

# ▣ Collaboration

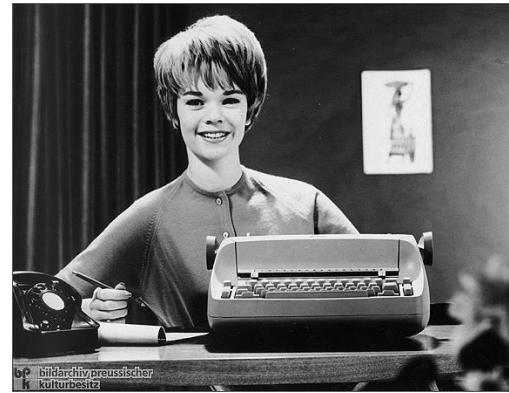
*Collaborate to survive?*



Presented by David Vane



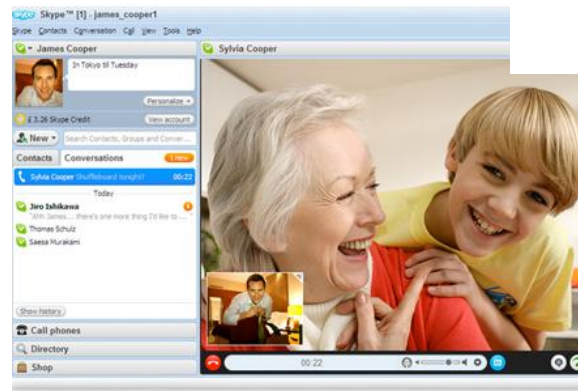
# The business world is changing!



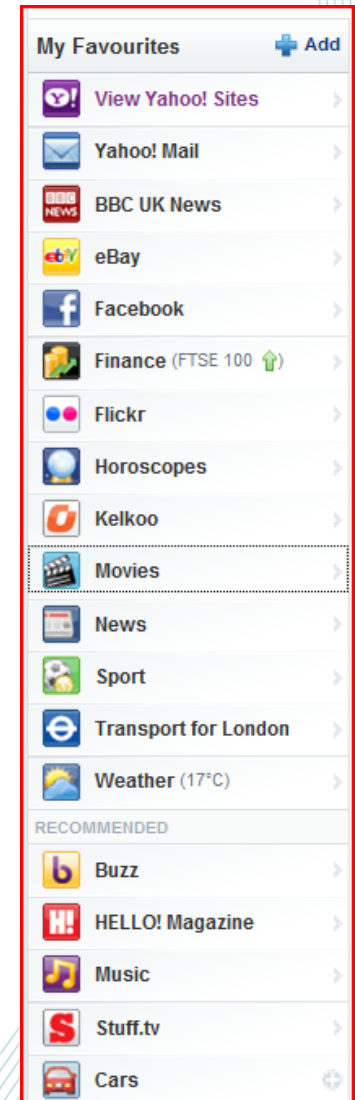
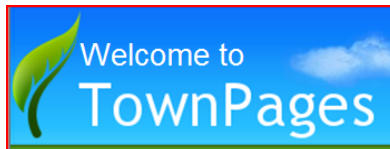
# Communication



Yahoo! Messenger.Ink



# Information




# Work???


twitter

digg™

Ning

 **delicious**  
social bookmarking

facebook

 **StumbleUpon**  
Discover your web

 **myspace™**

 **Propeller**  
Front Page Catego

 **WORDPRESS.ORG**

# Tools for collaboration –



*DigitalMeeting*<sup>TM</sup>

Powered by technilink



MegaMeeting.co.uk

Video & Web Conferencing for *ALL* of us

Cisco  
*webex*



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# What is collaboration?

- ❖ More than a referral...
  - ❖ Change in culture –
    - ❖ Trust
    - ❖ Sharing
    - ❖ Innovation??
    - ❖ Collaborative chaos
    - ❖ Constructive confrontation
    - ❖ Good communication
    - ❖ Create value!

# Solent Business Growth Network

SBGN - a good idea or wishful thinking?



# Solent Business Growth Network



Business 2  
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SBGN is a network of local entrepreneurs who run their own business and who, though their complimentary expertise, are ideally placed to help other local businesses survive and grow.

We provide first class expertise in accountancy, admin support, commercial photography & image consultancy, credit control, CRM management advice, graphics design, HR consultancy and training, Health and Safety, independent property advice, IT support and IT Skills training, legal advice, marketing and PR, sales training and presentations, strategic & motivational leadership, coaching & mentoring, web development, search engine optimisation & pay per click campaigns.

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# Collaborate – the problems

- Commitment – how much time to spend
- Focus – what are we trying to do?
- Finance – how do we pay for it?
- Direction - Where to go next?

# Collaborate – the benefits

- Smarter working
- Trying new ideas
- Sharing market intelligence
- Extending knowledge and understanding
- Driving Innovation!

# Trends driving change

Four key trends changing the business landscape –

- ❖ **Technological:** convergence of video, voice and data over Internet protocol
- ❖ **Economic:** exploiting the best talent at the best price regardless of geography
- ❖ **Cultural:** the desire for instant feedback and the expectation of immediacy
- ❖ **Regulatory:** complying with scores of new European, Government and local laws and regulations

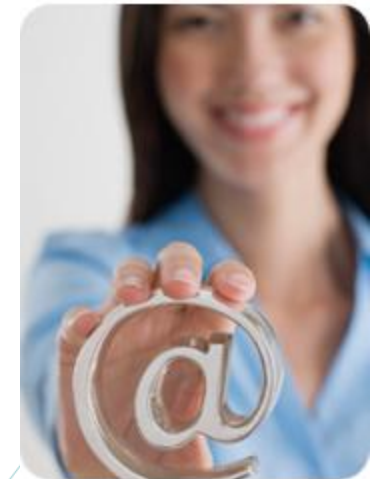
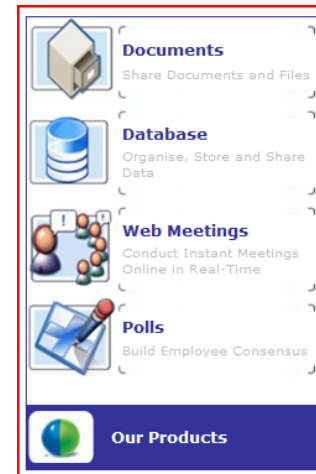


# The future?

- ❖ Collaboration and its tools can be seen as a **virtual office**, where others visit and add input to a person's knowledge. Information sharing of this type is already happening in popular consumer-oriented social networking Web sites and online services for sharing photos and videos.

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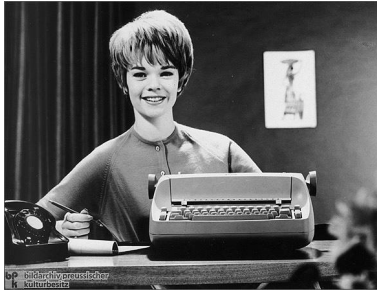
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# How will we work??

- shift from a **document-focused** work style to a **people-focused** work
- information is made available to a wider group of people who **work together openly**, quickly and more cost-effectively.
- **finding and connecting with subject matter experts** are critical steps
- tapping knowledge and capabilities can create new relationships
- emerging social networking and participatory Web applications will **tie communities together**
- **Tagging**, for example, lets people assign one-word descriptors
- “Mashup” applications will provide tools that allow users to combine data and information from multiple sources ....

# Are you ready?



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# Thank you!

