



Digital Workplace fängt im Kopf an!



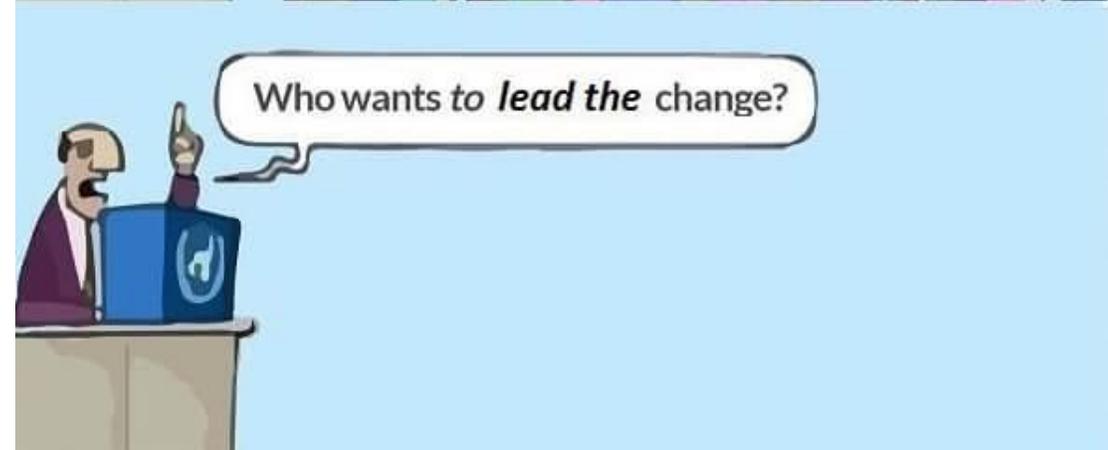
Potsdam | 15.09.2017 | Dr. Peter Geißler

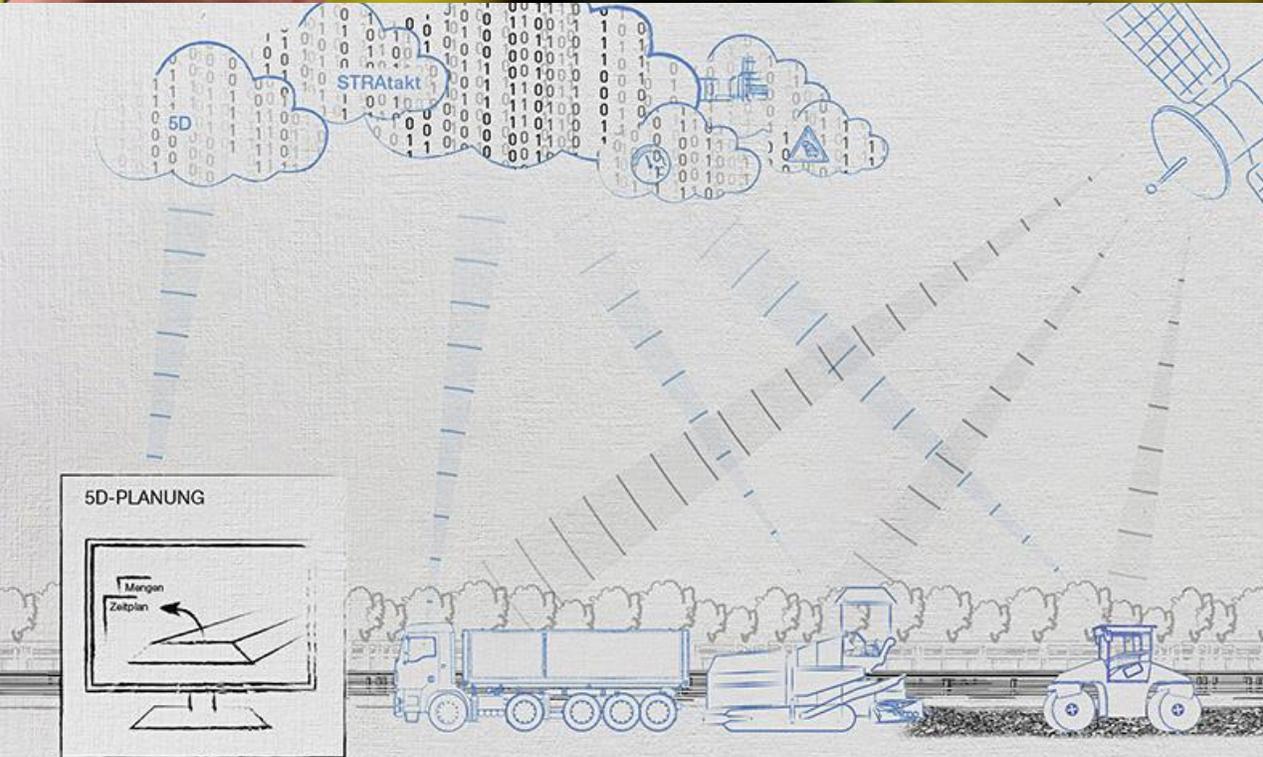


Copyright 2004 by Randy Glasbergen.
www.glasbergen.com



“I want you to find a bold and innovative way to do everything exactly the same way it’s been done for 25 years.”





Digitalisierung

 	 		 <p>24 Milliarden Dollar: Airbnb schon wertvoller als Hotelgigant Marriott</p> 	  	 <p>4. Industrielle Revolution auf Basis von Cyber-Physical Systems</p>  <p>1. Speicherprogrammierbare Steuerung (SPS), Modicon 084 1969</p>	 <p>Self-Driving Car Project</p> 
		 	 		 <p>1. Fließband, Schlachthöfe in Cininna 1870</p>	
				 <p>1. mechanischer Webstuhl 1784</p>		
<p>Musikindustrie</p>	<p>Fotobranche</p>	<p>Taxibranche</p>	<p>Hotelbranche</p>	<p>Finanzbranche</p>	<p>Industrie</p>	<p>Automobilbranche</p>

Digitalisierung

Konsequenzen für die eigene Organisation?

V - Volatilität

Sprunghafte Entwicklung | Flexibilität

Kultur?

U - Ungewissheit

Unklare Situationen | Interpretationen

Führung?

Strukturen?

C - Komplexität

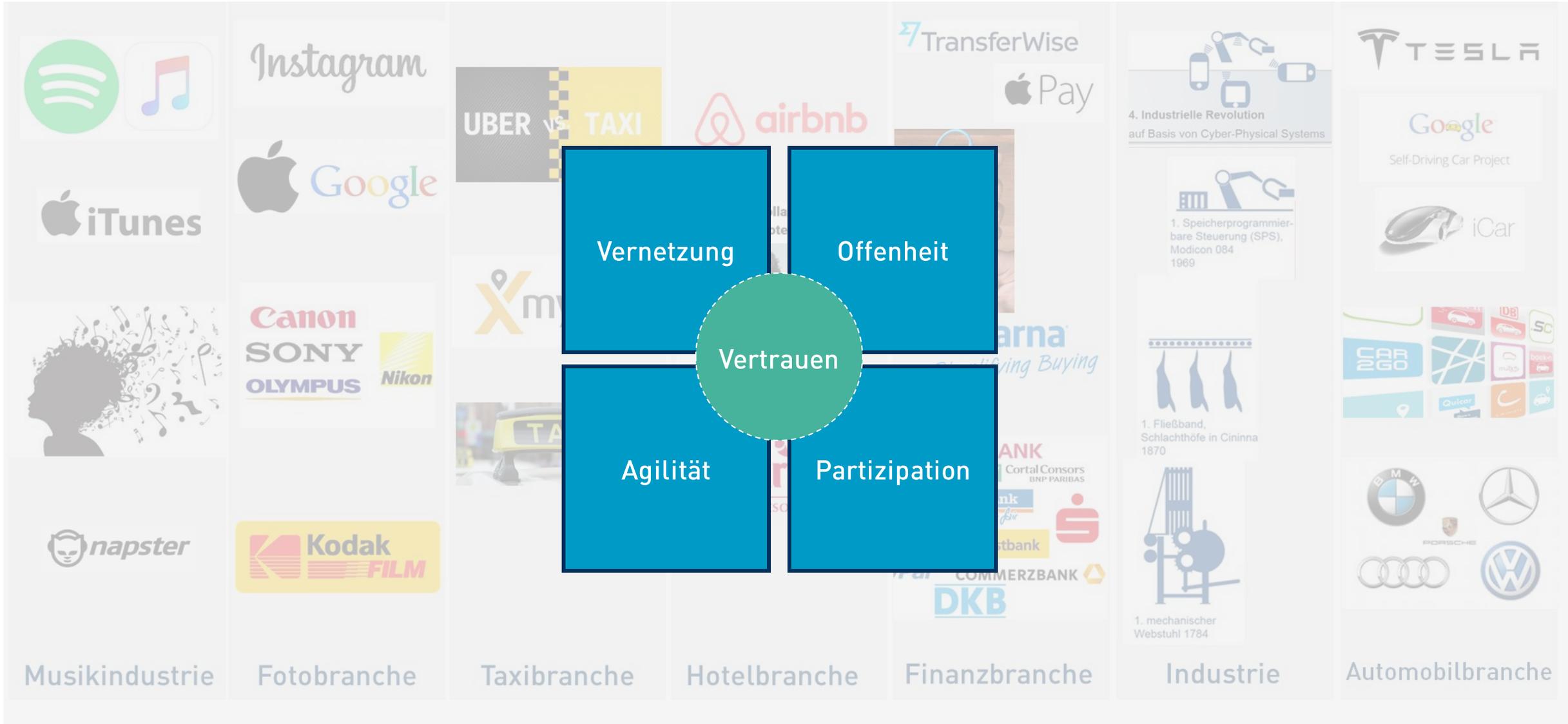
Vielfältige Elemente ineinander spielen

Werkzeuge?

A - Ambivalenz

Mehrdeutigkeiten | Experimentieren

Digitalisierung



Evolution of the Desk

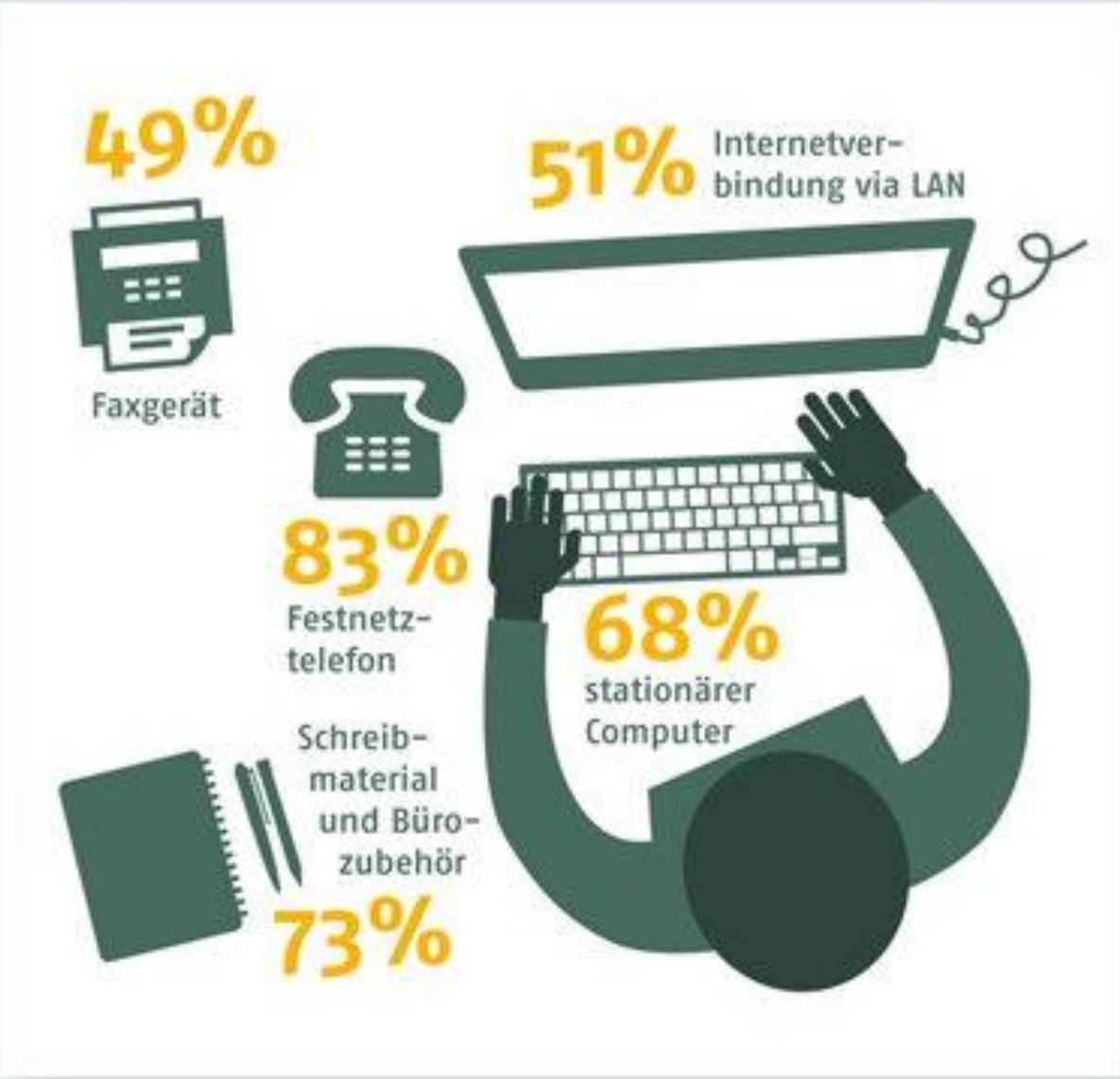
1980 - 2014



Das durchschnittliche Homeoffice



Der durchschnittliche Büroarbeitsplatz



Die Power des digitalen Arbeitsplatzes

Home Office

Vertrauens Arbeitszeit/Orte

Wissensnetzwerke

Zusammenarbeiten

Video Conferencing

Digital Leadership

Lernende Organisation

Agiles Arbeiten

TeamWork

Philosophien

Services

Endgeräte

TEAMWORK
COLLABORATION

Digitale Netzwerke

Verteile Teams /





Impressionen Washington, Microsoft Inspire Juli 2017

LIEBHERR

In Stock	Days left
500g Scallops 	3
2pc Fennel 	28
350g Lamb's Lettuce 	4

You are pushing forward,



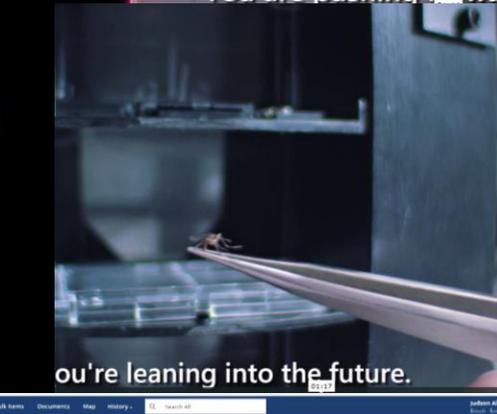
You are pushing forward.



it's about making a difference.



you're leaning into the future.

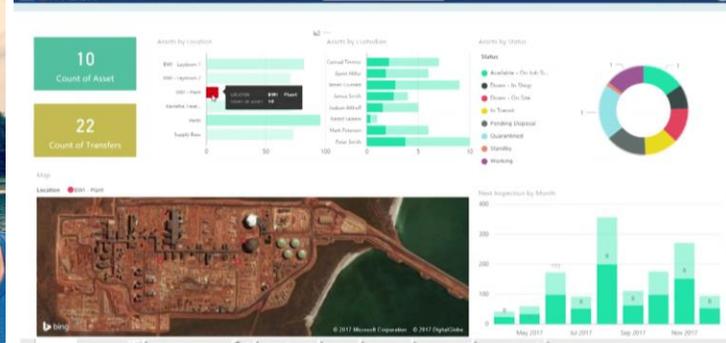


ou're leaning into the future.




How you Partner





ERTECH

Count of Asset: 10

Count of Transfers: 22

Asset by Location

Asset by Condition

Asset by Status

Most Inspection by Month

Helping create a sustainable planet ...



SUPER INTELLIGENCE HUMANOID ROBOTS

SUPER INTELLIGENCE

SINGULARITY
ARTIFICIAL LIFE
SELF-REPLICATING MACHINES
HUMANOID ROBOTS
HUMAN ENHANCEMENT
ARTIFICIAL BRAIN
BRAIN TRANSPLANT
CLAYTRONICS

BIO WEB

WEB OF THOUGHT

OUTERNET

3D WEB

WEB 2.0

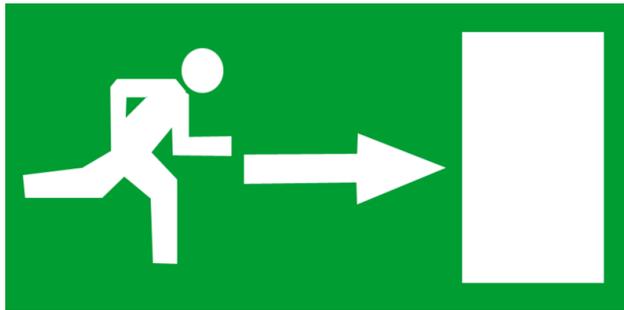
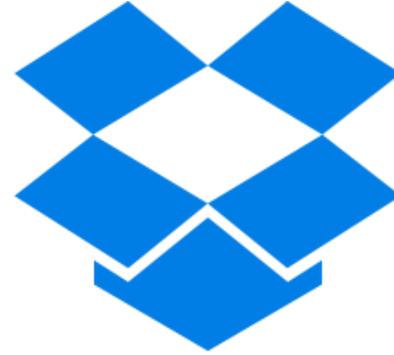
THE WEB

SINGAPORE

NANYANG UNIVERSITY

HUMANOID ROBOT WITH IT'S OWN PERSONALITY

Hamburg@work



Der digitale Arbeitsplatz



Der digitale Arbeitsplatz

Suche & Personalisierung

Enterprise Search, Dashboards, Activity Streams



Transparenter Nachrichtenaustausch



Informieren



- Ticker, Newsfeed, Microblog
- Vorlagen, offizielle Inhalte, ...
- Blogs, CEO-Blog, ...
- Mitarbeiter App (Mobile Abonnements)
- Unternehmensstruktur, Service Informationen

Wissen austauschen



- Wiki (Handbücher, Anleitungen, ...)
- Communities of Knowledge / Practice
- FAQ, Ideen, Probleme & Lösungen, ...
- Foren
- ...

Zusammenarbeiten



- Projektraum / Team Workspaces
- Virtuelle Meetings
- Unified Communications
- Teamsteuerung (Aufgaben, Kalender)
- Rich Content & Document Management

Vernetzen



- Profile
- Netzwerke / Gruppen („Facebook“)
- Social Networking Apps
- Social Features
- ...

Prozesse unterstützen

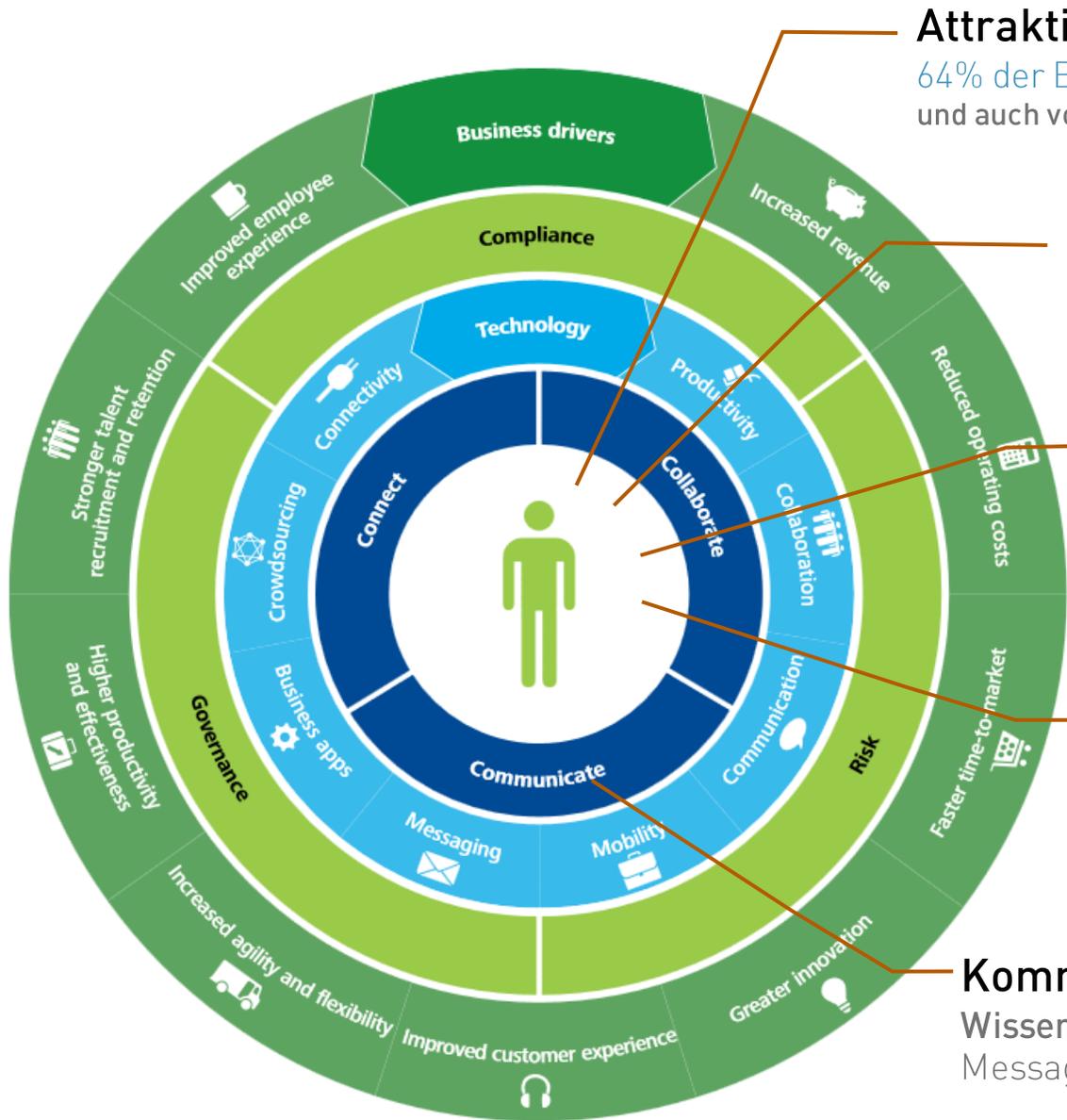


- Self Services
- Online Formulare
- Team Workflows / Content Workflows
- Business Process Integration
- Projektmgmt., QMS, Innovationsmgmt, ...

Apps

Wikis, Blogs, Office-Web-Apps (Word, Excel, PowerPoint), Cloud Drive, etc.





Attraktivität für Talente

64% der Befragten würden eine geringere Bezahlung in Kauf nehmen, wenn sie flexibler und auch von zu Hause arbeiten könnten.

Mitarbeiter-Produktivität

Unternehmen mit stark ausgeprägten digitalen sozialen Netzwerken sind 7% produktiver.

Mitarbeiterzufriedenheit

Unternehmen, die Social Media Werkzeuge intern einsetzen verbessern um ca. 20% die Zufriedenheit der Mitarbeiter.

Mitarbeiterbindung

Wenn Mitarbeiter sich einbringen können/dürfen, steigt die Einschätzung der Mitarbeiterbindung bis zu 87%.

Kommunikationswerkzeuge

Wissensarbeiter bevorzugen Web 2.0 Werkzeuge, insbesondere Instant Messaging, gegenüber klassischen Werkzeugen, wie E-Mail or Teamablagen.



Everywhere Communication



From: [redacted]@aim.com
Subject: M.I.RAW / EMI worldwide deal / B.B Hype Video Shoot
Date: 18 November 2009 10:29:43 GMT
To: undisclosed-recipients::

Hi Guys, over the past month or so I have been in negotiations with EMI with regards to a worldwide distribution deal (the deal also covers other areas such as Events, 3rd party licence deals, Synchs, Sponsorship etc).. as of yesterday 17th November 2009 the deal was concluded and signed off by myself.

Over that period I had pin pointed the singles and projects I want to kick start the deal off with from the start of 2010, first up (and some of you maybe aware) is the Maxwell D 'B.B Hype' single, the shoot for this has been taking place over a three day period across the U.K this week, the final scene being shot today in London SE1, if you can get to the location and would like to feature in the video please don't hesitate to ask for full location details, although I would like to point out this is a boardroom scene so dress code is suit and tie etc..

Over the month of December and January cd / video promos will be sent out via pluggers brought into work the single, if you would like more info on this again please don't hesitate to message me

I would like to thank everyone whose been involved over the 1st two years of M.I.RAW for all the support you've given to help acheive this.. but in saying that the real hard work starts from hereon in

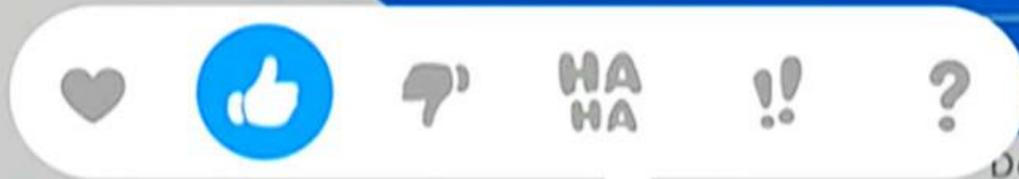
Tony
ps I can now stop emailing label A&R people in the hope of a deal !! (or in the case of my old friend Darcus, just a reply to my emails would have been great!! lol)

So you got the job then?

Yes. So stoked!

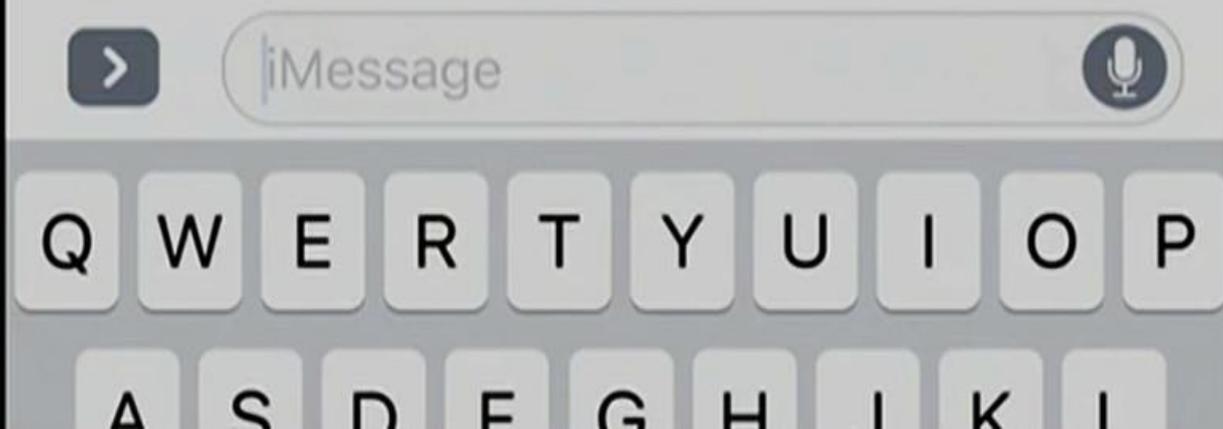
Sounds like a celebration is in order.

What do you want to do this weekend?



...wn.
Delivered

Head to Santa Cruz?



Chancen Führung

The screenshot shows the Yammer interface. On the left, a meeting window is open with 5 participants and a presentation slide titled "Why Contoso Case Studies" showing a line graph with a value of 38.2 and a 15.6% increase. The main window displays the "Adventure Works Agency" group page. The page includes a search bar, navigation tabs for "UNREAD CONVERSATIONS", "ALL CONVERSATIONS", "FILES", and "NOTES", and a list of "CONTOSO GROUPS" such as "Marketing Campaigns", "Executive Corner", and "Marketing". A post by Zrinka Makovac is visible, dated March 14 at 1:16pm, with a reply from Janet Schorr dated March 14 at 4:22pm. The interface also shows "MEMBERS (5)", a "SEARCH" bar, and "ACCESS OPTIONS" like "Subscribe to this group by email".

The screenshot shows a chat conversation in Yammer. The chat is titled "Rachelle Yan" and includes a search bar and navigation tabs for "Conversation", "Files", "Notes", "Organization", and "Activity". The chat history shows several messages, including one from Rachelle Yan asking for help with a container. The chat also features a "Popular" section with various emojis and a "Type your message here" input field.

Herausforderungen Führung

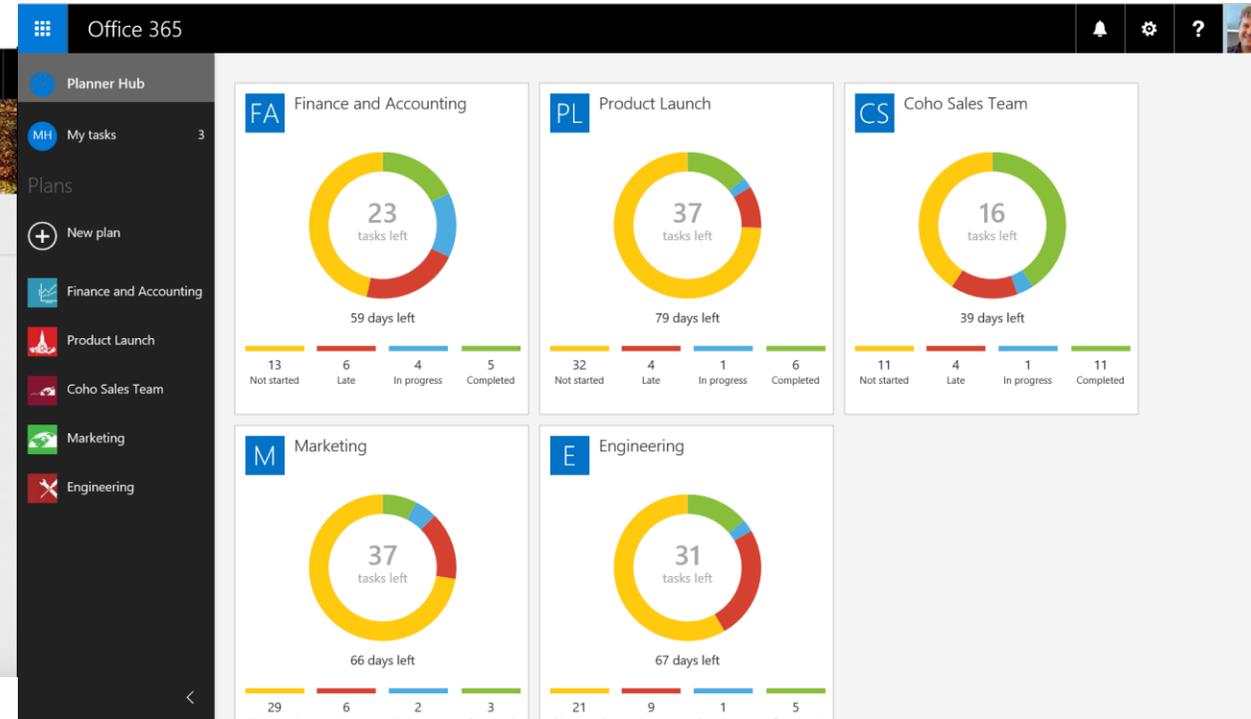
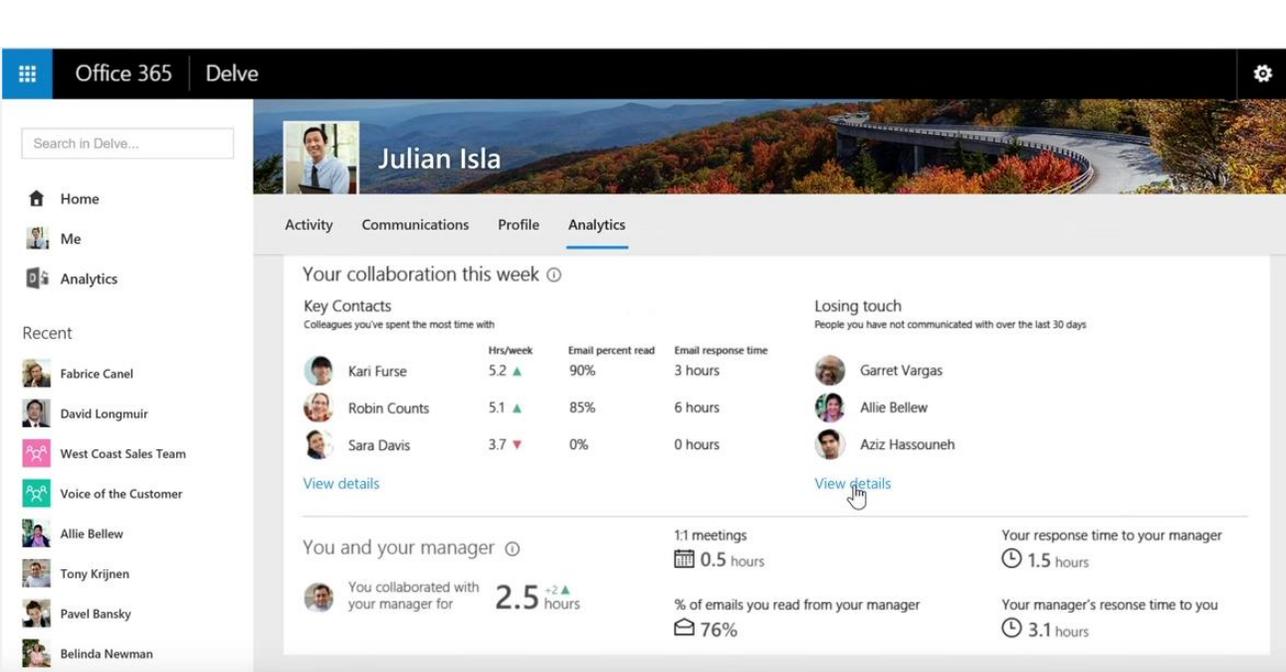


TeamWork

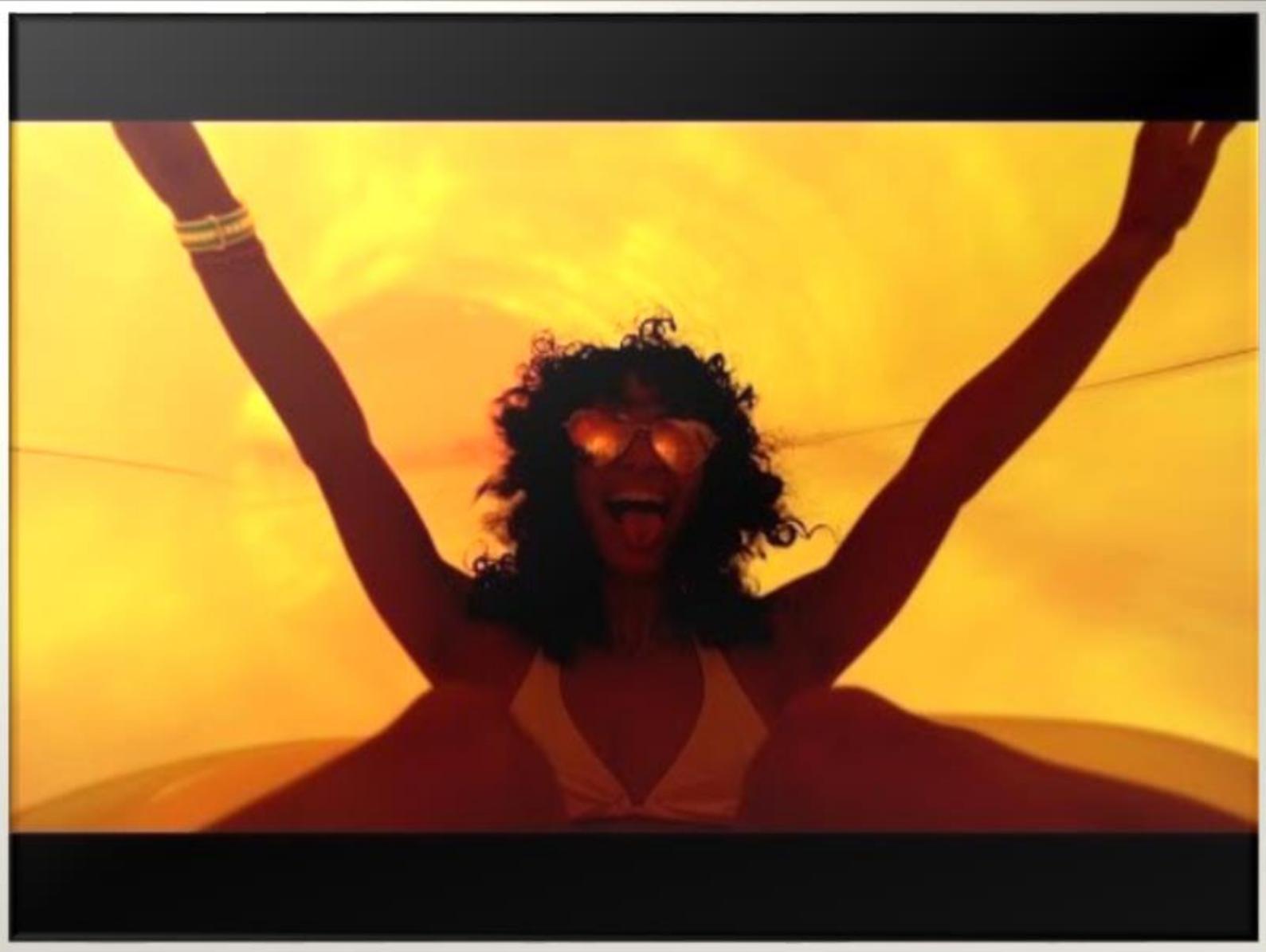


Mehr Übersicht

Dashboards und Co.



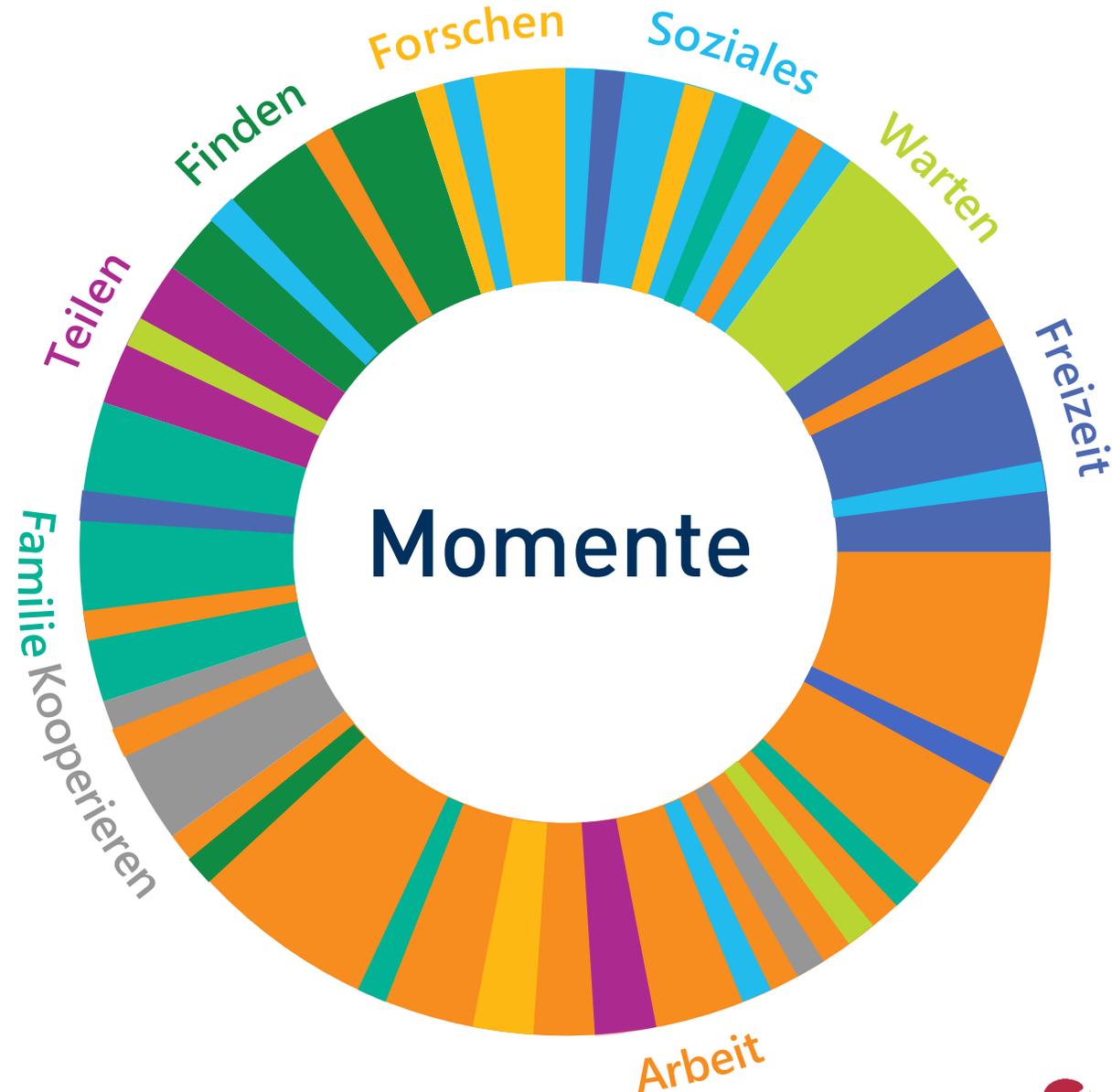
- **Produktive Meetings** mit Fokus auf offene Punkte
- Aufgaben **transparent im Team** erledigen
- **Persönliche Gewohnheiten** optimieren



Wie Menschen
ihre Zeit nutzen.
Abhängig von
Ort, Zeit und
Geräten.



Wie Menschen
heute wirklich
ihre Zeit nutzen.
Unabhängig von
Ort, Zeit und
Geräten.





Take inefficiencies seriously

Workplace inefficiencies are more than just a nuisance. They're a waste of valuable time that prevent companies from competing in a rapidly-changing market.

70%

of people don't have regular time for strategic thinking.²

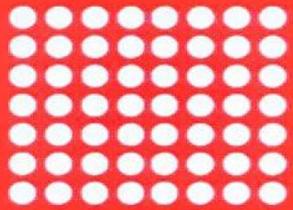
47%

of employees see meetings as unproductive.¹

Productivity Opportunities

Building blocks of productivity

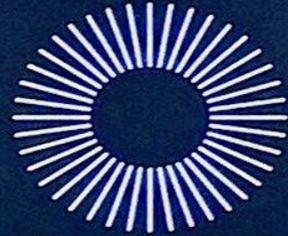
Meetings



Meeting sprawl

Too many attendees, no agenda, facilitation or follow up sucks up valuable time and energy

Focus Time



Calendar fragmentation

Too many meetings mean insufficient focus time during work hours

After hours work



Lack of focus time

Not enough time to work at work drives employees to work after hours to stay caught up

Norms & culture



Lack of respect for each others' time

Meeting norms require more meetings

Search

Home

Me

MyAnalytics

Favorites

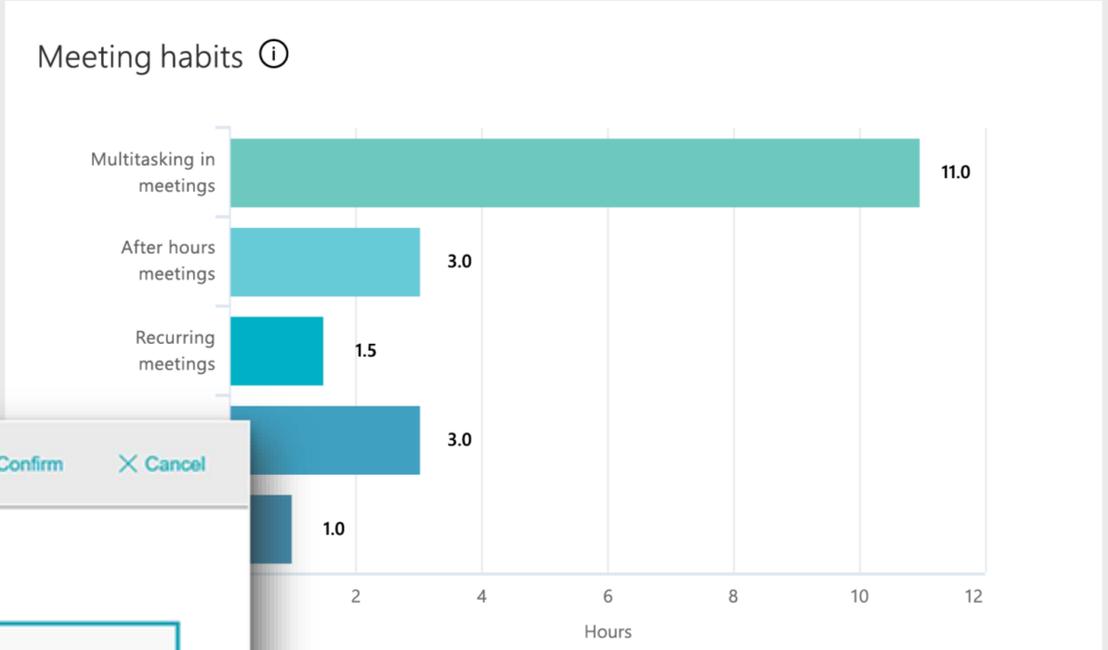
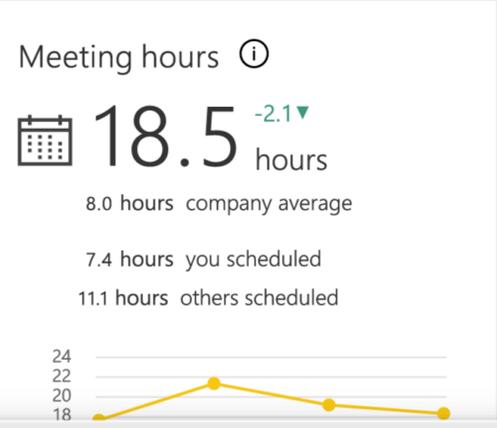
People

- Bruno Zhao
- Guadalupe Carr
- Owen Earnest
- Ladonna Roman
- Wendy James
- Juliette Joyner

People you may want to catch up with

- Wendy James
Last connected Feb 23
- Owen Earnest
Last connected April 2
- Guadalupe Carr
Last connected May 6
- Bruno Zhao
Last connected May 23

Meetings



MyAnalytics Select All 7/9/2017 – 7/15/2017

Your time
Your stats are based on your email and calendar

Meeting hours

12.5 hrs

Goal < 18 hrs

Email hours

9.1 hrs

Goal < 9 hrs

Focus hours

4 hrs

Goal > 14 hrs

After hours

5.6 hrs

Goal < 5 hrs

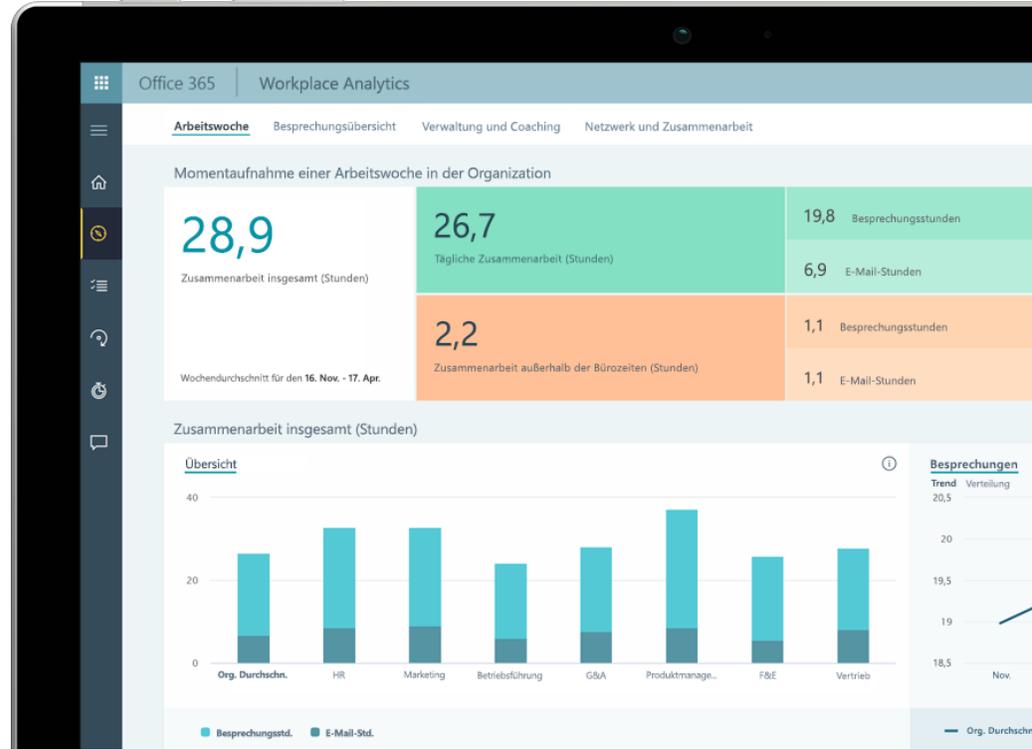
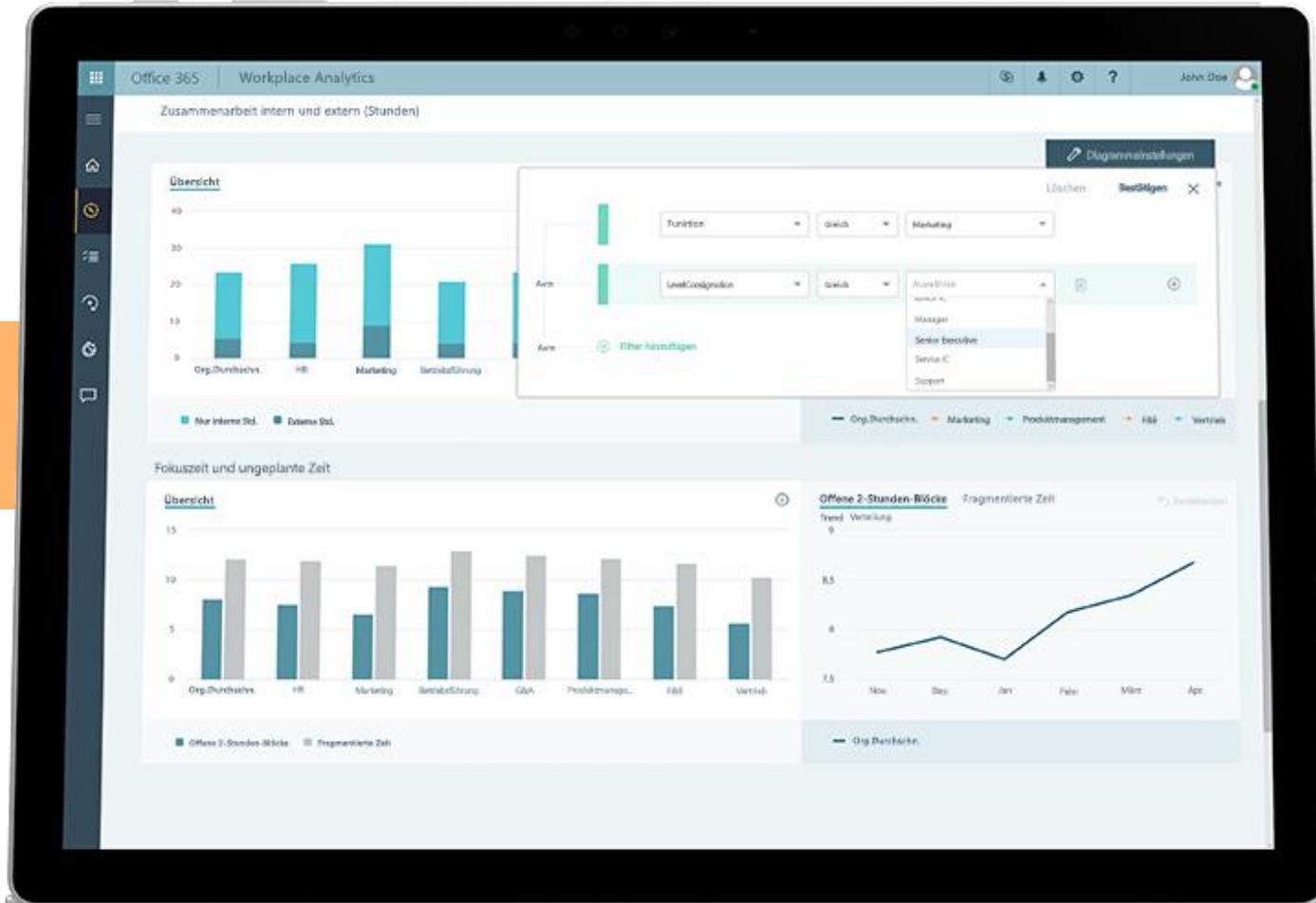
My Analytics



Percent read by others

Percent read by you

Knowledge Worker



Workplace Analytics

Neuronale Architekturen

Adaptive
Erkennung

Face ID passt sich mit maschinellem
Lernen an, wenn sich dein Aussehen im
Laufe der Zeit ändert.



Cognitive Services-APIs

Emotionen

Bildanalyse

Empfehlungen

Spracheingabe

Text-Analysen

Gesten

Gesichtserkennung

The screenshot shows a chat window titled 'firebot' with a 'Chat' header. The chat history includes:

- A system message: "Go ahead and describe the disaster event, providing type and address." (FIREBOT - 1 min ago)
- A user message: "Who is reporting the disaster event?" (You - Now)
- A system response: "Disaster event information provided: Flooding in rotherstraße 17 , berlin , reported at 10/11/2016 7:36:16 AM reported by John Doe" (FIREBOT - Now)

An image of a flooded street is shared in the chat. The input field at the bottom contains the text "Type your message...".

Kontakt



Dr. Peter Geißler

Head of Digital Workplace
Consulting & Solutions

peter.geissler@communardo.de

Tel.: +49 (351) 833 82-273

@petergeissler1

27 Autoren diskutieren den Stand ihrer Digital Workplace Initiative, geben Best Practices und zeigen, welche Potenziale durch die Digitalisierung möglich sind.



Dr. Peter Geißler, Dr. Paul Kruse (Hrsg.)
2015

**Das Vernetzte
Unternehmen:
Wie der Digital Workplace
unsere Zusammenarbeit
neu gestaltet.**

Standort Dresden

Kleiststraße 10a
01129 Dresden
+49 351 833 82 0

Standort Stuttgart

Design Offices Stuttgart Mitte
Lautenschlagerstraße 23a
70173 Stuttgart

Standort Köln

Design Offices
Christophstraße 15-17
50670 Köln

Standort Dornbirn (A)

c/o CAMPUS V
Hintere Achmühlerstraße 1a
6850 Dornbirn, Österreich