



Highlights

- Understand your adoption of social media for both internal and external purposes.
 - Articulate how social media accelerates and challenges your business strategy.
 - Envision desired business outcomes, new organizational and individual usage patterns and behaviors.
 - Build a Social Business roadmap, including people, organizational, and technological change.
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Becoming a Social Business

Social Business Enterprise Strategy Accelerator

A transformation is taking place in how people interact and how relationships form and develop and this is changing the way we socialize, the way we work and the way we engage with our customers. The new normal is that customers are leading the conversations that define your brand, competitors are crowd-sourcing ideas to bring new offerings to market, and employees are using social media in all facets of their lives, including work.

This shift in technology and human behavior presents an opportunity for organizations to improve everything from reinventing customer relationships to how work gets done. A Social Business embraces networks of people to create business value, and activates networks of people that apply relevant content and expertise to improve and accelerate core and ad hoc processes, delivering unprecedented return for the time invested.

Recent IBM C-Suite studies confirmed that standout organizations, those that are outperforming their peers, are focused both on getting closer to their customers and are more likely to embrace social media in the workplace.

- 95% of standout organizations will focus more on “getting closer to the customer” over the next 5 years (IBM Global CEO Study 2010).
- 57% of financial outperformers are more likely than underperformers to use collaborative and social networking tools to enable global teams to work more effectively together (IBM CHRO Study 2010).

Transforming your organization into a Social Business

The journey to become a truly Social Business begins with self reflection and the understanding of how social technologies are currently being used in your organization. How is social media being used to foster collaboration and share knowledge? How are your customers influencing the effectiveness and value of your brand? What areas can you take immediate action to take advantage of social media to transform your business and ultimately deliver sustainable competitive advantage?



IBM can help

As a result of IBM's own experience becoming a Social Business, as well as helping our clients develop strategies to capitalize on the adoption of social technologies within their own organizations, IBM has designed the Social Business Enterprise Strategy Accelerator offering to facilitate the initial steps to becoming a Social Business. This short term strategy consulting engagement will help your organization understand how:

- Your current adoption of social media for both internal and external purposes.
- Articulate how social media accelerates and challenges your business strategy.
- Envisions desired business outcomes, new organizational and individual usage patterns and behaviors.
- Builds a roadmap for people, organizational, and technological change.

The right partner for a changing world

At IBM, we collaborate with our clients, bringing together business insight, advanced research and technology to give them a distinct advantage in today's rapidly changing environment. Through our integrated approach to business design and execution, we help turn strategies into action. And with expertise in 17 industries and global capabilities that span 170 countries we can help clients anticipate change and profit from new opportunities.

IBM Global Business Services offers one of the largest Strategy & Transformation organizations in the world with professionals dedicated to solving our clients' most challenging organization and human capital issues. IBM Strategy & Transformation practitioners help clients develop, align and implement their vision and business strategies to drive growth and innovation.

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