



# Web2 in the workplace

A perspective from the ground  
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"THE COMPUTER SAYS I NEED TO UPGRADE MY BRAIN  
TO BE COMPATIBLE WITH ITS NEW SOFTWARE."

# The big change

## 1.0

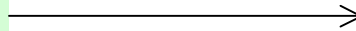
Notion that some people have the answers and others don't

Age of reference

## 2.0

Many people know pieces of answers and no one can know it all

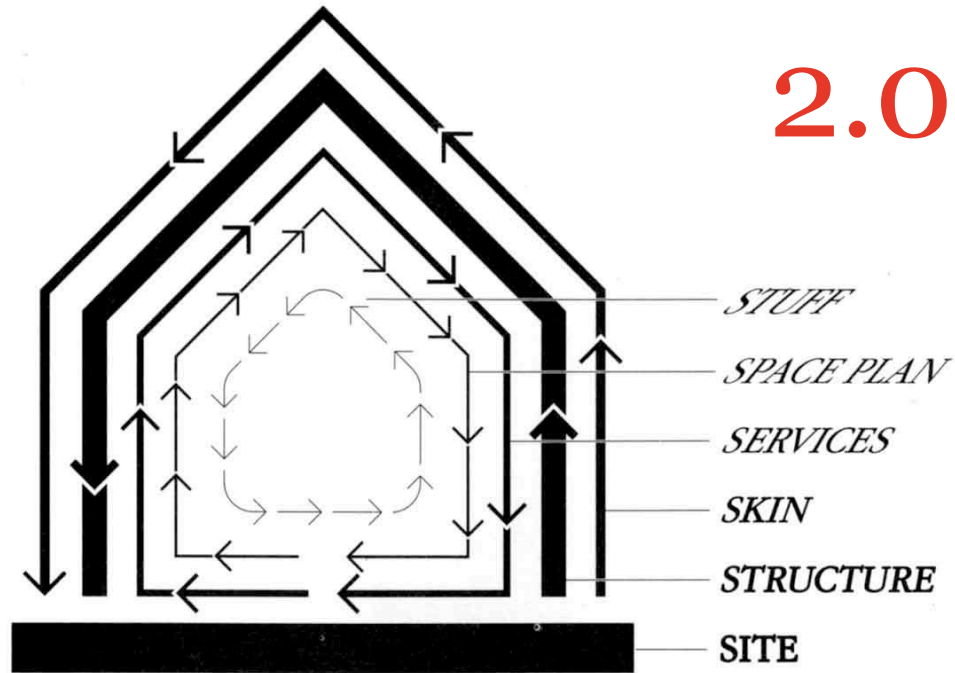
Age of participation



# The big choice

1.0

2.0



# A typical scenario

- ⚙ Group of 30 staff responsible for corporate communications
- ⚙ Conversations are via e-mail
- ⚙ Documents are in a file server (22 folders deep)
- ⚙ Knowledge & expertise are with a select few

Need to beef up quality & efficiency, but...

- ⚙ Staff are leaving
- ⚙ More jobs are coming in



# Barriers to adoption

“Can the technology help bring a new staff up to speed?”

**1.0**

Age of reference

**2.0**

Age of participation



# Work2.0 - British Council

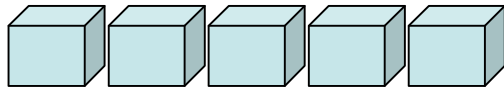
- **Monthly meetings:** agenda written up, discussed and followed up on a wiki page
- **Company information:** all client details created and updated regularly on a 'as-experienced' basis
- **Bug reporter:** all bugs in training courses identified and corrected and a record kept for others to use
- **Timetable manager:** all changes to training dates, events, meetings updated and kept on a single wiki page

# Barriers to adoption

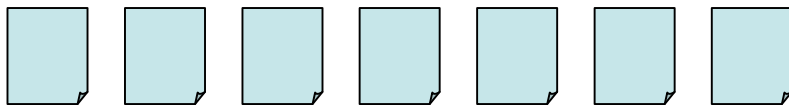
“What happens to my folder structure?”

## 1.0

Age of reference



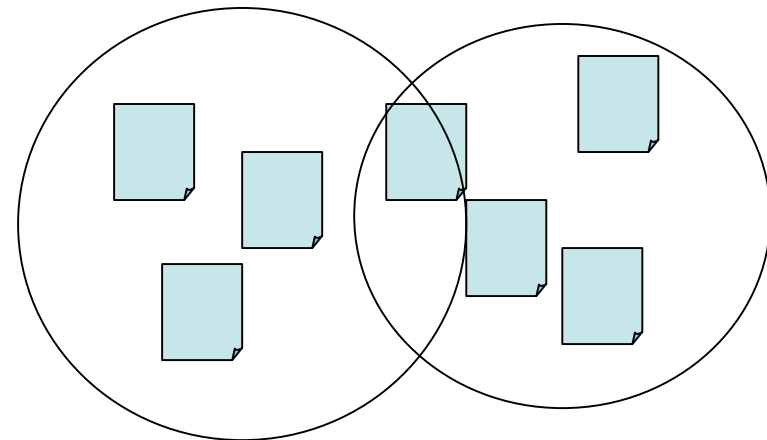
Folders



Files

## 2.0

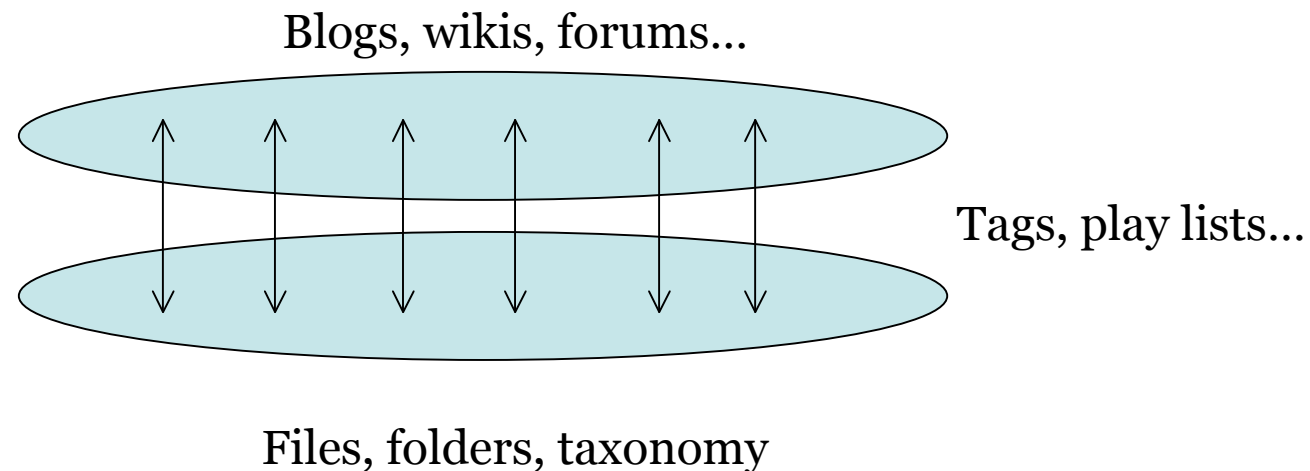
Age of participation



Context in blogs, wikis, forums...

# Barriers to adoption

“What happens to my existing 10,000+ files?”



A hybrid structure where both 1.0 and 2.0 environments exist



# Barriers to adoption

“So the only cost is for software & hardware?”

- ⚙ Need to understand working behaviors
- ⚙ Need to build & enforce a governance plan
- ⚙ Need to support & nurture new ways of working



A wealth of information  
creates a poverty of attention.

- Herbert Simon.