

Enterprise 2.0

The Collaborative Technologies Conference

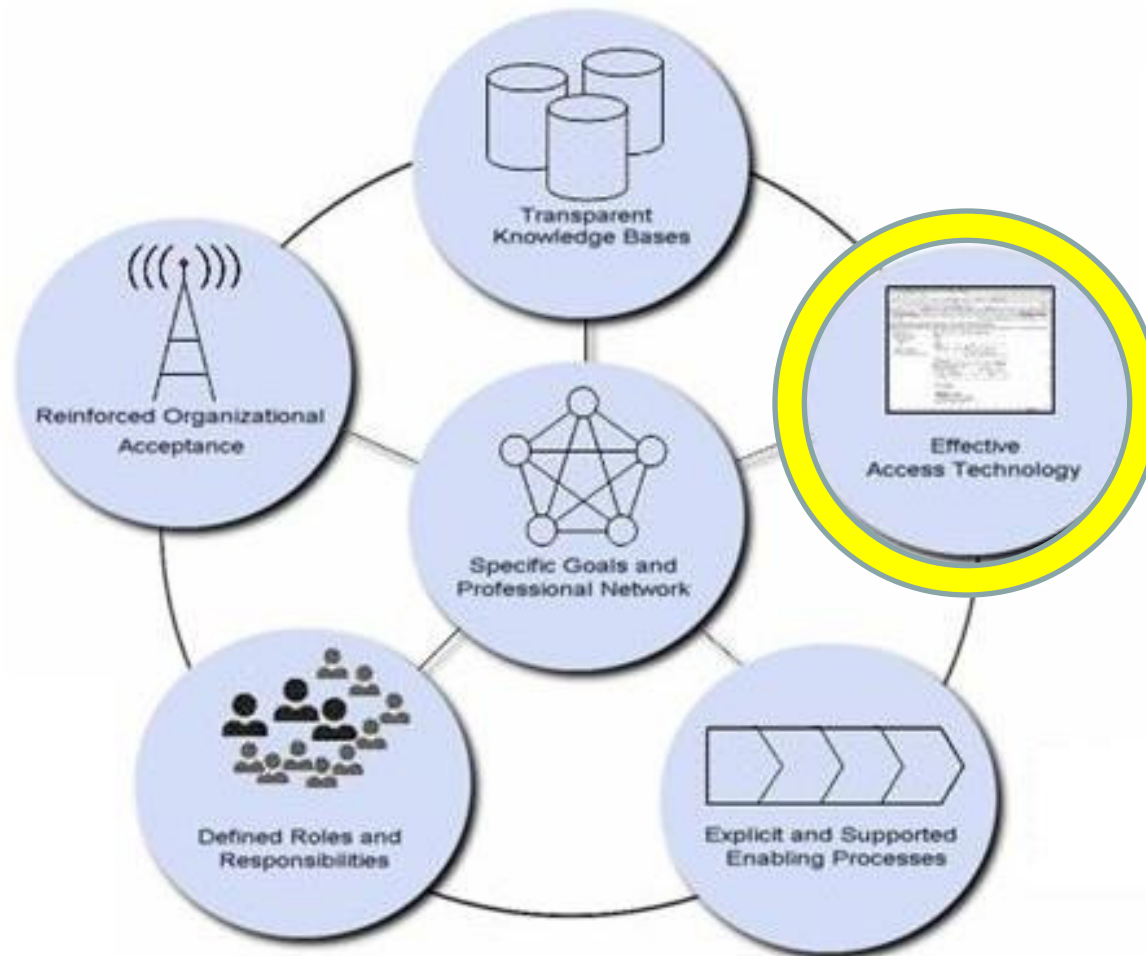
Out of the Cool?

Discover Cool Collaboration





2004: Successful solutions address six essential elements





2007: Tools they expect

The kind of blogs, wikis & sharing tools used outside of work:

[del.icio.us](#) / [wendywheeler](#) /

myspace.com
a place for friends

RSS

your bookmarks | your network | subscriptions | links for you | post

RAMBLINGS

Contributed
by Joe

Thursday,
January 25th,
2007 @ 8:46AM

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Google Answers The Google Video Question

from the *youtube-wins* dept

Since Google announced its **acquisition of YouTube** last October, there have been quite a few offerings of the cc But it's become clear that this see than just billion ar and corr there's a

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Tom Witkin (twitkin)

Photo



Info

Login name **twitkin**
 User title **Tom Witkin**
 Phone
 Email address **twitkin@sitescape.com**
 Zon name **tomsitescape**

Contact

- Tom Witkin is online
(status at Jun 18, 2007 12:37 PM)
- Start instant meeting...
- Schedule a meeting...
- Call...
- Add to clipboard

My Stuff

What's New

Tom's pics

Tom Witkin // Tom pics



[1 to 5 of 5]

Musings on Collaboration

Tom Witkin // Tom's team blog

Search results: [1 to 3 of 3]

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[Is there a Heisenberg Uncertainty Principle for Collaboration?](#)

At a recent collaboration conference in Boston, I listened to various users, vendors and consultants.....

Created by: Tom Witkin

Modified: Mar 23, 2007 11:47 AM



Personal workspace - your “on ramp” to team collaboration

- Similar to MySpace
- Every user gets a blog, a wiki, a place to put photos, a calendar, a guestbook, etc.
- Personal space can be shared with a few “buddies;” and expanded to the team as appropriate





Talking points

- The words Collaboration Software imply that it's about the automation process. If the people in an organization – the culture – isn't one of collaboration . . .
- The word "software" also constrains thinking. It conjures up MS Office, rigid taxonomies, not social networking
- Apps in the collaboration software domain: knowledge management, document management, and work process automation // content management systems, product life cycle management, CRM . . . It doesn't matter
- Is it "infrastructure" – the fabric? Maybe we're getting closer, but only if the desire by people and teams is there independent of software
- Why isn't collaboration software a killer app (yet)? We've taken it out of – or never put it into – the Cool
- Human communication is chaotic, episodic, fragmented, colloquial, anecdotal – everything but organized, methodical and logical. Just for fun, ask a lawyer friend for a copy of the transcript of a deposition. You will find that the flow of a conversation recorded verbatim is most often disjointed – even absurd. And depositions are usually more organized than a normal telephone call or meeting!
- Software that purports to support and even enhance the process of human interaction, has to reflect the way people think, talk, want to do stuff
- Finding people who work together depends on more than skill set: prior history, personality types, commonalities, leadership abilities