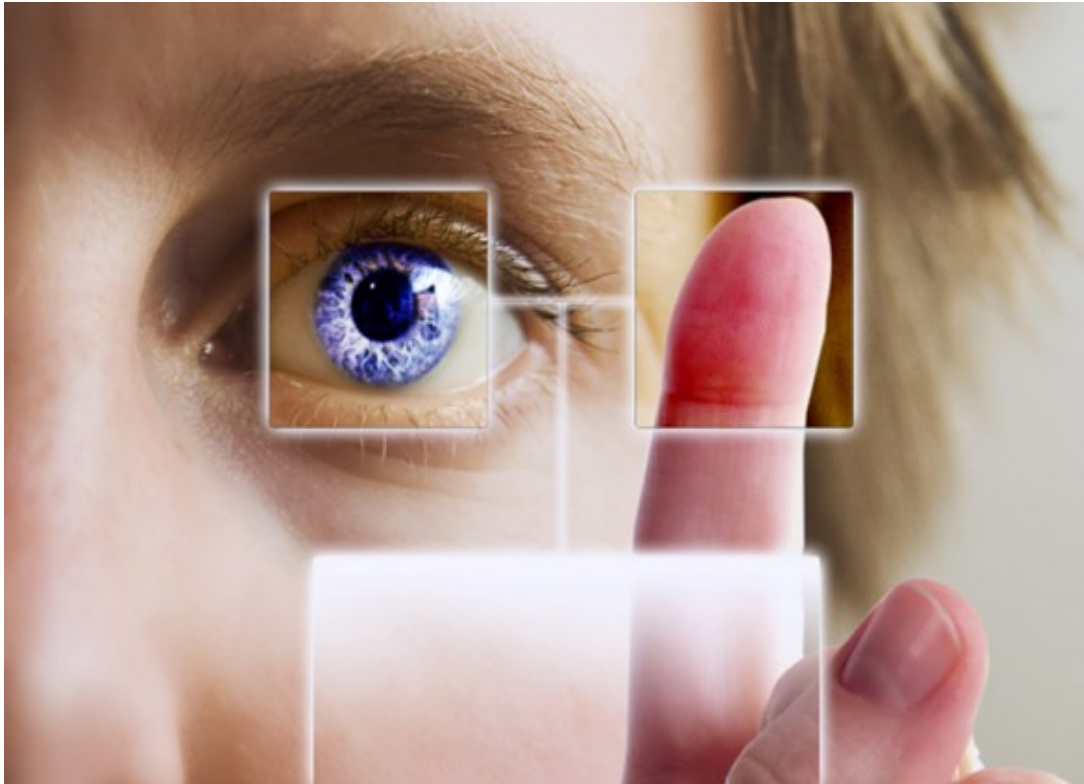


Collective Intelligence, Social Technologies and Organisation transformation



Pierre Ouellette, M.Ps. MBA
Ph.D (c)
Sciences humaines appliquées,
U de M
December 10, 2015



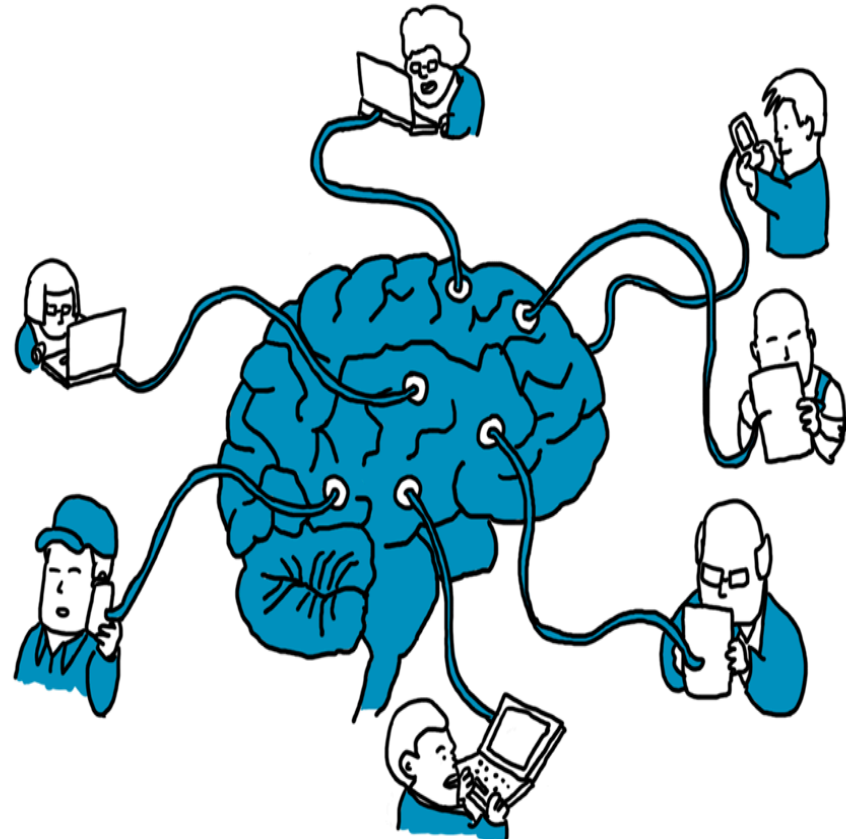
- Collective Intelligence
- Social Network
- Digital Transformation and social technologies
- Personal Experience

Collective intelligence

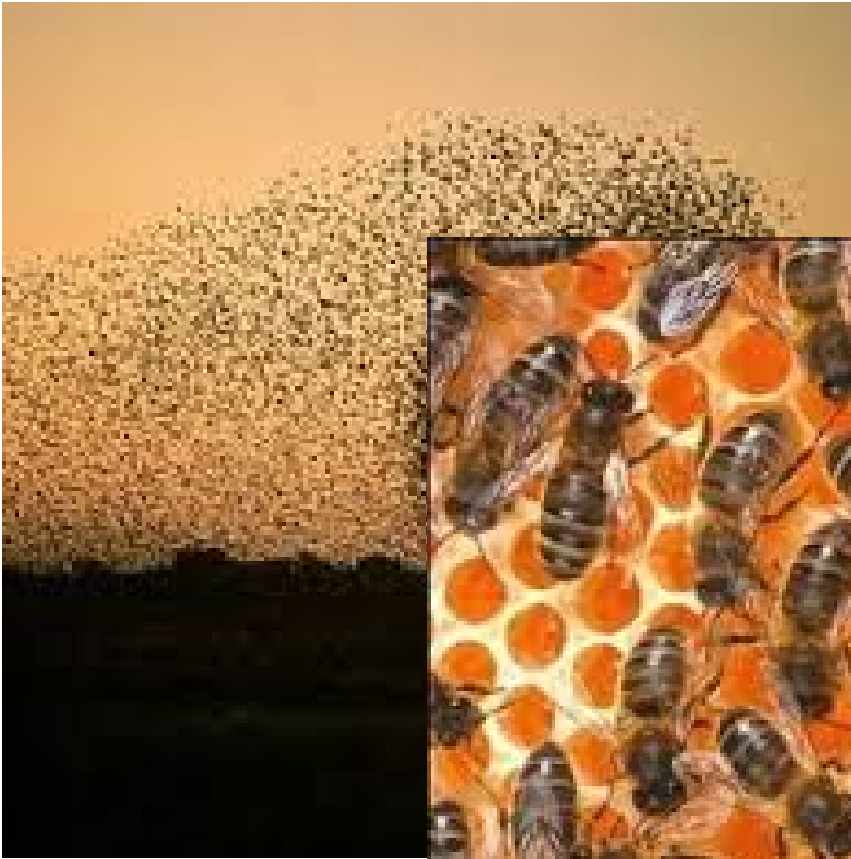
All comprehension capabilities, decision making, reflection and action in a collective emerging from the interaction between its members and implemented to deal with a situation present and future »

Ensemble des capacités de compréhension, de décision, de réflexion et d'action d'un collectif de travail ~~restreint~~ issu de l'interaction entre ses membres et mis en œuvre pour faire face à une situation donnée présente ou à venir »

Zaïbet, O. (2006)



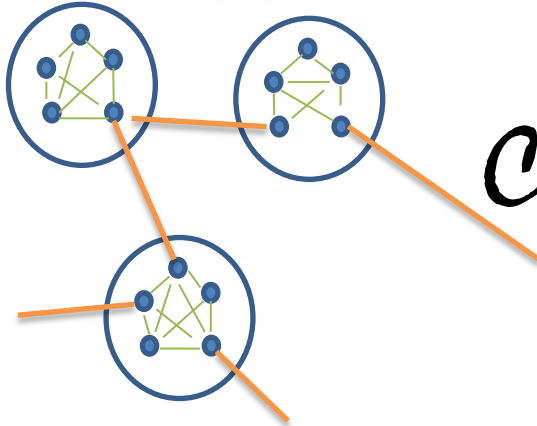
Swarm Intelligence



Collective Intelligence : Issues



Engage

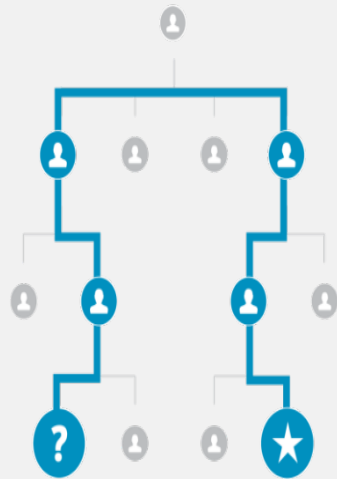


Collaborate



Innovate

Engage



From Top-down



To Bottom up

Companies with socially engaged employees see:

18% higher productivity

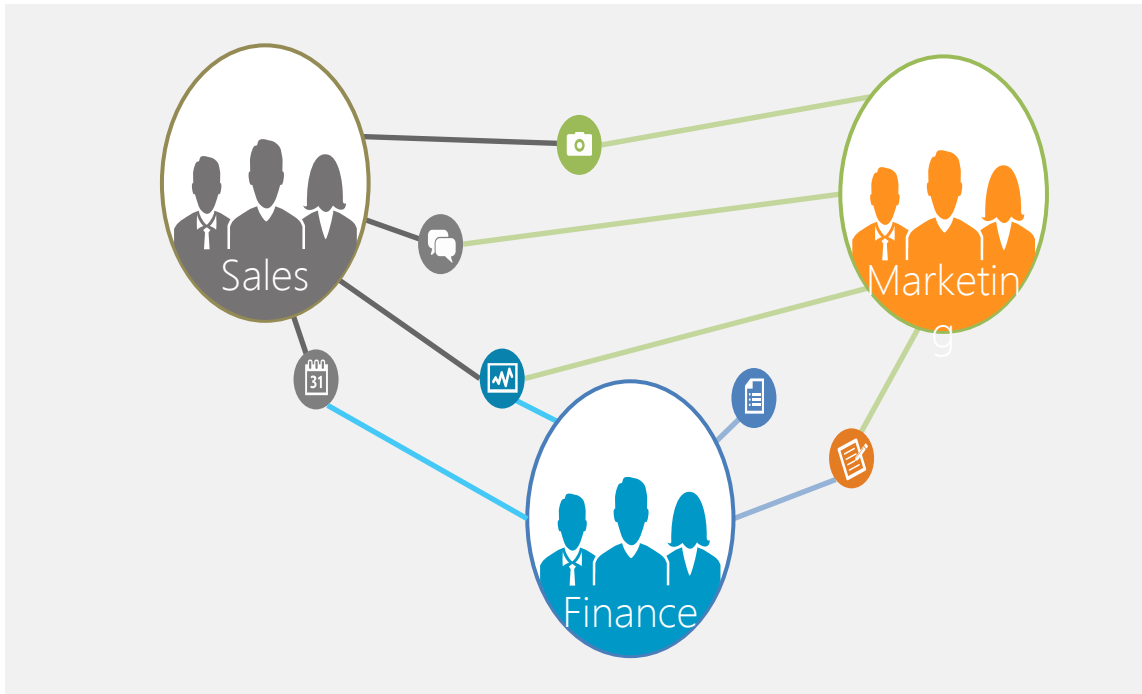
51% lower turnover

Communicate more effectively.

Make learning and onboarding social.

Improve employee retention.

Collaborate



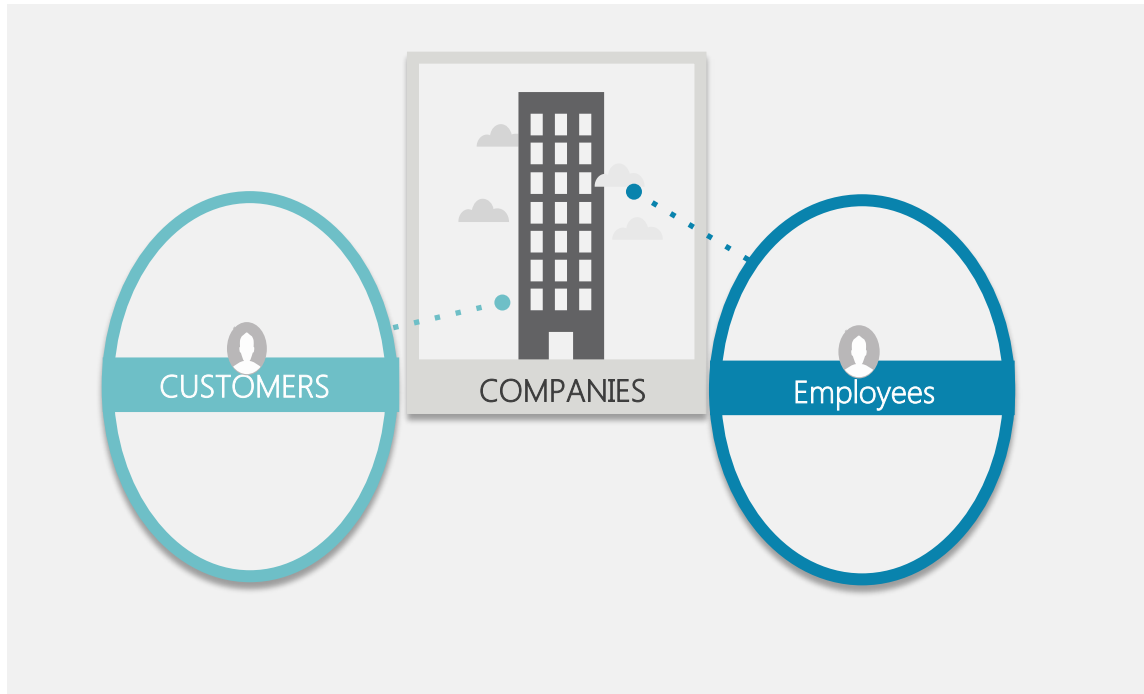
66%
of CIOs from
top-performing
organizations
see
collaboration
as key to
innovation.

Align your team.

Break down silos.

Stay connected on
any device.

Innovate



80%
of highly effective
change firms
consider
internal
communication
strategy prior to
implementing the
change

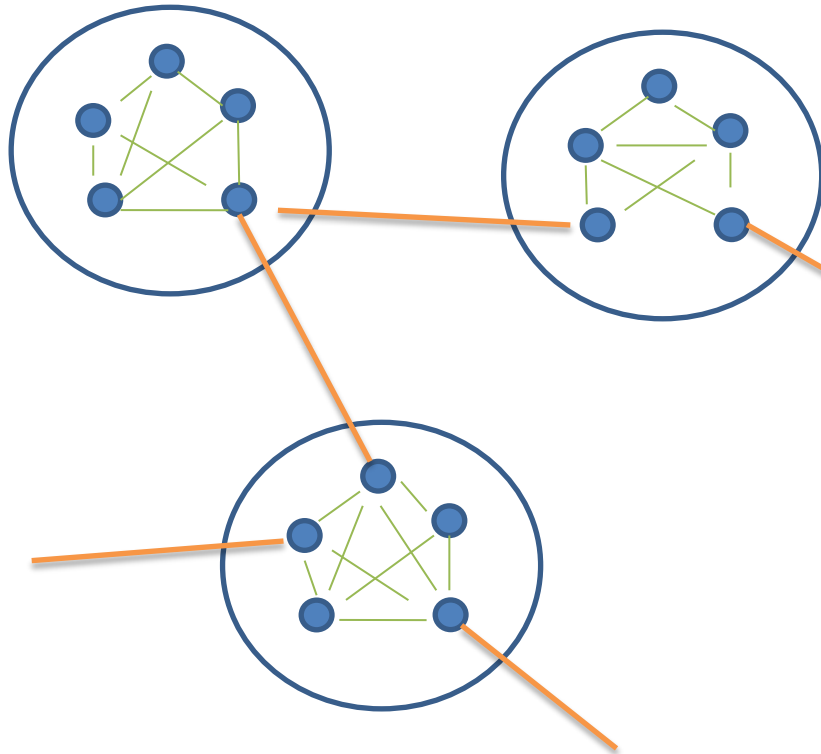
Adapt and
respond to change.

Accelerate new
ideas to market.

Align your org to
compete and win.

Source: Towers Watson,
Capitalizing on Effective
Communication, 2010.

Importance of networks



Granovetter, M. (1983). "The Strength of Weak Ties: A Network Theory Revisited". *Sociological Theory* 1: 201–233

Group/Network

A set of ties among a set of actors (or “nodes”) Frequent interactions tend to create information exchange. Norms and exchange are created within the network.

Strong ties:

The stronger the tie between any two individuals in a social network, the larger the proportion of the individuals in that network to whom they will both be tied

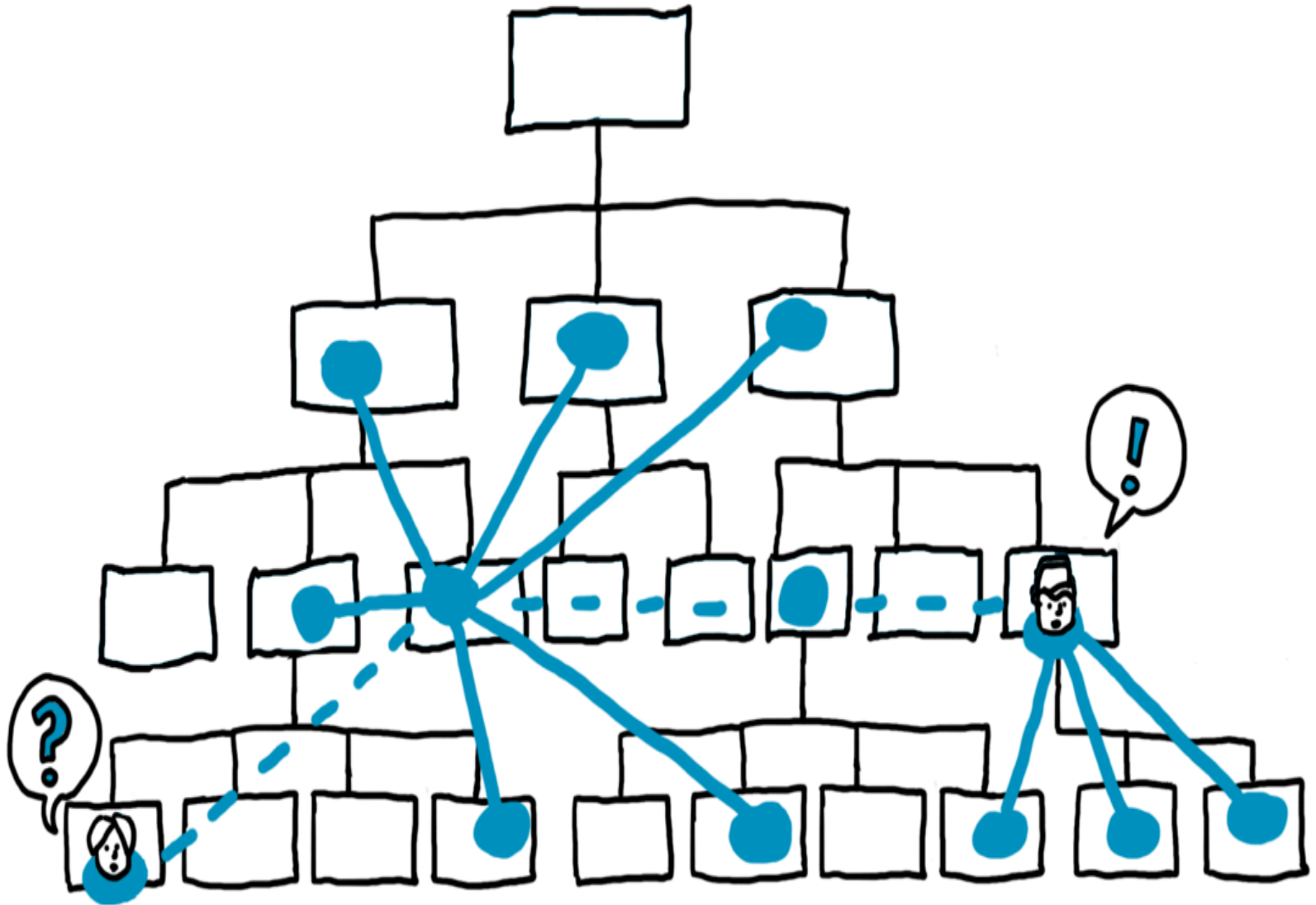
1. stronger ties involve larger time commitments
2. cognitive balance: I want my friend’s friends to be my friends If my friend’s friend is my enemy, this strains my relations with my friend

Weak ties:

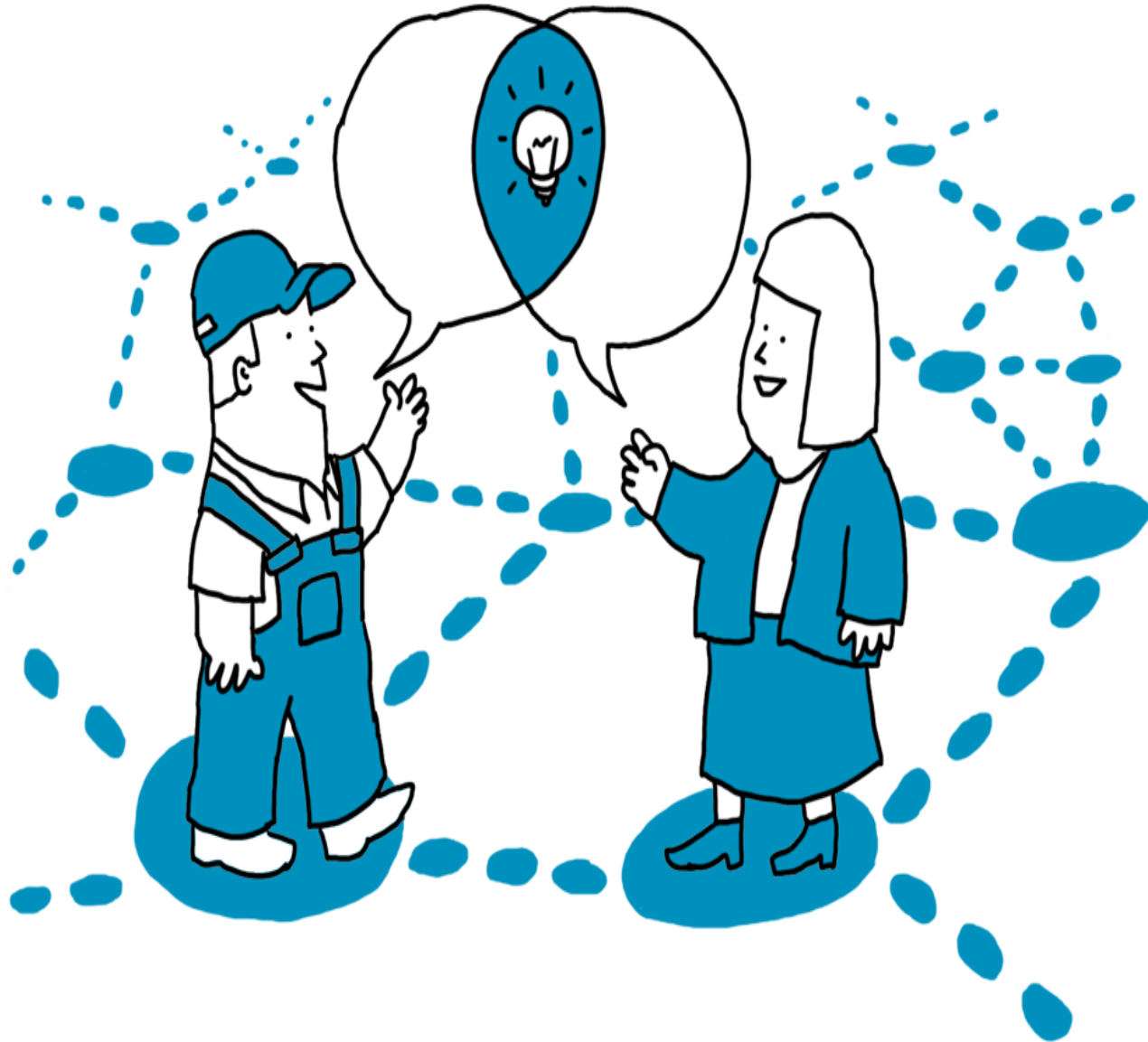
Ties between Ego and an acquaintance .Comprise a low-density network

A crucial bridge between the two clusters of close friendsé Individuals with few weak ties will be deprived of information and confined to the provincial news and views of close friends.

Network finds the experts



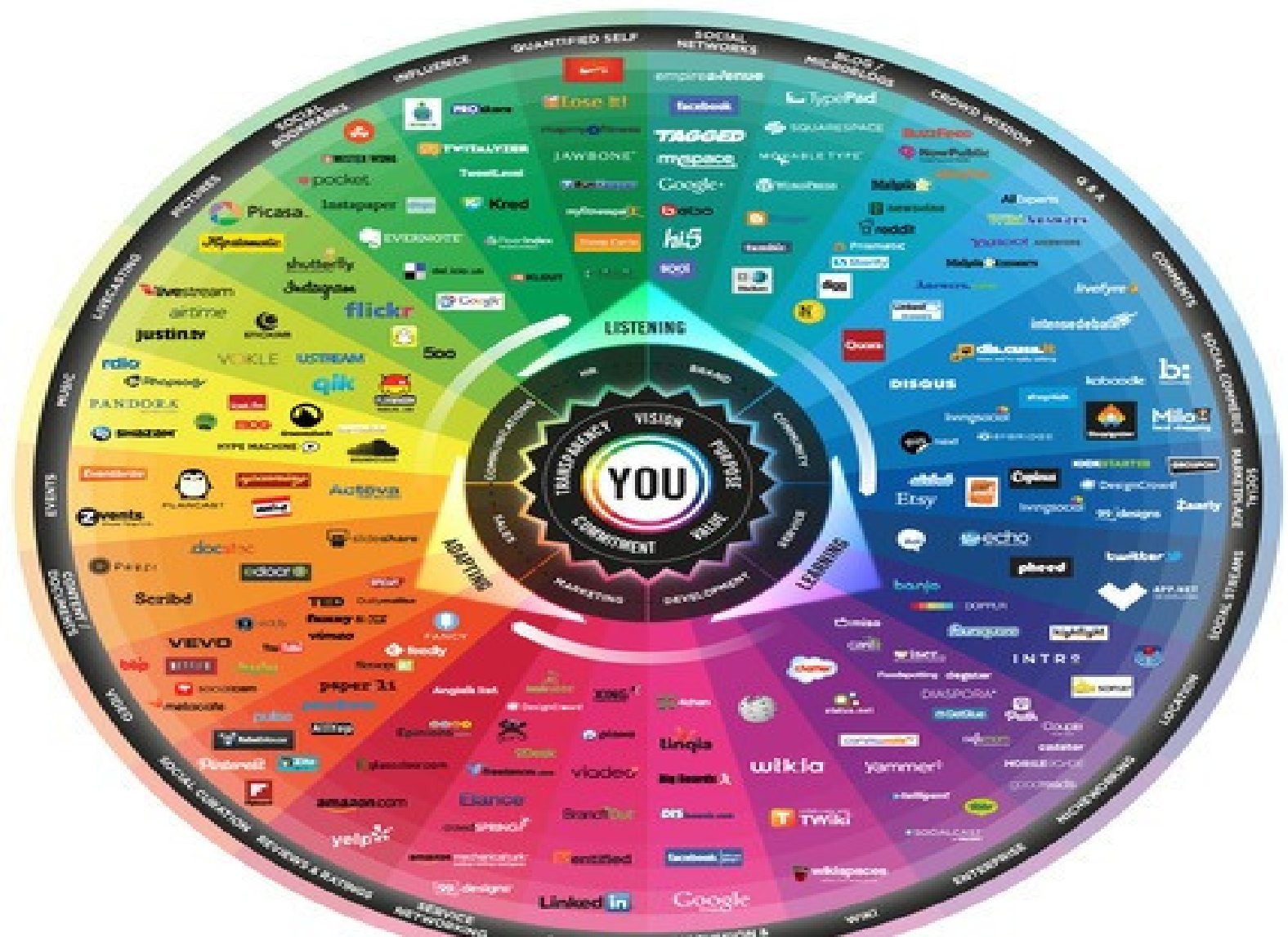
“Innovation happens at intersections”



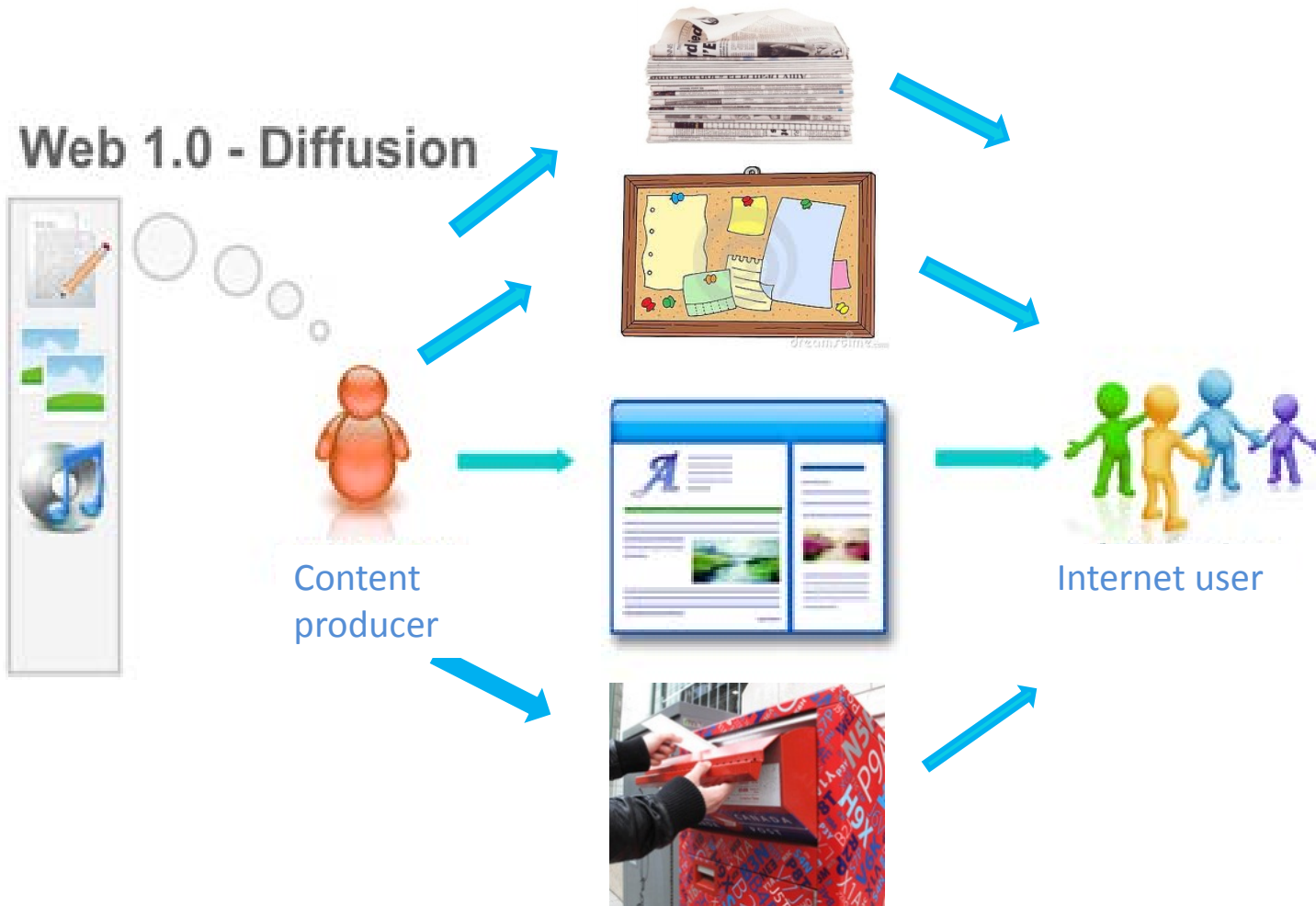


THE CONVERSATION PRISM

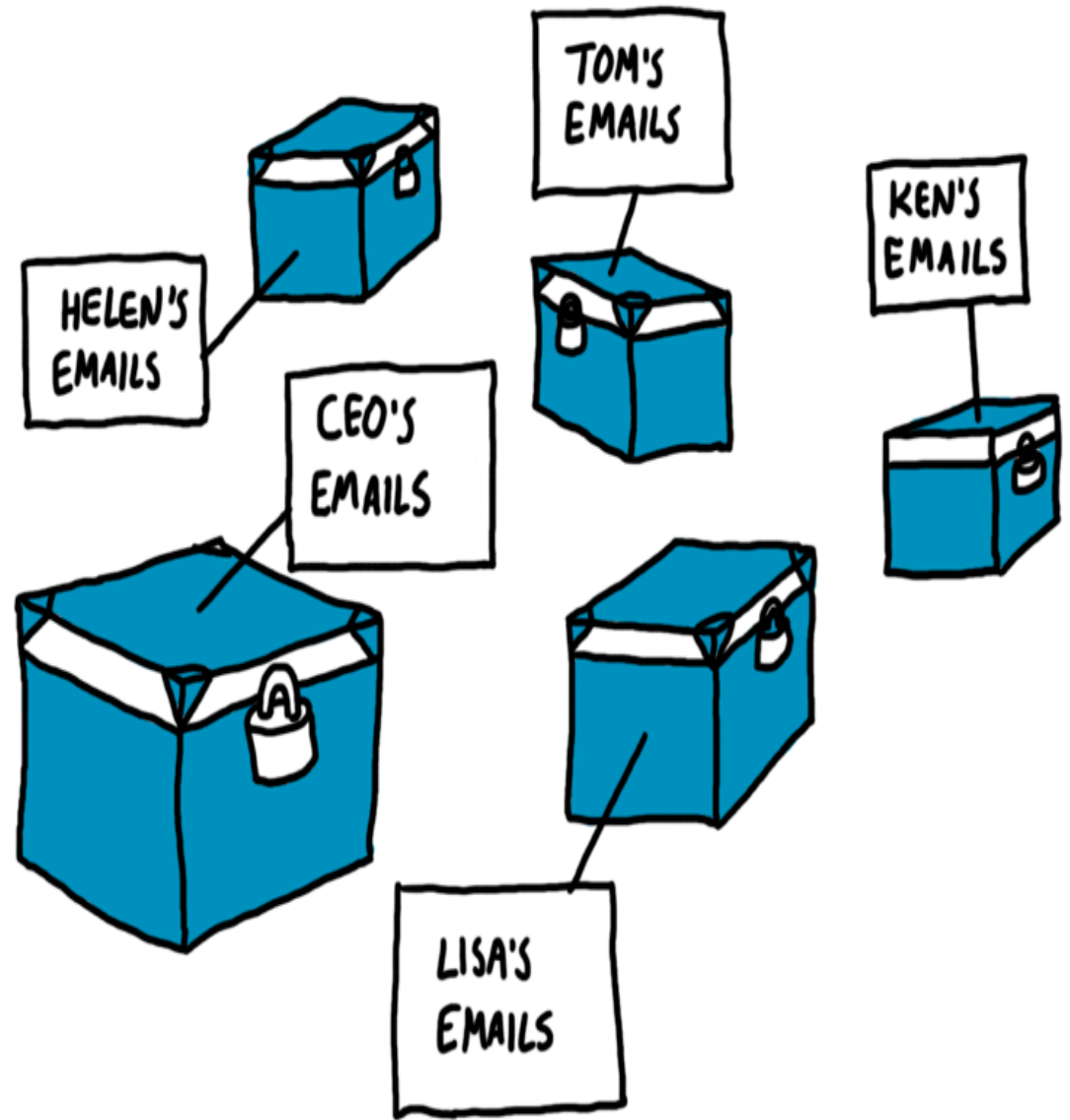
Brought to you by
Brian Solis & JESS3



Social Technologies

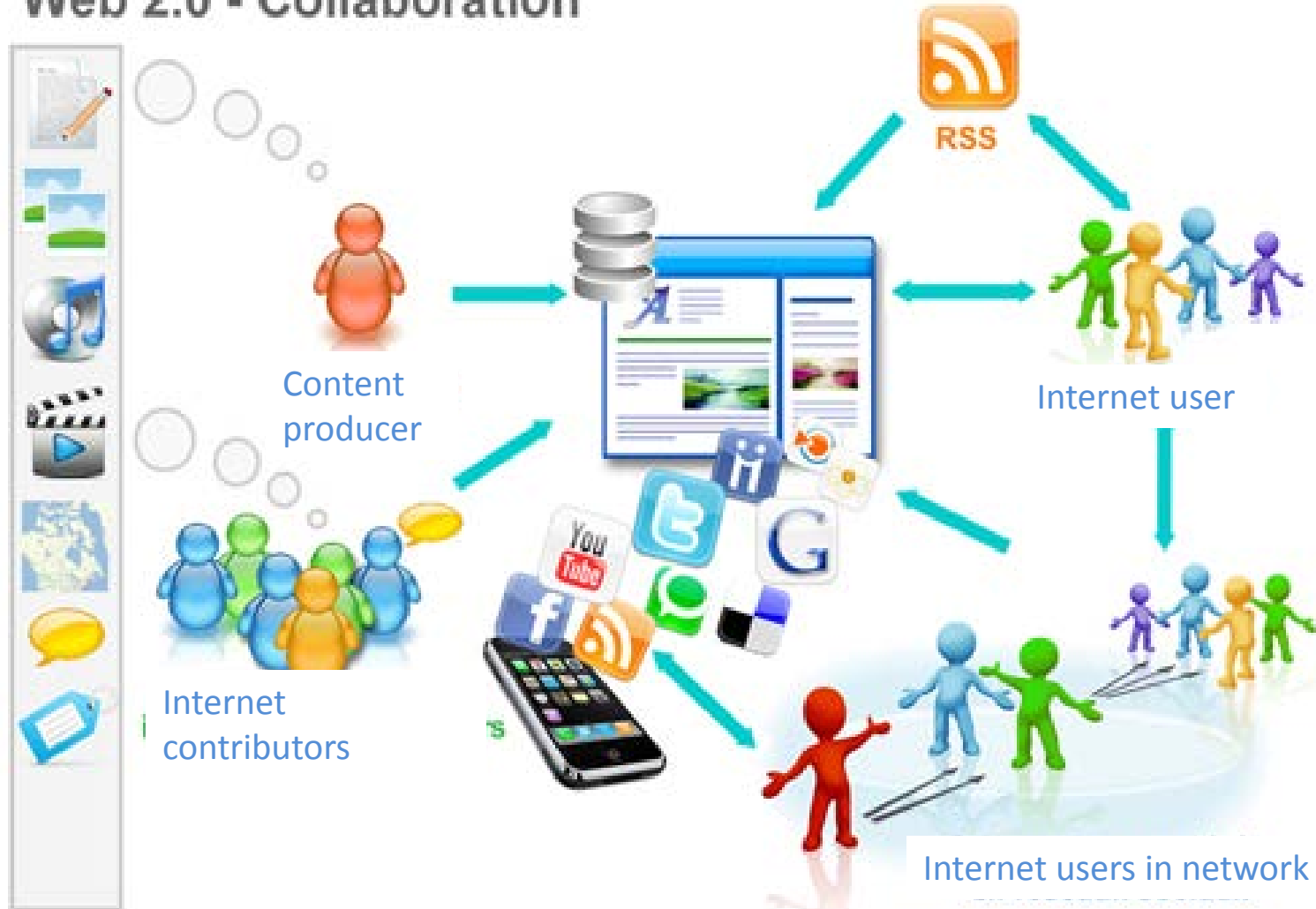


Inaccessible information



Social Technologies

Web 2.0 - Collaboration



L'Oréal



Please enter your login and your password

Your login

Your password

Sign in



April 23-24-25, 2007 // Paris



Home page >> Before



< Before

Evaluating a seminar (Page Article)



Sed adipiscing tempus odio. Mauris eros nisi, mattis non, laoreet ac, placerat eget, velit. Quisque ultrices scelerisque dolor. Cras tristique, justo at aliquet sagittis, tortor si lobortis.

Recommendations

Sed adipiscing tempus odio. In lobortis. Mauri ultrices scelerisque dolor. Cras tristique, justo i tortor si amet massa. Sed adipiscing tempus o eget, velit. Quisque ultrices scelerisque dolor. eget pulvinar neque tortor si amet massa. Sed laoreet ac, placerat eget, velit. Quisque ultric Mauris eros nisi, mattis non, laoreet ac, placer

- [Lien ancre 1](#)
- [Lien ancre 2](#)
- [Lien ancre 3](#)
- [Lien ancre 4](#)

[Lien simple](#)

- 1) Liste, élément 1
- 2) Liste, élément 2
- 3) Liste, élément 3
- » Liste à bullet point
- » Liste à bullet point
- » Liste à bullet point

Previous << 1 ?

April 23-24



Home page >>

< Before

Learning

(During)

After >

Forum

(Discovering the world of Professional Luxury)

April 23-24-25, 2007 // Paris



Home page >> After

< Before

Evalu

(During)

After >

Forum

April 23-24-25, 2007 // Paris



Home page >> Forum



< Before

Notre forum

Choisir un thème

Créer un thème

Nombre de page : 1 - 2 - 3 >>

Titre 2

Posted by Catherine Sylvestre
Wednesday, March 7, 2007

Alquam mi ipsum, bibendum vel, pharetra vel, mollis quis, nulla. In dolor. Nulla dolor erat, fermentum vitae, vestibulum quis, cursus eleifend, sapien. Duis tristique erat eu nibh. Phasellus tristique commodo mi. Nam consetetur sagittis tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed libero lacus, lacinia nec, dignissim nec, accumsan et, metus.

Répondre à ce message

Posted by Catherine Sylvestre
Wednesday, March 7, 2007

Alquam mi ipsum, bibendum vel, pharetra vel, mollis quis, nulla. In dolor. Nulla dolor erat, fermentum vitae, vestibulum quis, cursus eleifend, sapien. Duis tristique erat eu nibh. Phasellus tristique commodo mi. Nam consetetur sagittis tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed libero lacus, lacinia nec, dignissim nec, accumsan et, metus.

Répondre à ce message

Posted by Catherine Sylvestre
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Alquam mi ipsum, bibendum vel, pharetra vel, mollis quis, nulla. In dolor. Nulla dolor erat, fermentum vitae, vestibulum quis, cursus eleifend, sapien. Duis tristique erat eu nibh. Phasellus tristique commodo mi. Nam consetetur sagittis tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed libero lacus, lacinia nec, dignissim nec, accumsan et, metus.

Répondre à ce message

Choisir un thème

Créer un thème

Nombre de page : 1 - 2 - 3 >>

Haut de page



Define individual development priorities
Use Talent Development to collect individual development needs

IDENTIFY people and business needs

Communicate internally
Communicate externally

Make the training offer accessible to all
Communicate with the Management Committee

Keep stakeholders updated regularly

Benchmark

Communicate internally

Make the training offer accessible to all
Communicate with the Management Committee

Keep stakeholders updated regularly

Communicate internally

Make the training offer accessible to all
Communicate with the Management Committee

Keep stakeholders updated regularly

PROMOTE learning for development

Communicate externally

requires strong impact

Our review

Our action plan

Your priorities : Uncheck the indicators you want to exclude

Some recommendations

- The recruitment managers are aware of the key messages we need to convey to potential recruits.
 - point 1
 - point 2

- We ensure that LFD activities are included in all local recruitment tools (brochure, internet sites, campus presentations).
 - point 1
 - point 2

- We know the training ratios of our main « product » and « employer image » competitors.
 - point 1
 - point 2

- We keep the PR team regularly informed of both international and country LFD activities and provide them with communication material.
 - point 1
 - point 2

- We regularly work on our external network by contacting Corporate peers and/or belonging to training associations.
 - point 1
 - point 2

- We run benchmarking meetings with Corporate peers.
 - point 1
 - point 2

PRINT VALIDATE CLOSE

We know the training ratios of our main « product » and « employer image » competitors.



We keep the PR team regularly informed of both international and country LFD activities and provide them with communication material.



We regularly work on our external network by contacting Corporate peers and/or belonging to training associations.



PRINT VALIDATE CLOSE

one morning in my mailbox...

Terve ! Pierre,

We do not know one another but I am part of a team working on a new device project. I found your profile on the internal social network . I read the documents and the messages you shared, and I think you could help us out I would like to chat with you and have a new perspective on our project. How about a coffee? Tiimo

Illega Stamdata - Windows Internet Explorer

http://s-scanTalk-v/teamview2/ollega_view.asp?ID=10

Edit View Favorites Tools Help

avorites Suggested Sites Free Hotmail Web S

ollega Stamdata

Colleac

Stamdata	
Navn:	Peter Stougaard Christensen
Titel:	Konsulent
Funktion:	-
Lokal:	4063
Direkte:	3005405
Mobil:	
Privat:	
Fax:	
Alt. Nr.:	Crowd and Cloud
Stat:	Public Group
Kompetence:	Share an update ▾ with Crowd and Cloud:
Noter:	Share something with this group ...
Aktiviteter for den: 15-12-2010	

Yammer

Nokia


Groups My Feed Messages

All Company
Public Group

Share an update ▾ with All Company:


What are you working on?

Alvaro Goncalves
http://www.themobileindian.com/news/...

 **Asus unveils Asus Padfone during MWC**
http://www.themobileindian.com/news/5497_Asus-unveils-Asus-Padfone-during-M...
Asus, the Taiwan based smartphone and tablet manufacturer, has unveiled its much anticipated hybrid Android device the Asus Padfone during the Mobile World Congress which is currently underway in Barcelona, Spain. Asus Padfone comprises of a smartphone with a 4.3 inch display powered with Android operating system.


March 1 at 6:41am · Reply · Like · More

Alvaro Goncalves
http://news.google.com/news/...

 **Google puts Android**
http://reviews.c...
Google puts Android... hate it, there's no...

March 1 at 4:04am · Reply · Like · M


Alvaro Goncalves
http://news.google.com/news/...

 **Nokia appeals to**
http://www.itwo...
BARCELONA -- N...

March 1 at 3:53am · Reply · Like · M


Notifications

You have 1 new follower:

 **Karen Lachtanski**
Sr Comms Mgr.


October 13, 2011 at 1:24pm

You have 1 new follower:

 **Thierry Doyen**
Senior Ecosystem Evangelist


October 10, 2011 at 8:16pm

You have 1 new follower:

 **Sharon Jackson**
Content Co-ordinator


September 14, 2011 at 5:32am

You have 1 new follower:

 **Ville Sako**
Concept Owner

August 17, 2011 at 8:10am

You have 1 new follower:

 **Jagadish Sampath**
R & D Test Engineer

Harri Kinnunen ▸ Crowd and Cloud
What's the story with Yammer and Nokia? I landed here...
March 11, 2010 at 7:59am · Reply · Like · More

Liked by Teemu Ahnger.

Pekka J. Heinonen: Yes. Good question. Seems to be so that many have been active here about a year ago
March 17, 2010 at 8:21am · Reply · Like · More

Harri Kinnunen in reply to Pekka J. Heinonen: The answer can be found at my wall. Crossposted this quest...
very good grasp on both technology and business side of things.
March 17, 2010 at 5:24pm · Reply · Like · More

Write a reply...

Rhonda Rice has created the Crowd and Cloud group (Crowd and Cloud). "This group is to share, debate, br...
Crowd first. Cloud second.
What works/doesn't work? What do we value as members of a community? What makes a community work? I...
What is the value of a community in the organization? outside the organization?
What can we do with social networking tools & tech like Yammer to enable and enrich our interaction, outcom...
November 5, 2008 at 10:46am · Reply · Like · More

Show 6 older replies ▾

Rhonda Rice in reply to Minna Takala: are we able to follow others on Nmark? or 'twine' our feeds together c...
November 6, 2008 at 7:32am from Air Desktop · Reply · Like · More

Minna Takala in reply to Rhonda Rice: I admit that my Firefox bookmarks ton of the name and Firefox rema...

Windows taskbar icons: Internet Explorer, My Computer, Outlook, Word, PowerPoint, etc.

Windows taskbar icons: Internet Explorer, My Computer, Outlook, Word, PowerPoint, etc.

Communicate

Animated
Presentation



Vidéo/interview



Web TV



Intranet/blog



Enterprise
Social Network



Train

Web
conference



E-learning



Vidéo-Learning



Mobile Learning



LMS



Support

Engine
Tags
FAQ



Chat hot line



User
Feedback



Virtual
Assistant



Enterprise
Social Network



Measure

Satisfaction
eQuestionnaire



Usage RATE



Change
Road Map



Facilitate conversations

Organisation
Transformation 2.0 = E-Connector

The tool? No, the use



Rules to remember

Rule #1

On-line presence is one of the media and it becomes one of the modes to engage people



Rule #2

The organisations do not master the conversation, the place and the time when it takes place



The 1/3 rule

1/3 WEB presence | 1/3 one way | 1/3 Social



Source: <http://www.flickr.com/photos/66164549@N00/1384837583/>

Connect!

- pierre_ouellette_1@hotmail.com
- LinkedIn: <http://ca.linkedin.com/in/pouellette>
- Twitter: **@Pouellette**
- Foursquare: **Pierre Ouellette**
- Pinterest: **pierreouellette**

