

Cercle#02 : Efficacité collaborative

Comment intégrer les nouveaux modes de travail et les nouveaux outils pour rendre son organisation plus efficace ?

EXPERT : **Jean-Marc Tassetto**, *Cofondateur, Coorpacademy*

BEST PRACTICE : **Louis-Pierre Guillaume**, *Knowledge Management Officer, Schneider*

PRÉSIDENT DE SÉANCE : **François Barrault**, *Président, IDATE*

ANIMÉ PAR : **Jean-Michel Salvator**, *Directeur de la rédaction, BFM BUSINESS*

“Les plateformes collaboratives favorisent le partage et l'enrichissement de l'information,,

Louis-Pierre Guillaume,
*Knowledge Management Officer,
Schneider Electric*

Le déploiement de plateformes collaboratives au sein des organisations fonctionnant sous forme de communautés permet de mettre en avant l'interaction et de casser les silos par leur horizontalité. Nous entrons dans un modèle « *many to many* ». Les principes fédérateurs et facteurs clés de succès de ces communautés de partage transverses, sont :

- Un *sponsorship* fort : le déploiement de plateformes collaboratives doit être un véritable programme d'entreprise ;
- De la visibilité interne : des ressources dédiées permettent de structurer, mobiliser et animer la communauté ;
- Un véritable « *framework* » : un modèle de communauté facilitant les interactions et récompensant les contributeurs de qualité.

Les enjeux de pilotage et de retour sur investissement doivent être pris en compte, afin d'assurer la pérennité de ces plateformes collaboratives au

sein des entreprises et d'en valider les apports. L'efficacité collaborative est un premier indicateur analysant par sondage la satisfaction des sponsors et des membres de chacune des communautés. Une autre approche est le « *Net Promoter Score* », les communautés favorisant la fierté d'appartenance à l'entreprise.

Ainsi aujourd'hui au sein de Schneider Electric, sur 100 000 personnes possédant un PC, 50 000 personnes consultent chaque semaine au moins un espace collaboratif et 13% d'entre eux y contribuent directement.

Le sujet de l'ouverture de ces communautés à l'extérieur de l'entreprise représente un enjeu primordial, qu'il faut manier avec précaution, la capacité à bien traiter les aspects de propriété intellectuelle et industrielle se révélant complexes au regard des risques de perte d'informations majeures.

Conclu par **Christian Pasquetti**, *EY*



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Efficacité collaborative



Animateur:
Jean-Michel
Salvator



Président
François Barrault



Expert
Jean-Marc
Tassetto



Best practice
Louis-Pierre
Guillaume

EFFICACITÉ COLLABORATIVE

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HOMMES & MANAGEMENT



Jean-Marc Tassetto

Cofondateur, Coorpacademy

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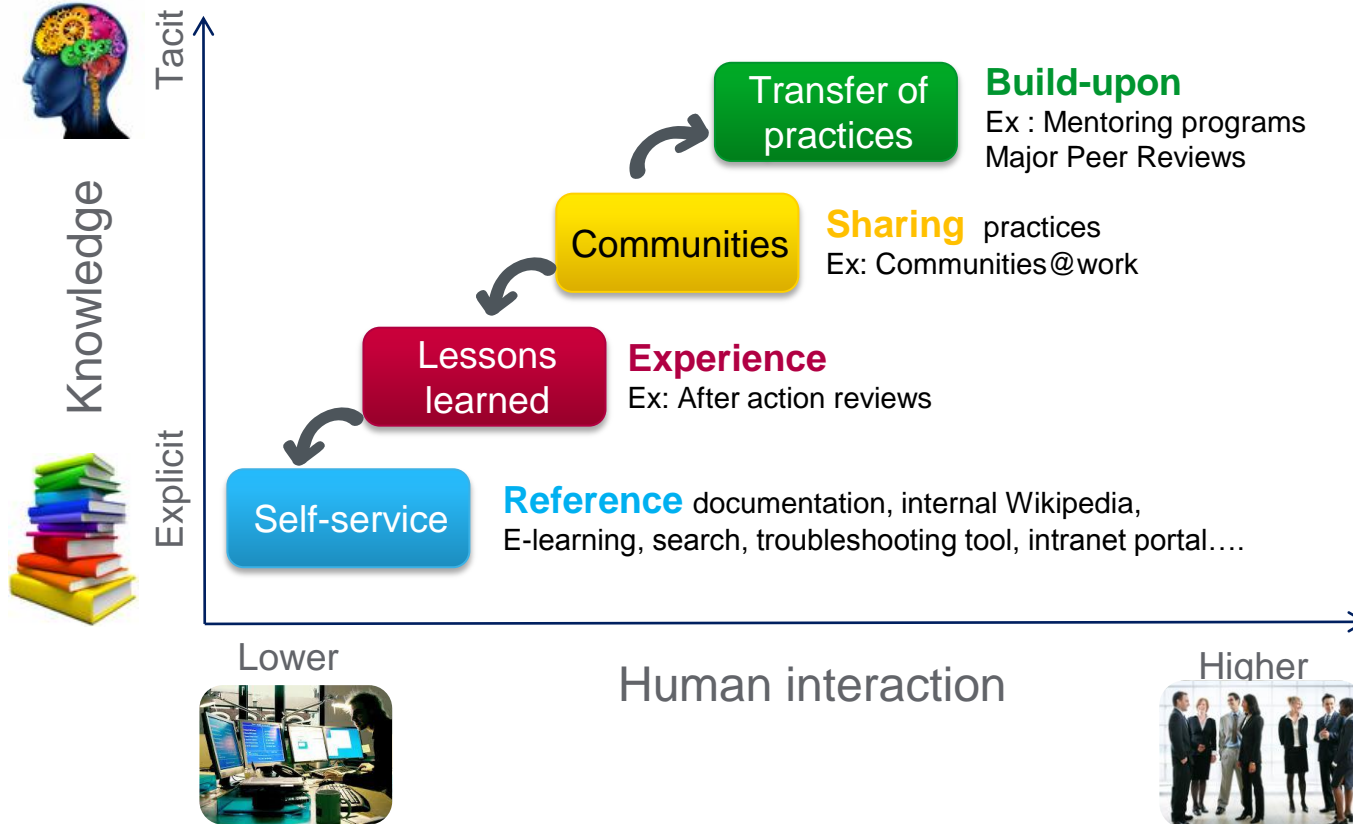


Louis-Pierre Guillaume

Knowledge Management Officer, Schneider Electric

“Benchmarks and experience show that Communities are the foundation of virtually every mature KM Program”

APQC – The new edge of knowledge management - 2011



A **Community@Work** is

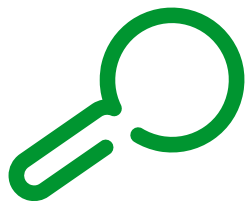
A group of people who share



Common objectives written in a **charter**

Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**



140 Communities@work

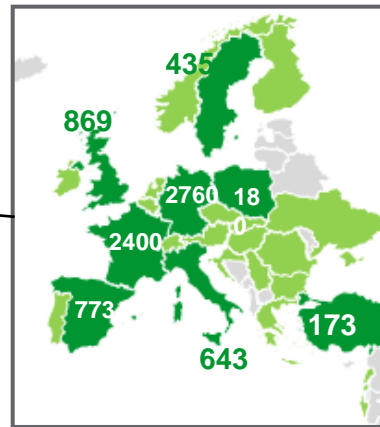
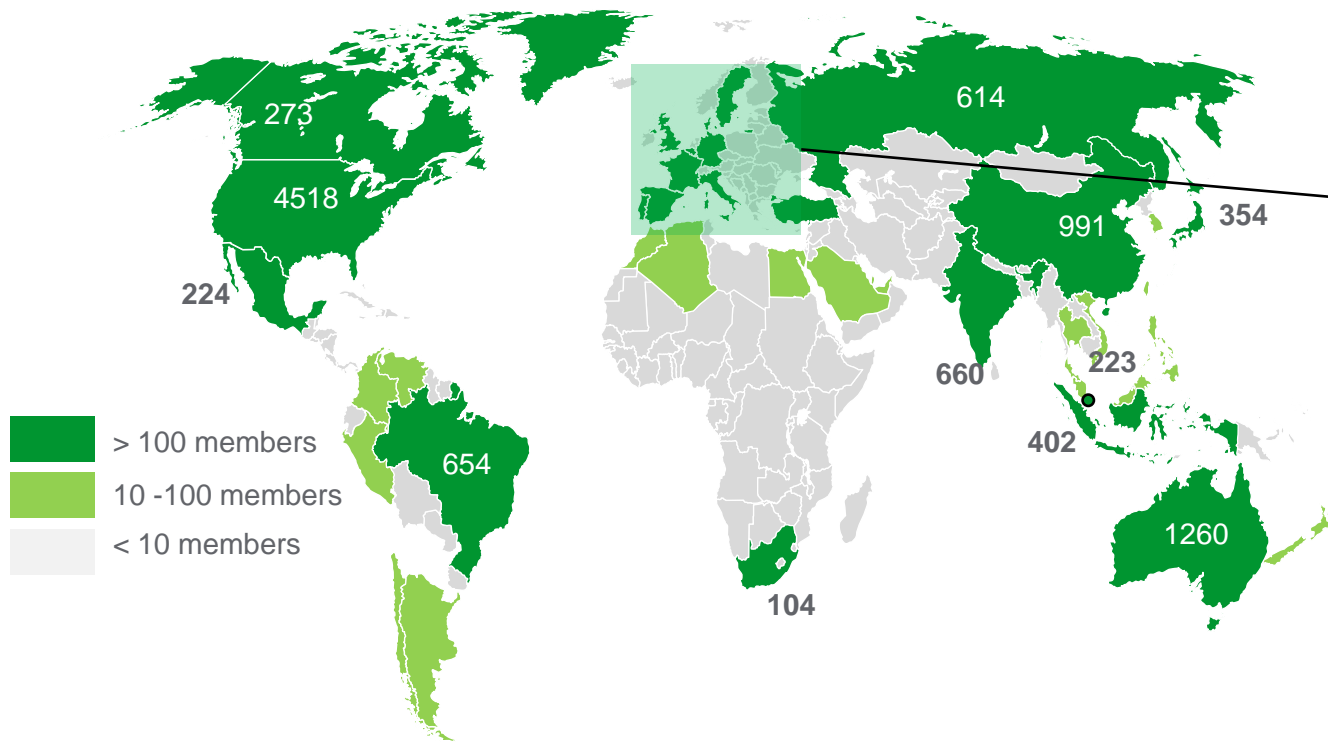
24,000+ members in 100+ countries
170 community leaders



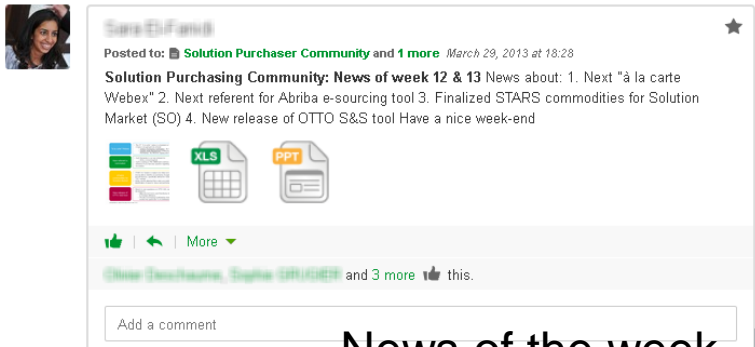
20 Communities voted actives by their members in **2013**



33 Communities voted actives by their members in **2014**






Example of usage by communities on Spice



Sara El-Faridi

Posted to: **Solution Purchasing Community** and **1 more** March 29, 2013 at 18:28

Solution Purchasing Community: News of week 12 & 13 News about: 1. Next "à la carte Webex" 2. Next referent for Abriba e-sourcing tool 3. Finalized STARS commodities for Solution Market (SO) 4. New release of OTTO S&S tool Have a nice week-end

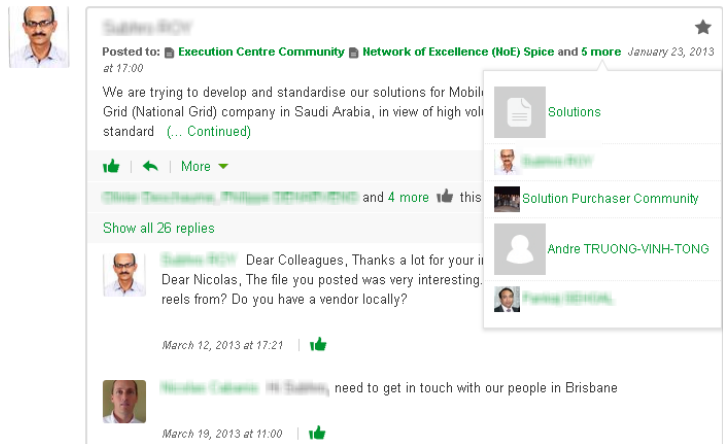
  

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Oliver Deschamps, Tiphaine CHIFFOLEAU and 3 more 👍 this.

Add a comment

News of the week



Sébastien RIVY


Posted to: **Execution Centre Community** **Network of Excellence (NoE) Spice** and **5 more** January 23, 2013 at 17:00

We are trying to develop and standardise our solutions for Mobile Grid (National Grid) company in Saudi Arabia, in view of high volume standard (... Continued)


👍 | 🔄 | More ▾

Oliver Deschamps, Philippe DEBETHUNE and 4 more 👍 this


Show all 26 replies


 **Sébastien RIVY** Dear Colleagues, Thanks a lot for your interest. Dear Nicolas, The file you posted was very interesting, reels from? Do you have a vendor locally?


March 12, 2013 at 17:21 | 👍


 **Nicolas Colaninno** Hi Sébastien, need to get in touch with our people in Brisbane


March 19, 2013 at 11:00 | 👍

 **Solutions**

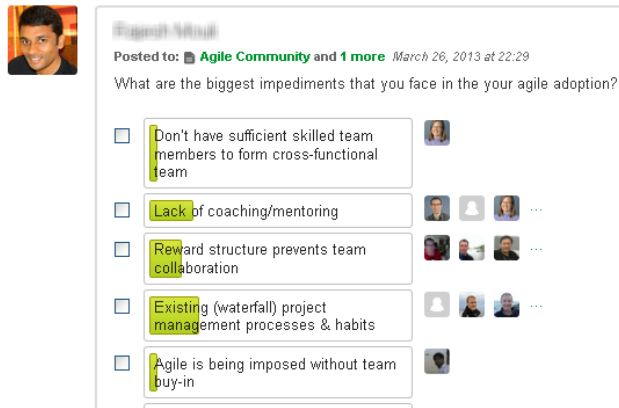
 **Sébastien RIVY**

 **Solution Purchasing Community**

 **Andre TRUONG-VINH-TONG**

 **Philippe DEBETHUNE**












Mutual help



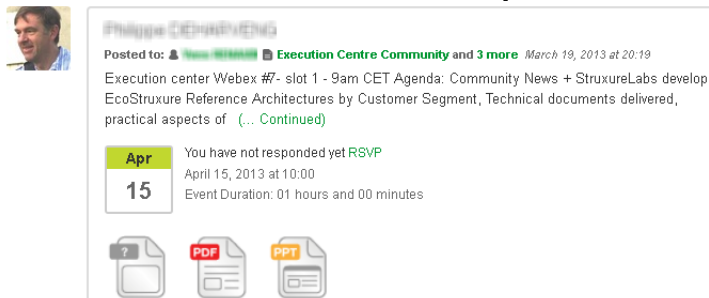
Fabrice Mouton

Posted to: **Agile Community** and **1 more** March 26, 2013 at 22:29

What are the biggest impediments that you face in your agile adoption?

- ☐ Don't have sufficient skilled team members to form cross-functional team 
- ☐ Lack of coaching/mentoring    ...
- ☐ Reward structure prevents team collaboration    ...
- ☐ Existing (waterfall) project management processes & habits    ...
- ☐ Agile is being imposed without team buy-in 

Poll to drive adoption






Philippe DEBETHUNE

Posted to: **Execution Centre Community** and **3 more** March 19, 2013 at 20:19

Execution center Webex #7- slot 1 - 9am CET Agenda: Community News + StruxureLabs develop EcoStruxure Reference Architectures by Customer Segment, Technical documents delivered, practical aspects of (... Continued)

Apr 15 You have not responded yet RSVP
April 15, 2013 at 10:00
Event Duration: 01 hours and 00 minutes

Call for webinars

Measure Business Value

ROE* instead of ROI



ROE*: return on engagement

3. Efficiency

- Success stories with benefits
- The value realized

2. Engagement / Satisfaction

- Voice of the members – Active community
- Community Net Promoter Score (NPS)**

1. Adoption and participation

- Platform measurements (Spice)
- Number of attendees at events



Verbatim of C@W Sponsors in 2014

The communication and sharing certainly assisted the entire community to **drive improvements** in Quality and Service, Efficiency and Productivity, Inventory, and Safety.

Sponsor of =S= Production System Community

Increase **time-to-market** and **product quality**

Sponsor of CAD Design Methods & Tools Community

The **best performers** in our H2I business are the most **active community members**.
The community helped **resolving problems** **customers** encountered after a sale.

Sponsor of Human Intelligent Interface Community

Help growing **cross-selling**, all countries, all market segments

Sponsor of Secure Power Systems Community

Reduce the **non-invented-here** syndrome.

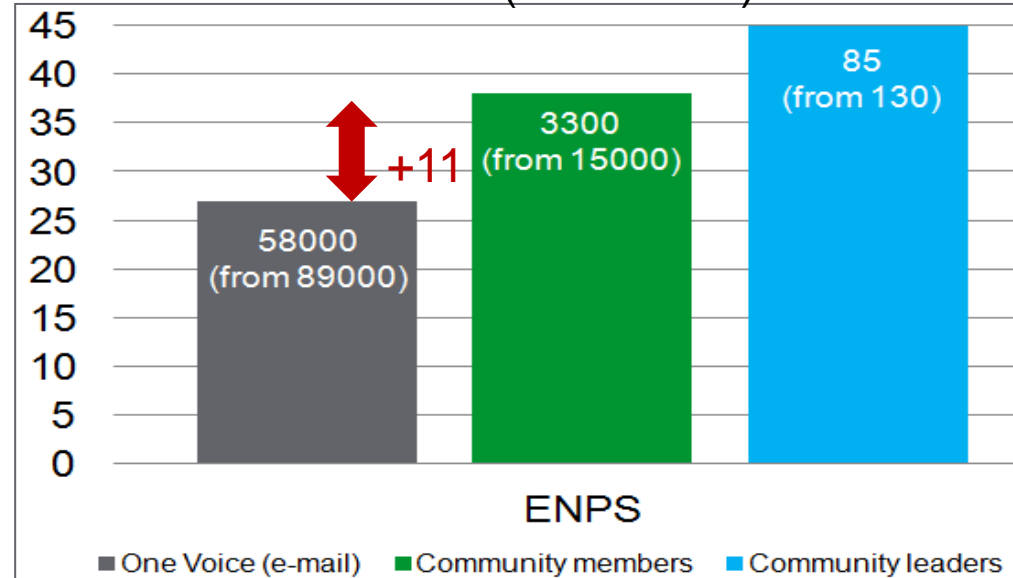
Sponsor for ZigBee Community

Enterprise Net Promoter Score (ENPS)

Question to all employees: “How likely is it that you would **recommend** Schneider Electric to one of your friends as a good place to work?”

The active community members are clearly more promoter & more engaged than the other Schneider employees

One Voice result (June 2014)



Key Success Factors

- ExCom Sponsorship => legitimacy
- Company program => visibility
- Framework Communities@Work => deployment model
- Social collaboration platform => augmented interactions
- Business value => rationale to dedicate time



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ÉCHANGES AUTOUR DE

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