



The Collaborative Organization: A Strategic Guide to Solving Your Internal Business Challenges Using Emerging Social and Collaborative Tools

Jacob Morgan

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Solve problems, seize opportunities, and ignite innovation with a powerful collaborative technology business strategy ""A valuable strategic guide for organizations looking to tap the power of new social and collaborative tools to create more connected, engaged, and successful organizations."" -- Ed Coleman, Chairman and CEO, Unisys Corporation

While there are few guarantees in business these days, there is one simple truth we can all agree upon: Companies that embrace social and collaborative technologies and strategies stand the best chances of succeeding; those who don't will fail.

Still, the question remains: How do you get the most out of these world-changing tools and how do you develop strategies to succeed?

Jacob Morgan, the cofounder of Chess Media Group, says that you have to start where it all begins--with your employees--and in "The Collaborative Organization," he shows how to do it.

In this nuts-and-bolts guide, Morgan provides the information, insight, and strategic framework you need to use emergent collaborative software behind your company's firewall to solve business problems, unearth new opportunities, and drive innovation.

"The Collaborative Organization" takes you from the starting gate to the finish line of creating and executing a profit-driving, growthfocused strategy that leverages the power of social and collaborative technologies and strategies in your company. Learn all there is to know about: Using collaborative technology to transform your business Avoiding risks that come with making social technology part of your organizational DNA Choosing the right software and technologies for your specific needs Getting every employee on board Assessing your organization's collaborative readiness Building teams to lead collaboration Motivating employees to make social technologies part of their everyday routine Measuring and sustaining the success of your strategy

Dozens of case studies and contributions from companies from around the world, such as the Children's Hospital, the U.S. Department of State, UPS, Vanguard, and Pabst Brewing Co., clearly illustrate what works, what doesn't, and why.

Whether your company has 100 employees or 100,000, "The Collaborative Organization" gives you what you need to get everyone on board to foster lasting success and growth in today's uncertain but exciting business landscape.

The Collaborative Organization: A Strategic Guide to Solving Your Internal Business Challenges Using Emerging Social and Collaborative Tools Details

Date : Published June 26th 2012 by McGraw-Hill Education (first published June 5th 2012)

ISBN : 9780071782302

Author : Jacob Morgan

Format : Hardcover 286 pages

Genre : Business, Nonfiction



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Walter Adamson says

I've found that Jacob Morgan always stays on the leading edge of collaborative organisational models and practice, and on new methods of working e.g. the "future of work". I find his writing practical and his experience relevant to larger enterprises.

Vjekoslav Hlede says

Good, easy to read book; a manual on how to move your organisation to the networked (Web 2.0) society. In our private life we live in the networked world. Some businesses are still lagging behind.

Jacob explained: "The purpose of this book is to act as a guide for executives, decision makers, and those involved with collaborative initiatives at their organizations." Therefore, if you are one of them (people that collaborate with coworkers), this is a book for you.

John Caves says

I really enjoyed this overview of emergent collaboration technology. I think it outlines the value of Chess Media Group as a consulting firm to organizations implementing Enterprise 2.0 to increase business value.

Kevin Eikenberry says

Organizations need to collaborate to be successful. This has always been true. What has changed is the complexity of organizations, the size of organizations, the increasing desire for speed, and the dispersion of team member ... - See more at: <http://blog.kevineikenberry.com/leade...>

Synexe says

THE MAIN IDEA

Organizations that don't collaborate don't get the most out of their resources - physical, human or intellectual. In an increasingly connected world, organizations need to connect. This book shows you how organizations can connect and collaborate more effectively by providing a nuts and bolts 'how-to' guide on the use of various emergent social and collaborative tools (including social media platforms like Facebook and Google+ as well as collaborative tools like Yammer, Social Cast, Salesforce etc).

INTERESTING TIDBIT

The author was only 28 years old when the book came out (in 2012).

WHAT YOU REALLY NEED TO KNOW

You need a plan. Social and collaborative technologies are the new ‘shiny’ thing on the street for organizations. While they definitely can help organizations be more effective – their non-discriminate use can lead to trouble through push back by staff (how do these things help me – they just seem like more work?) and external stakeholders (nobody getting back to my tweets or Facebook posts?). You need to figure out what social and collaborative technologies work for your organization and implement them – but according to a plan!

THE GENERAL OVERVIEW

This is a fun book. One of its real strengths is the multitude of real life examples that the author uses in explaining how his ideas can be operationalized. The other real strength is the really concrete way in which the ideas are set out so that anyone – no matter what the size of their organization – can begin to implement social and collaborative technologies in their workplace.

On a personal note, spread over a range of studios in a number of different countries as we are as an organization, we’ve found this book really useful in our own practice. We have been using these technologies for a long time ourselves but found lots of interesting insights in the book which have helped modify some of the ways in which we were using these technologies in our own work. We’ve definitely recommended the book to others – both clients of ours and those working in organizations like ours.

It’s a great book, useful and really read-able. It’s well worth a read – no matter the size of your organization. At the very least, it’s interesting to see how technology is changing the way organizations work.

Ruxandra Fediuc says

A well-written & comprehensive guide for those that plan to embark (or have already embarked) upon the emergent collaboration journey. Interesting case studies and good content structure.

Fred Zimny says

The core

This is a nuts-and-bolts guide.

Jacob Morgan provides the information, insights and a strategic framework you need to use emergent collaborative software behind your company’s firewall to solve business problems, unearth new opportunities and to drive innovation.

This book is about enterprise 2.0. As defined as the use of emergent social software platforms by business in pursuit of their goals regardless of whether it is inside or outside the firewall.

Jacob Morgan is the principal and co-founder of Chess Media Group, a management consulting and strategic advisory firm on collaboration. He is the author of his new book “The Collaborative Organization,” the first strategic guide for executives and decision makers seeking to deploy emerging technologies and strategies in the workplace (published by McGraw Hill, due out June 2012).

My rating

4,5 stars on a scale 0-5.

In an earlier post I wrote about the inertia of some managers for investing in knowledge management.

In that post I made a reference to Kaplan and Norton’s Strategy Maps: Converting Intangible assets into tangible outcomes.

Jacob includes one – at least for me – essential part of it:

None of these intangible assets has value that can be measured separately or independently.

The value of these intangible assets derives from their ability to help the organization implement its strategy.....

Intangible assets such as knowledge and technology seldom have a direct impact on financial outcome such as increased revenues, lowered costs and higher profits, Improvements in tangible assets affect financial outcomes through chains of cause-and-effect relationships.

Jacob and I agree completely with that statement.

The author claims that one can use the book as a guide for a one’s collaborative journey. One should utilize everything you can in this chapter and in the book, adapt it, change it and make it your own. Regular readers may see a similar approach as of my blog serve4impact: context, connect, construct and compact changes. But be cautious: the book has a technology focus. To really start your collaborative journey I would like to recommend Morton Hansen book on Collaboration and Andrew McAfee’s Enterprise 2.0.

I refer buying this book to anyone who is working in a knowledge intensive industry. As a manager or profesional. It is not limited to leaders for creating , implementing and adapting a strategy. Buy the book and do not read all of it. Check out your action points and start reading. As stated before, there is even more food of thought (such as this fine reading list).

One flaw of the approach is that the approach of collaboration is limited at the enterprise level. Be aware of that.

But to mitigate that flaw, I will include some fine decks. Not for reading, but for creating action. See <http://serve4impact.com/2012/08/25/th...>

Helena Ruiz fabra says

The book is very well written with a lot of examples and suggestions for action. A must read in whatever organisation you are working.

