TAKE FLIGHT

COLLABOSPHERE

TRUST + RELATIONSHIPS:
IMPACT OF OPEN COMMUNICATION

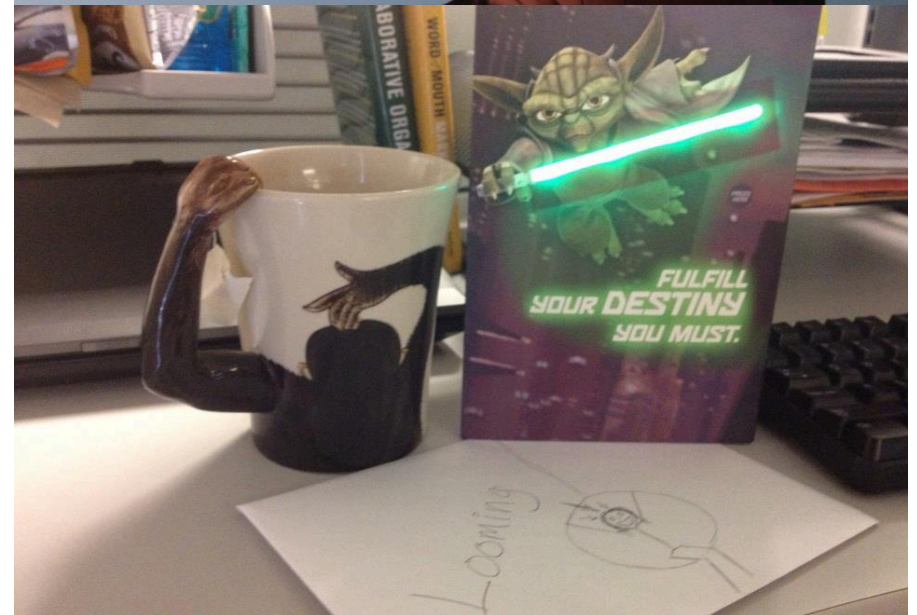MARK FORDHAM + LINDA SOUZA

About

Mark "I Don't Bite" Fordham

Linda "Looming Head of Work" Souza

Agenda

- What were we thinking?!

- Experiments!

- Emerging themes and what this means to you

- Q+A

Class
First class

Departure
Santa Monica

Arrival
Cloud 9

In the beginning

We ran some experiments.

What we learned

- Perceptions are different between new and experienced users
- Sensitivities lessen and change over time
- People are curious and want to do their jobs better
- Intentions are good
- Relationships matter
- Access = permission
- Inclusion > exclusion
- People get engaged when others are engaged
- People keep communication appropriate

Experiment #1:
Attack of the stealth ninjas

The setup
Look at every file and discussion a person uploads, modifies or comments on for two weeks straight

#CENTRALDESKTOP

Experiment #2: Attack of the stealth ninjas

Results

- Most people did not notice

- Most people did not care

- Curiosity was the #1 reason people look at others' files

Takeaways

- New and experienced collaborators differ
- Relationship/rapport is key – trust is already there
- People are curious about things they have a vested interest in because they think they will be better informed and be able to do a better job
- Their intentions are to keep abreast of what's happening
- They don't discriminate – ravenous appetite for information

"The biggest impact has been a shift in thinking - and becoming more open with the things I am working on. I really disliked other people seeing what I was working on in the past and I protected things until they were ready to be shown, but now I know people can stealth ninja everything so I had to become more confident with what I was producing. "

Experiment #2:
An "interesting" file

The setup
Upload an interesting file without subscribing anyone to it

Experiment #2:
An "interesting" file

Results

- Saw in recent activity or email digest
- Didn't bother them that they weren't subscribed
- Curiosity was key

Takeaways

- Don't obfuscate
- Access to the workspace implied permission to participate
- Curiosity drives collaboration and collaboration drives better work (chicken or egg?)

CONGRATULATIONS!

- You're officially part of an experiment I'm running for Collabosphere. Thank you for being nosy. ;-)

- I'll be calling or contacting you once I see your name appear on the audit log. (I really love that thing.)

P.S. There is no price change as a result of these slides.

Experiment #3:
Today's to-do's

The setup
Create a to-do list for self

Experiment #3: Today's to-do's

Results

- Interested in what was going on, especially at that level
- Several looked because of previous comments by others
- Most people didn't care

Takeaways

- Positive peer pressure – participation spawned participation

"
I've been busted twice. I love it.
"

Experiment #4:
The interloper

The setup
Interject on thread you are not subscribed to and is in no way relevant to you

Experiment #4:
The interloper

Results

- Most experienced users did not care. It was more of a hot button for newer users.
- Drove further conversation

Takeaways

- Relationship/rapport is key – trust must be there
- Cross-departmental relationship-building
- The more, the merrier when providing obvious value (check before you wreck)

" I don't know that stealth ninjas are supposed to be making announcements – a bit out of character, no?   ;)

"

Experiment #5:
Plea for help

The setup
Ask for help on a project and see who responds

Experiment #5:
Plea for help

Results

- Broad topics and hot buttons generated the most responses from throughout the company; narrow topics = narrow responses
- Snowball effect in responses – once some started to comment, others jumped in

Takeaways

- People wanted to be helpful
- Help came from all departments, regardless of who the request came from
- Email notifications help with momentum
- Ask for help/volunteers to maximize responses

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<div id="awesomefeature">
<rant>

I love SocialBridge's "HTML Source Editor"
function. Whether it's a wiki page, intranet, a
project home page, or a client-facing extranet, an
end user gains unprecedented creative freedom
to customize and brand the tool according to his
or her team's unique needs. For a robust,
consumer-oriented enterprise tool, having this
feature is quite forward-thinking.


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Experiment #6:
Engage the non-engaged

The setup
Force someone who is not active in the system to participate

Experiment #6: Engage the non-engaged

Results

- Only one "non-engaged" person participated; the others didn't think they had value to add

- Other team members jumped into the conversation and gave many great ideas/good quality feedback

- Did not occur to non-subscribed that their feedback would not be welcome (intent)

Takeaways

- Get to know your audience (collaborator types)

- You can only engage the non-engaged if it's highly relevant to their work

- Audit logs are your friend (or not)

- Access = permission

- Inclusive versus exclusive (better ideas and feedback)

"
I didn't consider the impact of jumping into the conversation.
"

Experiment #7:
Fun with status updates

The setup
Gauge the response to personal versus business status updates

Experiment #7: Fun with status updates

Results

- People love beer. And teal.
- The most interactive status in the past week (33 responses): "Alexandra Burton is wondering if anyone has advice on super safe sedans. My mom needs a new car."
- Second most responses (24): "Kristy McKnight do you want to be able to include photos in your status updates from your phone?"

Takeaways

- Best for relationship-building, especially across teams
- People have a desire for some social interaction at work – even the introverts!
- Gives people an opportunity to express themselves, but not in inappropriate ways

"
What is one of your favorite movies (an I-can-see-it-100-times movie)?
"

56 responses

"
What is your favorite beer?
"

55 responses

" Dustin Turner is wondering why Cohry Osborne likes cats... "

42 responses

Takeaways

What we learned

- Perceptions are different between new and experienced users
- Sensitivities lessen and change over time
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- Relationships matter
- Access = permission
- Inclusion > exclusion
- People get engaged when others are engaged
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What this means to you

- Set the stage and be patient. Benefits over time outweigh initial discomfort
- Embrace broader collaboration; good stuff happens. Ideas can come from anywhere
- Don't be afraid of encouraging interaction
- Escape the burden of knowledge/myopia
- Know your audience
- Collaboration is built on relationships, whether in person or via a tool. You have to put in the work

THANK YOU FOR FLYING WITH US.

GET READY FOR YOUR NEXT ADVENTURE

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