new rules & new tools

joe gerstandt

illuminating the value of difference

The Power of Inclusion

joegerstandt.com

twitter.com/joegerstandt

linkedin.com/in/joegerstandt

facebook.com/joegerstandt

youtube.com/joegerstandt

joegerstandt.com/blog

slideshare.net/joeg

I LOVE U

You may not like change, but you will like irrelevance even less.

-General Shinseki

what do you use?

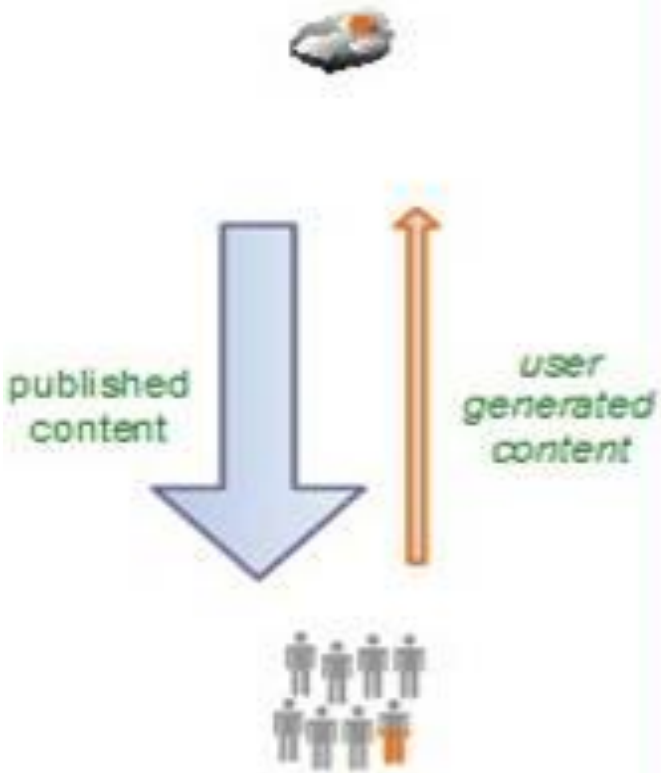
the new internet…

now with
<u>more</u>
awesome
sauce!

Web 1.0

"the mostly read-only Web"

250,000 sites



45 million global users

1996

Web 2.0

"the wildly read-write Web"

80,000,000 sites

1 billion+ global users

2006

Web 1.0 = Commerce

Web 2.0 = People

- Ross Mayfield

(CEO, SocialText)

people interacting:

- blogs
- micro blogs
- chat
- RSS
- wikis
- social networks
- social bookmarks
- message boards
- media sharing sites
- virtual worlds

a lot…

twitter
facebook
Blogger
hi5
talk
YAHOO! 360°
LIVEJOURNAL
LinkedIn
bebo
friendster
tumblr.
TAGGED
imeem
MULTIPLY
myYearbook
YOU'VE GOT FRIENDS!
del.icio.us
PLURK
your life, on the line
Mashable
friendfeed
plaxo
VOX
xanga
posterous
brightkite
diigo
youare.com
identi.ca
shout'em
utterli
StreetMavens
kwippy
yammer
present.ly
koornk

Every sixty seconds…

- 700,000 searches on Google
- 6,600+ pictures are uploaded on Flickr
- 600 videos (25 hrs of video content) are uploaded to YouTube

Every sixty seconds…

- 695,000 status updates, 79,364 wall posts and 510,040 comments are published on Facebook
- 320 new accounts and 98,000 tweets are generated on Twitter
- 13,000 iPhone applications are downloaded

Every sixty seconds…

- 100 accounts are created on LinkedIn
- 370,000+ minutes of Skype voice calls

WHAT DOES IT ALL MEAN?

YouTube has over 100 million videos and adds another 65k each day

democracy

(power to the people)

25% of Americans in the past month said they watched video…

25% of Americans in the past month said they watched video… on their phone

choice

(we decide when, where, how)

Wikipedia has over 17 million articles…78% of these articles are non-English

crowd

(expertise is over-rated and over-priced*)

February, 2004…

facebook

December 2004 – 1 million.

August 2008 – 100 million.

April 2009 – 200 million.

February 2010 – 400 million.

July 2010 – 500 million.

community

(we are social beings)

We are tired of being very loudly lied to.

FEYENOORD
ROTTERDAM

trust

(we do not believe you)

this is 2.0…

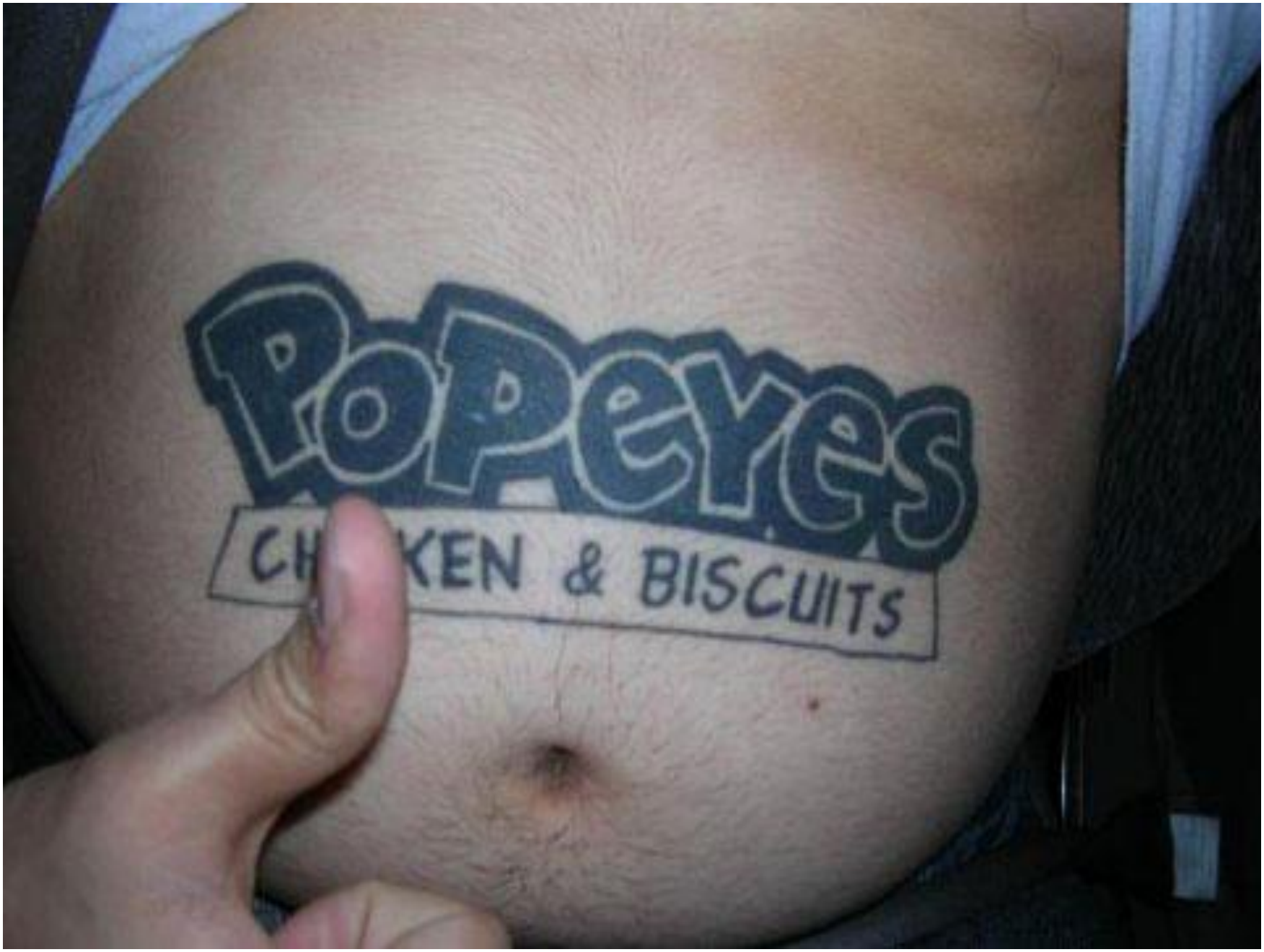
democracy

choice

crowd

community

trust


POPEYES
CHICKEN & BISCUITS

some opportunities…

recruiting

We have found that current employees are the most widely used and are by far the most trusted source of information about organizations for candidates.

-Corporate Leadership Council

external blogs

- http://jnjbtw.com

video

- KPMG, Deloitte, and Whirlpool

twitter

- Allstate Insurance, Kroger, Mayo Clinic, Sodexo

social networking sites

- LinkedIn, Facebook, Ning

training & development

Successful organizations connect people. Learning is social. We learn from, by, and with other people. Conversations, storytelling, and observations are great ways to learn, but they aren't things you do by yourself.

-Jay Cross, Informal Learning

interactive learning

- blogs, wiki, twitter, yammer, video

finding and sharing thought leadership and new content

- blogs
- professional communities
- youtube, slideshare, twitter

employee relations

“In organizations, if people are free to make their own decisions, guided by a clear organizational identity for them to reference, the whole system develops greater coherence and strength. The organization is less controlling, but more orderly.”

-Margaret Wheatley, Leadership and the New Science

interactive town halls

internal blogs

groups

- **LinkedIn**
- **Facebook**
- **Ning**

networking / professional development

- LinkedIn / LinkedIn groups
- Online communities
- Twitter / Twitter lists
- YouTube
- Slideshare

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thank you!

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