

From the Knowledge Sharing towards the Digital Transformation

Louis-Pierre Guillaume
Knowledge Management Officer

February 2015





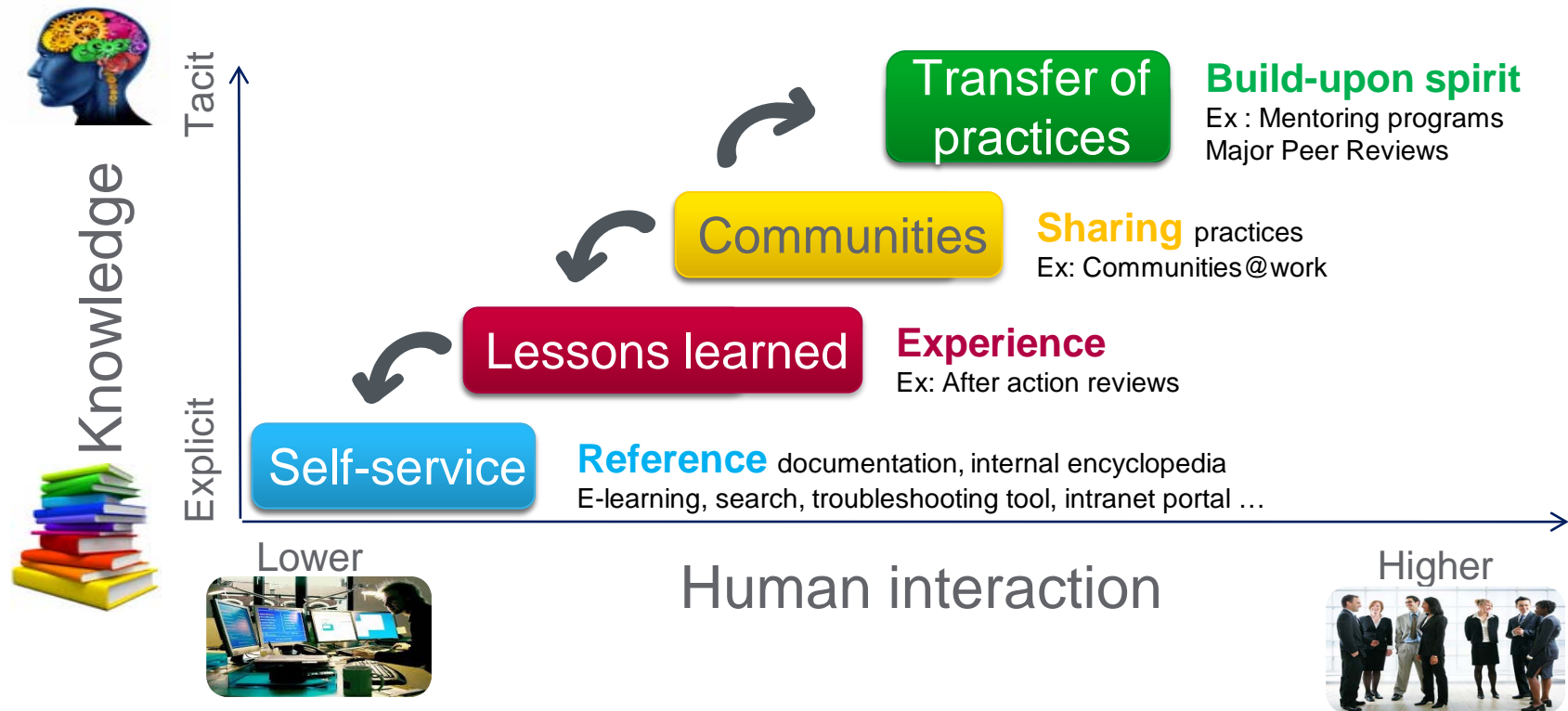
Knowledge Management & Communities

Usage of the Social Collaboration Platform

Knowledge Management & Communities

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

APQC~~.~~ – The new edge of knowledge management - 2011

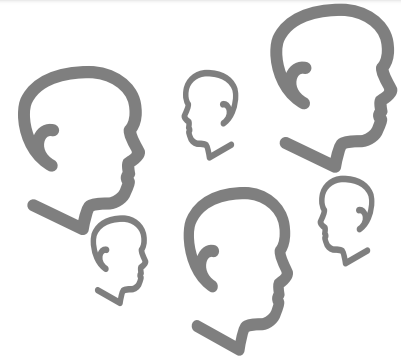




A Community@Work is

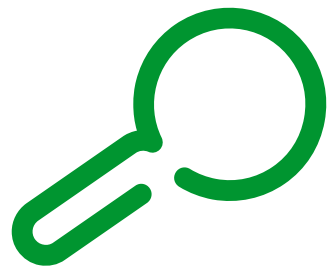
A group of people who share

Common objectives written in a **charter**



Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**



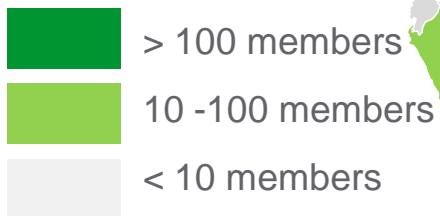
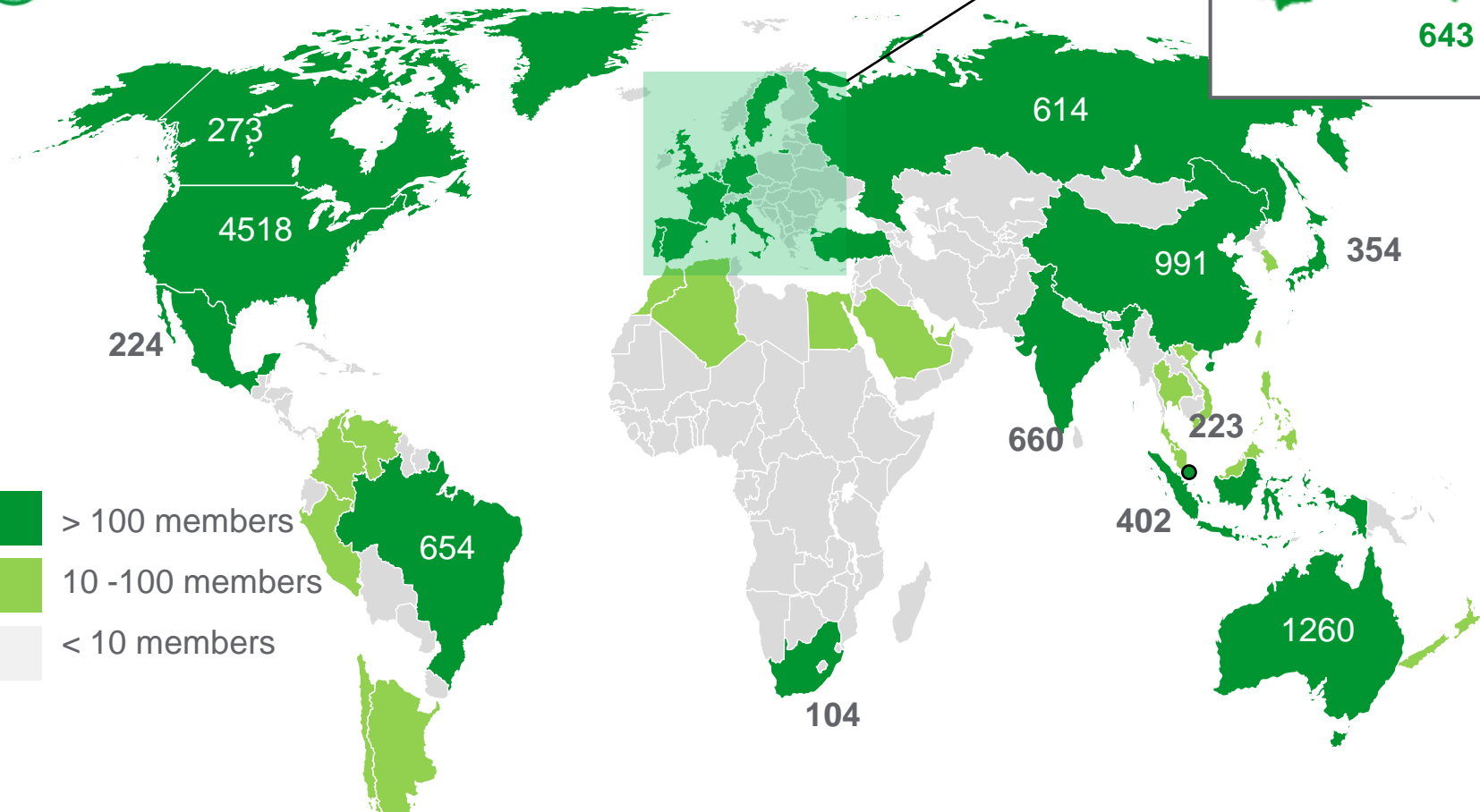
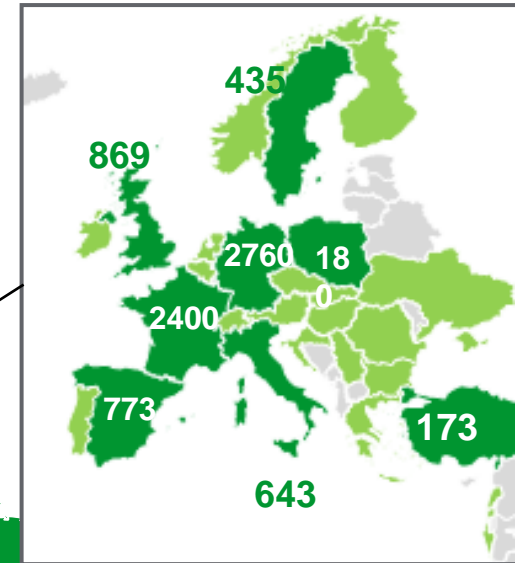
140 Communities@work

25,000+ 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

Sara El Fandi

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

Solution Purchaser 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

👍 | 🔄 | More ▾

Oliver Tschirner, Sophie GRIFFIN and **3 more** 👍 this.

Add a comment

News of the week

Subhish BCN


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 volatility standard (... Continued)


👍 | 🔄 | More ▾

Oliver Tschirner, Philippe DEBARTHELE and **4 more** 👍 this.

Show all 26 replies

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

March 12, 2013 at 17:21 | 👍

 **Nicolas Tschirner** Hi Subhish, need to get in touch with our people in Brisbane

March 19, 2013 at 11:00 | 👍

Solutions

Subhish BCN

Solution Purchaser Community

Andre TRUONG-VINH-TONG












Philippe DEBARTHELE

Mutual help

Robert Wuhl

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

What are the biggest impediments that you face in the 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 DEBARTHELE

Posted to: **Network of Excellence (NoE) Spice** **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



Show me the Value

Value of the communities

How do we measure it?

ROE* instead of ROI



ROE*: return on engagement

NPS**: net promoter score

3. Efficiency

- Success stories with benefits
- The value realized

2. Engagement /satisfaction

- Community NPS**
- Voice of the members – Active community

1. Adoption and participation

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

Active Community 2014 – Voice of the Members

Question: I consider that my community is **ACTIVE**, because it provides tangible **VALUE** to me, my business or my clients.



Participation & outcome

24,100 community members assessed worldwide *15000 in 2013*

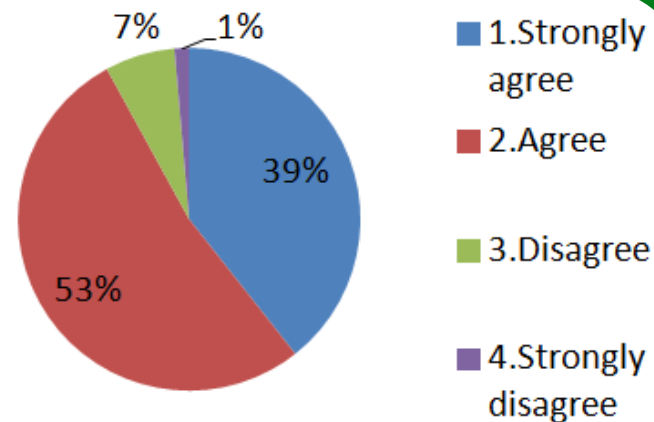
5100 voters

126 communities short-listed *60 in 2013*

33 communities awarded “Active Community 2014” *20 in 2013*



Overall results



Profile of the voters

94% of the voters are members of up to **3** communities

73% of the respondents voted for one **1** community

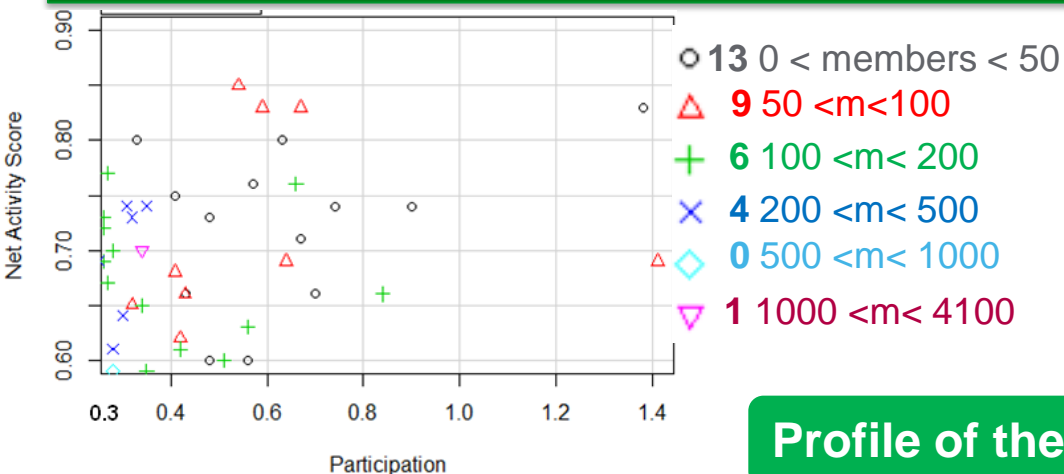
Overall satisfaction

Net Activity Score **61**

56 in 2013

Active Community Assessment – How Robust?

Do big communities have less chance of winning? Why not use Spice data?



Criteria to win

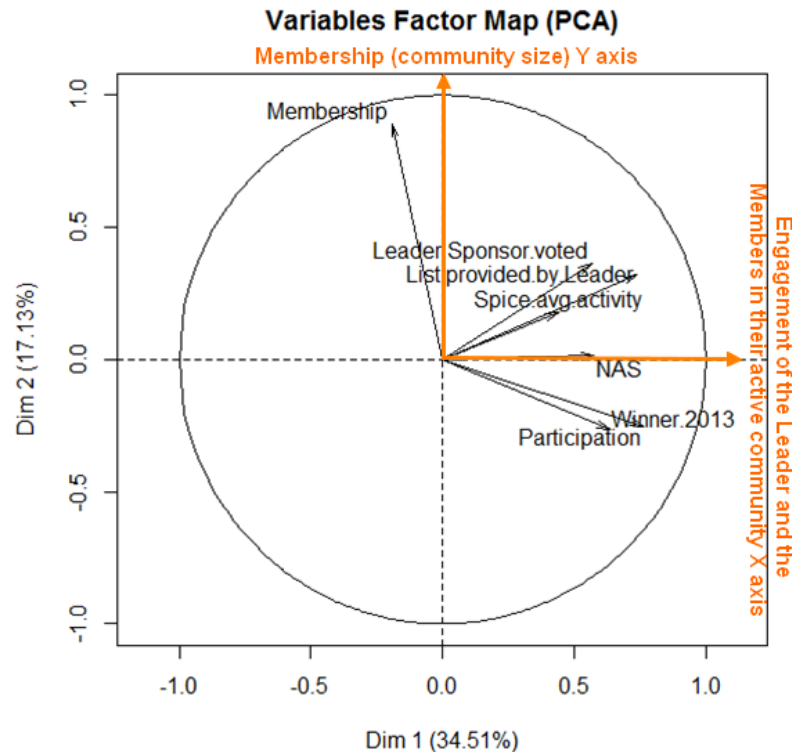
- Net Activity Score (NAS) > 60
- Participation > 30

Profile of the winners

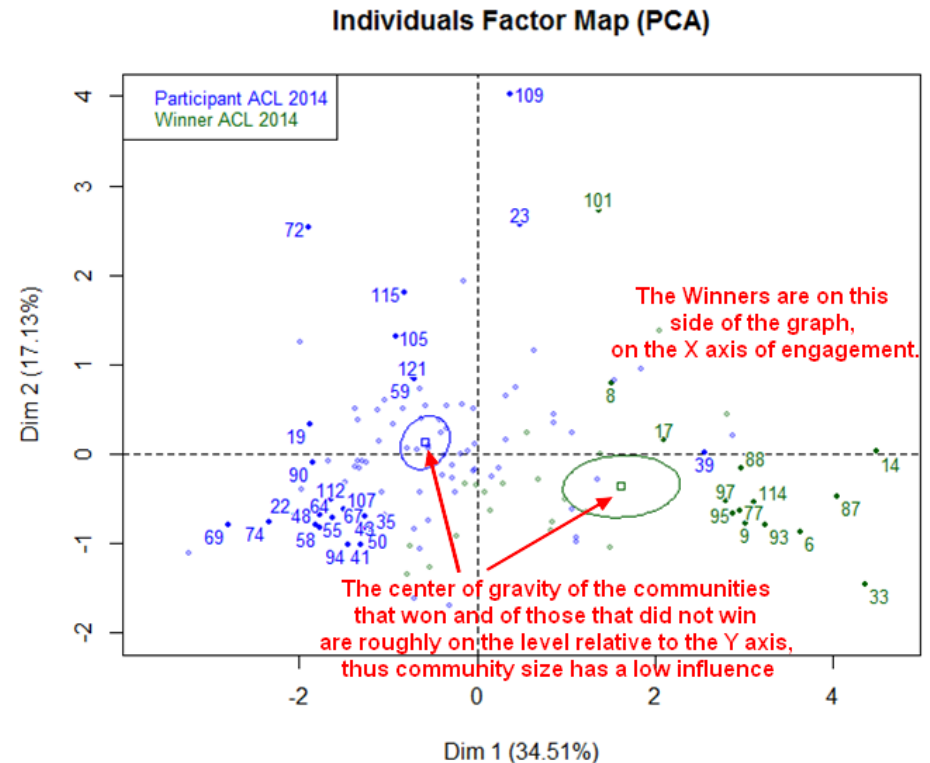
- Providing a list of members gives a much greater chance of winning (**3** times more) than using the community followers in the social media platform
- Winning in 2013 gives a much greater chance of winning in 2014 (**3** times more)
- A community whose Leader or Sponsor voted has a greater chance of winning (**3** times more)
- An R&D community has a greater chance of winning (**3** times more)

Active Community Assessment – How Robust?

Do big communities have less chance of winning? Why not use Spice data?



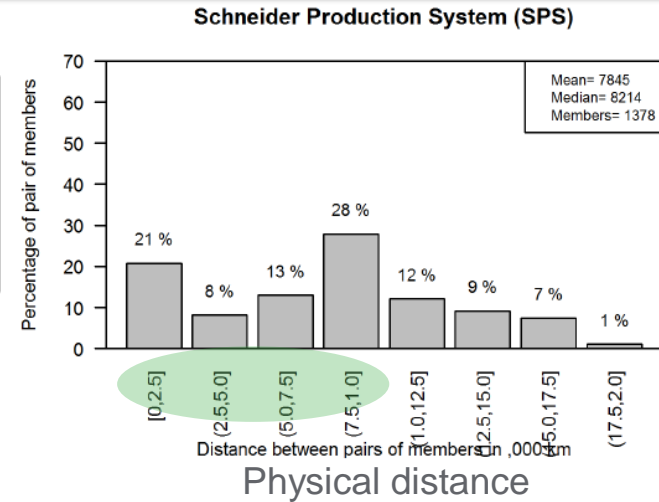
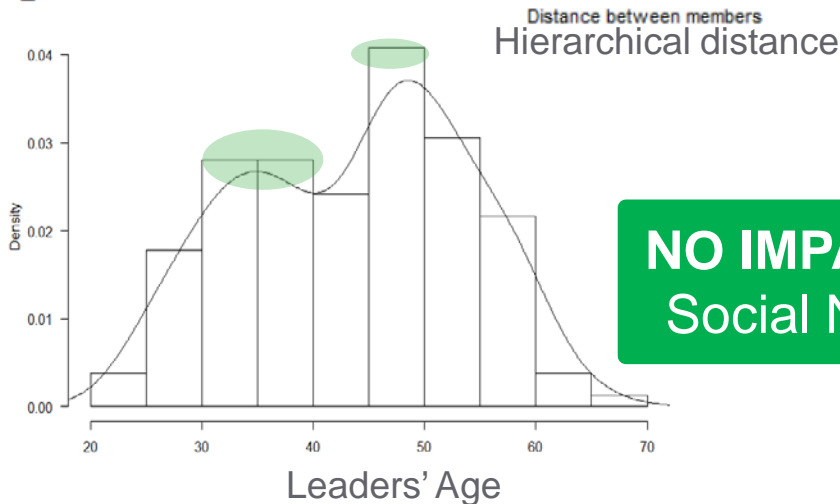
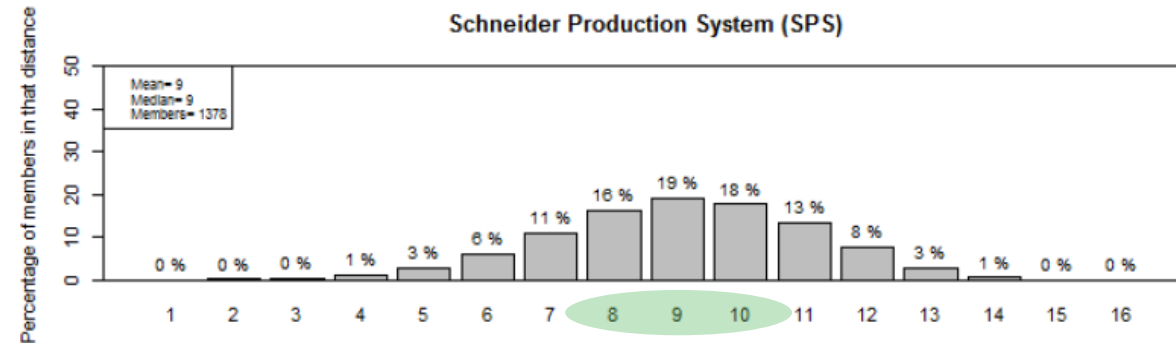
Community size or Social network activity does not matter



Member's opinion matters

Analytics of the Communities

Impact of Distance between members or Community leader profile?



NO IMPACT of distance nor profile on community
Social Network activity or Net Activity Score

Good news: The activity of the Communities@Work is decoupled from the distance. They are transversal to and independent of the organization (country, hierarchy).



Verbatim of C@W Sponsors in 2014

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

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

Help growing *cross-selling*, all countries, all market segments
Sponsor of Secure Power Systems Community

Increase *time-to-market* and *product quality*
Sponsor of CAD Design Methods & Tools Community

Reduce the *non-invented-here* syndrome.
Sponsor for ZigBee Community

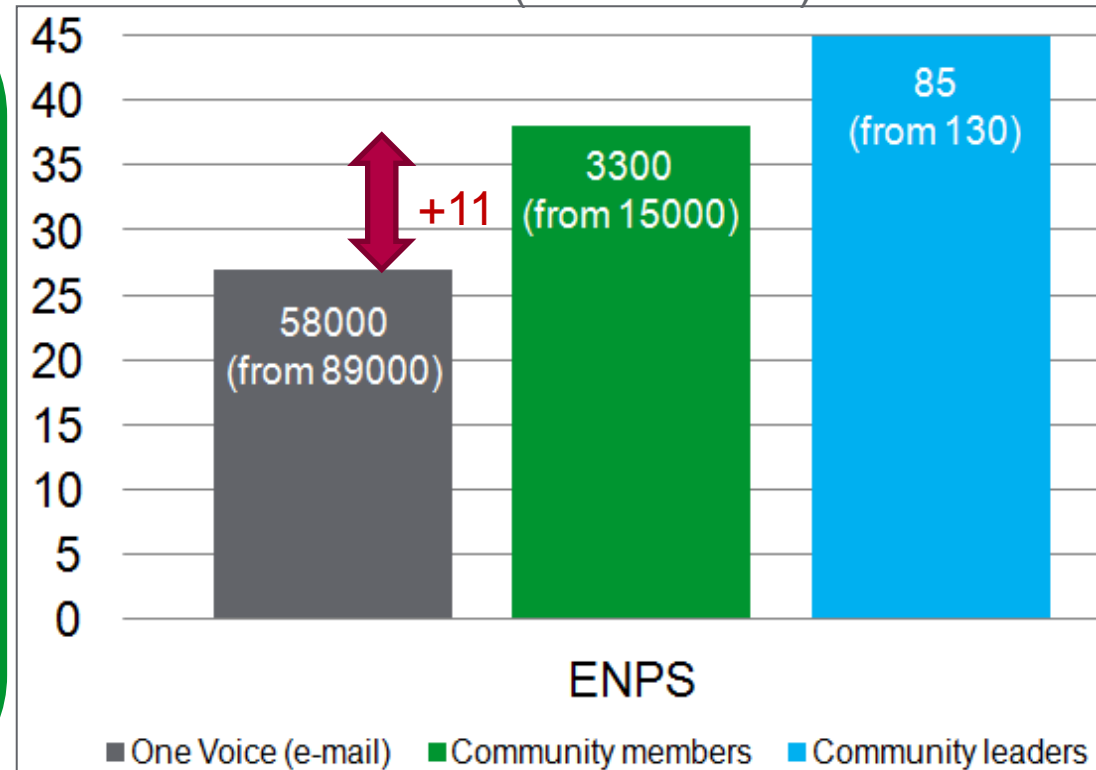
Employee Net Promoter Score (ENPS)

Are community members more promoters than Schneider-Electric employees?

Question : 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 SE population

One Voice result (wave 1 2014)





Key Success Factors

Key Success Factors

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





Q&A