

Session #207

Building Networks and Connections Onboarding with Web 2.0

Barb Krell

HR Architect, Enterprising HR

Joelle Smith

Implementation Specialist, Learning Technology

Barb Krell

- Barb Krell, MBA CHRP - an HR professional
 - a systems-thinking approach to the practice of organizational design and development.
 - Working collaboratively across disciplines, Barb has presented at HR, Project Management, Quality and Knowledge Management professional association workshops and conferences nationally and internationally.

- Enterprising HR



- Linking people, process and technology to facilitate both formal and informal learning - enhancing individual, team and organizational knowledge flow and intellectual capital management.

Joelle Smith

- Joelle Smith - a learning technology implementation specialist in Western Canada.
 - Expertise in education, corporate training, and IT systems linking corporate initiatives to learning technologies for supporting both formal and informal learning.
 - Simplifying the custom content development process allowing internal teams to efficiently construct learning content for their company.
 - A judge for the Brandon Hall excellence in E-Learning awards.

Characteristics of Web 2.0

- ▶ Openness: open and transparent access
- ▶ User-Centric: ease of content creation and sharing by all, driven by participation
- ▶ Modularity: multiple components that can link and integrate
- ▶ Standards at the core/common platform with decentralized access and use

The Tools

facebook

LinkedIn

twitter

del.icio.us
social bookmarking

Google Groups

WIKIPEDIA

pbwiki

ChaCha BETA
search • brainpower

hipcast
the audio & video podcasting service.

flickr
LOVES YOU

skype

You Tube
Broadcast Yourself™

POD BEAN.COM

Blogger

WordPress.COM

The Tools - Characteristics

Social Networking:

- Social “games”
- Finding people with similar interests
- Profile information

Wiki’s:

- Shared group knowledge
- Collaboration

Media-casting:

- audio, video
- Personal “advertising”
- Story-telling through media

Blogging:

- Share individual knowledge/ experience
- Elicit feedback

Discussion #1 – Current State?



- Which Web 2.0 tools have you used – for what purpose?
- Which ones did you like the most – why?
- What characteristics made it fun/useful?

Defining Onboarding

- An experience that engenders feelings of wanting to be associated with and recognized as a valued and contributing member of the organizational community
- Building relationships for the long term –
Begins at the time of offer, (pre-boarding) and ends with achievement of full productivity

Offer of employment —————> Full productivity

So Many Variables

Orientation	Individual Perspective	Organizational Perspective
Task	To the job - roles & responsibilities To the tools – desktop/communication tools	Completion of forms/documents “Set-up” in the formal systems
Social	Establishing networks Giving context to role within org community	Sharing values and norms Awareness of capabilities in the talent pool

Customize the Process

- Start where the “learner” is
 - Recognize and value past experience
- Adjust for demographics of recruits
- Adult learning principles
 - Use multiple modalities
 - Enable self-directed learning – not just “telling”



Easy to experiment and start small...

...lots of freeware to test ideas and concepts



- ▶ Create a podcast – need a mike and an audio editor and recorder (eg. Hipcast)



- ▶ Use google groups to create a shared space for a new group of recruits



- ▶ Have some fun – ask current employees to submit a video of what new recruits need to know to survive and thrive - or corporate legends to be shared.



- ▶ Connect across boundaries (pre-boarding) – e.g. skype (enables both asynchronous and synchronous communication from any desktop.

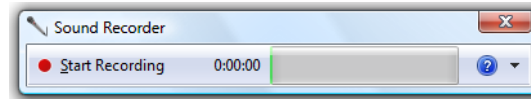
Leverage Existing Tools

- Many companies have the following tools within their network:

- Sharepoint – team sites/collaboration

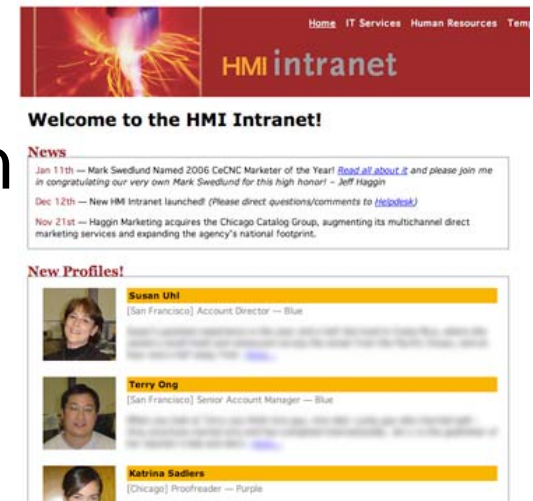


- Sound Recorder in the Accessories menu of MS Windows



(NOTE: limited recording time)

- Employee portal – allow employees to provide information about themselves on their company profile



Discussion #2 – Consider the Possibilities



- Share your ideas for using Web 2.0 tools for onboarding.
- Consider:
 - Using media vs writing
 - Onboarding as a process to create connections & improve productivity

Issues/Considerations



- IT Security » risking network security?
- Productivity » will Web 2.0 add to or take away from their “real” job?
- Anonymous vs Named Contribution » how will this change how/what the community shares?
- Purpose of the tool » is it defined or does it just evolve?
- Rules of Engagement » should it be policed?
- Exposing corporate knowledge outside the firewall » will this help/hurt the corporation?

Discussion #3 – Prepare for Success



- Considering your current organization, what obstacles might you encounter in integrating Web 2.0 tools?
- Discuss potential solutions for dealing with those issues.

Mission Possible

Your mission, if you choose to accept it...

Challenge #1



▶ Go on a social networking tool (e.g. LinkedIn)


- ▶ find the people who have identified themselves as working/have worked for your company
- ▶ poll them for the “most useful piece of advice they would give to someone starting in the organization”

Challenge #2



- Consider how to replicate the concepts of what is happening in the “leisure/social” use of web 2.0 to be effective within an organizational context
 - Eg. Ask chacha www.chacha.com (social service engine) – search with a guide –realtime instant message.

Challenge #3

- Stay Connected - Join our Google Group

 - Continue to share your experiences
 - Extend this audience as a peer group for using Web 2.0 for Onboarding within your organizations
- Find us at:
<http://groups.google.com/group/onboarding>

For more information on this topic

Go to www.ihrim.org

Learning Center

IHRIM Publications



IHRIM needs your feedback!
Please complete a session evaluation for
Session #207

**Building Networks and Connections
Onboarding with Web 2.0**

Barb Krell

HR Architect, Enterprising HR

Joelle Smith

Implementation Specialist, Learning Technology

Thank you!