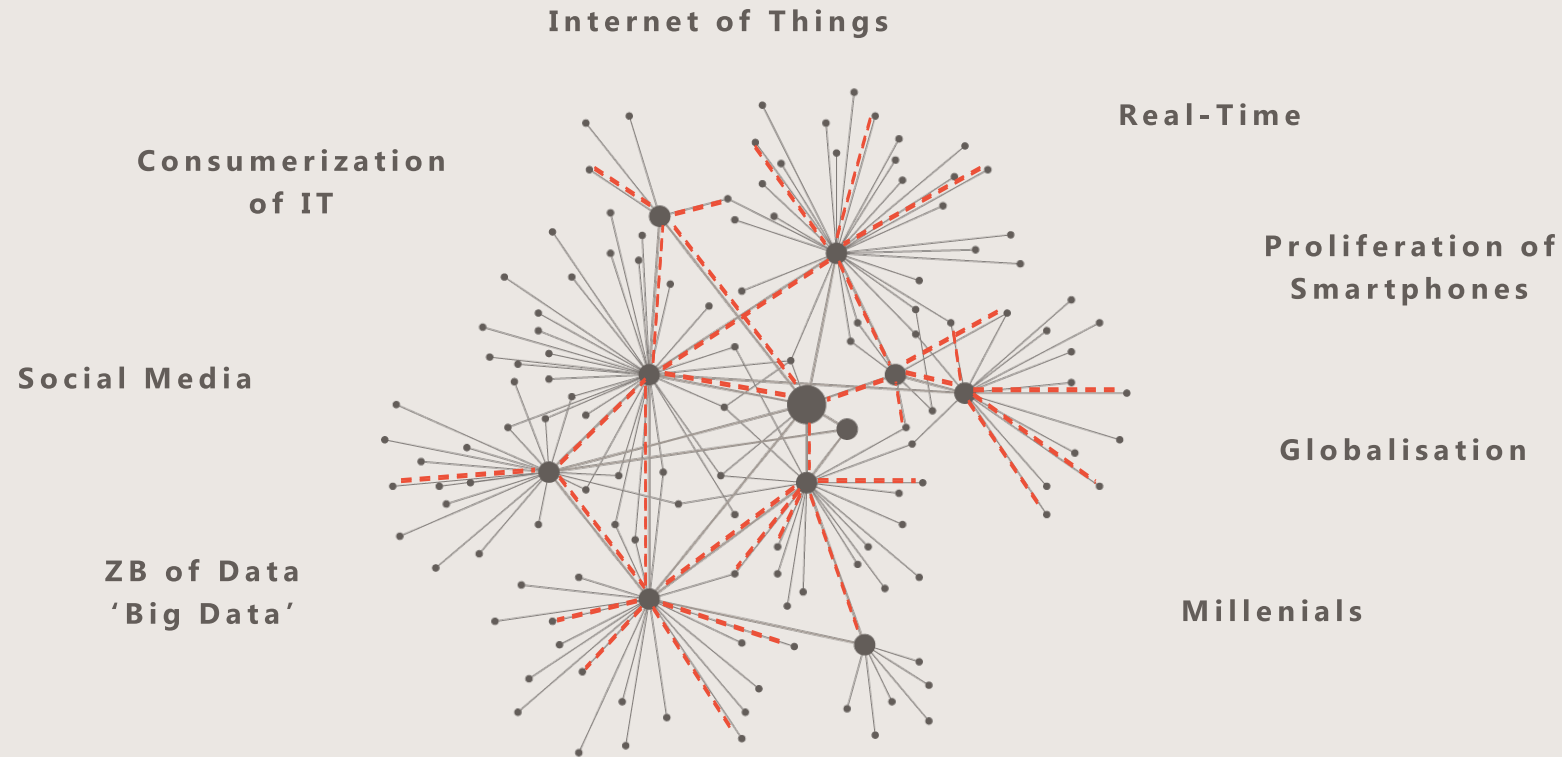


# The Responsive Organization

MICROSOFT 2015



# A rapidly changing landscape



**IT TAKES A NETWORK TO SERVE A NETWORK**

**EFFICIENT**

**AGILE**

**FLEXIBLE**

**COLLABORATIVE  
PRODUCTIVITY**



**We need to work in a new way....**

**Responsive Organizations** are built to learn and  
respond rapidly through the open flow of information...

...encouraging experimentation  
and learning on rapid cycles...

...organizing as a network of employees, customers,  
& partners motivated by shared purpose

**88%** of Fortune 500 companies in 1955...

**...don't exist today**

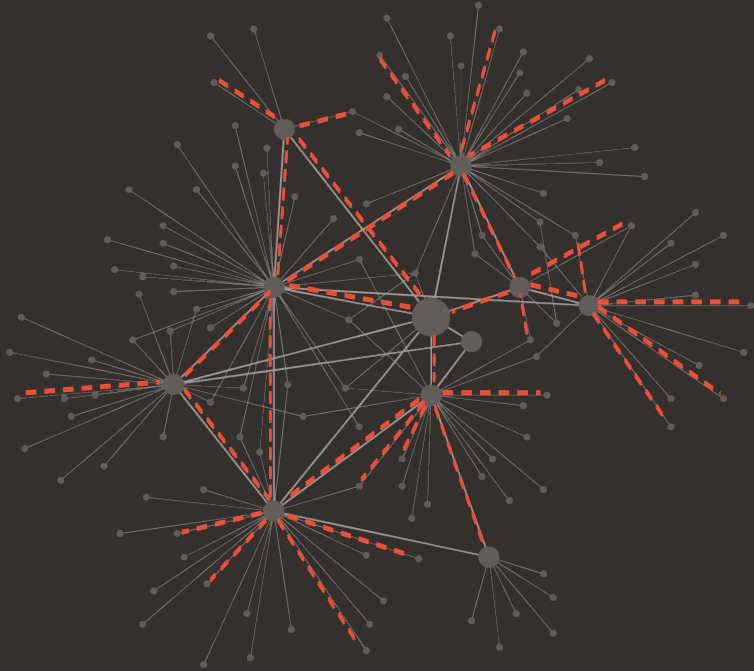


**"If the rate of change on the outside  
exceeds the rate of change on the inside,  
the end is near"**

**Jack Welch  
CEO & Chairman GE**



The more employees  
are **engaged**...



...the better the  
company **performs**

**18%**  
higher productivity

**51%**  
lower employee turnover

**12%**  
higher profitability

But reality is....

**70%**

of US Employees  
are **DIS** engaged

Engaged  
Employee

=

Those who are  
involved in,  
enthusiastic about  
and committed to  
their work

# Yesterday's systems...aren't built for engaging employees



68%

find it **difficult**  
to **communicate** with  
team members.



68%

experience **work**  
**delays** waiting for  
information

# The Responsive Organization

powered by...

The Social  
Enterprise  
yammer



Collaborative  
Communication  
Skype  
for Business

## So what exactly is Yammer<sup>®</sup> ?

**An enterprise version of a social network that's entirely focused on your business.**

**Used by more than  
500,000 organizations  
worldwide including  
85% of Fortune 500**



**Brings together  
employees, content,  
conversations, and  
business data in a  
single location.**

# All the common social media buzzwords



**Attach**



**Newsfeed**



**Comment**

**What are you working on..?**



**Post**



**Groups**

**#Hashtags**

**@mention**



**Like**



**Share**



## **Yammer Groups**



**All Company**



**Organizational – By department**



**Project Team**



**Job Role (e.g. HR Country Managers)**

## ENGAGEMENT THRU COMMUNITY



Helps people feel comfortable  
**'working out loud'** with other people

## INFORMATION SHARING

Create a culture in which colleagues  
**communicate in public** by default



## End-User Benefits



Find answers from people you don't know



Faster & more efficient Team Collaboration



Fast flow of information



Crowdsourcing for innovative ideas



Be heard

## HR Use Cases



Onboarding of New Hires



Announcements



Polls



File Sharing



Praise | Success Stories

# **Collaborative Communication**

# End-User Benefits



Dynamic communication



Save time



Offload workload from emails



Feel more comfortable



Modern & Fun



# HR Use Cases



Distance Training



Lower travel costs



Effective Modern Meetings



Feeling of availability & accessibility promotes communication



Responsive Organization

# CUSTOMER CASE STUDIES



# "Yammer & Skype for Business brought our employees **closer**"

On a daily base, we are **sharing**  
information, ideas and announcements  
that cannot fit in an email.

Through **fast interactions**, we achieve  
**better communication & collaboration**  
among departments."

*Georgia Vlachou*  
*Business Performance Specialist*



**Skype for Business** has become the **de facto collaboration tool** across all of Coca Cola regions

"Skype for Business alone has made a **radical difference** in internal communications. It underpins our **collaborative** strategy"

*Nassos Stylianos*

*Mobility and Collaboration Technology Architect*

"It has certainly boosted **mobility**, increased **efficiency** and saved **time**."

*Waldo Scholtz*

*Strategy Architecture & PMO Director*



**Coca-Cola**  
**Hellenic Bottling Company**



**“Yammer** has helped us **broaden** the Internal Communication of our colleagues from all around Greece, Cyprus, Bulgaria, Romania and Turkey.

The way we communicate and cooperate through Yammer is much more **alive** and **instant** than other traditional ways of corporate communication.”

*Dimitra Karakosta*  
*Group Employment & Internal Communication Specialist*

**FOURLIS**  
GROUP OF COMPANIES



**TRADE** LOGISTICS

THANK YOU.

# Video Links

## Customer Internal Launch Marketing video

Maurice Blackburn Yammer Video (Law firm)

<https://youtu.be/sOcCLjNvgSI>

## Customer Case Studies / Testimonials

Tyco - From Employee portal to Social Intranet

[https://youtu.be/lmxVZ-cap\\_A](https://youtu.be/lmxVZ-cap_A)

Red Robin - Gourmet Burgers

<https://youtu.be/PUBZA47S0aY>

Suncorp

<https://youtu.be/kxWLAAlacYU>

## Various Marketing videos

Why is Yammer good for your organization?

<https://youtu.be/y-p-1krwgQ4>

Yammer vs. Email

<https://vimeo.com/95619429>

Work Like a Network

[https://youtu.be/PSktb\\_Hrdj8](https://youtu.be/PSktb_Hrdj8)

Discover what's possible - Yammer moments

<https://youtu.be/9CA4gXr97Kw>

Yammer explained by a 6-year old

<https://youtu.be/ucfZAxh6id8>