



LUCA RENZANIGO

PM, Yammer e SharePoint | Microsoft Italia

[#WorkLikeANetwork](#)





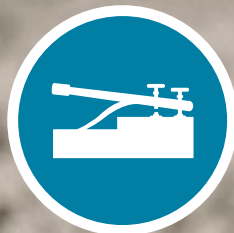
STAMPA

1400s



TELEGRAFO

1794



TELEFONO

1876



EMAIL

1990



SOCIAL

2005



SMS
1994



LA VELOCITA' DELL'INFORMAZIONE

GUIDA IL CAMBIAMENTO



1983
CELLULARE



1993
SMART
PHONE

s to Will & Kate on
ir baby! #RoyalBaby

y [Retweet](#) [Favorite](#) ...More

Will & Kate are having a baby!!!

#RoyalBaby

[Reply](#) [Retweet](#) [Favorite](#) ...More

#Breaking The royal family is go
to have a new addition!

[Reply](#) [Retweet](#) [Favorite](#)

The Royal Family welcomes their
new member!!

[Reply](#) [Retweet](#) [Favorite](#) ...More

Congratulations to
the birth of their b

[Reply](#) [Retweet](#)

This just in! Kate & Will are having
a baby boy! #RoyalBaby

[Reply](#) [Retweet](#) [Favorite](#) ...More

Kate Middleton is pregnant! OMG!

#RoyalBaby


[Reply](#) [Retweet](#) [Favorite](#) ...More

The baby is coming! Kate is in the
hospital right now! #RoyalBaby

[Reply](#) [Retweet](#) [Favorite](#) ...More

Congratulations to Will & Kate on
the birth of their baby! #RoyalBaby

[Reply](#) [Retweet](#) [Favorite](#) ...More



crippled Fukushima Daiichi
nuclear power plant! [#Fukushima](#)

[← Reply](#) [↔ Retweet](#) [★ Favorite](#) [...More](#)

The leaking tanks are just part of
the problem... [#BreakingNews](#)

[← Reply](#) [↔ Retweet](#) [★ Favorite](#) [...More](#)

[#Earthquake](#) leakage of radiation-
contaminated water in Fukushima..

[← Reply](#) [↔ Retweet](#) [★ Favorite](#) [...More](#)

Fukushima...Our hearts and
prayers are w/ you [#Earthquake](#)

[← Reply](#) [↔ Retweet](#) [★ Favorite](#)

Very tragic what happened today
in Japan! [#FukushimaSorrow](#)

[← Reply](#) [↔ Retweet](#) [★ Favorite](#) [...More](#)

[#Breaking](#) Setbacks have stalled
handling of the nuclear disaster!?

[← Reply](#) [↔ Retweet](#) [★ Favorite](#) [...More](#)

[#Breaking](#) Toxic waste leaking
the ocean in Fukushima.

[← Reply](#) [↔ Retweet](#) [★ Favorite](#)

Shoddy work on Fukushima
radioactive storage tanks [#Japan](#)

[← Reply](#) [↔ Retweet](#) [★ Favorite](#) [...More](#)

The Fukushima plant comprised
separate reactors [#Earthquake](#)

[← Reply](#) [↔ Retweet](#) [★ Favorite](#) [...More](#)

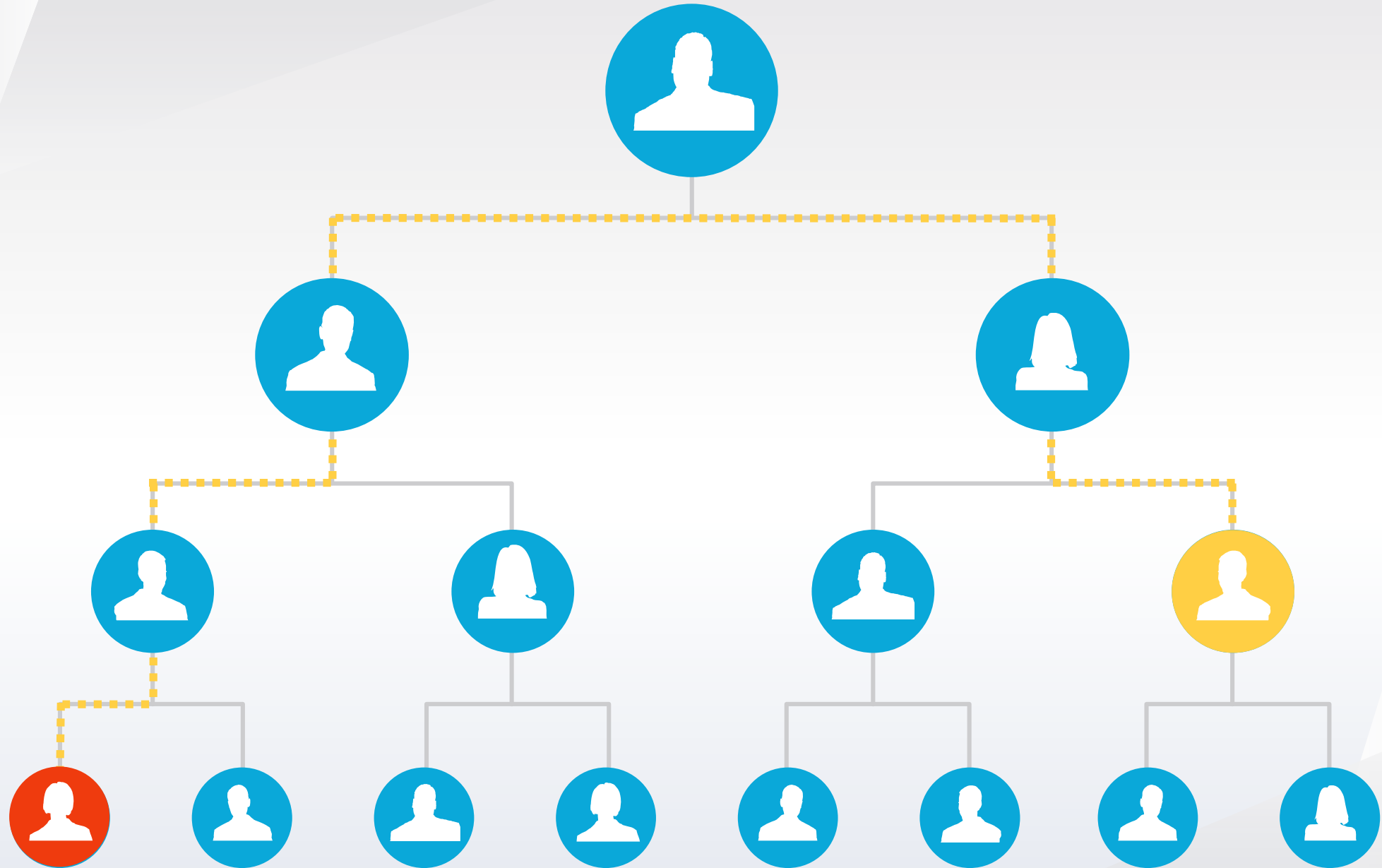


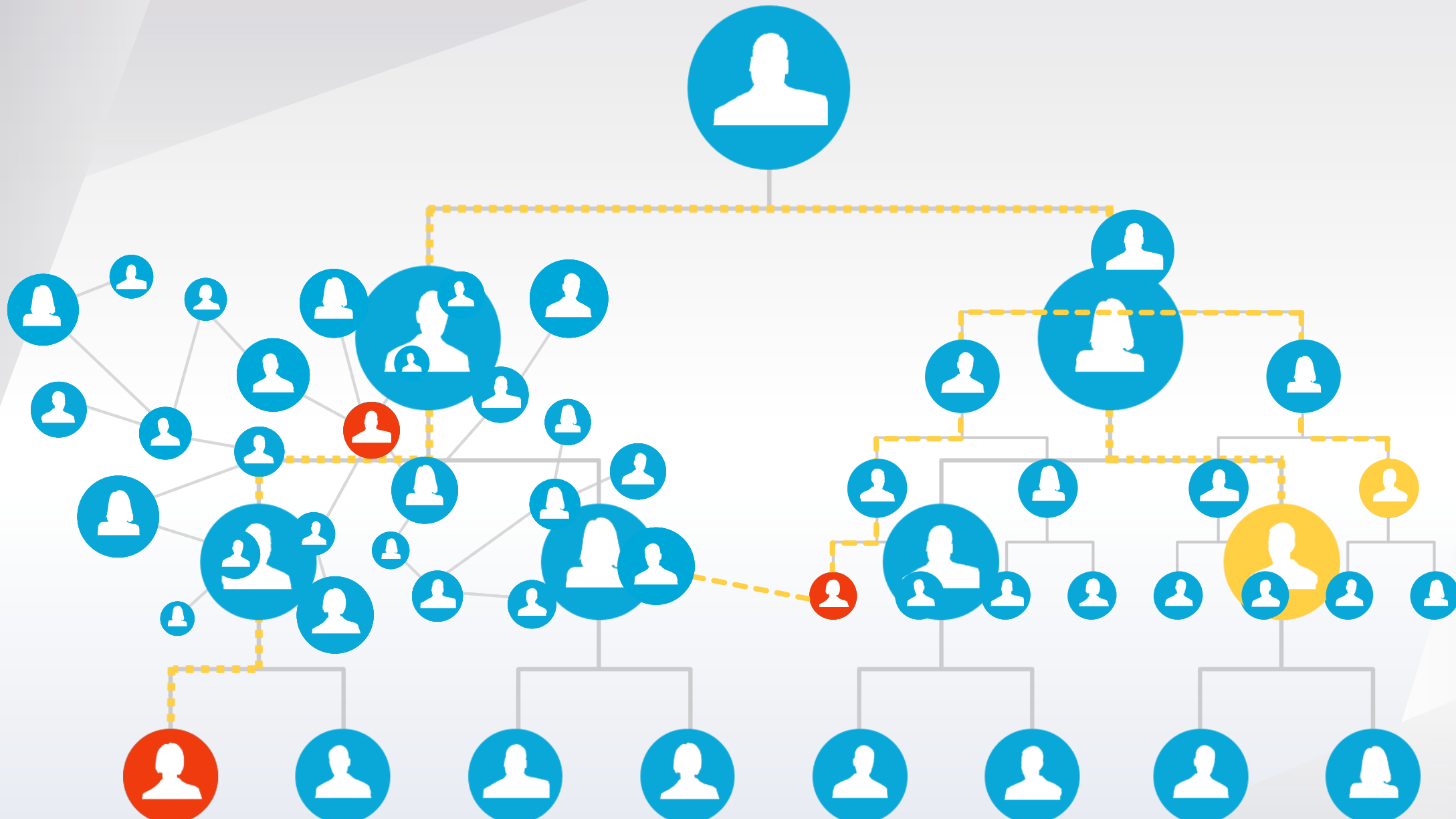
LE AZIENDE

**NON SONO PENSATE PER I
CAMBIAMENTI**

NON-ROUTINE WORK

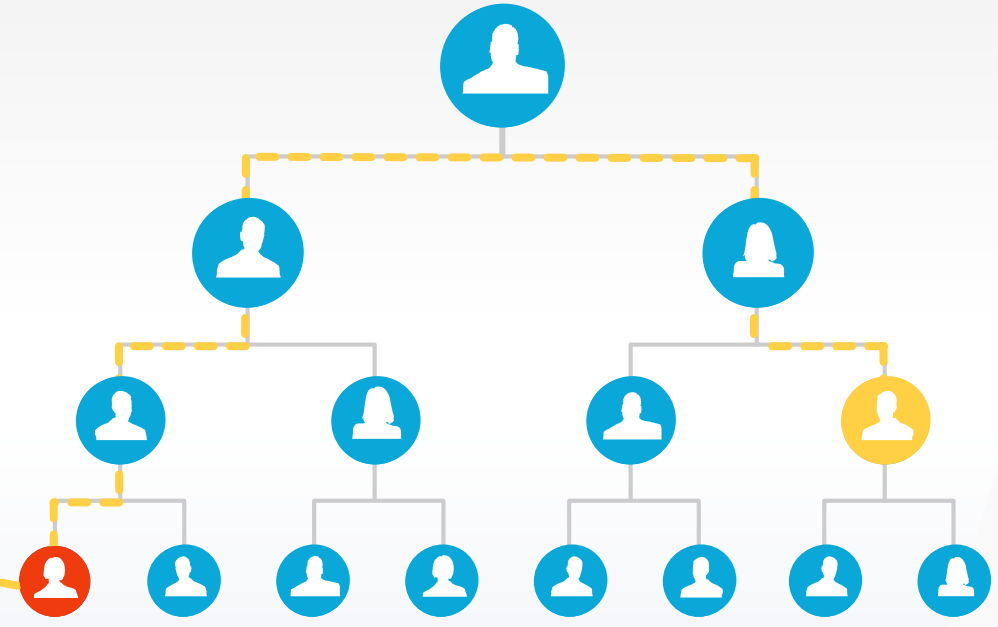








Vita personale



Mondo del Lavoro

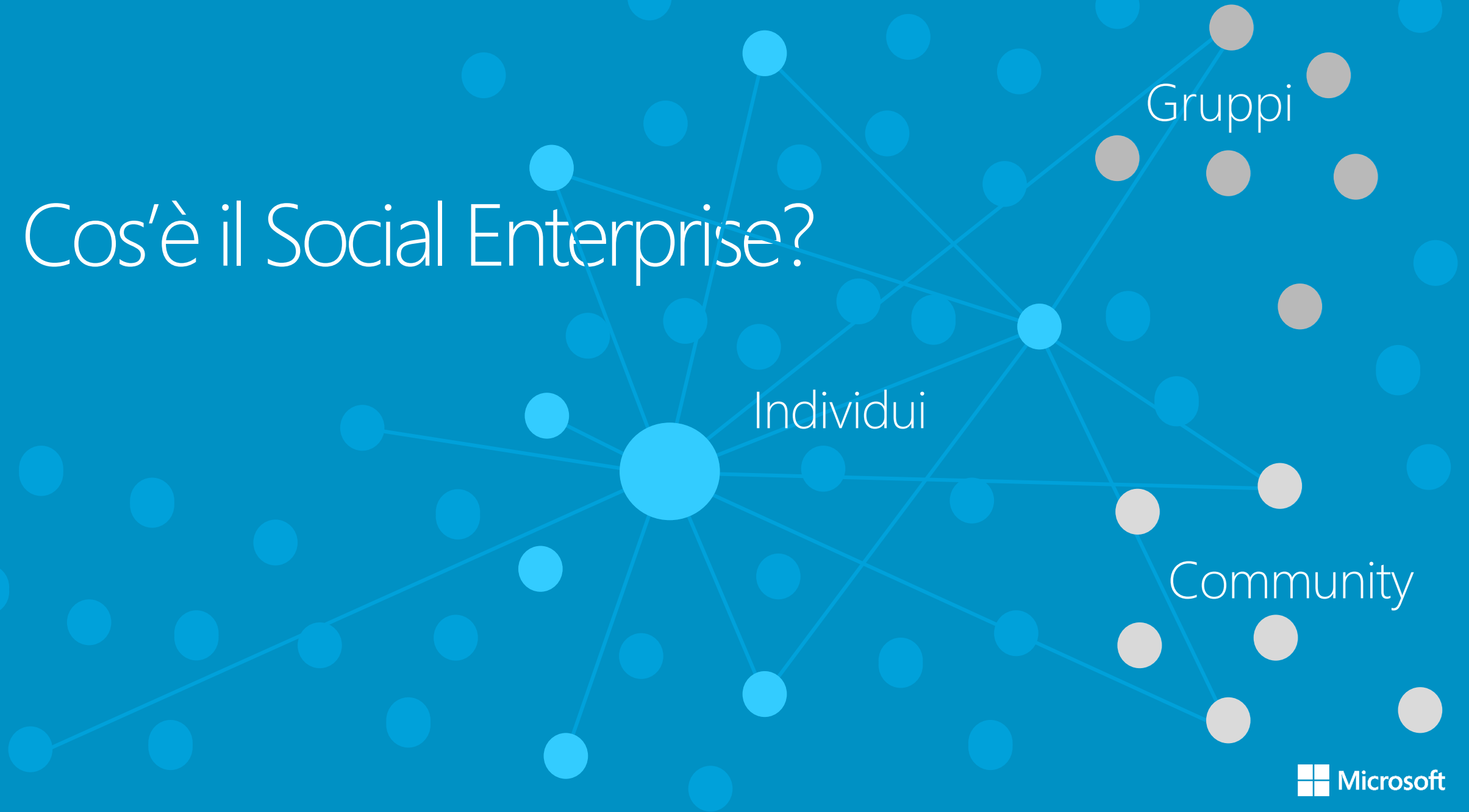
“Se il tasso di cambiamento esterno è più rapido del tasso di cambiamento interno, la fine è vicina.”

JACK WELCH



«In un momento senza precedenti di crisi economica, dei modelli di business, ma soprattutto dei **valori cardine** e delle **priorità** nella vita delle persone in azienda, l'individuazione di nuove leve per il rilancio di produttività, reattività e spinta innovativa si sta rivelando determinante nel distinguere gli attori in grado di sopravvivere da quelli destinati a sparire dal mercato. Esaurita l'era dell'automatizzazione e dell'ottimizzazione ossessiva dei processi transazionali, la distanza tra leader e inseguitori si giocherà sempre più **sull'abilità di capitalizzare creatività, conoscenza e relazioni**.»

Cos'è il Social Enterprise?



Enterprise Social Networks



I **Social Network** in generale consentono agli individui di connettersi ad informazioni e altre persone che condividono gli stessi interessi. Queste connessioni avvengono in un ambiente online dove lo scambio di informazioni rimane a disposizione di altre persone che si connettono in momenti successivi. Attraverso i Social Network, stiamo creando un vastissimo archivio di idee, contatti e conversazioni.

L'**Enterprise Social Network** racchiude gli stessi benefici. All'interno di una rete chiusa e privata, i dipendenti possono creare un vasto archivio di idee condivise tra loro. Avendo un facile e ampio accesso alle informazioni relative al proprio ruolo, ai propri progetti e in generale alla propria organizzazione, diventa possibile lavorare in modo più efficiente e innovare più rapidamente.

yammer

SharePoint

Office 365

Perché Social?

- Essere "social" fa parte della natura umana
- Ci organizziamo in gruppi per ottenere quello che ci serve
- Le tecnologie "social" rimuovono le barriere geografiche e velocizzano le interazioni

Tutto si basa sulle community



Un nuovo canale per fare le cose



Il social è globale, real-time

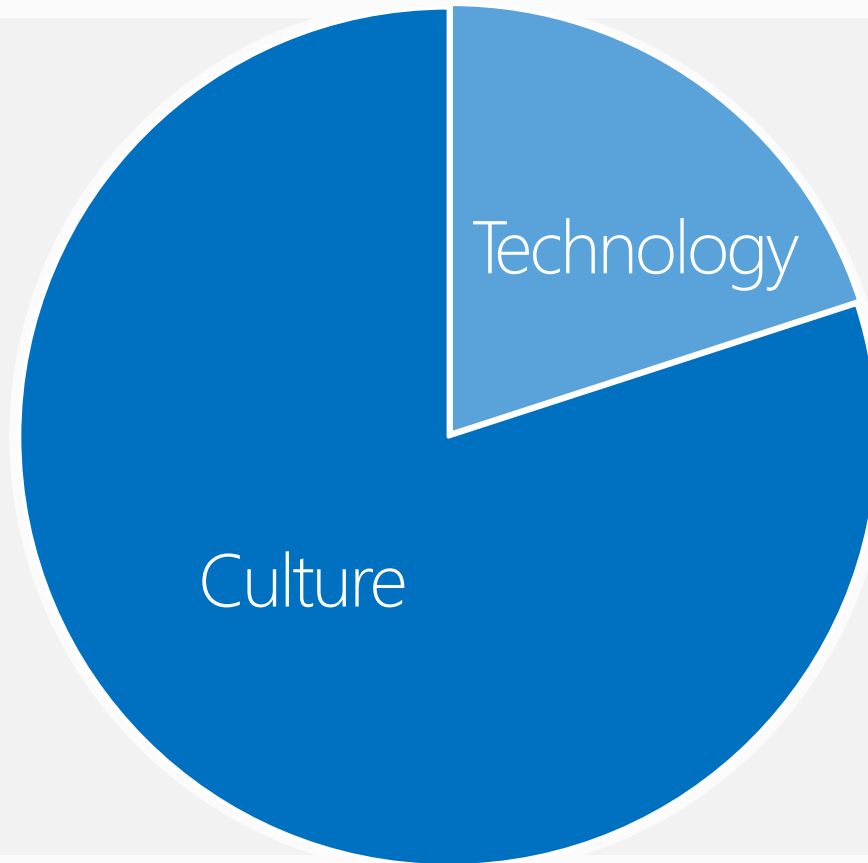


IL NUOVO MODO DI COLLABORARE

Un processo culturale

*"Social Enterprise is implemented
80% through organization culture
and 20% through technology."*

- Gartner, September 2012



Transforming Culture + Deploying Technology

Le priorità non cambiano

Vendite & Marketing

Customer Service

Social Insights

Acquisire e mantenere i clienti



R&D

Progettazione di prodotti, servizi o processi

Produzione

Marketing & Vendite

Distribuzione

Customer Service



Aumentare l'efficacia e l'efficienza

Coinvolgimento dei dipendenti

Team Collaboration

Business Agility

IL SOCIAL ENTERPRISE 
HA 2 GRANDI NEMICI



Il primo è «la Paura»

...di condividere

...di mettersi in mostra

...di perdere la proprietà/i meriti dei progetti

«If social can take down the government of Egypt, it can take down your organization»

Doug Chia

Assistant General Counsel and Corporate Secretary

Johnson & Johnson

Gossip «aziendale»

Il secondo è la tendenza a far percepire dalle persone il social networking aziendale come qualcosa di banale o di poco conto.



COLLEGARE E COINVOLGERE 
TUTTI I DIPENDENTI

A blurred office scene with a blue overlay. The background shows desks, chairs, and office equipment, but they are out of focus. A semi-transparent blue shape covers the left and bottom portions of the image.

87% OF GLOBAL WORKERS ARE **NOT ENGAGED** IN THEIR JOBS

Gallup's 2013 *State of Global Workplace Study*

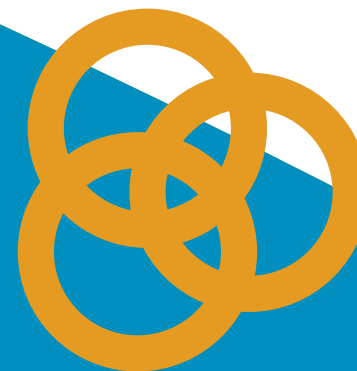


**Creare più
connessione**

yan



**Rompere le
Barriere**



**Guidare il
Social
in ufficio**



**Creare più
connessione**



**Rompere le
Barriere**



**Guidare il
Social
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**Creare più
Connessione**

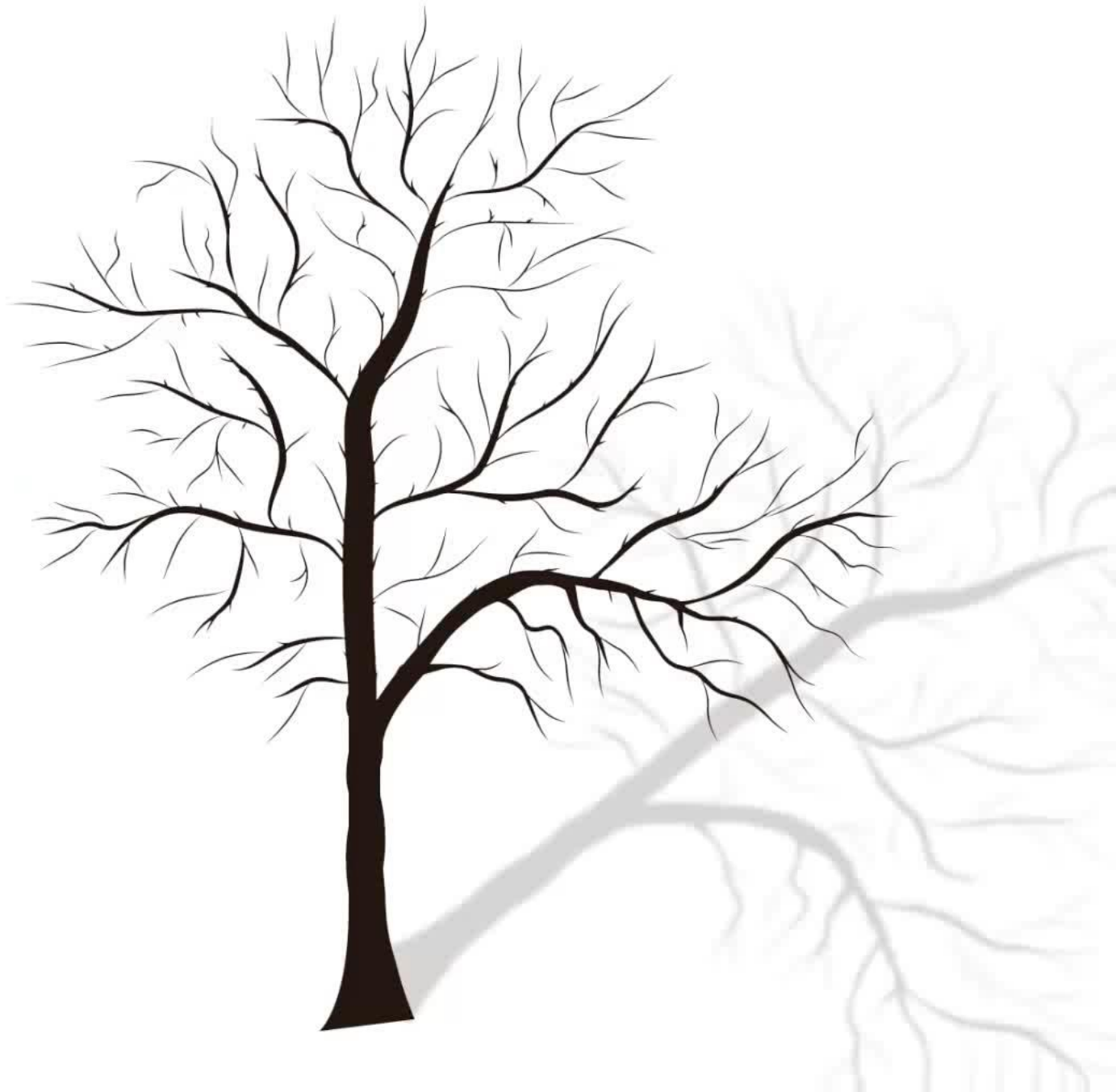


**Rompere le
Barriere**



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**Creare più
Connessioni**



**Rompere le
Barriere**



**Guidare il Social
in ufficio**



**Creare più
Connessioni**



**Rompere le
Barriere**




**Guidare il
Social
in ufficio**



Miglioramenti per dispositivi mobili





▼ Traduzioni automatiche dei post con
16 lingue supportate

▼ **Now Available**

- 1) Arabic
- 2) Chinese (Traditional)
- 3) Czech
- 4) Danish
- 5) Finnish
- 6) Greek
- 7) Hebrew
- 8) Hungarian
- 9) Italian
- 10) Korean
- 11) Norwegian
- 12) Polish
- 13) Portuguese (Portugal)
- 14) Romanian
- 15) Swedish
- 16) Thai





**Creare più
Connessioni**



**Rompere le
Barriere**



**Guidare il Social
in ufficio**



**Creare più
Connessioni**



**Rompere le
Barriere**



**Guidare il Social
in ufficio**

+ new mail

search mail and people

all unread to me flagged

INBOX CONVERSATIONS BY DATE

✓ Marcus Smith 12:46p
 ▶ Hi What folder are they under? Reply to this email to...

Pavel Bansky
 Expense reports 9/25/2013
 Hi Pavan, Have you submitted your

Robin Counts
 Project update? 9/25/2013
 We need to have a review about the

Garret Vargas
 Please send customer info 9/25/2013
 Hi Pavan, I'm preparing for our meeting

Alex Darrow
 Northwind Proposal 9/25/2013
 Here is the latest copy of the proposal.

Sara Davis
 Northwind Budget 9/25/2013
 The Northwind budget was approved at

Tailspin Toys
 The "Tailspin Toys" site has a... 9/24/20...
 Now you can send mail to

Junmin Hao
 Meeting update 9/24/2013
 We have to move the location for our

Dorena Paschke
 Contract signing 9/24/2013
 There will be a detailed legal review of

Julian Is...
 Person in charge at Northwi... 9/24/20...
 Who is Centex's main point of contact

Hi



Marcus Smith
 Tue 10/8/2013 11:32 AM
 Yammer <notifications@yammer.com>

To: Pavan Tapadia

Who's Who Action Items + Get more apps

← REPLY ← REPLY ALL → FORWARD ...

mark as unread

Reply to this email to post a response on Yammer



Marcus Smith
 in All Company group, October 08 at 12:46pm

What folder are they under?

[View the conversation](#) or respond to Marcus Smith by replying to this email.

You received this email because you're subscribed to this conversation or the All Company group. Change your email notification settings [here](#).



Sign in Yammer da Office 365



Pavan Tapadia

Home

Inbox

2

Groups

All Company

Marketing

IP/Ideation Group

Private - Product Ideati...

Business Planning

Customer Service

PR and Media Relations

More 11

Networks

Admin

Share an Update Add a Doc/Image Post a Poll More

What are you working on?

Top · All · Following



Pavan Tapadia

To Business Planning

Can we quickly sync up on the Sierra Windcutter series at your earliest convenience? Thanks!

Like · Reply · Share · More · 18 minutes ago

Show 2 older replies



Pavan Tapadia added Vladimir Egorov to the conversation.

12 minutes ago · Like · Reply · Share · More



Pavan Tapadia

moved this conversation from a private message to the Business Planning group.

8 minutes ago · Like · Reply · Share · More



Write a reply...



Katie Jordan

To Business Planning

[FW: Looking for Business Plan] Does anyone have last quarter's business plan handy?

Network Usage Policy

SEE YOUR NETWORK USAGE POLICY

Recent Activity



Pavan Tapadia moved a conversation to the Business Planning group.



Pavan Tapadia created the IP/Ideation Group group.



Michiyo Sato viewed an image in the Design group.



Michiyo Sato installed the iPad application.



Pavan Tapadia created the Private -

Add people to this network

Add

Suggested Groups

see all



Design

Join



Adventure Works User Conference

Join

Company Resources



Employee Handbook

BROWSE FILES LIBRARY

SYNC

SkyDrive @ Microsoft

Documents

Search everything 🔍

+ new document or drag files here

All ... Find a file 🔍

✓	📄	Name	Modified
	📁	Shared with Everyone	... September
	📄	Fall_Planning_Doc ✨	... About a r
	📄	group_distro ✨	... 2 minutes
	📄	test_23	... September

Yammer

<https://www.yammer.com/microsoft.com/messages/new?status=https%253A%252F%252Fmicrosoft-my.sharep...>

Microsoft

Yammer

https://microsoft-my.sharepoint.com/personal/ptapadia_microsoft_com/Documents/Fall_Planning_Doc.docx?Web=1

Notify specific people...

Add Topic

Initiative Planning ✕

Post

Condivisione di Documenti da OneDrive for Business a Yammer



Katie Jordan

To [Go to Market Plan](#)

As mentioned here is the Fall proposal. Let me know if you have any questions team!

Fall Proposal 2013.pptx

Like · Reply · 1 minute ago



Mike Johnson

What slide is the product overview on?

30 seconds ago · Like · Reply



Katie Jordan

It can be found on slide 10.

20 seconds ago · Unlike · Reply

You like this.



Mike Johnson

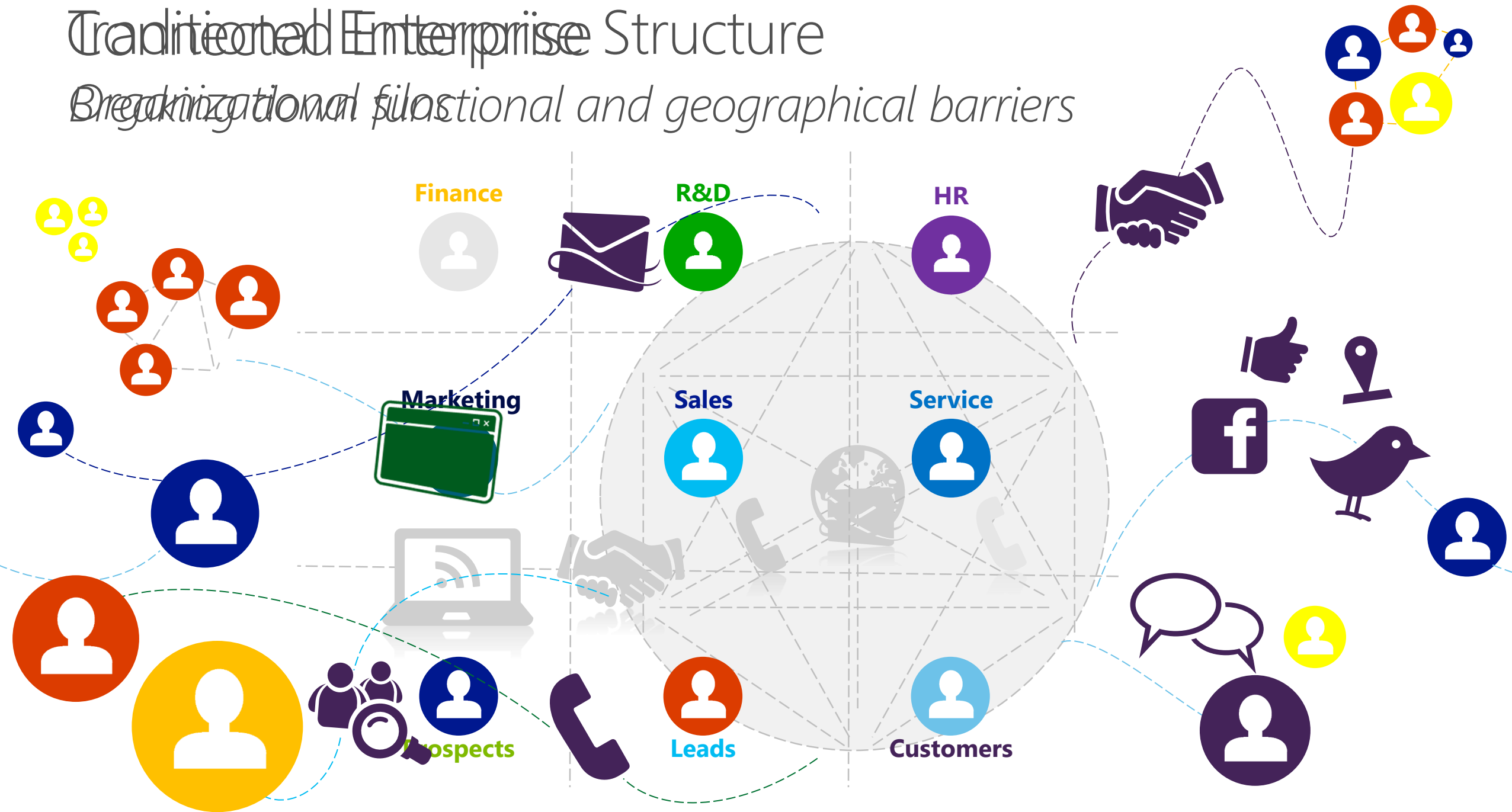
Looks good to me!

10 seconds ago · Like · Reply

Write a reply...

Traditional Enterprise Structure

Breaking down functional and geographical barriers





**Creare più
Connessioni**



**Rompere le
Barriere**

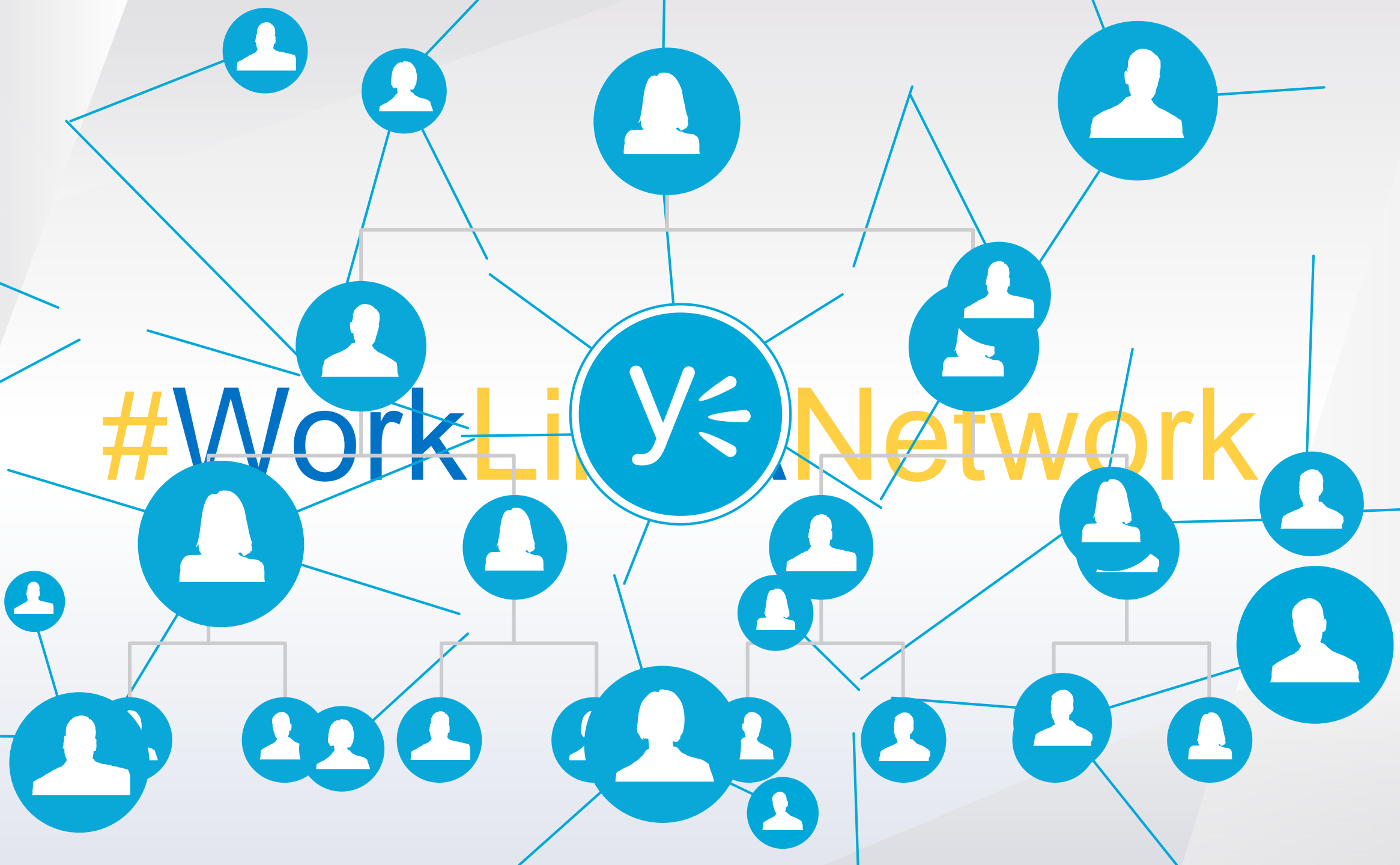


**Guidare il Social
in ufficio**

The image features three stylized human figures standing side-by-side. The figure on the left is blue, the middle one is green, and the one on the right is yellow. They are simple shapes with rounded heads and tapered bodies. The background is white with light gray geometric shapes.

#WorkLikeANetwork

#WorkLia Network



Risorse

1

Sign up at Yammer at www.yammer.com

2

Begin your Social Journey by going to <https://socialjourney.yammer.com/>

3

Yammer Moments

<https://about.yammer.com/moments/>

4

Explore what other customers are doing at <https://www.yammer.com/customers/>

5

News: <http://blogs.office.com/2014/03/03/work-like-a-network-enterprise-social-and-the-future-of-work/>



**“IL MODO MIGLIORE DI INZIARE QUALCOSA E’
SMETTERE DI PARLARNE E INZIARE A FARLA.”**

Walt Disney

