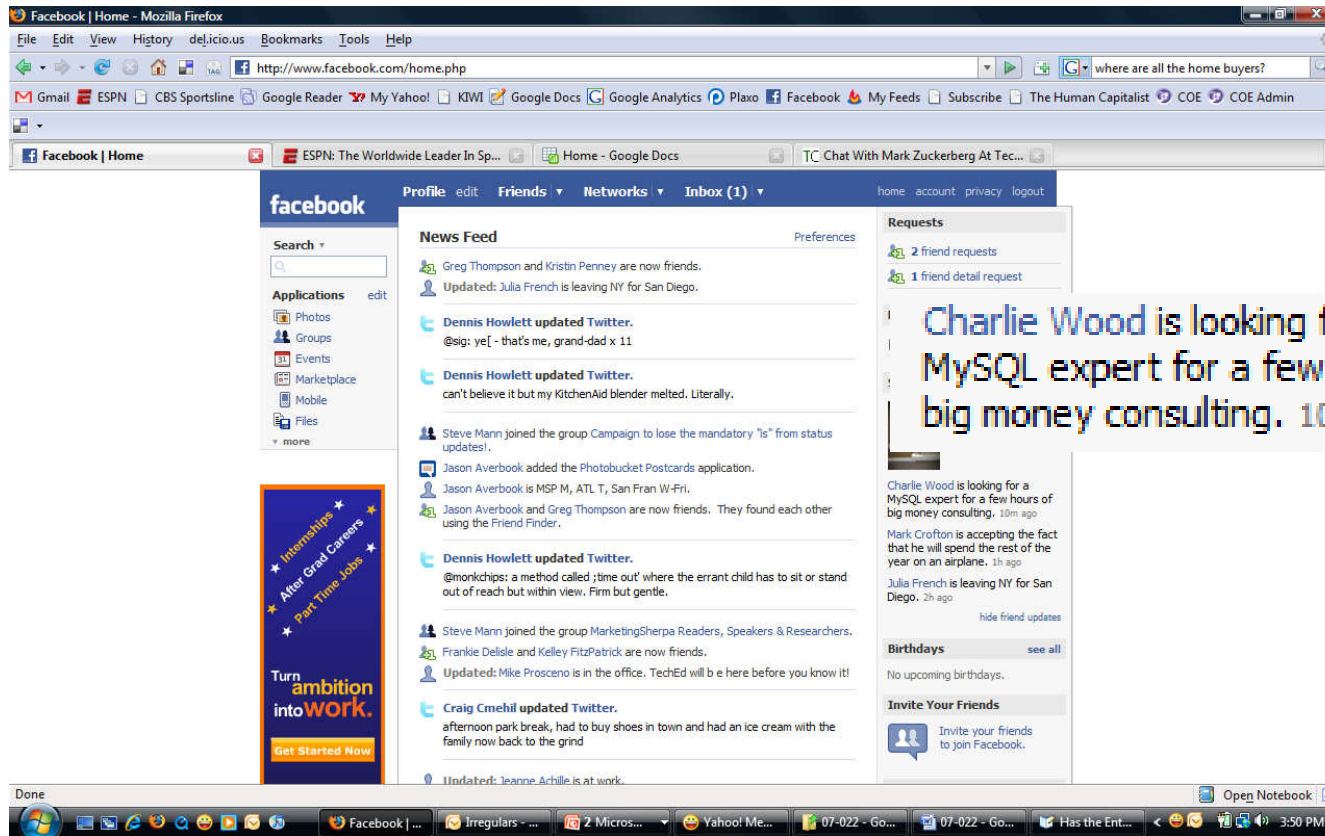
The screenshot shows the Facebook Status Updates page. The browser address bar displays <http://www.facebook.com/statusupdates/?ref=hp>. The page header includes the Facebook logo and navigation links: Profile, Friends, Networks, and Inbox (2). The main content area is titled "Status Updates" and lists several updates:

- YumikoChristine Yokoi is actually surprised to think this, but is really sick of work & still has a ton. about an hour ago
- Jason Goldberg is weekend. 2 hours ago
- Joe Hickman is at home. 5 hours ago
- Gretchen Alarcon is looking for a good story. 10 hours ago
- Chris Selland is throwing in the towel on this Met season. 11 hours ago
- Susan Scrupski is bracing for back to back meetings/conferences today. 11 hours ago
- Mike Prosceno is now taking it easy. Got to get my rest before TechEd. 12 hours ago
- Dennis Howlett is awa... but... for a... interested... and... 20 hours ago
- Julia French is getting. 23 hours ago
- Charlie Wood is home. 23 hours ago
- Brian Quijano is so ove. 23 hours ago
- Greg Thompson is happy and healthy. on Thursday
- Jevon MacDonald is going to play some tennis. on Thursday
- Dion Hinchcliffe is looking for a top-notch Ajax user experience designer/tuner for 2 weeks starting next week for a product about to ship. Contact me dion(at)hinchcliffeandco.com. on Thursday
- Heidi Spirgi is wishing she got more sleep. on Thursday

A highlighted update from Dion Hinchcliffe reads: "Dion Hinchcliffe is looking for a top-notch Ajax user experience designer/tuner for 2 weeks starting next week for a product about to ship. Contact me dion(at)hinchcliffeandco.com. on Thursday".

Source: Facebook, September 21, 2007

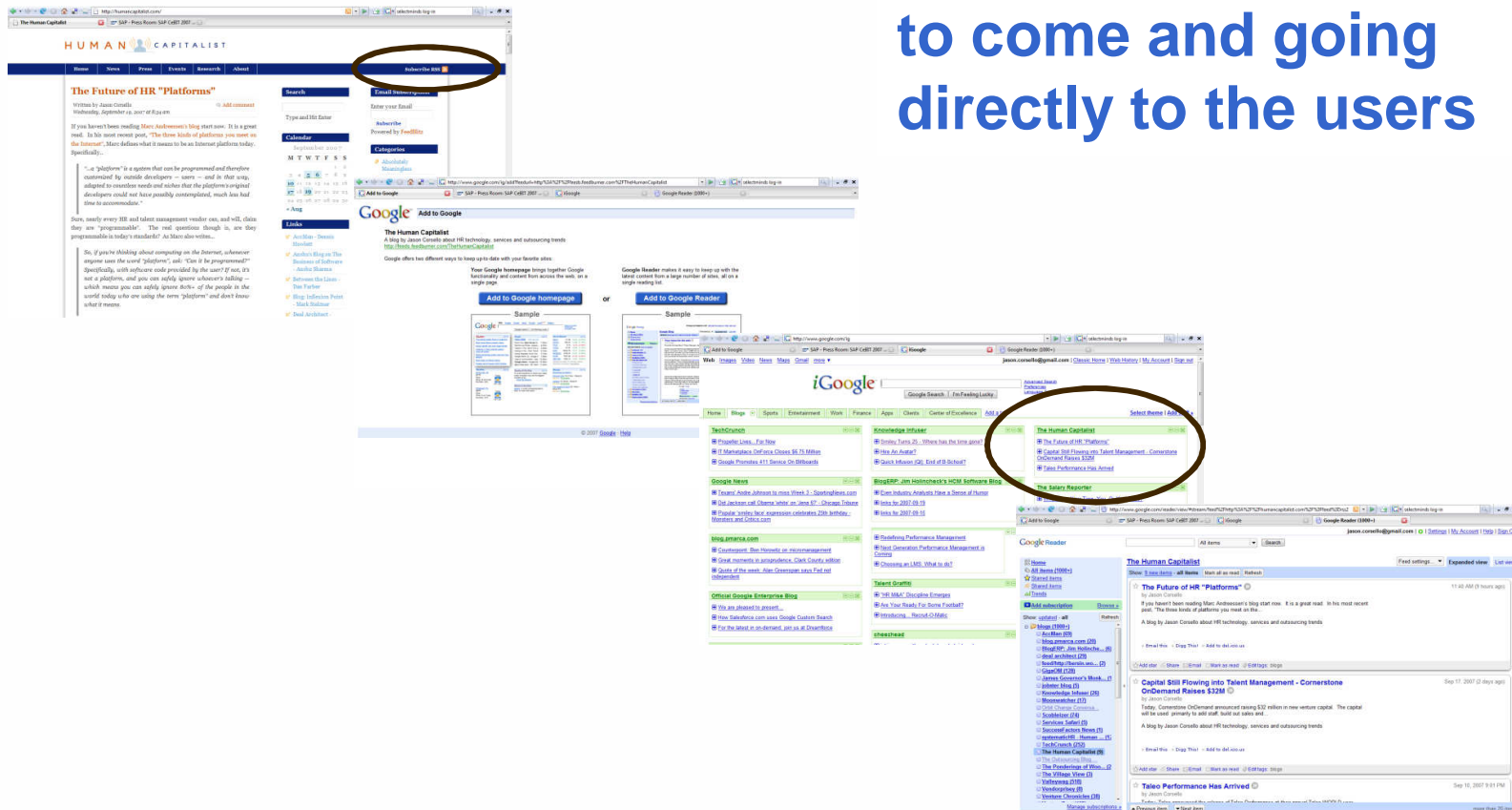
# More Facebook...



Source: Facebook, September 24, 2007

# Leveraging RSS

Not waiting for users to come and going directly to the users



# So What and Where are My Candidates Located? What is the fit?

Home | Goals | Performance | Compensation | Development | **Recruiting** | Succession | Company Info | Employee Files | Reports

## Recruitment

Recruiting | **Visual Map** | Favorites

Home > Product Marketing Manager

15 candidates scored by Direct Match

- Mary Jenkins
- Robert Uhaul
- Alex Shemings
- Bob Lee
- Edward Noppert
- Heidi Thompson
- Kiely James
- Lee Barkley
- Abby Sohan
- Bob Jackson
- Candy Lee
- Dimitry Silas
- Ed Wong
- Cathy Lee
- Dennis Suri
- Edison Conner
- Fred Bealy

Keywords | Experience | Skills | Relationships | LinkedIn | Location | Google

Locations of all candidates

# Challenges for Web 2.0 Success

- ❖ **Moving from department and power users to all users, enterprise-wide**
- ❖ **Delivering something now that will be obsolete in 2 years**
- ❖ **Creating value versus making applications “fun”**
- ❖ **Ensuring fit with infrastructure & culture**
- ❖ **Creating rules of engagement**

# Why Web 2.0 Should Be Important to HR?

- ❖ **Extend Culture and Talent Brand**
- ❖ **Training and Development**
- ❖ **Engagement and Retention**
- ❖ **Knowledge Sharing**

# What Can HR & HRIT Do?

- ❖ **Create a 2007 e-HR strategy!!**
- ❖ **Find out what Web 2.0 technology your employees are using**
- ❖ **Is IT aligned to support HR?**
- ❖ **Try it!**

# Questions / Contact

❖ **Jason.averbook@knowledge-infusion.com**

❖ **Jason.corsello@knowledge-infusion.com**

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