



The Connected Organisation – a BT case study

Richard Dennison – BT intranet & channel strategy manager

PRISME Forum – Oct 12



About BT?

BT is one of the world's leading communications services companies with customers in more than 170 countries worldwide.

Our main activities are the provision of fixed-line services, broadband, mobile and TV products and services as well as networked IT services.

Globally, we supply managed networked IT services to multinational corporations, domestic businesses and national and local government organisations.

Around 100,000 employees worldwide.



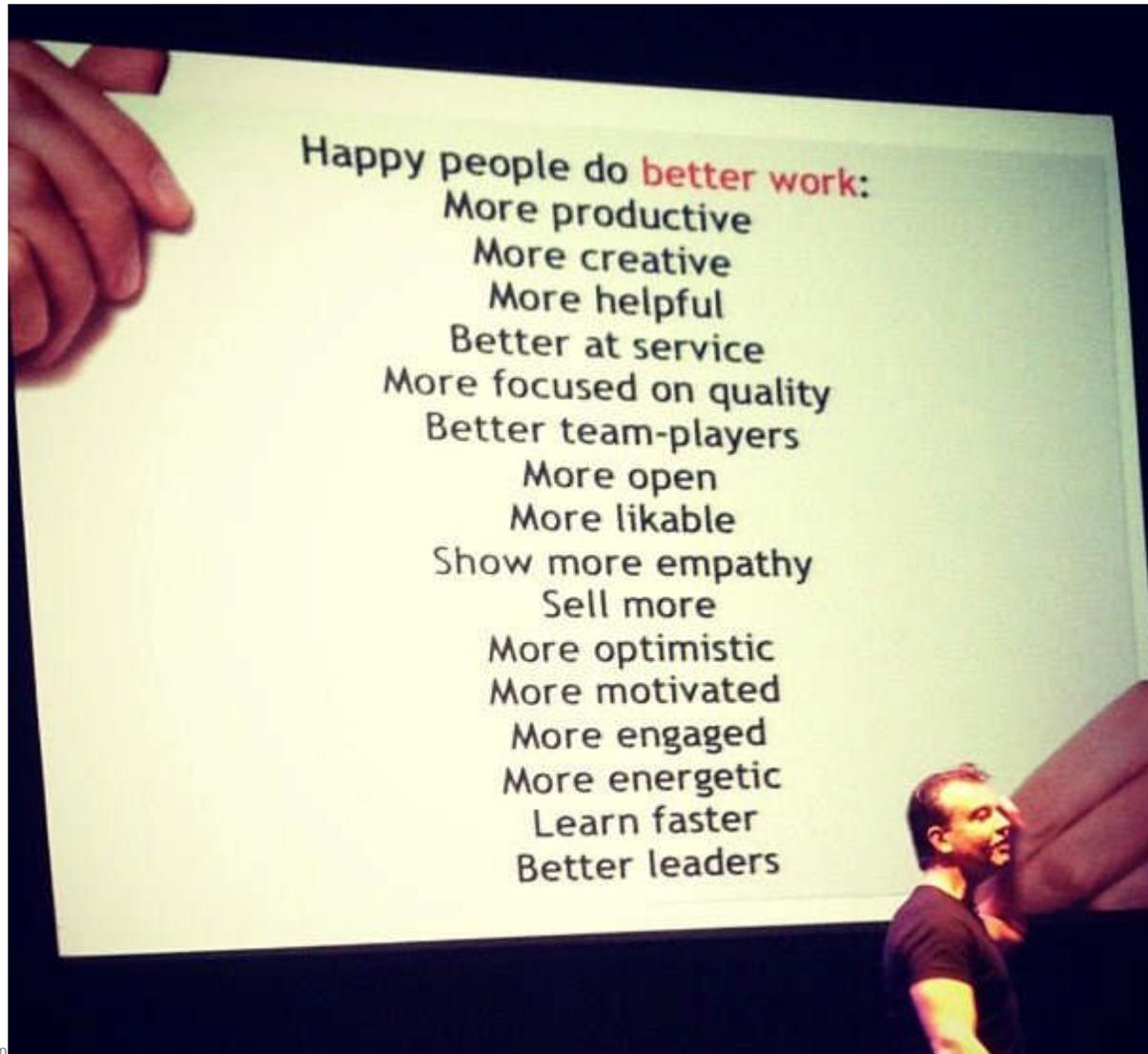
Where did it all start?



... except during the 8 hours each day they're working for you."

Tom Peters

Twitter-endipitous moment

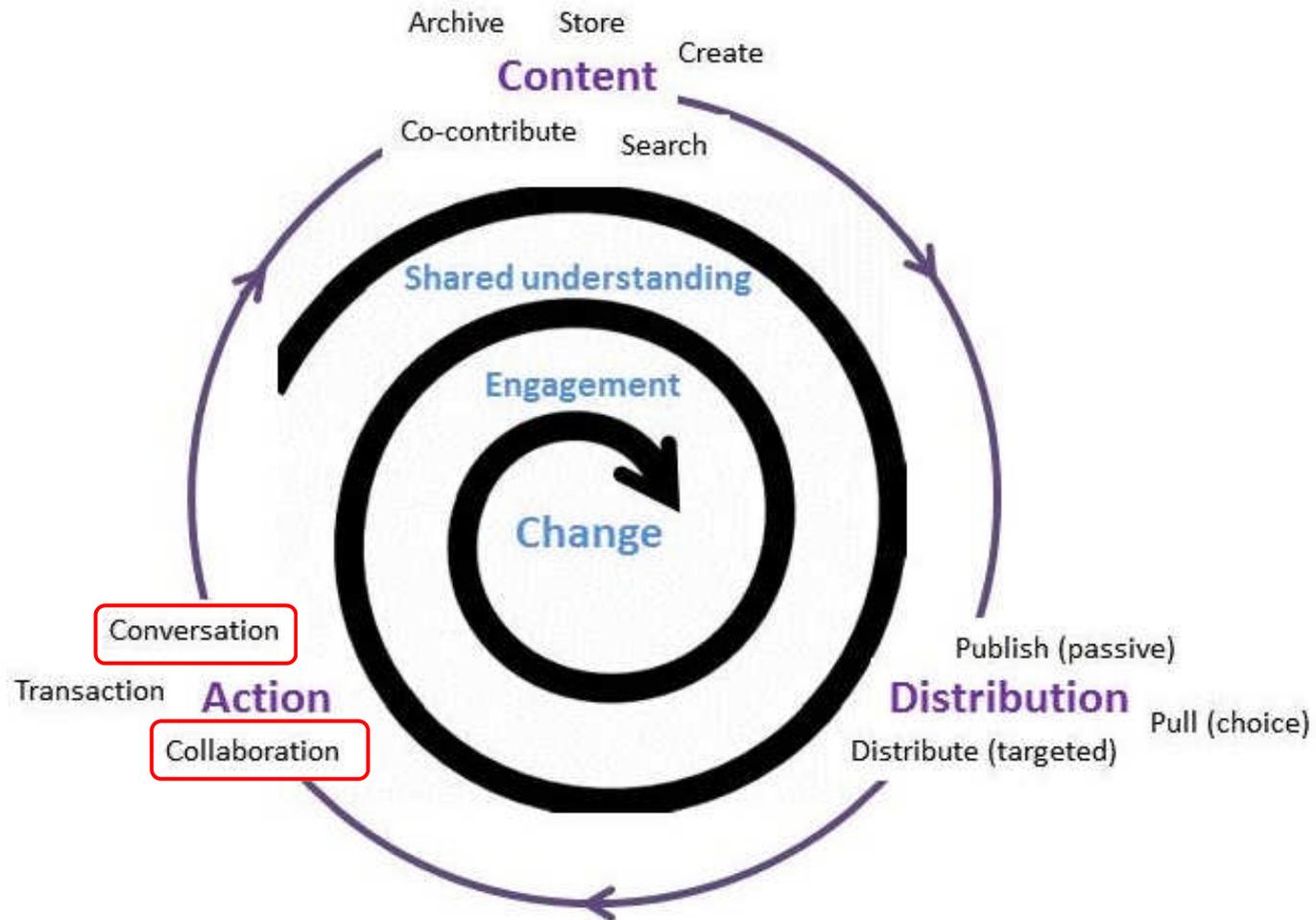


Actionable insight?

Every employee feels they can make a difference



The healthy intranet ecosystem



Collaboration and conversation ...

The screenshot displays the BT OfficeTalk intranet interface. At the top, there are navigation links for 'BT Homepage', 'BT A-Z', 'BT Today', 'BT Help', and 'Disclaimer'. A search bar is present with the text 'Search for' and a dropdown menu set to 'Directory'. Below this, there's another search bar for 'BT Intranet or Directory for'. The main content area is titled 'Company Feed' and shows a list of posts from various users. The first post is from 'Murray, A.L. Andrew, DMK7 R' asking for opinions on a Yammer account. The second post is from 'Elwood, S. Steve, DEH3 R' mentioning a project and a link. The third post is from 'McCarthy, C. Clyne, MKR1 R' asking about the One Hour Project. The fourth post is from 'Byrne, D.F. David, CGLD R' and 'Elwood, S. Steve, DEH3 R' mentioning a tweet. The fifth post is from 'Elwood, S. Steve, DEH3 R' mentioning a note on Yammer. The sixth post is from 'Elwood, S. Steve, DEH3 R' mentioning a project and a link. On the right side, there's a profile card for 'Dennison, R.C. Richard, CRX R' with a photo and a list of statistics: 'Principal business partner', 'CRX', 'Feed Mentions (@richard.dennison)', 'Liked (9)', 'Posts (46)', 'Followers (36)', and 'Following (64)'. On the left side, there's a sidebar with navigation links like 'Home', 'Recent ch', 'Random p', 'Categories', 'Create a n', 'Help', 'What links', 'Related oh', 'Upload file', 'Special pa', 'Printable v', 'Permanent'. There's also a 'Podcasts' section with a 'Music for Pod' logo and a 'Podcasting Click here.' link. At the bottom left, there's a copyright notice: '© British Telecommunications plc'.

Feedback
© plc 2009





Knowledge Collaboration and Sharing > Home

Resources to help everyone in BT participate in knowledge collaboration and sharing



I Like It



Tags & Notes

[Knowledge Collaboration and Sharing](#)

[Strategy](#)

[Policy](#)

[Toolkit](#)

[Programme](#)

This Site: Knowledge C



[Knowledge Centre](#)

[Leading Lights](#)

[Strategy](#)

[Policy](#)

[Toolkit](#)

[Programme](#)

[Knowledge Centre](#)

[Leading Lights](#)

[All Site Content](#)

Knowledge, Collaboration and Sharing in BT

All BT people have a responsibility to share the knowledge and information at their disposal. As well as explaining that [official policy](#) and [strategy](#), this site is full of links to resources to help everyone in BT participate in knowledge collaboration and sharing.

I want to...

Find useful resources that are related to this topic

Understand my responsibilities for knowledge and information sharing

Get people sharing knowledge

Publish online

Tease knowledge out of people's heads

Find knowledge

Find knowledgeable people

Use collaboration tools

Socially network

Solve Sharepoint problems

Do a presentation about knowledge management and collaboration

Find the leading thinkers in Knowledge Management & Collaboration

Toolkit

A set of guides and methods to help with the knowledge and collaboration aspects of business improvement initiatives across BT.



- **Choose a starting point**
- **Define the vision**
- **Plan the whole knowledge cycle**
- **Enable with technology**
- **Manage adoption**

Technology

People Finder

My Profile

BT Sharepoint 2010

OfficeTalk



This site is maintained by the [BT-wide Knowledge Management and Collaboration Programme](#).

Blogs about Knowledge Management

Where to save OneNote notebooks – Web? Sharepoint?
David Wallace 11/10/2012

Adding a calculated hyperlink to an Infopath form
David Wallace 03/10/2012

How do you keep up to date?
David Wallace 27/09/2012

Prepopulating a Sharepoint form field (discussion title) from the URL (query string parameter)
David Wallace 25/09/2012

LONDON CALLING: Experts from Twitter and Facebook pass on their tips

BT Today Top Stories



BT wins multi-million health and social care deal

Crackdown pledge after cable theft by employee

Huge response to saveshare 2012

205.0 (+1.8)
at Tue, 22 May 10:20

Join Ian's next Web Chat
22 May
(from 11:30 - 12:30 BST)

Published on Tue 22 May 2012 09:10 GMT
There's a chance for employees to meet BT's chief executive today during his latest...

Don't forget to join Ian's online chat

Police swoop on scrap yards

Most Popular Stories

- Most Read Most Shared
- Huge response to saveshare 2012
 - Crackdown pledge after cable theft by employee
 - Jail terms for cable thieves who rammed gates
 - See singing megastar for free at BT London Live
 - BT flatmates ads win over the viewers

Your Stories

- PHIL goes to Africa
1 comments
 - Saveshare 2012 e-chats: Tues 22 May and Wed 23 May
2 comments
 - make a difference
2 comments
- Previous Your Stories >
Submit your story >

Your Views

- What was your best year in the last 60 - and why?
9 comments
 - What's the best idea you've ever had?
40 comments
 - Should BT buildings be more wildlife friendly?
67 comments
- Previous Your Views >

World Clocks

New York	05:29
London	10:29
Brussels	11:29
New Delhi	14:29
Hong Kong	17:29

All World Clocks >

BT Today Latest News

- Cricket match notches up a volunteering century
 - BT Ambassadors join sporting star line up
 - Find your perfect Challenge cup partners
 - Improved communications means 'less pain' for customers
 - Hit learning programme tackles financial statements
 - BT scientist wins Aslan young achievers award
 - The BT Faces of London 2012 - Matt Ticehurst
- BT Torchbearers get ready for their moment to shine
- Full news index > | Search BT Today >

Ask an Expert

Blog Central

- Volunteering - a personal view
 - iPhone gaining share in a growing market
 - Talent, technology and health
- Take me to Blog Central >

Latest Audio And Video

- Join the club and be a part of London 2012
- How to get the most out of your BT project
- Sprint winners revealed in prize draw
- Get The Big Picture on BT's full year results

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to book ▶

Comments

Newest first | [Oldest first](#) | [Jump to comment entry](#)

1 - 10 of 29 comments [Next 10](#)

during our time of stress. If the security in the site was 'top notch', I believe he wouldn't have bothered taking the risk of losing his job. BT Security should heighten up their security especially in places that pose major risk of theft and damage. Maybe having a controlled access to them specific sites can reduce the risk. Good job for catching the criminal, shame on the criminal for getting caught. Maybe next time he should really think it through before making such a stupid decision.

[Report this comment](#)

On Mon 21 May 2012 11:08 GMT Lester,G,Graham,AWZ1 R wrote:

Nobody can argue that theft is wrong, but BT does not help the situation when, like at my local exchange, a scrap cage full of old cable is on view to anyone walking past the gates. Whatever processes are in place, its about time they were reviewed and updated.

[Report this comment](#)

On Mon 21 May 2012 09:52 GMT Hockley,LG,Laurie,ANKG R wrote:

I'm surprised that the article didn't 'name and shame'.

[Report this comment](#)

On Mon 21 May 2012 09:47 GMT Stamp,DJ,Dave,DHM R wrote:

Jenny,

I accept you point about theft in its broadest definition but there's a world of difference between a 10p pen and the theft of £1000s pounds worth of cable which could cause disruption to service and loss of revenue.

[Report this comment](#)

1 - 10 of 29 comments [Next 10](#)

Enter your comment:

Post a comment

Managed innovation

rewards central

global-services home hub infinity ins internet intranet iphone location
 mdm mobile monitoring network nga no online openreach openzone
 ophone planning pole portal power retail revenue sales saving savings
 secure security service smartphone social-network speed stores strategy superfast
 theft tool tools traffic travel tv vans vdsl vision voice vpn weather
 wholesale wifi

Most popular and recent ideas

Most Recent	Most Comments	Most Votes			
Title	Campaign	Author	Date	Comments	Votes
 "Sharing your vision..." My idea would see BT Vision users being ...	~New products and services for our customers	Andrew Brown (CMC)	16.10.12 10:40am	1	1
 BT Vision Multiroom Has anyone though of having multiroom av...	~New products and services for our customers	Mark Prophet (MGAR31)	16.10.12 9:41am	1	1
 Improved Income and productivity for Rep... The principles of Repayment work is that...	~Improving customer service and cost efficiency	Paul Hockaday (BLR13Z)	16.10.12 9:36am	0	1
 A better way of identifying proximity to... To identify the proximity of a customer ...	~Improving customer service and cost efficiency	Neil Hitt (KUK)	15.10.12 4:28pm	0	1
 Repeat Reports and Early Life Failures When a Repeat Report or Early Life Failu...	~Improving customer service and cost efficiency	Edward Finlay (BVG1C3)	15.10.12 2:44pm	0	1

Displaying results 1 - 5 of 13427

1 2 3 Next > Last »



The changing nature of intranets

Corporate functions in an age of ...



CONTROL



INFLUENCE



monopoly supplier	→	de-regulated environment
managed comms	→	comms as a conversation
one to many	→	many to many
centralised channels	→	channel fragmentation
intranet as a distribution channel	→	intranet as a community
<ul style="list-style-type: none">• push• static• utilitarian/neutral		<ul style="list-style-type: none">• interactive• informal/immersive• emotive
ordered and predictable	→	messy and opinionated

The changing nature of feedback

Feedback in an age of ...



CONTROL



INFLUENCE



solicited



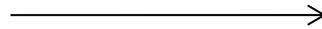
unsolicited

form based



conversation based

one to one



many to many

private/filtered



public

event related (managed)



continuous (unmanaged)

directional



omnidirectional

ordered and predictable



messy and opinionated

Messy and opinionated – the Amazon effect

Search BT

Feedback FAQs A - Z

Help Advanced



Intranet Internet Newsgroups User generated content

Results for: itil

Document count: itil (1509)

about 1372 results found,
top 500 sorted by relevance

1-10

[ITIL Service Management](#)

... Homepage » [ITIL Service Management](#) ... [ITIL Service Management](#) ... [ITIL V3 Online](#) ...
<http://technologies.intra.bt.com/itil> - 6.4KB - *Intranet*

[IT Infrastructure Library \(ITIL\) - BTpedia](#)

... [IT Infrastructure Library \(ITIL\)](#) ... Redirected from [ITIL](#) ... and a clear definition of [ITIL](#) roles & processes, [ITIL](#) provides consistency to allow better ...
<http://btpedia.intra.bt.com/index.php/ITIL> - 22.6KB - *Intranet, User generated content*

[Visio-ITIL v3 Poster \(A3\) v2.5a.vsd](#)

http://technologies.intra.bt.com/technologies/itil_v3_on_a_page.pdf - 598.7KB - *Intranet*

[ITIL Made Simple » Blog Archive » ITIL in general](#)

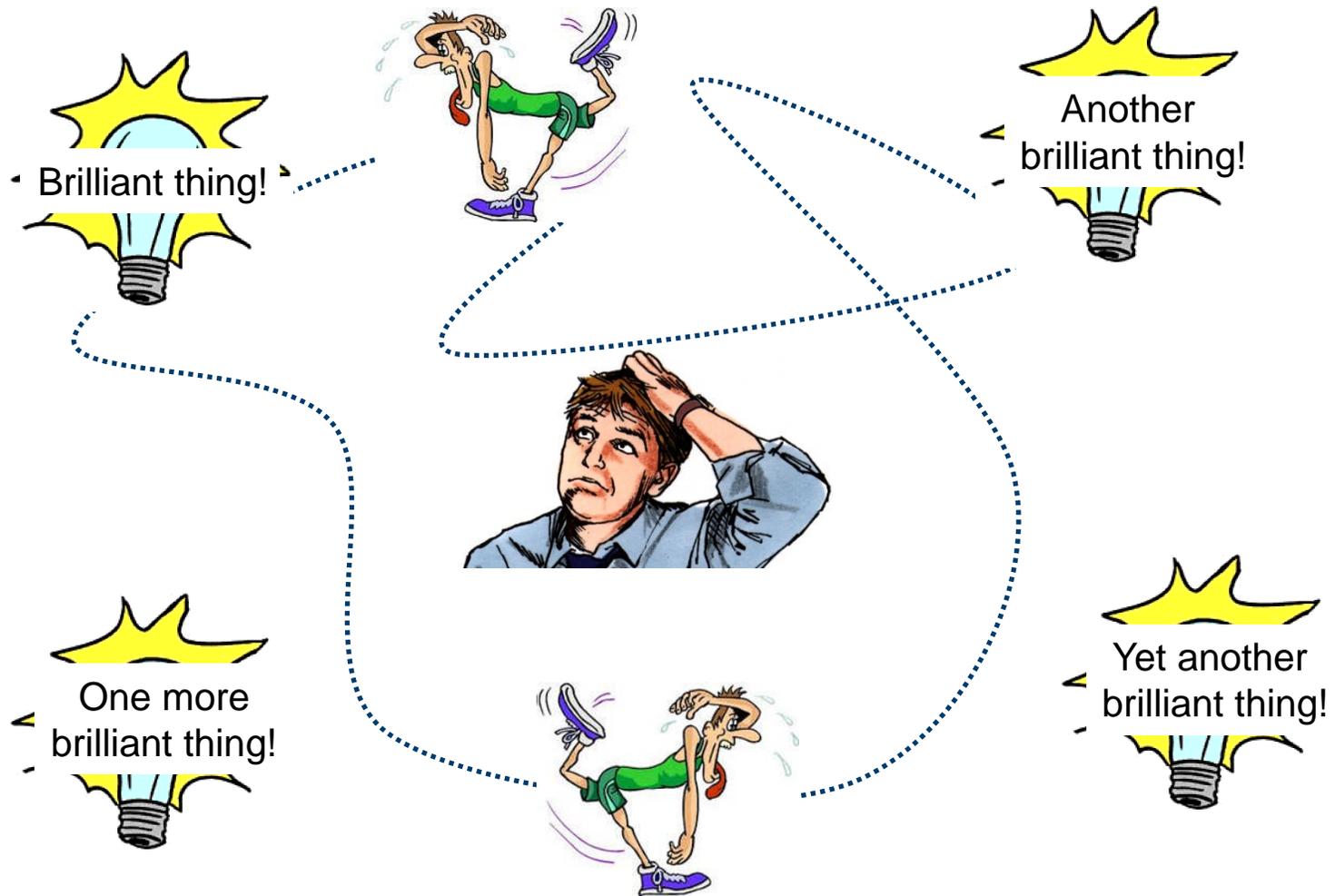
... [ITIL Made Simple](#) ... [ITIL Made Simple](#) ... and a clear definition of [ITIL](#) roles & processes, [ITIL](#) provides consistency to allow better ...
http://blog.intra.bt.com/itil_made_simple/2010/02/24/itil-in-general/ - 12.6KB - *User generated content*

[ITIL V3 Online](#)

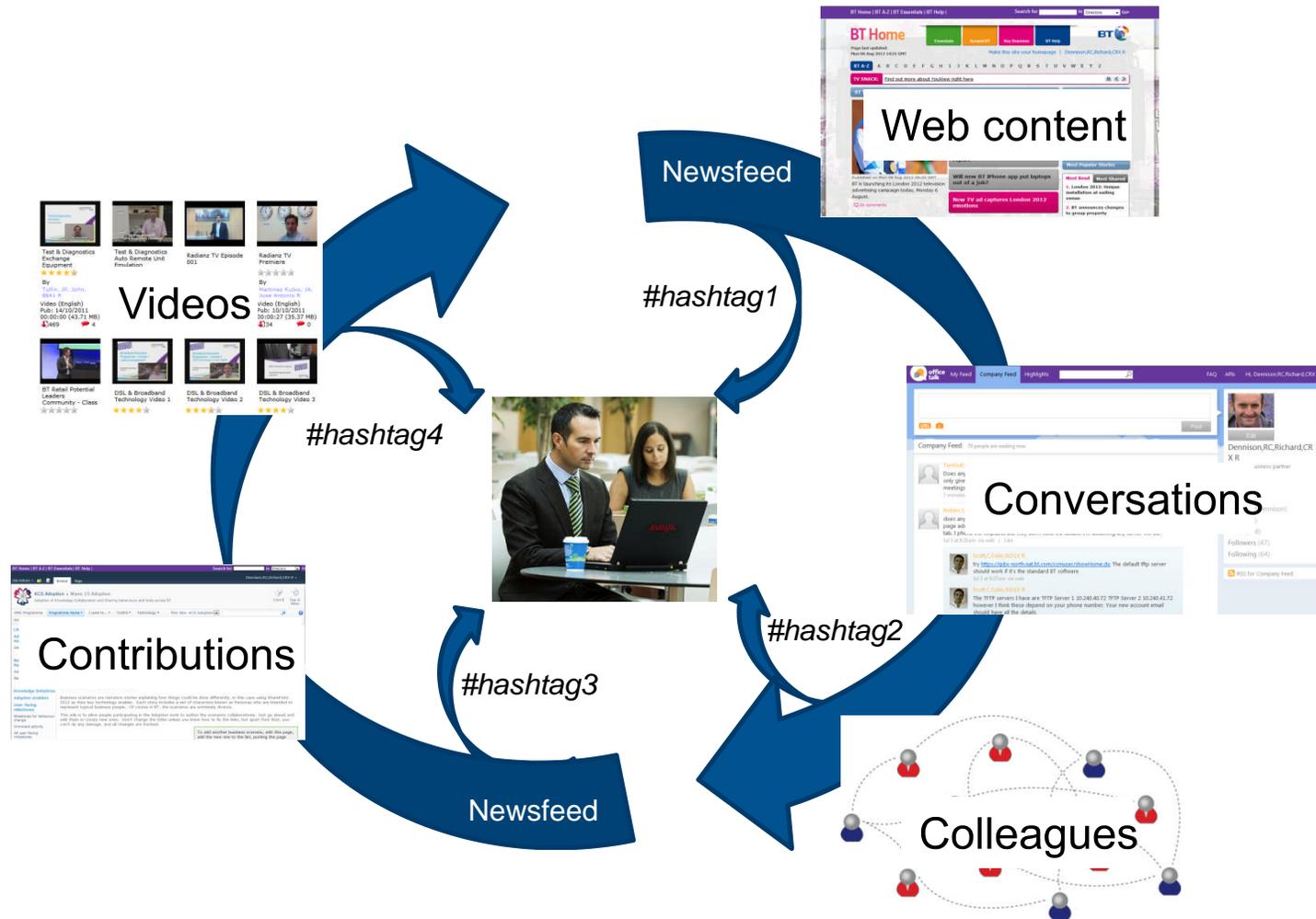
... [Print Homepage](#) » [ITIL Service Management](#) » [ITIL V3 Online Homepage](#) ... [ITIL Service Management](#) ... [ITIL V3 Online](#) ...
<http://technologies.intra.bt.com/index/itil/itil-v3online.htm> - 5.4KB - *Intranet*



The silo effect



The ecosystem approach





Dennison,RC,Richard,CRX R

Newsfeed

About me

Tasks

Recent

Subsites

Blog

EDIT LINKS

Site Contents

Share with Everyone ▾

Start a conversation

Newsfeed **Everyone** Mentions ...



Scott,PJ,Peter,AWE R

test <http://www.google.com> test

About an hour ago Like Reply ...



Wallace,DA,David,JUY2X R

[Benefits of Homeworking.vsd](#) was shared in KnowHow.

😊 Wallace,DA,David,JUY2X R likes this.

2 hours ago Like Reply ...



Wallace,DA,David,JUY2X R Clever. Automatic activity when a document is shared. It should be in the site newsfeed though. I'm guessing that's what you are working on right now.

2 hours ago Like ...

Add a reply



Scott,PJ,Peter,AWE R

[Customer bid 5.docx](#) was shared in KnowHow.

3 hours ago Like Reply ...



Wallace,DA,David,JUY2X R Typo on page 10 - should say "was this an automatic activity"?

2 hours ago Like ...

Add a reply



Scott,PJ,Peter,AWE R

#wallboard Test

4 hours ago Like Reply ...

▼ Show all 7 replies

Search This Site...

I'm following

21

people

0

documents

3

sites

6

tags

Trending #tags

#wallboard

3 uses within the past week

☆ You are not following this tag

#Expedio 360

1 uses within the past week

☆ You are not following this tag

#bug

1 uses within the past week

☆ You are not following this tag



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<http://twitter.com/richarddennison/>



<http://richarddennison.wordpress.com/>