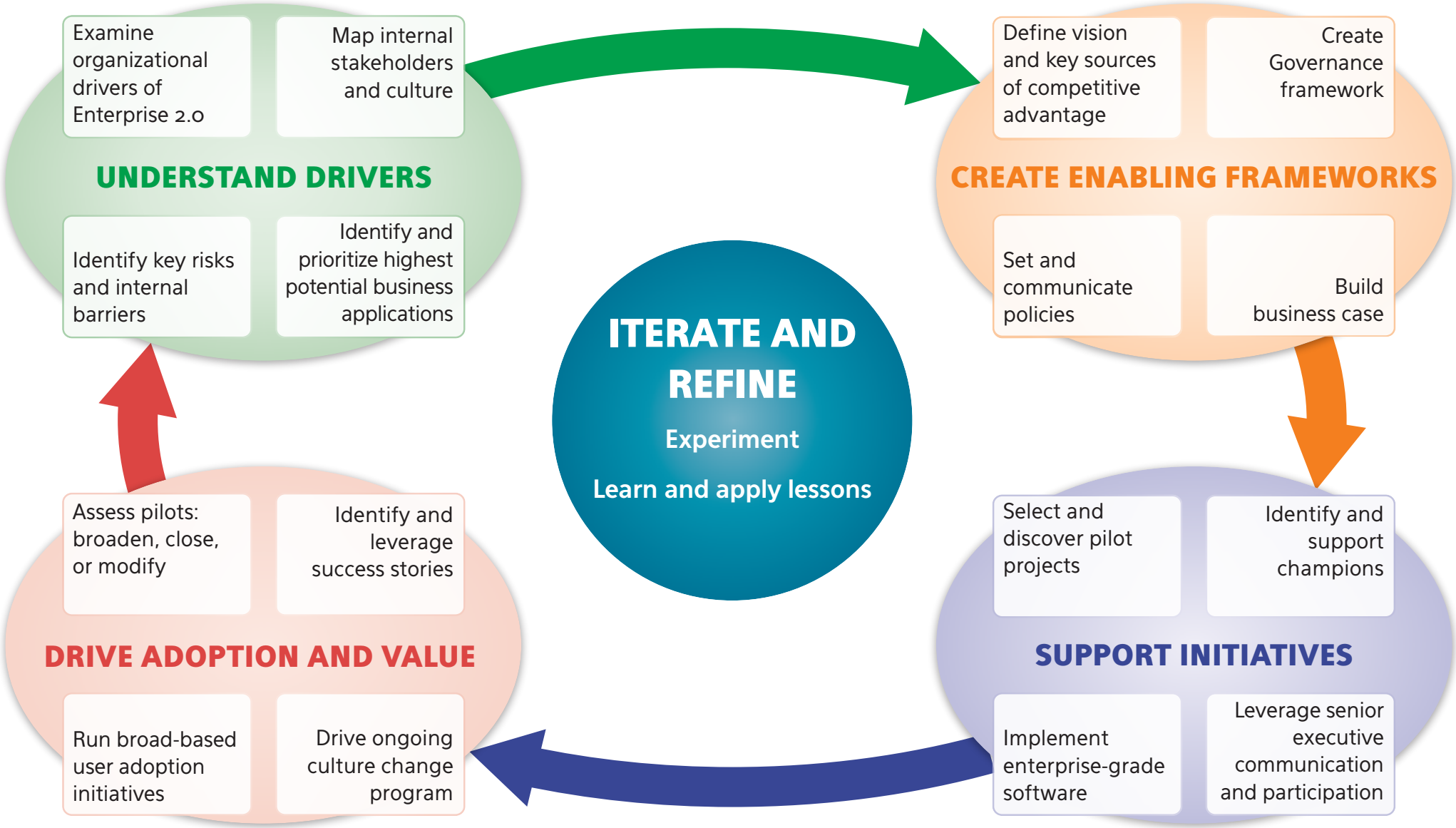
Enterprise 2.0 implementation framework



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Enterprise 2.0 Implementation Framework: References

UNDERSTAND DRIVERS

Examine organizational drivers of Enterprise 2.0
See Chapter 3: The New Enterprise

Map internal stakeholders and culture
See Chapter 7: Governance

Identify and prioritize highest potential business applications
See Chapter 4: Benefits and Risks

Identify key risks and internal barriers
See Chapter 6: Identifying Barriers to Enterprise 2.0 Adoption

CREATE ENABLING FRAMEWORKS

Define vision and key sources of competitive advantage
See Chapter 3: The New Enterprise

Create Governance frameworks
See Chapter 7: Governance

Set and communicate policies
See Chapter 8: Setting Policies

Build business case
See Chapter 17: Building a Business Case

SUPPORT INITIATIVES

Select and discover pilot projects
See Chapter 17: Pilots

Identify and support champions
See Chapter 17: Pilots

Implement enterprise grade software
See Chapter 21: Key Options for Enterprise 2.0 Software

Leverage senior executive communication and participation
See Chapter 18: User Adoption

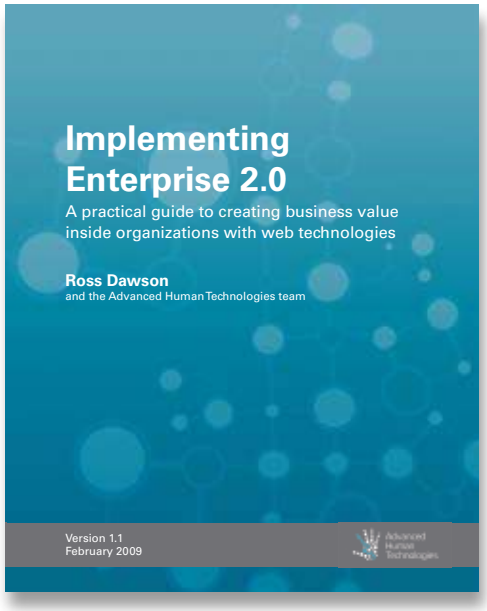
DRIVE ADOPTION AND VALUE

Assess pilots: broaden, close or modify
See Chapter 17: Pilots

Identify and leverage success stories
See Chapter 19: User Adoption

Run broad-based user adoption initiatives
See Chapter 19: User Adoption

Drive ongoing culture change program
See Chapter 20: Implications for HR



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For organizations that are seeking a thorough and practical reference on how to create value with Enterprise 2.0 approaches, *Implementing Enterprise 2.0* is the most comprehensive, pragmatic, and cost-effective analysis available on the market.

Implementing Enterprise 2.0 provides detailed coverage of each step on the Enterprise 2.0 journey, assisting executives to understand benefits and risks, take informed action, and implement successful initiatives.

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