

«Pour la première fois dans l'histoire des organisations nous disposons d'outils nous permettant de réellement collaborer efficacement.»

Extrait d'une interview de Bart Schutte sur le site #Hypertextual, 29 mai 2011



## Edito

Fort d'une expérience de 30 ans dans l'environnement des systèmes d'information, Bart Schutte, directeur Web et Architecture à la DSI de Saint Gobain, ne cache pas son enthousiasme pour le logiciel social. Il estime que les entreprises, toujours soucieuses de mieux communiquer et collaborer, ont désormais des possibilités que ne leur permettait pas le simple usage de l'e-mail; plus particulièrement entrer en contact et partager de l'information entre équipes distribuées pour être plus innovant, rapide et davantage orienté service.

With 30 years experience in information systems environment, Bart Schutte, Director of Web Architecture of Saint Gobain, does not hide his enthusiasm for social software. He considers that companies, always eager to improve communication and collaboration, have now opportunities that the simple use of e-mail did not allow namely get in touch and share information with team members in order to be more innovative, reactive as well as service oriented.

terry.zimmer@boostzone.fr

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Majors Trends in the Globalized World

[Jack Plunkett Interview: The Future of Technology & the World](#)  
*INC, Curt Finch, May 17, 2011*

Technology had a dramatic impact on small and large businesses, and will continue to act in this way, thinks Jack Plunkett. The effect of nanotechnology and wireless is going to change a lot of things. In this article written by Curt Finch, the CEO of Plunkett research describes what is to come during the next twenty years in technology and economy.

[Opportunities offered by climate change](#)  
*The Guardian, Rachel Godfrey Wood, April 26, 2011*

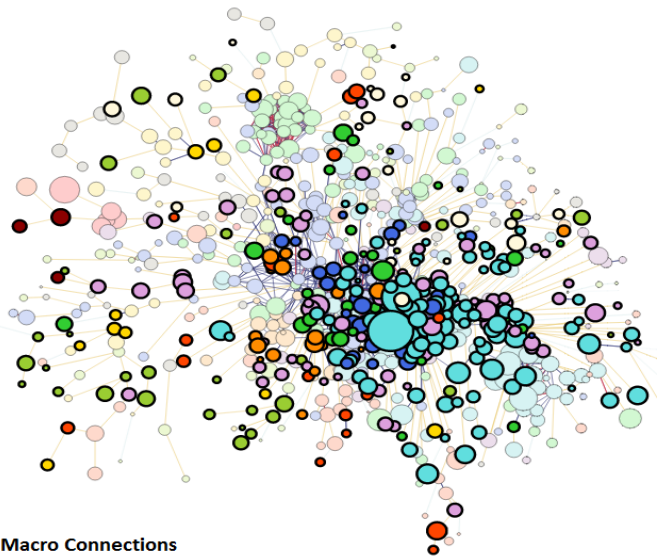


It is a common knowledge that bad things create opportunities. Even if they cause tragedy, they also open new discussions. This is principally relevant for climate change, which challenge social systems in a way never seen. Beyond the debate over the climate hazard, we must wonder if all forms of instability are bad. This article from The Guardian shows why the real issue of the climate change is more about who will take advantage of it and for what purpose.

[The EU: "Strategic Suburbia"?](#)  
*Global Dashboard, Richard Gowan, May 15, 2011*

David Miliband, the former Foreign Secretary, believes that "America's attention today is on the home front" while China is cautious about asserting itself on foreign policy issues. Whereas former Foreign Secretary sees the EU filling a vacuum in global affairs left by the U.S. and China, this article from Richard Gowan explains why other powers will rush in and fill the political-economic vacuum that the EU itself could so easily become...

[The Art of economic complexity](#)  
*The New-York Time, Tim Harford, May 15, 2011*



How to make a rich country out of a poor one? Economies produce «stuff,» and if you want more stuff to come out of the process, put more stuff in... This article from Tim Harford explains the work of Cesar, Hidalgo and Simoes dealing with a new way to visualize a country's development, summarized in maps. This leads to a painful conclusion about economic development: It is very tough for a government to kick-start a new industry, while some new industries struggle to get started without help.

Corporate Social and Environmental Responsibility

[Analysis: Corruption: Fear of the backhander](#)  
*Ethical Corporation, Andrew Maiden, May 10, 2011*



Multinational firms are mindful of the reach of the US Foreign Corrupt Practices Act and UK Bribery Act: strict liability make businesses responsible for the activities of their overseas partners and only 30% of companies say they monitor the integrity of business partners. There is a huge discrepancy between what companies do and what they know to be good practice, despite a tougher legislation. Here is an article from EthicalCorp explaining why companies are dropping foreign partners in fear of corruption liability.

\* Click on the titles to view the documents

## [Least developed countries: CSR giving companies kudos](#)

*The Guardian, Mark Tran, May 13, 2011*

The United Nations Global Compact seeks to convince firms to adopt business practices in line with accepted principles such as environment, corruption, human rights and labor practices.

The UN says about 100 of these local networks exist in LDC (Least Developed Countries).

This article from The Guardian explains how companies seem to adopt the compact partly to gain kudos but also for a marketing advantage.

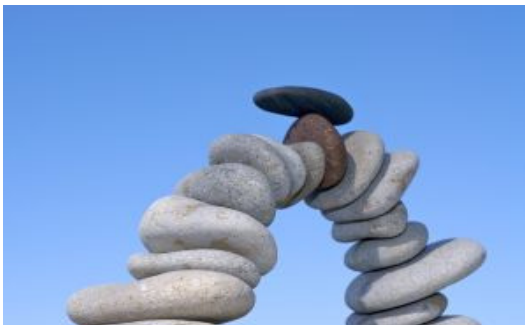
## Management in the Future World of Work

### [The Future of organization, a compelling vision](#)

*Tomorrow Today, Dr Graeme Codrington, May 11 2011*

Sumantra Ghoshal and Christopher A. Bartlett present an alternative view of the future of organizations. In their book, authors claim a radical new way of doing business in the world.

Becoming one of these new firms is a lot more about being than doing. This can be tough for leaders and managers who have not been brought up in this environment nor have skills for it.



### [The management 2.0 Challenge](#)

*Management Exchange*

Do you have an instructive story or a hack that demonstrates how Web 2.0 values can be unleashed to overcome the design limits of Management 1.0 ?

Here is an extremely interesting challenge created by HBR and McKinsey. Both of them invite management innovators to share the most progressive practices and disruptive ideas that illustrate how the governing principles and tools of the Web can make our organizations more adaptable, innovative, inspiring, and accountable.

### [MIT management professor Tom Malone on collective intelligence and the "genetic" structure of groups](#)

*Nieman Journalism Lab, Megan Garber, May 4, 2011*



"The average intelligence of the people in the group and the maximum intelligence of the people in the group doesn't predict group intelligence" asserts Thomas Malone, professor of management at MIT and expert in organizational structure and group intelligence. He also adds that groups have, in their structural elements, a kind of dynamic DNA.

This article from Megan Garber explains why as digital tools give way to new kinds of collectives, "it seems to me it's time to update organizational design theory for these new organizations"

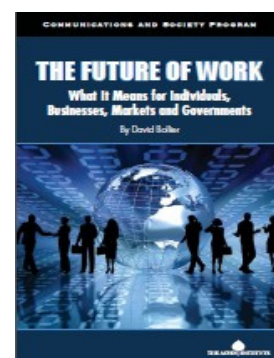
### [The Future of work & l'ère des talents](#)

*Le blog de Françoise Gri , 6 mai 2011*

Cet article de Françoise Gri, Présidente de Manpower France met en parallèle les thèses qui avaient été développées par Jeff Joerres, PDG de ManpowerGroup et le nouveau livre blanc de l'Aspen Institute.

Les nouvelles technologies numériques de l'information et de la communication transforment le travail et la société avec pour impact notable : la globalisation des marchés, la pénurie des talents occidentaux, et le bouleversement du rapport de l'homme au travail.

En complément de ce billet, vous pouvez consulter les éléments majeurs du livre blanc présentés par l'Atelier de l'emploi du groupe Manpower à cette adresse: <http://www.manpowergroup.fr/the-future-of-work-ii-comment-la-technologie-transforme-le-travail/>



\*Click on the titles to view the documents

Enterprise 2.0 and Mobile Enterprise

Mise en oeuvre d'un RSE : Bart Schutte présente le cas Saint Gobain

#Hypertextual, Cecile Dijoux, 29 mai 2011

Bart Schutte est Directeur Web et Architecture à la DSI de Saint-Gobain.

Dans cette interview, il fait part de son expérience et de son expertise à propos de la mise en oeuvre d'un Réseau Social d'Entreprise (RSE).

Il y évoque la définition des besoins, les objectifs à atteindre, l'importance du pilotage par la DSI et le protocole d'adoption.

Social Media Policy... in Australia

Axiopole, Olivier Zara, May 24, 2011

Social medias, after having been used in firms, are now employed by state-owned companies.

Year in, year out, governments try to adapt their management system to this new important trend.

This short video, designed for the Australian minister of justice, explains to employees how to behave in social medias.

Intranet 2011. les tendances: contributions, collaborations et bavardages

Infogov's Blog, Claude Super, 26 mai 2011



Après la production de contenu dédié à l'intranet, voici le temps de la production simultanée par de nombreux acteurs au sein d'une structure.

Sous diverses formes (blog, chat, webconf...), la conversation s'installe. Aujourd'hui, l'intranet devient l'outil de tous.

Cette étude d'Arctus dévoile les tendances de l'intranet 2011 : la collaboration numérique est désormais bien installée, le réseau social prend sa place progressivement, la mobilité au service de l'utilisateur se confirme, la gouvernance stratégique est identifiée et la gestion des connaissances est en retrait.

The unstructured information most businesses miss out

MIT Sloan Review Management, Michael S. Hopkins, April 27, 2011

According to the chief technology officer of Tata Consultancy Services, the challenge is to figure out how to process all of those unstructured texts, videos and audios that are floating around outside of traditional databases; and then to how to act on it.

This article from K. Ananth Krishnan explains why this is the new frontier. Businesses' ability to process numbers in "well-behaved rows and columns" goes back 40 years.



1967: when the paperwork became too much!

Axiopole, Olivier Zara, May 24, 2011

A 1967 IBM propaganda film couples a refrain of «more time on paperwork,» with a motto urging us to embrace progress.

This article from Jessica Palmer uses this grapping video that, viewed today, seems both prescient and foolish in its idealization of the automated world, it is striving the whole time to convince us that technology will relieve the pressures of the modern workplace, allowing us to «think» instead of «work».

Looking back, of course, it's clear that technology instead cranked the pressure up. Like mail today ?



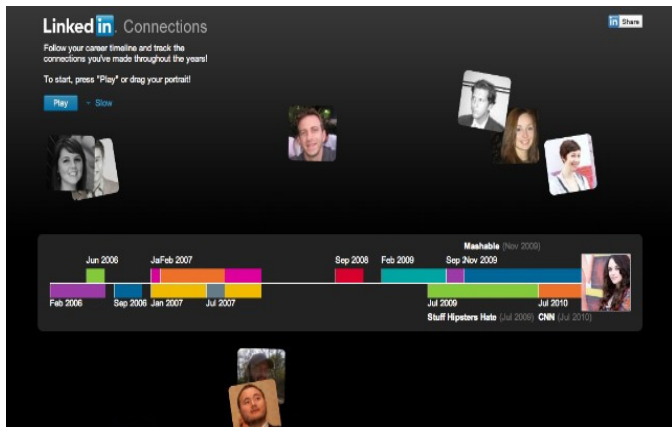
Bundesarchiv, Bild 183-W0414-0006  
Foto: Hektor, Union 1 April 1960

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## Internet and Social Networks

### [Visualize Your Career With LinkedIn's Connection Timeline](#)

Mashable, Erhlich Brenna, May 24, 2011



Created by Gordon Koo, the LinkedIn Connection Timeline is designed to emphasize unique characteristic [of LinkedIn] which others lack. It is three-dimensional: The first dimension is the actual connection. The second is the implicit grouping of connections which tie the social graph together. The third one is time.

Simply log into the app with your LinkedIn information for your own, personalized timeline.

### [La cécité des décideurs](#)

Blog Intelligence Economique Les Echos, Eric Filiol, 25 mai 2011

Tout le monde a entendu parler de l'affaire Sony, extravagant cas où se mêlent hackers et gestion peu sérieuse de la sécurité des produits. Penser que la sécurité est une variable d'ajustement budgétaire est non seulement dangereux mais aussi voué à l'échec avec des conséquences incalculables. Cet article des Echos montre une certaine arrogance de Sony: prendre les utilisateurs pour des novices, agresser au lieu de faire le dos rond.

### [Internet en 2049: Maître ou esclave numérique?](#)

Le journal du net, mai-juin 2011

Le JDN a publié au cours des mois de mai et juin une série d'extraits, en avant-première, du livre de Benoît Sillard.

Il nous raconte, à base d'exemples très concrets, à la fois le chemin parcouru et la route qui nous reste à emprunter afin de permettre à tous de mieux comprendre les logiques qui s'imposent sur le Web.

## Brand and Personal Online Reputation and Influence

### [Les 4 échelles du temps](#)

Blog de Jacques Attali, 15 mai 2011

Selon Jacques Attali, l'affaire DSK nous rappelle que notre société vit dans quatre échelles de temps: celle du droit et de la procédure judiciaire, celle de la politique électorale, celle des médias.

Selon lui, DSK est victime de contradictions temporelles : les médias veulent donner des réponses immédiates à des questions que la justice mettra des mois à trancher, ce qui l'exclut des échéances politiques à venir.

« Au-delà de ce chaos, une ultime échelle de temps vient toujours, à la fin, bousculer les trois autres et leur donner tout leur sens, dérisoire : celle de la maladie et de la mort »

### [How to ruin your brand's online reputation in 6 easy steps](#)

iMediaConnection, Jamie Beckland, May 4, 2011

Annihilating an online brand reputation is harder than ever. A few years ago, it was really easier. If you are committed to destroy your brand's name, you must find tactics. A good board by contradiction and humor.

## Personal Development and Learning

### [L'«e-learning» de luxe séduit les top-managers](#)

L'Expansion, Laurence Estival, 23 mai 2011



Après les Etats-Unis, l'Europe se met au e-learning haut de gamme. Produit par les grandes écoles, il n'a pas encore atteint le niveau de développement américain en restant encore un produit d'appel visant à donner envie de venir écouter les professeurs. Néanmoins il séduit de plus en plus le top management qui y voit un formidable outil pédagogique, en complément des échanges «in real life».