



Web 2.0 and the use of Jam for Internal Communications

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Definition of internal communication:

- Internal communications is a generic expression for all communication (formal and informal) that an organization undertakes with its close stakeholders
- The main purpose of formal internal communications is to inform employees or members of the direction and performance of the organization (and/or team) to which they belong.



The anatomy of an internal communicator:

- Channel management
- Speech-writing
- Change communications
- HR communications
- Project communications
- Event management
- Social media
- Intranets, etc.

Aggregators Folksonomy Wikis User Centered Joy of Use
Blogs Participation Six Degrees Usability Widgets
Pagerank XFN Social Software FOAF Browser
Recommendation Sharing Collaboration Perpetual Beta Simplicity AJAX
Videocasting Podcasting Audio IM Video Design
Convergence Web 2.0 CSS Pay Per Click
UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards SEO Economy
OpenID Remixability REST Standardization The Long Tail
DataDriven Accessibility XML
Modularity SOAP Microformats Syndication



References: How to use social media to engage employees, Melcrum 2007
Effective Communication from the Top, Melcrum 2006



But which to use?

- *Intranet* – but I don't reach the field staff
- *Newsletter* – but people hot desk
- *Conference call* – but I don't reach the whole company and if I did what about the cost?
- *Blogs* – but not all are on the VPN
- *Video* – but what about bandwidth management?
- *SMS* – but what about fixed lines?

So it's horses for courses. Or is it.....?



ipadio.com a modern panacea?

- *Staff have phones*
- *Staff have computers*
- *CEO has a mobile phone*
- *CEO has a laptop*
- *CEO uses ipadio which calls all staff online or on phone.....*

Live demo!

Pitch Alert!

Helloo! / ipadio / Applications / ipadio demo



TUTORIALS



GIVE IT A GO!
PHLOG HERE

First Name

Email address

REGISTER

Surname

Newsletter please

HOME

PHLOGS

FOR BUSINESS

APPLICATIONS

COST

ABOUT US

CONTACT US

NEWS

BLOG

LOGIN

HOME

FOR BUSINESS

APPLICATIONS

IPADIO DEMO

OPEN CHANNELS

FOR MPS AND CANDIDATES

CHARITY

EDUCATION

PHLOGGING

RADIO

DATA GATHERING

REVIEWS & GUIDES

DISABILITY

TRAVELOG

BUSINESS

CITIZEN JOURNALISTS

IPADIO ON ANDROID

INTERVIEWING

PHLOGS

COST



Try ipadio without registering

For an immediate demonstration of ipadio with no need to register you can hear yourself talking on this page, just by dialling in and speaking. This live demonstration is the easiest way we can find to show you how any telephone can now talk directly to the web, but your calls don't have to go out live once you have an ipadio account.

1. Turn your speakers on.
2. Call +44 (0)203 384 2144, a normal UK local rate number.
3. Then when asked for your pin enter 7881, and talk.

Then in a few seconds - you'll hear yourself!



+44(0)2033842144

7881





Executive Jam

Not



More...





INNOVATION CO-CREATION

Bonnie Cheuk details how Environmental Resources Management is enabling its staff to generate and share knowledge and insights and then using those ideas to influence its future strategic direction

“What is a good way to harness the collective intelligence of all our staff to enable the development of our new strategic direction to be truly innovative?”. This is the question that Environmental Resources Management (ERM) has been responding to since September 2009, and will continue to do so into mid-2010.

ERM is a leading global provider of environmental, health and safety, risk, and social consulting services. It has worked with more than half of the Global Fortune 500 companies and many governments, helping them to understand and manage their affect on the world around them. ERM has 137 offices in 39 countries and employs 3,300 staff.



5 Ways to Share Your Insights

What do you want ERM to do and be by 2015?

1. What is your overall vision of success?
 2. What sort of clients, markets, geographies should we focus on?
 3. What should ERM offer in the market, how should we develop the capability to deliver this/these?
- ... and more questions.

From mid-Sept to 06 Nov 09, we want everyone to share their insights. How can you do that? To make sure we are gathering broad input from all ERMers, a number of channels have been developed to enable you to share your comments, views and insights.

1. **Join local staff meetings, have conversations with OpCo management team:** A number of staff meetings will be organized in your local office during October to update staff in more detail about the strategy development process, and to invite your input.
2. **Minerva:** "Tell us your insights" Forum. See some of the insights shared so far [here](#) and click 'reply' to share further thoughts. **This survey has been closed on 06 Nov 09.**
3. **Tweet:** Type your 140 characters message in the subject line of an email and send to strategy.tweet@minerva.erm.com and it will automatically appear on the Strategy Tweet. Your name is associated with your ideas.
4. **Hotline:** You can add your contributions by phone. Call +44 (0) 870 626 [redacted]. Select #1 for speakerphone recording. Enter Pin# [redacted] and after the tone record your insights.
5. **Anonymous contribution email:** If you have something to add to the process, but don't want to put your name to it, or let the senior leaders gathering these insights know who it is from, you can email editor@erm.com or bonnie.cheuk@erm.com

Latest Updates

16th Nov: Read what ideas/insights ERMers have shared in staff consultation session and other electronic channels (Total = 390). (Note: you can click reply to add your comments)

Strategy Tweet Feed - *Click to 'Follow'*

- Subject
- Sustainable Solutions - ERM needs to 'walk the walk as well as talk the talk'
 - Breaking down barriers.
 - Upgrade Office Locations to get talent
 - ERM university, ERM multicultural
 - Two questions?
 - Some thoughts
 - New Gender and Diversity Organisational Culture
 - Marketing - what will we do about global marketing material? Will we have a centralized library that provides all staff with the ERM global view and the material can be amended to fit local opco i.e. contacts?
 - Knowledge sharing at ERM - will we continue to invest in full time knowledge facilitators for practices?!
 - Procurement Strategy
 - Strategy Tweet
 - Almost end of 6 October and "tell us your insights" is not online. When?

View All Site Content

Links

- Joining Instructions
- Send anonymous email to editor@erm.com

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ERMers' Insights

- Your Insights so far...
- John Alexander's Blog
- Strategy Blog
- 5 ways to share your insights

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Archive Recordings

- CEO Jam 23rd Oct 2009
- Questions & Comments from CEO Jam 23rd Oct 2009
- Questions & Comments on 26/27 Oct session
- CEO Jam 27th October 2009

Add new link

RSS Feed

Home > Our Company > New Strategy Development Process > ERM's First Global Online Strategy Meeting ("CEO Jam")

27/10/2009

Please give us your feedback on the "CEO" Jam

I would like to know your experience joining the "CEO Jam":

- Did you find this global online strategy meeting useful? In what way?
- What did you like most?
- What do you think can be improved?
- Should our senior leaders do this again?
- Who is your favourite panel speaker(s)? why?
- Any other comments

You can also send your anonymous comments directly to bonnie.cheuk@erm.com if you wish. It is important that ERM as an organization learn from our experience.

Many thanks for your participation. You can playback Monday's CEO Jam immediately after the event by clicking the play button and also Friday's CEO Jam is under 'Archive Recordings' in the left navigation. A transcription will also be available next week.

Bonnie

Posted at 02:00 by [Bonnie Cheuk](#) | [Permalink](#) | [Email this Post](#) | [Comments \(14\)](#)

26/10/2009



Admin Links

- Create a post
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- Manage comments
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- Launch blog program to post

Prasad Shetty, New Orleans, Louisiana USA

[Edit](#)

Thanks for the opportunity. I am glad I had a chance to participate. It was very informative and it was great to hear directly from the SLT (normally we only get written messages from them re business vision, etc. but for the first time we had such an excellent global platform to interact and share views and opinions).

I wanted to offer one suggestion around our sales and business development program. I was placed into a queue and my turn to speak never came (I know there were many callers and you had limited time..probably next time you may want to consider having a slightly longer session). My suggestion is we should invest more in dedicated sales staff at district/divisional level to help grow our sales. I think senior sellers and others will greatly benefit from having more access to dedicated sales resources and working closely with the sales staff to set up joint f2f calls, develop client relationships and help grow our business. I know we get an opportunity to attend GARF sales training periodically; but I think in addition to GARF training, the senior sellers and others can greatly improve their sales skills if they get to interact and work closely with full-time dedicated sales staff.

- Prasad Shetty

Prasad Shetty at 27/10/2009 14:12

A comment from an ANZ speaker

[Edit](#)

Hi Bonnie, it is heartening to see we are embracing newer ways of communicating. It was a useful session and will prove its worth when we see the feedback being implemented in the actual strategy (probably it should be communicated after the strategy is finalised which aspects of it came from these Jam sessions).

The session itself needs one improvement though. I did not know where I was in the queue and that it was my turn to speak, until Richard asked me to speak on the live forum. He could have been saying that to anyone, there was no indication that he was addressing it to me. (I was expecting a detached dialog with Richard just before my turn where he would tell me I was next. Not knowing where I stood in the queue I pressed 00 twice).

Summary from ERM Colombia

Edit

It is very important to have this kind of interaction, which contributes to improve the communication, to increase the "love" (feeling of belonging) of the people to the company, and change the normal activities. The call was a good opportunity to express our ideas and ask questions to the SLT. We could hear from them what they think about the ideas people are giving to define the new ERM strategy. It is nice to notice that the company leaders are not "strange people" and that they personally want to know what people think and to personally answer to our questions. It was truly amazing to share the same call globally and let each of the participants know the point of view from all different world locations; that really gave us a new impression of the company (sometimes the opinions or questions were similar to our questions). (However, I thought we spent a bit of time explaining why ERM Global decided to work on a new strategy, I think that we could have used that time to share more questions with the other offices).

This interaction gives you the opportunity to challenge yourself in order to find the answers that you are looking for and trying to express these thoughts to all our company.

This methodology could be repeated about specific hypothesis if a global feedback is required.

It might be interesting to do these jams quite a bit often.

Julio Torti provides a good representation of the LAC position; he is very clear answering the questions.

Adrian Sidlik at 30/10/2009 20:31

Add Comment

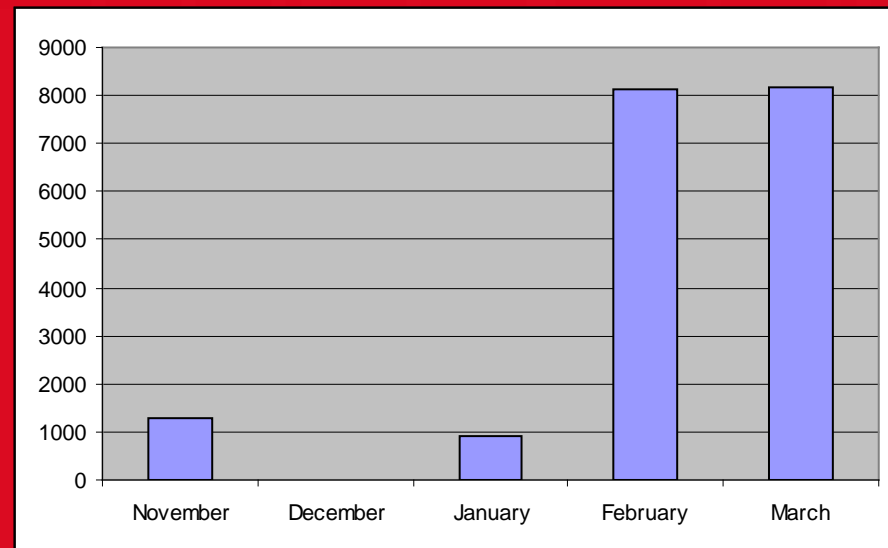
Title	<input type="text"/>
Body *	<input type="text"/>

Submit Comment



Virgin Media:

- FieldTalk- a biweekly broadcast to 1000's of field workers
- Voting, voice comments
- X Factor style competitions





Connaught plc:

- CEO broadcast to 8000 field staff
- Message, voting, voice comments
- *Did you find this message useful and relevant?*
 - 88% (from 450 votes)
- *Would you like to receive more messages in this way?*
 - 93% (from 438 votes)



The critical communication elements:

- Communicating a clear vision of the organisations future
- Building trust
- Demonstrating a personal connection to the front line



Trusting voice:

- Video is edited
- Blogs are ghost written
- Reports are regulated/controlled/restrained
- Voice = real – warts and all
- Voice = passion
- Voice = honesty
- Voice = trust



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