jive

Taking Your Business Social: Steps to Success
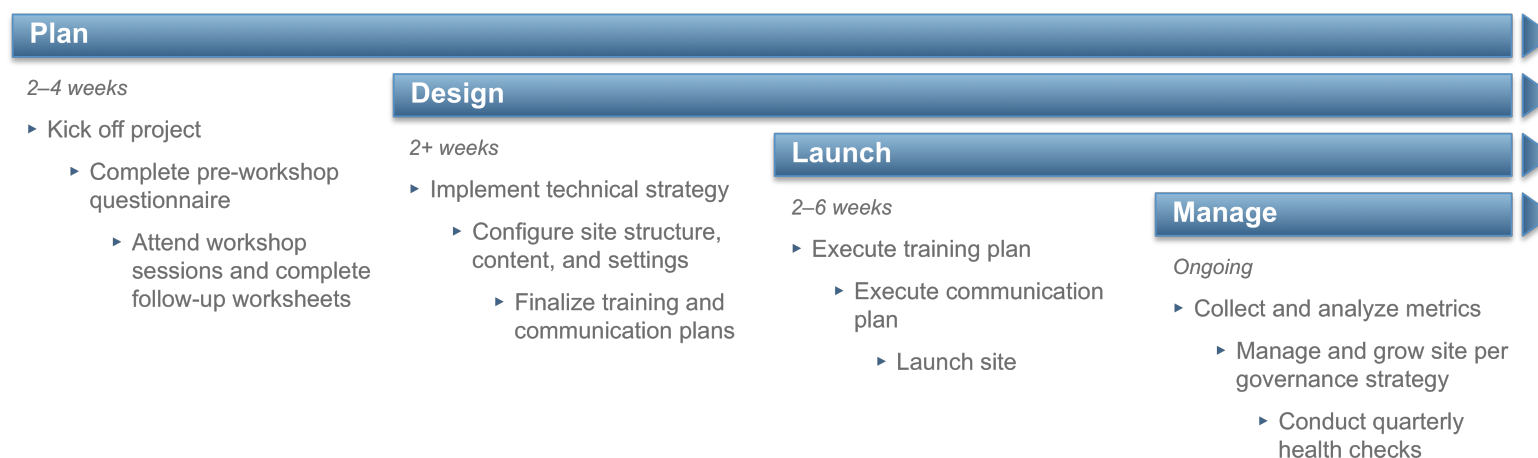## Jive Strategy Consulting White Paper

In this document: Jive Methodology Overview | Implementation Guidelines

Deploying a social business initiative differs from traditional enterprise software rollouts in its power to fundamentally change how an organization operates. It can enable new models of working and new ways of interacting with employees and partners. It can foster deeper levels of engagement with your customers and facilitate meaningful conversations between your strongest advocates. However, these benefits do not occur with the flip of a switch, but must be purposefully cultivated over time, allowing the resulting community to help inform each subsequent phase of the initiative.

Jive recognizes the challenges that organizations often face throughout this process and has helped hundreds of enterprise customers realize their social business objectives. Our Jive Strategy Consultants can partner with you to develop a comprehensive approach that maps to your initiative's objectives, from inception through execution and ongoing maintenance.

The Jive Success Enablement Methodology

Our methodology emphasizes four phases in the lifecycle of a social business initiative: *Plan*, *Design*, *Launch*, and *Manage*. While the scope and timeline of each project may vary due to numerous factors (such as alignment with other initiatives and technical implementation requirements), many communities are launched in as little as six weeks. A typical timeline is illustrated below.

Plan

2–4 weeks

‣ Kick off project

   ‣ Complete pre-workshop questionnaire

     ‣ Attend workshop sessions and complete follow-up worksheets

Design

2+ weeks

‣ Implement technical strategy

   ‣ Configure site structure, content, and settings

     ‣ Finalize training and communication plans

Launch

2–6 weeks

‣ Execute training plan

   ‣ Execute communication plan

     ‣ Launch site

Manage

Ongoing

‣ Collect and analyze metrics

   ‣ Manage and grow site per governance strategy

     ‣ Conduct quarterly health checks

Your Jive Strategy Consultant can help you refine these key milestones and activities into a timeline well suited to support your social business objectives.

Each phase involves key decisions that greatly affect the overall impact of your initiative and the benefits your members—and your organization—reap as a result. Over the course of your Success Enablement engagement, your Jive Strategy Consultant will walk your team through these four phases, offering valuable insights garnered from our extensive social business implementation experience and industry best practices.

Implementation Guidelines

While each implementation is unique, there are some consistent patterns we have identified while working with our customers. We have distilled these findings into the following "*do*"s and "*don't*"s to help get you started.

Plan

Do	*Don't*
Write business objectives that align with your corporate initiatives.	Don't assume the value of your community will be obvious to everyone.
Identify the unique benefits you are offering your members that they can't already get someplace else.	
Identify success metrics and tie them to existing key performance indicators when possible.	
Determine the "personality" you want your community to present. A good starting point is your existing corporate brand or culture.	Don't present it as just another "collaboration tool" or "discussion forum."
Identify the primary activities community members will perform.	Don't make the purpose of your community hard to understand.
Start small: identify a single group or use case for your initial pilot, then expand to other member groups and use cases after reflecting on lessons learned during the pilot.	Don't roll out your community to everyone at once.
	Don't invite participants to an empty community.

Design

Do	Don't
Support both browsing and searching behaviors. In general, people browse when they don't know what they are looking for, but search when they do.	Don't assume that Google's home page design will work for your community.
Implement a blend of *prescribed* (spaces) and *emergent* (groups) taxonomy patterns. Cross-link related spaces and groups to facilitate effective browsing.	Don't over-architect your initial structure. Keep it simple and allow it to evolve over time.
Use spaces to house content related to key knowledge domains, strategic topics, and common processes.	Don't create a space for every segment of your business: you're not creating a shared file drive.
Encourage the use of *ad hoc* groups to bring together like-minded individuals and working groups.	Don't disable groups.
Ensure every space and group has an owner, and that each feature is stewarded.	Don't create spaces that have no owners.
If two similar groups are identified, introduce the group owners so they can learn from one another.	Don't worry too much about seemingly duplicate groups.
Understand that "duplicate" groups may serve distinct needs and audiences.	
Design the All Content View for new users. Make the site's purpose abundantly clear and prominently display links to the top three or four paths you anticipate new users will want to follow.	Don't treat it like a website or intranet home page: once users opt to create a personalized home page, they are unlikely to return to the default view.
Design the default Your View for more experienced users. Make it easy for them to filter community activity so they can focus on the people, places and content they care about.	Don't try to exert too much control over your users' experience within the community by limiting personalization options.
Make registration as easy as possible. Limit the fields required upon registration to the bare minimum and clearly highlight the benefits of joining.	Don't make the registration or login process tedious.

Launch

Do	Don't
Develop a promotional campaign that targets your members wherever they currently congregate, both online and off.	Don't approach your deployment with a "build it and they will come" attitude.
Create a communication plan that addresses how the community will serve your stakeholders' needs. Conduct a stakeholder analysis if necessary.	Don't ignore the key people who keep your community alive and growing.
Prepare training materials to educate members on key community processes. Create additional materials for stakeholders such as community managers and moderators.	Don't assume people will know when to use your community versus some other site or application.
Define and agree on launch milestones. Ensure everyone on your team understands which activities and success criteria define each milestone.	Don't assume everyone on your team knows what "Launch" means, or what your target dates are.

Manage

Do	Don't
Identify the roles, responsibilities, and level of effort necessary to launch and maintain your community. Ensure that you have identified an Enterprise Community Manager to oversee the ongoing community effort.	Don't assume that your community will just manage and grow all by itself.
Identify and define key governance processes, such as moderation, ongoing member engagement, content programming, and system maintenance and administration.	Don't leave community governance to chance and "bootstrap" resources.

We look forward to working with you to develop a strategy that maximizes your social business investment. For more information, please contact your sales representative or email sales@jivesoftware.com.