

SOCIAL COLLABORATION:

BRINGING INNOVATION TO THE WORKFORCE



The proliferation of collaboration is changing the way we define a modern enterprise. Business leaders should consider carefully how to harness the power of these tools within their organisations. The merger of traditional business tools and social media presents a significant opportunity to drive positive change in corporate culture, resulting in a more engaged and high-performing workforce and delivering true innovation to customers.

Immediate access to information and ever-growing use of mobile technology has led today's workers to expect consumer-like accessibility. Companies that foster this enthusiasm and provide employees with collaborative tools are potentially encouraging a culture of teamwork and taking the steps toward high performance.



HOW IS THIS BEING ACHIEVED?

1

Social networking. When you have a socially connected workforce, information that may once have been informally delivered in person, via email or on paper can be accessed and discussed online in a central location. This enables group discussion and the ability to learn from others - key elements of a team culture.

BY AARON GREEN, VICE PRESIDENT OF HCM, ORACLE APAC

2

Knowledge capture is one of the core business benefits of social collaboration. With high numbers of Baby Boomers retiring, Generation X entering leadership roles and Millennials still in school, we are at risk of developing a big knowledge gap. It's important to provide the tools now to share, capture and collaborate on existing knowledge to make the transition

between generations as smooth as possible and reduce the pressure HR professionals will face down the track.



3

Social sharing is inclusive and provides the chance for each individual to contribute their true value to the team. Transparent, open conversations encourage higher engagement levels. All of these elements are important for

the business to work towards - and maintain - a high-performance culture.



Business tools and processes are evolving, so some risk should be taken to reach a greater benefit. Risk aversion is the enemy of innovation. Innovation is the key to business growth and longevity, and it's created by people who feel part of a collaborative, engaged workforce - something that is at your fingertips through social collaboration.

