

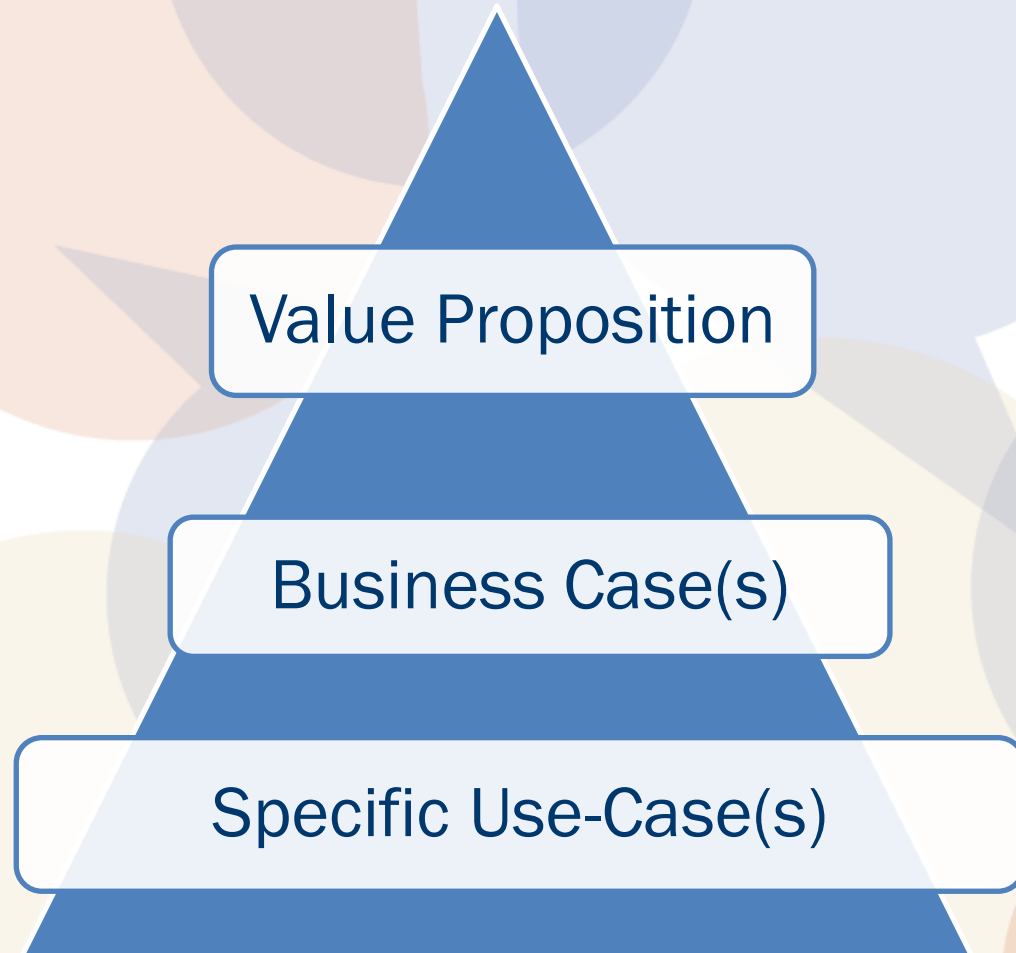
Building A Business Case For Enterprise Social Networks

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What To Lay Out?



Compare Value Proposition to Business Case

The logo for UC2dc 2012 is located in the top right corner. It features a yellow speech bubble containing the text 'i/+^' in black, followed by the year '2012' in yellow. Below this, the letters 'uc2dc' are displayed in a stylized font, with 'uc' in red, '2' in yellow, and 'dc' in blue.

Value Proposition

Describes what type of value is added to organizations through implementing ESNs

“Social networks add significant business value through enhancing knowledge sharing, increasing engagement, and solving internal communication challenges.”

Compare Value Proposition To Business Case:



Business Case

The written justification for an ESN implementation:

“This specific implementation will further existing X and Y existing strategic and business goals and solve Z problem”

ESN Value Proposition

- Connect people across silos, building trust and leading to greater effectiveness and efficiency in
 - Sharing knowledge & getting answers
 - Getting things done
- Enhance engagement & meet and needs of digital generation
- Increase transparency and findability of work activities and work flows

Elements of ESN Business Case

- Specific use-case & business value; fit with org. strategy
- Advantages over existing channels
- Value Proposition
- Risks
- Deployment / Communication Plan
- Community Management
- Governance

Where should you start?

- Specific unmet need or pain point relating to communications, relationship-building, or collaboration
- Existing group
- Sufficiently large to gain value from network effect (Metcalfe's Law)
- Practice group/line of business close to internet / tech

Addressing Risks Of ESNs

- IT Security Risk: Hacking, password theft, user error
- Litigation Risk: Litigation Hold, access to information organized by custodian, etc.
- Business Risk: everyone will just keep using email
- Lawyer Risk: personality, risk perception

Where is Goodwin?

- Yammer in use by RLS, KM staff
 - Sharing links to articles of interest to information professionals
 - “Yammering” about public meetings like CHRO, IT, COO leader talks
- Small external estate admin. group ?
- PBWorks

Example: Practice Area in Business Law Department

- Use-Case; 150-person practice area to share information internally about marketing & business development efforts
- Meets needs related to
 - BD skills development by associates
 - 3 office dispersion
 - Coordination & sharing of efforts
- Lawyers already interacting with clients in online social space