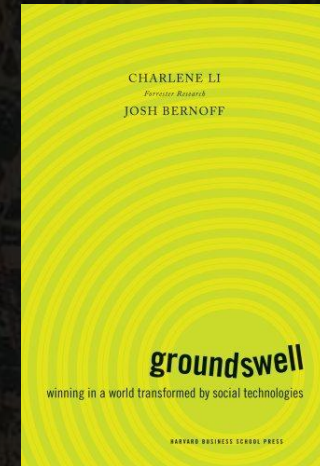


TALENT GRAFFITI



Taleo Book Club:

- 350 members & growing
- Unique business titles sent bi-monthly
- Ongoing discussion @ www.talentgraffiti.com

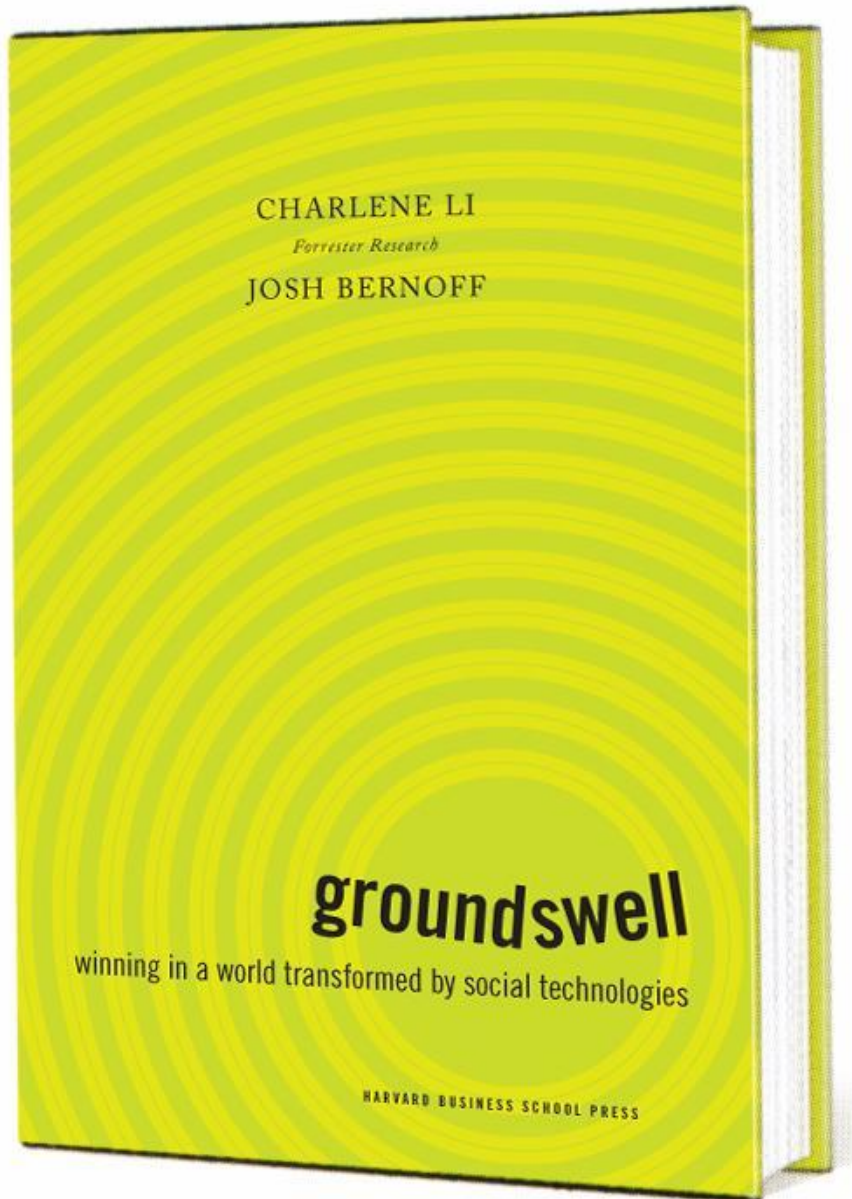


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The logo features the word "FORRESTER" in a white, serif, all-caps font, centered within a dark green oval. The oval is set against a dark blue background with faint, light blue wavy lines that sweep across the frame from the bottom left towards the top right.

FORRESTER®



What the Social Technology Groundswell Means for Attracting and Retaining Talent

Josh Bernoff
Co-author, *Groundswell*
VP, Forrester Research

groundswell.forrester.com

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RSS

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IM

Podcasting

Gadgets

XML

Personal portals

UGC

Buzz

Widgets

Social Networks

Twitter



**Open, two-way
communication drives
social applications for
talent**

Agenda

- **Tapping the groundswell**
- Improving your image
- Improving your talent's productivity
- Groundswell for learning

Definition

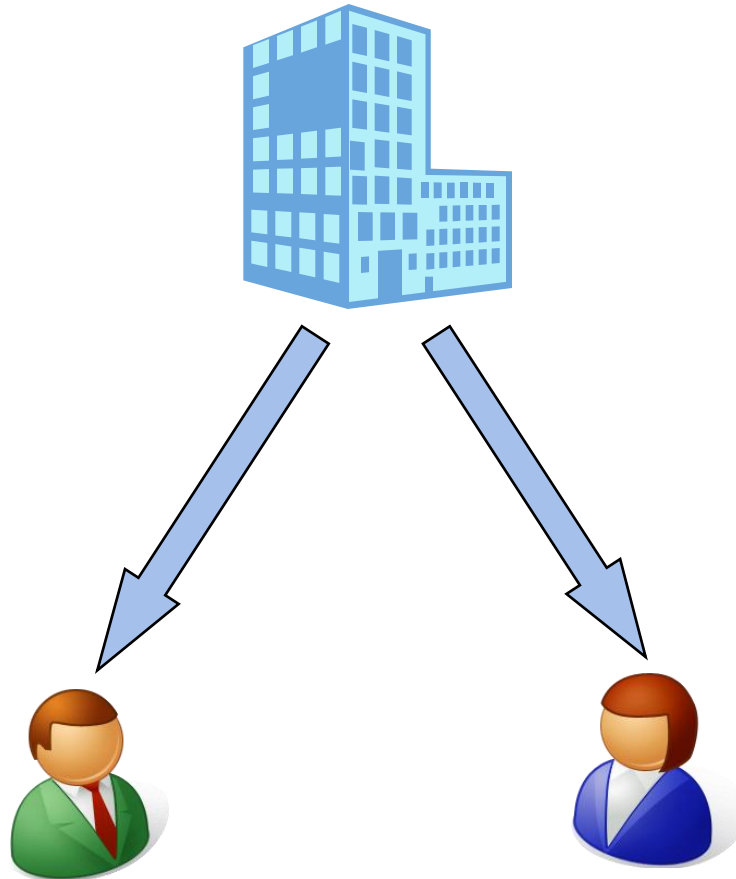
► Groundswell

*A **social trend** in which people use technologies to get the things they need **from each other**, rather than from traditional institutions like corporations*

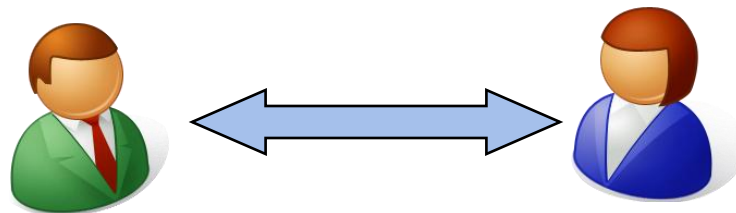
Groundswell approach-avoidance syndrome

- Symptoms
 - Obsessive interest in the blogosphere, Facebook, YouTube, Twitter, FriendFeed . . .
 - Excessive salivation upon hearing of successful corporate applications
 - Increasing nervousness answering bosses' and colleagues' questions about "Web 2.0 strategy"
 - Asking your teens "What's up with this MySpace thing?"
 - And taking careful notes on the answer

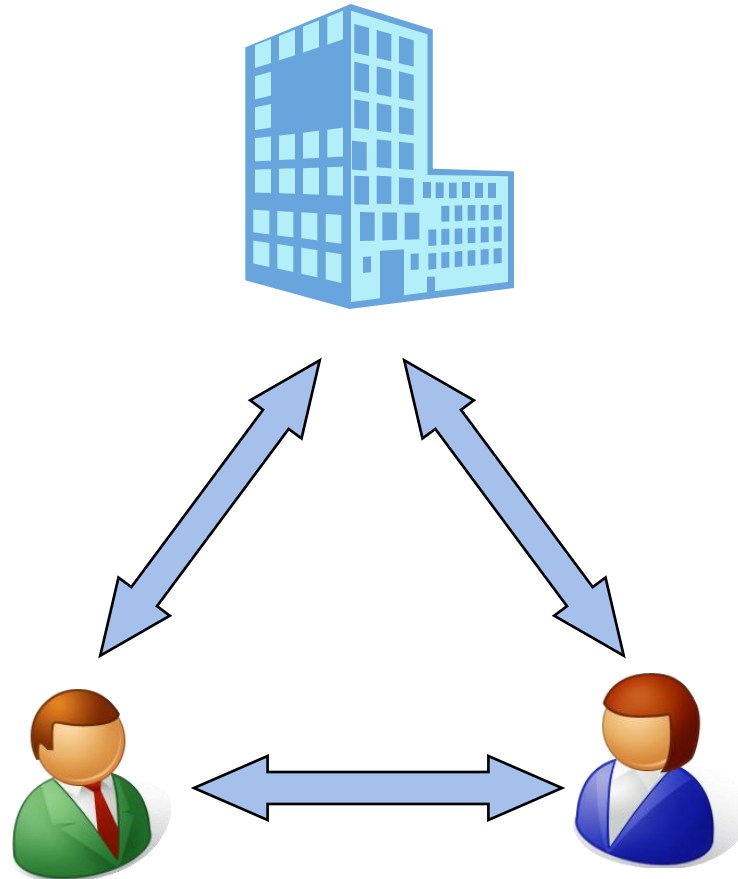
This is your company . . .



... this is talent in the groundswell



This is your company and its talent in the groundswell



The four-step approach to the groundswell

P

People

Assess your talent's social activities

O

Objectives

Decide what you want to accomplish

S

Strategy

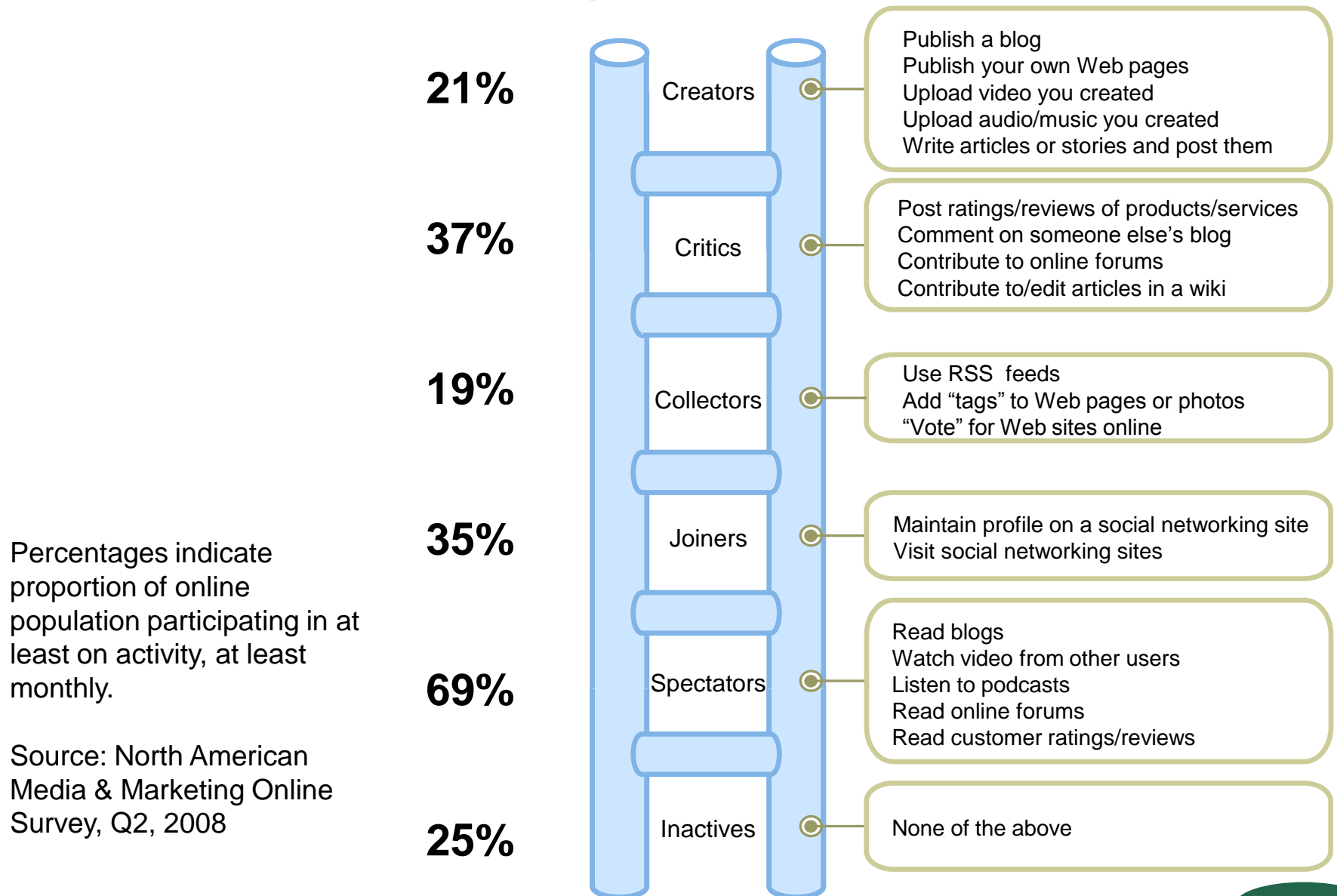
Plan for how relationships will change

T

Technology

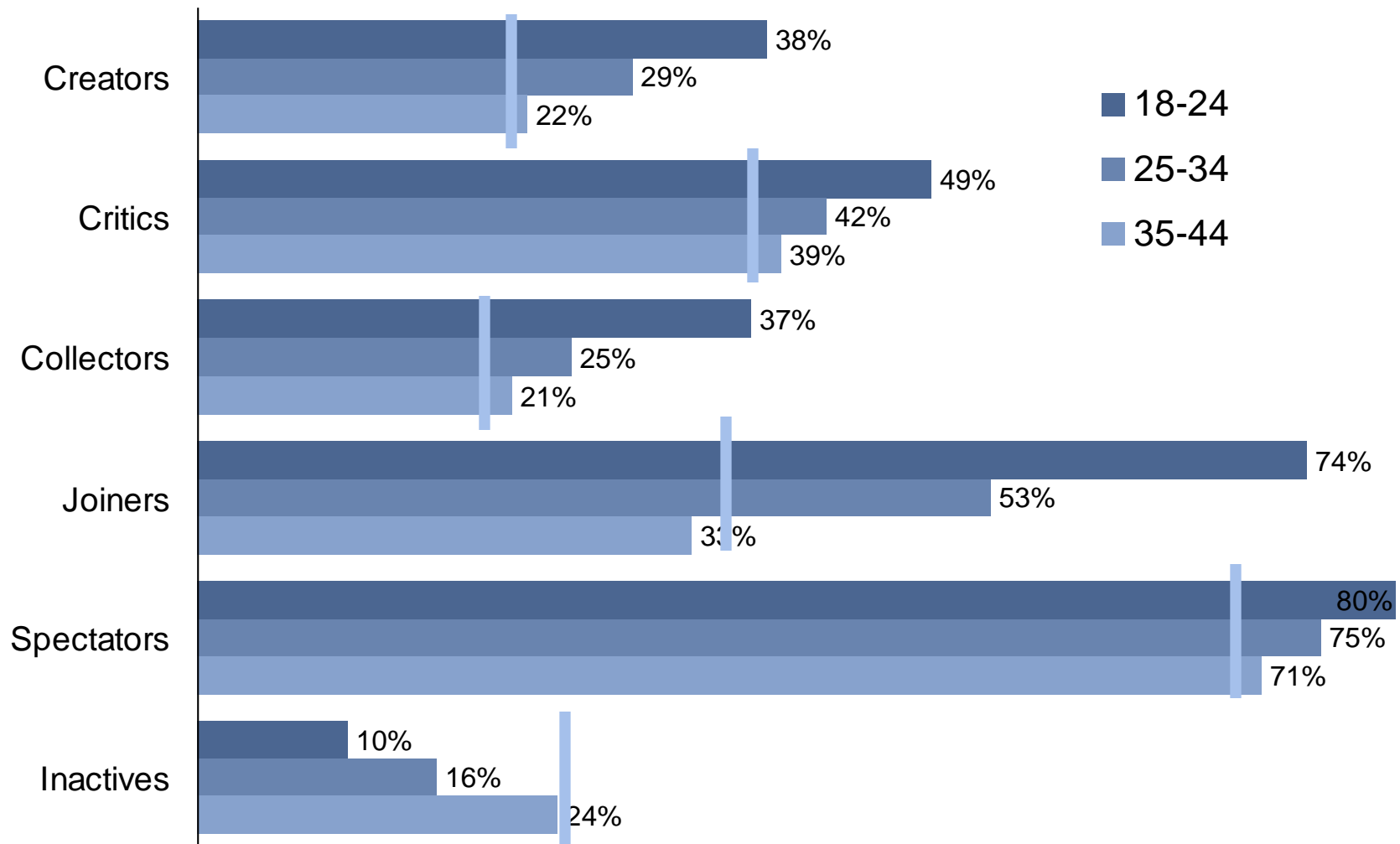
Decide which social technologies to use

The Social Technographics Ladder



Young people participate the most

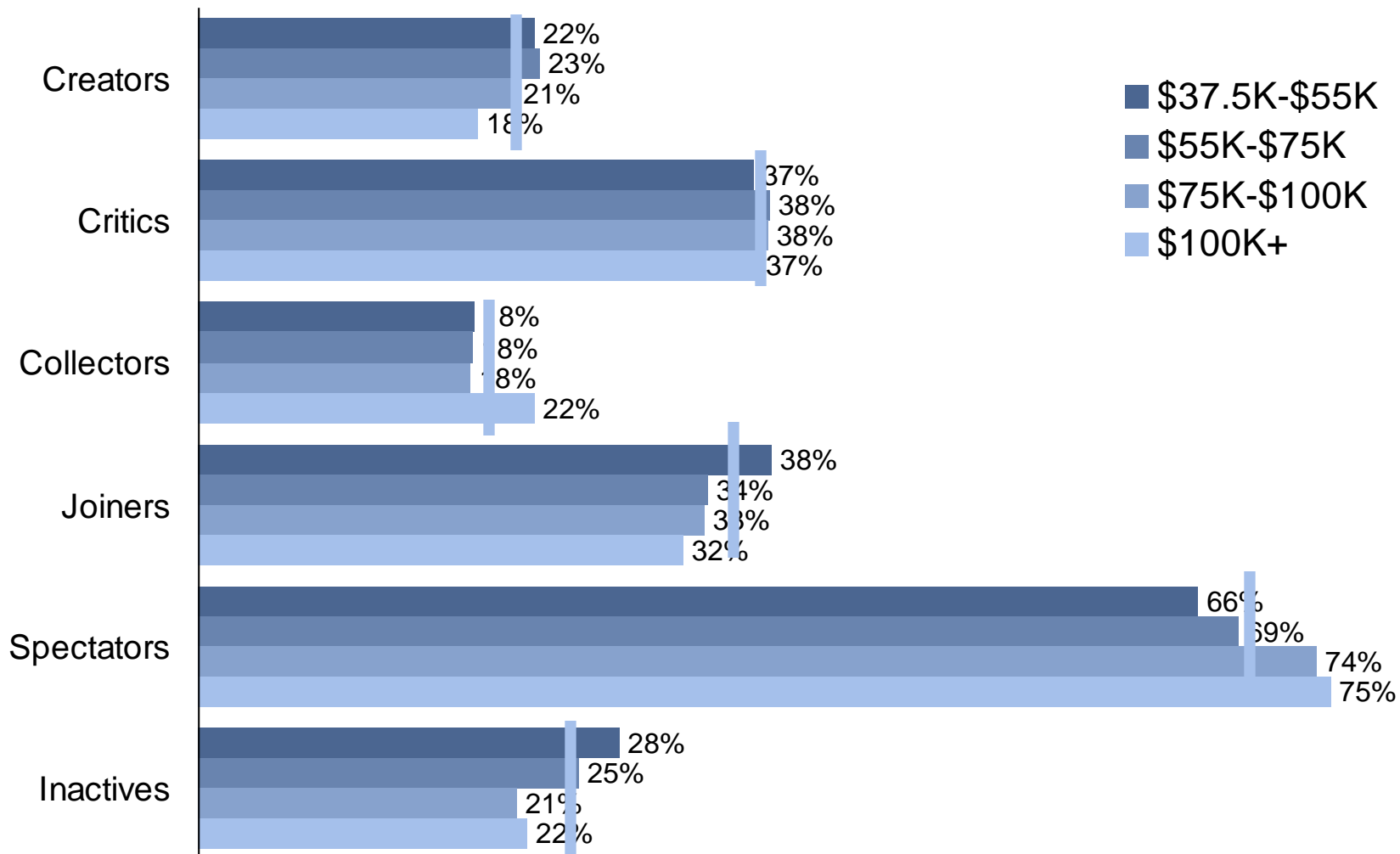
Online
adults



Base: US online adults. Source: North American Media & Marketing Online Survey, Q2 2008

Income is less predictive

Online
adults



Base: US online adults. Source: North American Media & Marketing Online Survey, Q2 2008

Groundswell objectives in your company

Objective	Purpose
Listening	Learning what is important to your talent
Talking	Communicating with talent
Energizing	Helping your stars improve morale
Supporting	Helping your talent help each other
Embracing	Collaborating with talent on new ideas

Agenda

- Tapping the groundswell
- **Improving your image**
- Improving your talent's productivity
- Groundswell for learning

Ernst & Young: Recruiting on Facebook



Garrett Wilson (SUNY Stony Brook) wrote
at 3:38pm on October 4th, 2007

Ernst & Young,
I am an undergraduate who will be graduating in May 2008. My campus career center does not work with your company and I am interested in submitting a resume for both a full-time position and an internship. I tried to accomplish this on your website but could only find applications to jobs with minimum 5 years experience. Please let me know how I can go about submitting a resume to your company. I am interested in working in New York. Thank you very much.

[Message](#) - [Report](#)



Kelly Rasmus (Millsaps) wrote
at 11:41am on October 4th, 2007

E&Y-

I am currently a graduate student at Millsaps College in Jackson, MS. I am interested in full time employment opportunities with E&Y upon graduating in May. Currently, E&Y does not recruit on Millsaps' campus. What is the best way to start the recruitment process? I am targeting areas in the south. Please let me know where I should begin!

Thank You,
Kelly Rasmus

[Message](#) - [Report](#)



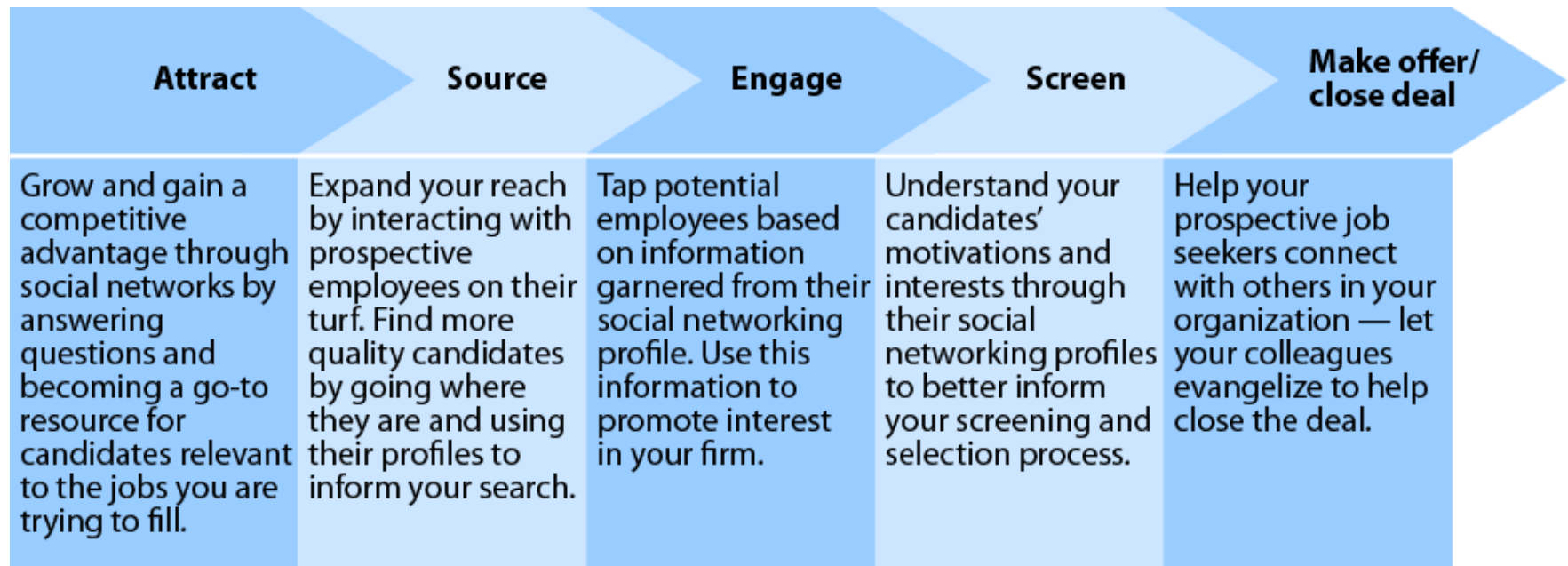
Dan Black (Ernst & Young) wrote
at 10:32am on October 5th, 2007

Eric, Kelly and Garrett,

Due to the finite number of recruiting resources that we have available, there are only so many campuses we can visit in an academic year. It's not an indication of disinterest at all - just a matter of supply and demand. The best thing to do is prepare yourself to be considered for an experienced position down the road. This means doing 2 things: 1) passing the CPA exam as soon as you can, and 2) gaining some relevant experience, perhaps at a local or regional accounting firm. If you can do both of those things, you will greatly increase your chances of being considered for a position at EY (or any accounting firm) three or four years down the road.
Good luck,
db

[Message](#) - [Report](#)

Weaving Social Networks Into Recruiting



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Subscribe

Posted By: [Dan Fernandez](#) | Jul 16th @ 12:22 PM



Daniel goes through the four key reasons why BSODs happen, how Windows allocates memory and how developers need to be careful when setting kernel mode memory. Daniel then goes through a real-world example of a faulty device driver and how to debug and diagnose issues. Daniel also shows how to read and write data to an application process, like Notepad using [WinDbg](#).

Views (8,193) | Comments (6) | **Downloads** | Share

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page 1 of 157

Posted By: [Dan Fernandez](#) | Jul 15th @ 1:28 PM | Comments: 1

Microsoft recently released four free chapters from ASP.NET 3.5 for Dummies on the

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- Career Center (registration required)
- Reach Out! - retiree opportunities in Asia
- IBM Consulting jobs in Asia Pacific

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New poll on innovation
This month, we're asking the question: What innovations will...

News for the Greater IBM community

Articles preceded by  are located in the GreaterIBM community home, [which requires a free, one-time registration](#).

You also can [subscribe to Connections](#), the monthly Greater IBM e-newsletter.

Marriott polishes its image with a CEO blog



Bill Marriott

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Marriott *on the move*

Featured Post

Dimming the Lights for Earth Hour

Posted: March 26, 2009 4:44:19 PM

To kick off Environmental Awareness Month this April, we are participating in an event on Saturday created by the [World Wildlife Fund](#) called [Earth Hour](#). At 8:30 p.m. local time on March 28th, many of our hotels and offices around the world will be turning off all their non-essential lights for exactly one hour to conserve energy, raise awareness of the need to address climate change and create global conversation about the environmental future of our planet. The World Wildlife Fund's goal is to unite 1 billion people from 1,000 cities around the world in this great effort.

At Marriott, we take our commitment to protecting and preserving the environment very seriously. I've blogged many times before about what we're doing to become a greener company - reducing our energy consumption, greening our supply chain and ensuring all of our Marriott golf courses become certified Audubon Cooperative Sanctuaries. You can read about our strategy on our [website](#) or on our new [Travel Green Facebook page](#).

I blogged a few weeks ago about . . .

[Continue reading "Dimming the Lights for Earth Hour"](#)

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ENLARGE

Recent Posts

A Unique Residence Inn Serving the Needs of the Mayo Clinic

Posted: March 24, 2009 2:24:57 PM

It's the end of March, so that means I'm taking my annual trip to Scottsdale, Arizona. I've come out here for spring break to our JW Marriott Camelback Inn every year for 41 years to celebrate my birthday and spend time with my family. It's always great to have everybody together, particularly in one place - especially a place with such beautiful weather and scenery.

But, like I do on most of my trips, I will be visiting some of our Marriott properties while I'm in the area. I'll even be attending the grand opening ceremony for our newest Residence Inn in the Scottsdale/Phoenix area. This is a very unique hotel as it actually sits on the campus of the [Mayo Clinic hospital](#) and caters to patients and their families, as well as researchers and other medical professionals who are visiting the hospital.



ENLARGE

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I'm Bill Marriott, Chairman & CEO of Marriott International.

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Josh Bernoff

VP, Principal Analyst at Forrester Research

What are you working on?



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Forrester Research, Inc. (Nasdaq: FORR) is an independent technology and market research company that provides pragmatic and forward-thinking advice to global leaders in business and technology.

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Professionals qualify for membership in FLB by virtue of being at the height of success in their career; true leaders in the fields of Information Technology, Marketing and Strategy or the Technology Industry. To apply for membership to this exclusive community: www.Forrester.com/leadershipboards

Owner: [Iligel Fenwick](#) | 252 members | [Share](#) | [Join this group](#)



Groundswell Book

This group is centered around the book "Groundswell" by Charlene Li and Josh Bernoff from Forrester Research. The purpose of the group is to support professionals creating social strategies for the companies and organizations.

Owner: [Alexis Karlin](#) | 153 members | [Share](#) | [Join this group](#)

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Agenda

- Tapping the groundswell
- Improving your image
- **Improving your talent's productivity**
- Groundswell for learning

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MARCH 10, 2009

My session at Davos



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In Europe last week. Less economic gloom than in the U.S.

5:50 PM Mar 23rd from web

Making connections within your company

Central connectors:

- Influence information the network acts on
- Can be key sources of expertise
- Critical people for change or succession planning

Public relations

HR

Finance

Marketing


Peripheral players:

- Entry points for new info
- Reflect untapped expertise
- Are often at risk
- Have no career path

Brokers/boundary spanners:

- Enable cross-group coordination and innovation
- A role too often only leaders occupy
- Have relations associated with high performance

Razorfish runs off a wiki



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User:Rvelez


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Raymond Velez

Title: VP and National Lead
Division: Technology
Office: NYC-Grand (NYC1)
Email: Raymond.Velez@avenuea-razorfish.com
Phone: +1 (212) 798-8483
Cell: 646-207-1496
AIM: rvelez127



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Recent Blog Posts:

- [Shared Insights' Portals Conference is headed to Boston](#)

FYI From: PortalsMag.com [mailto:portals@line56.com] Sent: Monday, October 23, 2006 3:03 PM To: Raymond Velez Subject: Shared Insights\ Portals Conference is headed to Boston You are receiving this message from Line56 Partners because you are on Line56 Media's Portals information list. Please see below for more information. REGISTER ----- | ----- DOWNLOAD THE BROCHURE It's a Whole New Web! Rounding out its eighth year, Shared Ins ...
- [morphing images](#)

We have a client we are in early discussions with around building a tool for their site. They are looking to take two images and morph them into another. For example, morph with a celebrity to see what the offspring would look like. They want to do this online, so just giving them photoshop won't work. I was wondering if this is something that the Adobe graphics server could help out with. Any thoughts on any other products that might do this or something similar? Thanks. +Ray Ray ...
- [best examples of web 2.0 sites we have built](#)

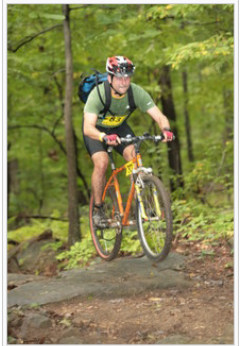
What are some of the best examples of 'web 2.0' sites we have built? Yes, it's a bit of a loaded term, but send out what you have. Thanks. +Ray Ray Velez | VP, Technology | direct 212 798 8483 | mobile 646 207 1496 | fax 212 966 6915 | aim: rvelez127 | avenue a | razorfish | Visit The Workplace Blog ...
- [Acegi \(with Spring\) concurrent session handling problem](#)

fyi From: Navin Bhaskar Sent: Friday, October 06, 2006 11:59 AM To: tech.east.aarf.us Subject: Acegi (with Spring) concurrent session handling problem Hi, At XM, we are leveraging Acegi (with Spring) concurrent session handling capability to prevent a user from logging in multiple times to a web application. HttpSessionEventPublisher listener has been configured, ConcurrentSessionController(Impl) defined and correctly wired to the authenticationManage ...
- [Information on Sawis - Hosting and Caching](#)

FYI. Some information on Sawis hosting, along with the Gartner Magic Quadrant ranking. +Ray From: Johnson, Jennifer [mailto:Jennifer.Johnson@sawis.net] Sent: Wednesday, October 04, 2006 4:42 PM To: nperez@avenuea-razorfish.com; Raymond Velez; rvelez@avenuea-razorfish.com Subject: Information on Sawis - Hosting and Caching Hi Nathaniel and Ray - Nice speaking to you today Nathaniel. As we discussed, attached is some information for you. I work with a lot of Inter ...

Recent Files:

- [Dell_MRA.ppt](#): mFoundry dell presentation. (Rvelez, 10/20/06, info)
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- [AUTN-Deck.zip](#): Presentation from the Autonomy alliance partner contact Reed Murphy. (Rvelez, 10/20/06, info)
- [Blord.jpg](#): Bob Lord image (Rvelez, 09/26/06, info)
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27 Entire conte


This page was last modified 19:59, 15 September 2006.


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Accenture connects people inside & outside

The screenshot shows the Accenture Knowledge Exchange website. The header features the Accenture logo and the title 'Knowledge Exchange'. A navigation bar includes links for Home, Help, Contact Us, Contribute, My Page, and Portal. A search bar is located in the top right corner.

Topics

- Business & Industries
- Business Processes & Services
- Technologies
- Vendors
- Accenture Organizations
- Sell and Deliver
- Offerings
- Alliances
- Credentials
- Proposals
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People

- Communities of Practice
- Discussions
- Accenture People

Related Links

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Welcome to the Knowledge Exchange!

The KX is a library of assets and deliverables representing the best thinking of all of Accenture. It is also a collection of web pages, maintained primarily by a content experts, highlighting key assets, describing our business, and explaining how to sell and deliver high performance to our clients.

Get More Out Of Search

All the Knowledge Exchange searches have been consolidated into this list. Each Search has a focused set of content and a unique set of narrowing filters in the left column. Click each link to search for each type of information below.

- [General Sales](#)
- [Proposals](#)
- [Credentials](#)
- [Offerings](#)
- [Engagement Profiles](#)

Did You Know?

- There are approximately **1 million** KX downloads each quarter.
- In the third quarter, **84% of senior managers** visited the KX?

Addo Agnitio Award (A³)

A new [top knowledge sharers](#) reward and recognition program has been developed to recognize individuals who are doing their part in sharing their knowledge and expertise through formal channels here at Accenture. Find out more about the program and who these individuals are – and how you can become a better knowledge sharer!

Additional Resources

- [Sell Work](#)
- [Credentials Map](#)
- [New Joiner Website](#)
- [High Performance Business Resources](#)
- [Ideas Mart \(Thought Leadership\)](#)
- [External Content Sources](#)
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Best Buy connects its Blue Shirt staffers

The screenshot shows the BlueShirtNation.com website. The header features the BSN logo and the URL. A navigation bar includes links for HOME, POST, CONTACT, WTF, BSN FAVORITES, and RECENT. A search bar is located on the right. The main content area displays a post by user 'WTF' titled 'WTF (what's this for?)'. The post text discusses the goal of BlueShirt Nation. To the right of the text is a drawing of a stick figure with stars for eyes. Below the text is a drawing of a stick figure with its arms raised. The right sidebar shows a user profile for 'guest' with 0 buddies online, a 'Who's Online' section with 3 users and 7 guests, and a 'popular tags' section with tags like '149 401k Achievers ad', 'advertising', and 'Agent'.

BSN BLUESHIRTNATION.COM

HOME POST CONTACT WTF BSN FAVORITES RECENT Search ...

Home » WTF

WTF 5:17 PM | 11.16.06

WTF (what's this for?)

Let's of people have been asking me what's the goal of BlueShirt Nation. This turns out to be a hard question but one that's really important to answer. So after thinking about it for a long time, here's the simplest answer I can offer:

Make

It's weird because I guess I thought the goal was the thing itself. And I suppose when I started hacking it together that was a lot of it. But back then it was just me and Steve and a few others. But now it's getting bigger. And I think it's cool. But I

upload picture guest 0 BUDDIES ONLINE

LOG OUT MY PROFILE MY TAGS MY FAVORITES MY MESSAGES

Who's Online

There are currently 3 users and 7 guests online.

popular tags [-]

149 401k Achievers ad advertising Agent


An ad agency builds connections with Sharepoint

Paul Roer

Welcome MCCANN\PaulR ▾ | My Site | My Links ▾ | ?

Universal McCann **NEXT THING NOW**

► My Home My Profile This Site: Paul Roer ▾



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NewsFeed - Colleagues & Communities

-  Rita Dyer joined Sony Team community. June 25, 2008 12:28 PM
-  Jason Harrison posted 'New Technology Roll Out' announcement. June 24, 2008 1:36 PM
-  Rita Dyer started 'PlayStation' thread in Product forum of Sony Team community. June 24, 2008 1:34 PM

Colleagues' Status

- Rita Dyer is clipping important articles for the exec team. June 25, 2008 4:32 PM
- Alexis Ching is designing a campaign for recruiting new UM employees. June 25, 2008 2:45 PM

Most Relevant Stories


- [Sony Launches New Games for PlayStation](#)
June 25, 2008 5:43 PM Bloomberg
- [Media's Impact on Weight Problems](#)
June 25, 2008 11:49 AM WSJ.com: Health Blog [Jacob Goldstein]
- [Universal McCann Launches Social Media Tools](#)
June 10, 2008 12:09 PM WSJ: In The News

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
[Happy endings in Ryanair's business class](#)
June 26, 2008 8:47 AM
Sure, you could pay 10 euros to cross the Atlantic on Ryanair's new "long-haul" venture. But at a recent German press conference, shown...

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Recommended Colleagues



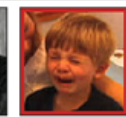

-  Patricia Steele
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Upcoming Birth Dates

-  Alexis Ching
Birthday - June 27

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-   
- Study: Most Children Strongly Opposed To Children's Healthcare**
A recent survey of children found that they are not in favor of increased doctor visits and vaccinations.
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Tags

Giza, Egypt, NGES, UM, Hyundia, Web 2.0, Sony,

Agenda

- Tapping the groundswell
- Improving your image
- Improving your talent's productivity
- **Groundswell for learning**

SkillSoft app teaches/tests HR choices

As a new director, you must make a decision on a finalist candidate that shows the best leadership qualities. You have tools on your dashboard to learn about the finalists and help you make the best candidate choice.



Source: SkillSoft (www.skillsoft.com)

Virtual Training For New Hotel Employees

Employees provide assistance to customers throughout the lobby. Here the new employee learns the preferred way to ask a guest if he or she can help him. The employee chooses one of three options and receives feedback.

Employees also keep the hotel lobby attractive by picking up trash, using a computer mouse click.



Source: Virtual Heroes (www.virtualheroes.com)

Best Buy's mobile learning game on Blue Shirt Nation

High Score Leaders		view top 15
1	J. Ryan Heer	5777
2	TFX	4047
3	Orbit	2838
4	Applesauce	2069
5	mulderaj	1773
6	LeoSynapse	1553

The Biggest Plus in Mobile™ [learn more](#) **best buy mobile**

ORBIT

High Score Leaders [view top 15](#)

High Score Leaders		view top 15
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2	TFX	4047
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Summary

- Open, two-way communication drives social applications for talent
- Evaluate your people, objectives, and strategy before choosing technology
- The right applications can improve your image, boost your talent's productivity, and enhance learning

Thank you

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