Web2 in the workplace

A perspective from the ground
by Maish Nichani

06.09.07

PebbleRoad

© 2000 Randy Glasbergen.
www.glasbergen.com

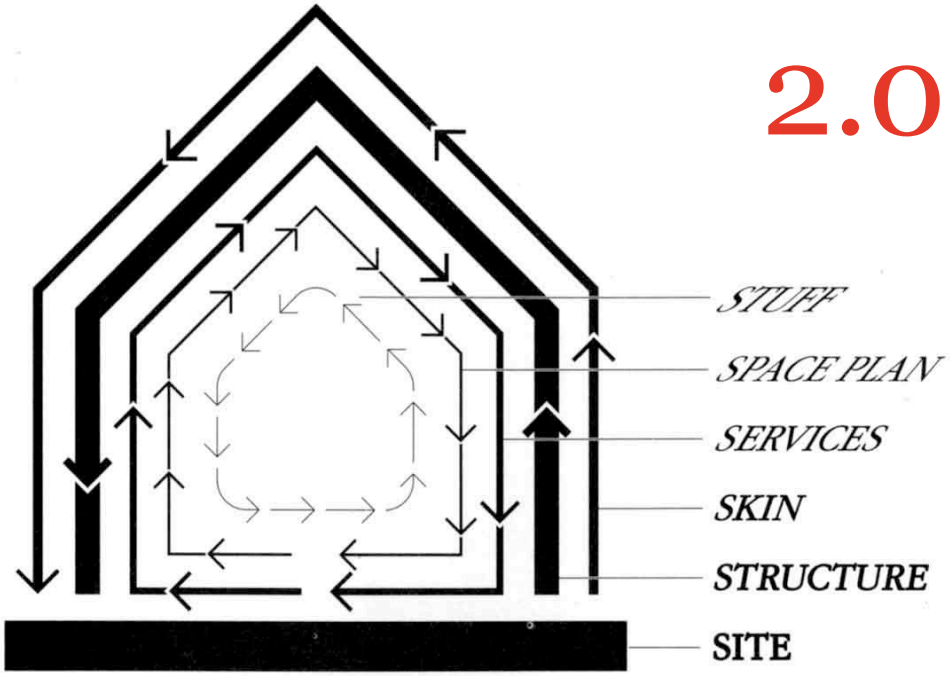
"THE COMPUTER SAYS I NEED TO UPGRADE MY BRAIN TO BE COMPATIBLE WITH ITS NEW SOFTWARE."

The big change

1.0	2.0
Notion that some people have the answers and others don't	Many people know pieces of answers and no one can know it all
Age of reference	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	2.0
Age of reference	Age of participation

Work2.0 - British Council

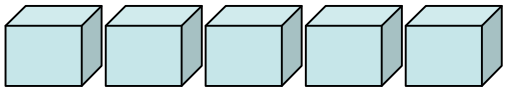
- **Monthly meetings**: agenda written up, discussed and followed up on a wiki page
- **Company information**: all client details created and updated regularly on a ‘as-experienced’ basis
- **Bug reporter**: all bugs in training courses identified and corrected and a record kept for others to use
- **Timetable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

Barriers to adoption

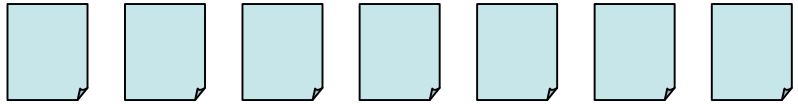
"What happens to my folder structure?"

1.0

Age of reference



Folders

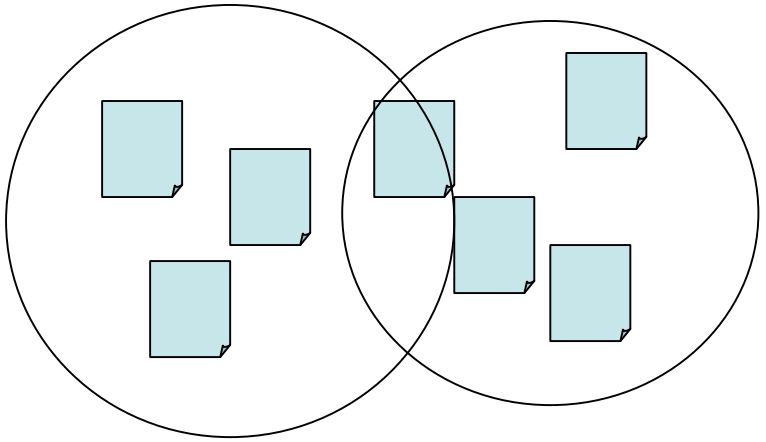


Files

2.0

Age of participation

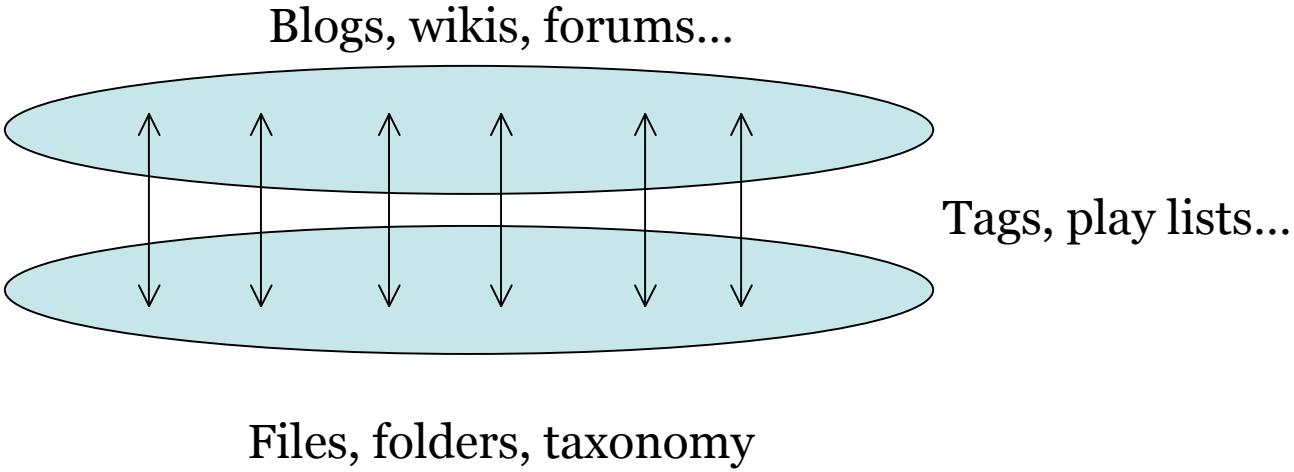
Play lists, tags



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.