

How do you STEER  
CONVERSATIONS?  
Should you?

How To PROMOTE CHANGE  
IN A MULTIKULTURAL CULTURE?

How MUCH IS CHANGE  
ANCHORED IN NATIONAL CULTURE?

HOW DO YOU  
DETERMINE THE  
IMPORTANCE  
OF MOBILE?

IS IT  
USEFUL TO  
SEPARATE

OR IS IT THE HUMAN  
VOICE?

SINCERITY LINKED TO

WHAT IS REAL FOR

THE BUSINESS

and how do we gather that knowledge to enrich formal docs (manuals, procedures)

IN KNOWLEDGE MANAGEMENT

HOW TO ORGANISE, ANALYSE

OR RETRIEVE KNOWLEDGE

MAYBE WE DON'T / CAN'T GENERATE

IN ESN?

EVERYDAY STRATEGIC STRUCTURED } CONVERSATION

governance / policies

B

# Community management

1:1  
contact  
if "slap"  
required

Is full time job.  
How many required?

# not just babies

Should  
community  
mgrs should  
be "local"?

Be mindful  
of language  
and cultural  
references

#evration

#culture

#community management

#babies (+cats)

#human

Status updates

vs

Content-based  
activity

Can we  
use this for  
strategic conversations?

Do we need  
structure?  
Maybe we  
really do.

Depends on  
business case



The fastest way to learn is  
by seeing others do it.

not a new  
way of learning

just a new  
medium

learning is  
changing

CIAO

how people react to  
content on ESN is  
as important as the  
content and even the  
comments