



#sbs2011

wthashtag.com/sbs2011

Transcript from March 22, 2011 to March 24, 2011

All times are Pacific Time

March 24, 2011

- 7:53 am **akjnc:** Today is the day...@dachisgroup Social Business Summit 2011 London #sbs2011 <http://plixi.com/p/86432163>
- 7:55 am **aymanvanbregt:** @akjnc our flight is still not going, @fmeijndert is with me waiting to leave for #sbs2011
- 8:01 am **DT:** @JemimaG Ace! I'm just arriving now #sbs2011
- 8:13 am **nicholasgill:** Today I aim to "make like a sponge" @dachisgroup #sbs2011 London.
- 8:23 am **leebryant:** RT @akjnc: Today is the day...@dachisgroup Social Business Summit 2011 London #sbs2011 <http://plixi.com/p/86432163>
- 8:44 am **aymanvanbregt:** @leebryant will all the talks be recorded? Still stuck at rotterdam airport #sbs2011
- 8:46 am **aymanvanbregt:** @driessen gaat jouw vlucht wel naar londen #sbs2011
- 8:56 am **JeroenSpierings:** @leebryant pleasure! I strongly believe it is that simple... have fun #sbs2011
- 8:58 am **aymanvanbregt:** Met meer dan 3u vertraging eindelijk weg... #london heading for #sbs2011 (@ KL2775 Rotterdam - London City) <http://4sq.com/h8QaVg>
- 9:00 am **joningham:** At #SBS2011 today (@ Imagination Gallery) <http://4sq.com/fEplv1>
- 9:04 am **AnneBB:** Heading offline as #SBS2011 in London kicks off-shud be amazing with @jeffdachis @leebryant @peterkim @dhinchcliffe -look fwd to updates!!
- 9:05 am **driessen:** And there we are! #SBS2011 <http://t.co/nqLaieT>
- 9:06 am **SimplyS1mon:** Seated and ready for kick off at #sbs2011
- 9:06 am **SteveCogan:** Settling in at #sbs2011 London! Looking fwd to great agenda #in (@ Imagination w/ 4 others) <http://4sq.com/ghAu2Q>
- 9:07 am **dilftechnical:** At #sbs2011 @ Imagination <http://gowal.la/c/3QpFH>
- 9:07 am **jeffdachis:** Kicking off Social Business Summit 2011 LONDON @Dachisgroup #SBS2011 @ Imagination <http://gowal.la/c/3QpG9>
- 9:07 am **salterbaxter:** At the Social Business Summit #SBS2011 on a beautiful spring day
- 9:08 am **aden_76:** Today I will be jealous of the #SBS2011 hashtag...jealous of the conference attendees rather than the series of words and symbols.
- 9:08 am **tallpaul75:** At #sbs2011 and looking forward to an interesting day.
- 9:10 am **jobsworth:** At the Social Business Summit at the Imagination Centre in London #sbs2011
- 9:11 am **rosstmw:** Hello everyone #sbs2011
- 9:11 am **coachclaire:** At #sbs2011 looking forwards to an interesting day on social business
- 9:12 am **howey:** Welcome Lee Bryant from headshift #SBS2011
- 9:12 am **gautamghosh:** @jobsworth @leeprovoost have a great #sbs2011 in London :-)) Wish I was there
- 9:13 am **tokens:** At #sbs2011 today looking forward to some great speakers.

- 9:14 am **JemimaG:** The view from my seat at #sbs2011 - a fantastically sunny day over London :) <http://t.co/JOfTRff>
- 9:14 am **JemimaG:** Jeff Dachis kicks things off at #sbs2011 <http://t.co/wOfOSms>
- 9:14 am **stevesponder:** #SBS2011 I went last year and thought we were suppose to get a final outcome (maybe in the form of some research) after the Sydney event
- 9:15 am **smcrae:** Live tweeting the Dachis Social Business Summit on #sbs2011
- 9:16 am **dhinchcliffe:** Social Business Summit 2011 in London kicks off with @leebryant and @jeffdachis on stage. #sbs2011 <http://t.co/8ezJZ6p>
- 9:17 am **DT:** Intros over @jobsworth just about to speak at #sbs2011 on nature doesn't do SLAs
- 9:18 am **gautamghosh:** @DT am so jealous of you being there at #sbs2011 :-)
- 9:18 am **The_Shed:** #sbs2011 kicking off right now. Glad I made it.
- 9:18 am **JemimaG:** #sbs2011 liveblog: brave new dawn? <http://post.ly/1nIFY>
- 9:19 am **chrisdymond:** At #sbs2011 ... and wifi #fail - can someone please give the router a kick?!
- 9:19 am **Outlinedotcom:** RT @dhinchcliffe: Social Business Summit 2011 in London kicks off with @leebryant and @jeffdachis on stage. #sbs2011 <http://t.co/8ezJZ6p>
- 9:19 am **salterbaxter:** @jobsworth speaking - still a shame that we have to use a term like social business - as if there is antisocial business #SBS2011
- 9:19 am **sustainable_:** @jobsworth speaking - still a shame that we have to use a term like social business - as if there is antisocial business #SBS2011
- 9:20 am **striker:** RT @dhinchcliffe: Social Business Summit 2011 in London kicks off with @leebryant and @jeffdachis on stage. #sbs2011 <http://t.co/8ezJZ6p>
- 9:20 am **gautamghosh:** RT @sustainable_: @jobsworth speaking a shame that we have to use a term like social business - as if there is antisocial business #SBS2011
- 9:20 am **solobasssteve:** @JemimaG there's a "solo bass Steve 2011" conference and no-one told me??? #sbs2011 ;)
- 9:20 am **theparallaxview:** Social Business Summit London: great venue, packed event & @jobsworth takes the stage #sbs2011
- 9:21 am **chrisdymond:** RT @salterbaxter: @jobsworth speaking - still a shame that we have to use a term like social business - as if there is antisocial business #SBS2011
- 9:21 am **DT:** @jobsworth talking clue train and rediscovering something we've lost - the social dimension #sbs2011 - we had engineered the social out
- 9:21 am **WeTechnoPhobia:** 'we engineered the social out of business' says @jobsworth. 'now we have a duty of care to bring it back' #sbs2011
- 9:22 am **DT:** @GautamGhosh understand! :) at least you've got the twitter stream #sbs2011
- 9:22 am **mingk:** @jobsworth it's a shame we still talk about 'social business' as if business isn't social to begin with... #sbs2011
- 9:23 am **SteveCogan:** RT @salterbaxter: @jobsworth speaking - still a shame that we have to use a term like social business - as if there is antisocial business #SBS2011
- 9:24 am **DT:** @jobsworth saying his/my generation may be remembered as the one that gave us Excell #sbs2011
- 9:24 am **rickardhansson:** and we're off #sbs2011 - first out is Rangaswami - <http://t.co/6kY68V4>
- 9:24 am **gautamghosh:** Arie de Geus (in The Living Company, around '70?) stated that long living firms see themselves as communities first #sbs2011
- 9:25 am **howey:** We've engineered social out of business, duty of care to put back - J P Rangaswami #SBS2011

- 9:25 am **gautamghosh:** @jobsworth is right when he says we engineered social out of business #sbs2011
- 9:26 am **christoph:** Awesome sunshine, great speaker line-up, lovely clients and friends at dachis europe social business summit. Glad to be here #sbs2011
- 9:27 am **driessen:** @jobsworth on the stage for the #sbs2011 about Nature doesn't do SLA's
- 9:27 am **smcrae:** @jobsworth at #sbs2011 on putting the social back into business
- 9:28 am **driessen:** Work is changing. "Historical businesses were hierarchies of products and customers." #sbs2011
- 9:28 am **dhinchcliffe:** "Businesses are transforming from hierarchies to networks and capabilities." - @jobsworth #sbs2011 <http://t.co/lsoychK>
- 9:28 am **salterbaxter:** hierarchy of products and customers morphing into network of relationships and capabilities #SBS2011 @jobsworth
- 9:28 am **sustainable_:** hierarchy of products and customers morphing into network of relationships and capabilities #SBS2011 @jobsworth
- 9:29 am **gautamghosh:** RT @dhinchcliffe: "Businesses are transforming from hierarchies to networks and capabilities." - @jobsworth #sbs2011
- 9:29 am **AnaDataGirl:** In London for the #sbs2011! Had forgotten how much i like this city
- 9:29 am **leebryant:** RT @sustainable_: hierarchy of products and customers morphing into network of relationships and capabilities #SBS2011 @jobsworth
- 9:30 am **BenjaminEllis:** Listening to @jobsworth talking about the ways business needs to reclaim its inherently social nature. Very good stuff #sbs2011
- 9:30 am **smcrae:** We have imposed industrial age processes on knowledge workers in the mistaken belief their processes are repeatable @jobsworth #sbs2011
- 9:31 am **DT:** @jobsworth "On the acid trip of believing the processes you were building were repeatable" #sbs2011
- 9:31 am **JemimaG:** @leebryant is there anything we can do about wifi? No-one around me seems to be able to get online #sbs2011
- 9:32 am **salterbaxter:** Taking detritus of industrial age and overlaying it on knowledge worker, in belief that things can be standardised, repeatable #SBS2011
- 9:32 am **driessen:** Knowledge work is not a process, linear, repeatable. It's lumpy #sbs2011
- 9:32 am **fabella:** #QOTD RT @dhinchcliffe "Businesses are transforming from hierarchies to networks and capabilities." @jobsworth #sbs2011 <http://t.co/lsoychK>
- 9:32 am **smcrae:** Knowledge work is lumpy. Peaks and troughs. We fill up the troughs with meetings. Then deal with the peaks in overtime. @jobsworth #sbs2011
- 9:33 am **The_Brainstorm:** "Step by step we have removed social from business. We have a duty of care to bring it back" J.P.Rangaswami #SBS2011
- 9:33 am **mingk:** @jobsworth 'we need to be ok w doing nothing when there's nothing to do' & use the time that time to add value to society #sbs2011
- 9:34 am **paulmartinsmith:** RT @smcrae: We have imposed industrial age processes on knowledge workers in the mistaken belief their processes are repeatable @jobsworth #sbs2011
- 9:34 am **gautamghosh:** RT @smcrae: Knowledge work is lumpy. Peaks & troughs. We fill up the troughs w/ meetings. Then deal w/ peaks in overtime @jobsworth #sbs2011
- 9:34 am **xverge:** RT @dhinchcliffe: "Businesses are transforming from hierarchies to networks and capabilities." - @jobsworth #sbs2011 <http://t.co/lsoychK>
- 9:34 am **driessen:** RT @gautamghosh: Arie de Geus (in The Living Company, around '70?) stated that long living firms see themselves as communities 1st #sbs2011

- 9:34 am **paulmartinsmith:** RT @smcrae: Knowledge work is lumpy. Peaks and troughs. We fill up the troughs with meetings. Then deal with the peaks in overtime. @jobsworth #sbs2011
- 9:34 am **jimmygreer:** RT @salterbaxter: Taking detritus of industrial age and overlaying it on knowledge worker, in belief that things can be standardised, repeatable #SBS2011
- 9:34 am **moonsez:** RT @gautamghosh: RT @smcrae: Knowledge work is lumpy. Peaks & troughs. We fill up the troughs w/ meetings. Then deal w/ peaks in overtime @jobsworth #sbs2011
- 9:34 am **saulcozens:** 'Knowledge work is lumpy', we have filled our downtime with crap called meetings to fit and industrial age model - says @jobsworth #sbs2011
- 9:35 am **SimplyS1mon:** The most important aspect of a knowledge worker is myself....yeah.... #sbs2011
- 9:35 am **JemimaG:** Apologies to any watching Tweeps - you're going to have to wait a while for #sbs2011 #liveblog as wifi struggling here
- 9:36 am **stuartmcintyre:** Definition of a teenage - someone who can send a text message without taking their hand out of their pocket @jobsworth #sbs2011
- 9:36 am **smcrae:** Definition of a teenager: someone who can send a text message without taking their hand out of their pocket @jobsworth #sbs2011
- 9:36 am **gautamghosh:** @driessen my mistake - that book came out in 97. Here is the reference <http://bit.ly/2E1nrJ> #sbs2011
- 9:36 am **managementsushi:** RT @BenjaminEllis: Listening to @jobsworth talking about the ways business needs to reclaim its inherently social nature. Very good stuff #sbs2011
- 9:36 am **howey:** Workers are changing, parents 1 job, us 7 jobs, kids 7 jobs at same time @jobsworth #sbs2011
- 9:37 am **mingk:** at #sbs2011 (@ Imagination w/ 9 others) <http://4sq.com/gZ0gxw>
- 9:37 am **gautamghosh:** RT @howey: Workers are changing, parents 1 job, us 7 jobs, kids 7 jobs at same time @jobsworth #sbs2011
- 9:37 am **coachclaire:** #SBS2011 work is changing, workers are changing and the tools are changing.
- 9:38 am **tokens:** The way we work is changing, the workers are changing and the tools are changing. #sbs2011 @jobsworth
- 9:38 am **HeadshiftASIA:** RT @dhinchcliffe: Social Business Summit 2011 in London kicks off with @leebryant and @jeffdachis on stage. #sbs2011 <http://t.co/8ezJZ6p>
- 9:38 am **HeadshiftOZ:** RT @dhinchcliffe: Social Business Summit 2011 in London kicks off with @leebryant and @jeffdachis on stage. #sbs2011 <http://t.co/8ezJZ6p>
- 9:38 am **smcrae:** The exit of the graphical user interface and the move to touch is happening @jobsworth #sbs2011
- 9:53 am **jeffdachis:** "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 9:53 am **RajeshMTHRG:** RT @gautamghosh: RT @dhinchcliffe: "Businesses are transforming from hierarchies to networks and capabilities." - @jobsworth #sbs2011
- 9:53 am **AnaDataGirl:** Listening to J P Rangaswami at Dachis #sbs2011. Great talk
- 9:53 am **AskTonyIT:** @StuartMcIntyre good point Stuart - glad you're keeping it real at #sbs2011 !
- 9:54 am **AskTonyIT:** RT @stuartmcintyre: 'Trust is not license' - friending on FB etc does not mean that you can rifle through my drawers! #sbs2011
- 9:54 am **driessen:** At #sbs2011 (@ Imagination w/ 13 others) <http://4sq.com/hVxHie>
- 9:54 am **commutiny:** RT @Annemcx: A plea for help at #sbs2011 I've lost my ipad in either the reception area or upstairs has anyone seen it? Pls RT
- 9:54 am **EskoKilpi:** RT @ulrike_reinhard: @jobsworth says we are moving from process to pattern. #SBS2011

- 9:54 am **RajeshMTHR**: RT @gautamghosh: Arie de Geus (in The Living Company, around '70?) stated that long living firms see themselves as communities first #sbs2011
- 9:54 am **joningham**: RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 9:54 am **iansthomas**: RT @dhinchcliffe: "Businesses are transforming from hierarchies to networks and capabilities." - @jobsworth #sbs2011 < exactly
- 9:54 am **AskTonyIT**: RT @stuartmcintyre: Spending equal amount of time talking about sharing and about privacy - not yet comfortable with balance' #sbs2011
- 9:55 am **gautamghosh**: @jeffdachis gets his 6000th follower - me! :D #sbs2011
- 9:55 am **gautamghosh**: RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years- Social Business" @jobsworth #SBS2011
- 9:55 am **jeffdachis**: "We will go down in history as the generation that brought us MS Excel" @jobsworth #SBS2011
- 9:55 am **stuartmcintyre**: So great to see so many Twitter friends f2f for the first time here at #sbs2011. Like a who's who of #socabiz in the UK...
- 9:55 am **AskTonyIT**: Hey #ibmci head over to #sbs2011 Social Business Summit now live-tweets coming in from London and the world
- 9:55 am **paulsq**: RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 9:55 am **Laura_Z**: RT @Annemcx: A plea for help at #sbs2011 I've lost my ipad in either the reception area or upstairs has anyone seen it? Pls RT
- 9:55 am **vicokezie**: RT @jeffdachis: "If we believe in evolution, why are we holding on to the business species that have not evolved?" @jobsworth #SBS2011
- 9:56 am **gautamghosh**: @jeffdachis my pleasure - but I see your follower count is back to 5999 :) Well, I tried :D #sbs2011
- 9:56 am **smcrae**: The new generation is entering the workplace pre-skilled in the "facebook" world. Previous generations learnt [IT] in the workplace #sbs2011
- 9:57 am **driessen**: New blog post! Nature doesn't do SLA's @jobsworth #sbs2011: I'll be sharing my notes of the Socia... <http://bit.ly/f0Jp8O> (by @driessen)
- 9:57 am **driessen**: Ah, wifi is getting better, right?! #sbs2011
- 9:57 am **crexia**: By @jobsworth RT @stuartmcintyre: 'Trust is not license' - friending on FB etc does not mean that you can rifle through my drawers! #sbs2011
- 9:57 am **vicokezie**: By @jobsworth RT @stuartmcintyre: 'Trust is not license' - friending on FB etc does not mean that you can rifle through my drawers! #sbs2011
- 9:57 am **AskTonyIT**: RT @dhinchcliffe: Social Business Summit 2011 in London kicks off with @leebryant and @jeffdachis on stage. #sbs2011 <http://t.co/8ezJZ6p>
- 9:57 am **SimplyS1mon**: Persist learning in the elder generation by sharing the experience... Good advice for @gravescj #sbs2011
- 9:58 am **stuartmcintyre**: RT @smcrae: The new generation is entering the workplace pre-skilled in the "facebook" world. Previous generations learnt [IT] in the workplace #sbs2011
- 9:58 am **driessen**: RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 yrs... Social Business" @jobsworth #SBS2011
- 9:58 am **AskTonyIT**: RT @gautamghosh: RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years- Social Business" @jobsworth #SBS2011
- 9:58 am **achapel01**: At #sbs2011 just heard great intro from j p rangaswami
- 9:58 am **gautamghosh**: @jobsworth RT @StuartMcIntyre: 'Trust is not license' - friending on FB etc does not mean that you can rifle through my drawers! #sbs2011

- 9:59 am **tallpaul75:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 9:59 am **smcrae:** RT @StuartMcIntyre: So great to see so many Twitter friends f2f for the first time here at #sbs2011. Like a who's who of #socabiz in the UK..
- 9:59 am **The_Brainstorm:** Gamification of work and commerce is underway. J.P.Rangaswami #SBS2011
- 9:59 am **JemimaG:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 9:59 am **saulcozens:** Q to @jobsworth 'what will the future generation think about money?' - answers local currency and SIM card exchanges #sbs2011
- 9:59 am **joningham:** Wifi now up at #sbs2011
- 10:00 am **AnaDataGirl:** "We are getting the renaissance of something we have lost for many years" @jobsworth in #sbs2011 on business
- 10:00 am **DT:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 10:00 am **BenjaminEllis:** 'Inversion', via @jobsworth: The new generation is entering the workplace pre-skilled... Previous generations learnt IT at work #sbs2011
- 10:00 am **AnneBB:** RT @chieftech Following the London #sbs2011 stream tonight - me too (for just a little longer!)
- 10:00 am **gautamghosh:** Badges instead of promotions at work? :D RT @The_Brainstorm: Gamification of work and commerce is underway. @jobsworth #SBS2011
- 10:01 am **driessen:** Is social business also no suit but a t-shirt?! @jobsworth is leading the way! :-)) #sbs2011
- 10:01 am **JemimaG:** Ha! All JP's talk of #gamification reminded me to check-in :) #sbs2011 (@Imagination w/ @jobsworth) <http://4sq.com/hk6wjg>
- 10:01 am **driessen:** RT @saulcozens: Q to @jobsworth 'what will the future generation think about money?' - answers local currency & SIM card exchanges #sbs2011
- 10:02 am **coachclaire:** RT @smcrae: The new generation is entering the workplace pre-skilled in the "facebook" world. Previous generations learnt [IT] in the workplace #sbs2011
- 10:02 am **dilftechnical:** Great session from @jobsworth .. #sbs2011 is going to be a fantastic day .. Notes are being taken aplenty
- 10:03 am **gautamghosh:** Wondering why the #scrm folks and thought leaders are not at #sbs2011 - #socabiz and #scrm have to integrate
- 10:04 am **howard61:** RT @DT: RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 10:04 am **ulrike_reinhard:** @jobsworth says the Y generation enters workforce pre-trained. First time in history. #SBS2011
- 10:04 am **DT:** #sbs2011 How unusual - the conference wifi can't cope with the volume of devices - doh!
- 10:05 am **JemimaG:** RT @DT: #sbs2011 How unusual - the conference wifi can't cope with the volume of devices - doh!
- 10:05 am **smcrae:** @jhagel on next at #sbs2011 on the big shifts brought to business by social
- 10:06 am **coachclaire:** #sbs2011 John Hagel from #Deloitte now up talking about social business, small moves smartly made
- 10:06 am **stuartmcintyre:** Fantastic session by @jobsworth summarising changing nature of work under #socabiz shift. Great stuff. #sbs2011
- 10:06 am **BenjaminEllis:** John Hagel just got a round of applause here for saying that we has going to present without slides. PPT junkies take note. #sbs2011
- 10:07 am **JemimaG:** #sbs2011 now up: John Hagel: business world has been built on a diminishing returns performance curve

- 10:08 am **stuartmcintyre:** RT @BenjaminEllis: John Hagel just got a round of applause here for saying that we has going to present without slides. PPT junkies take note. #sbs2011
- 10:08 am **saulcozens:** #sbs2011 @jhagel is saying that we are changing from getting diminishing returns from scale to increasing returns.
- 10:08 am **crexia:** RT @jemimag: #sbs2011 now up: John Hagel: business world has been built on a diminishing returns performance curve
- 10:08 am **gautamghosh:** @JemimaG @benjaminellis btw, John's twitter handle is @jhagel - will reduce the number of characters in your tweets :D #sbs2011
- 10:09 am **hollingsworth:** John Hagel @jhagel is up #sbs2011 #PowerofPull Looking forward to "hearing" your thoughts ping @davidahood @grantyoung
- 10:09 am **stuartmcintyre:** 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:09 am **gautamghosh:** @Artone1 LOL. What a great idea - badges when you leave a firm and join another :D #sbs2011
- 10:10 am **jeffdachis:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:10 am **JemimaG:** #sbs2011 John Hagel: we are on the cusp of a new way: knowledge stocks depreciate @ a rapid rate. We are moving 2 a world of knowledge flows
- 10:10 am **AskTonyIT:** "We are changing from getting diminishing returns from scale to increasing returns" - @jhagel #sbs2011 /via @saulcozens
- 10:10 am **hollingsworth:** "We are changing from getting diminishing returns from scale to increasing returns" - @jhagel #sbs2011 /via @saulcozens
- 10:10 am **markoborn:** @benjaminellis is he using another form of visual aid? #sbs2011
- 10:10 am **saulcozens:** You need to manage 'knowledge flows' to achieve increasing return. Social software helps this -@jhagel #sbs2011
- 10:11 am **dhinchcliffe:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:11 am **markgould13:** Challenge from @jhagel at #SBS2011 going slow at the outset accelerates momentum over time. Don't do all-out social software adoption.
- 10:11 am **The_Shed:** #sbs2011 twitter back channel win. Thanks @tokens for the breeze.
- 10:12 am **JemimaG:** #sbs2011 John Hagel taking on evangelical tone: you people here are true believers > Amen!
- 10:12 am **jobsworth:** Listening to @johnhagel talking about social business and the Big Shift #sbs2011
- 10:12 am **jeffdachis:** Strongly suggest you get and read Power of Pull by @jhagel #SBS2011 #PowerofPull
- 10:12 am **AskTonyIT:** RT @saulcozens: You need to manage 'knowledge flows' to achieve increasing return. Social software helps this - @jhagel #sbs2011 /cc #ibmci
- 10:12 am **driessen:** Next up @jhagel #sbs2011 about Cascading Change
- 10:12 am **BernadetteJiwa:** RT @Annemcx A plea for help at #sbs2011 I've lost my ipad in either the reception area or upstairs has anyone seen it? Pls RT
- 10:13 am **mateoy:** Smart big picture talk by @jobsworth to kick off #sbs2011
- 10:13 am **hakanthyr:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:13 am **stuartmcintyre:** Ordering now ;-) RT @jeffdachis: Strongly suggest you get and read Power of Pull by @jhagel #SBS2011 #PowerofPull

- 10:13 am **SteveCogan:** . @jhagel at #sbs2011 - value of #ssw more participation = greater returns (cf experience curve) #socbiz #in
- 10:13 am **driessen:** @jhagel says we should social tools slowing so they make cascading, sustainable change #sbs2011
- 10:14 am **jeffdachis:** "We are changing from getting diminishing returns from scale to increasing returns" - @jhagel @dachsgroup #SBS2011
- 10:14 am **SimplyS1mon:** Best way is to start with small moves and get a cascading momentum over time. Great advice for social sw adoption #sbs2011
- 10:14 am **hollingsworth:** Its completely amazing I can be enjoying a late cup of tea here in Sydney Thursday night and be at #sbs2011 thanks to Twitter!
- 10:14 am **jimstorer:** RT @Annemcx A plea for help at #sbs2011 I've lost my ipad in either the reception area or upstairs has anyone seen it? Pls RT.
- 10:14 am **salterbaxter:** company x needs a social strategy, why? because company y has one #fail #SBS2011
- 10:14 am **howey:** company x needs a social strategy, why? because company y has one #fail #SBS2011
- 10:14 am **Jas:** Following: The backchannel at #SBS2011 <http://jasshar.es/hXorZ3> <-- Great speakers so far.
- 10:14 am **jobsworth:** @johnhagel says "what's missing is a systematic link to the metrics that matter" in the context of adoption v impact #sbs2011
- 10:15 am **mijori23:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:15 am **driessen:** Great to hear @jhagel live! Love the Shift Index report, read it from a-z every year #sbs2011
- 10:15 am **cineandrea:** "@mateoy: Smart big picture talk by @jobsworth to kick off #sbs2011"
- 10:15 am **hollingsworth:** @stuartmcintyre @jeffdachis just started reading @jhagel #PowerOfPull love the "shaping serendipity" theme! #sbs2011
- 10:15 am **MikeKSmith:** @The_Shed You should say "Hi" to @benjaminellis (if you haven't already). Top bloke. #sbs2011
- 10:16 am **WeTechnoPhobia:** 'deploy social software in a targeted way with metrics that matter' @jhagel #sbs2011
- 10:16 am **mijori23:** RT @gautamghosh: if you're interested in how social tools are impacting business follow the Social Business Summit in London - hashtag #sbs2011
- 10:16 am **jeffdachis:** We need to manage 'knowledge flows' vs 'knowledge stocks' to achieve increasing returns at scale. @jhagel @dachisgroup #SBS2011
- 10:16 am **jimmy1712:** RT @gautamghosh: if you're interested in how social tools are impacting business follow the Social Business Summit in London - hashtag #sbs2011
- 10:16 am **theparallaxview:** Metrics that matter...differs throughout organisation. So deploy social software against metric & where to get max gain #sbs2011
- 10:16 am **Jas:** RT @jobsworth @johnhagel says "what's missing is a systematic link to the metrics that matter" in the context of adoption v impact #sbs2011
- 10:16 am **cineandrea:** RT @smcrae: The new generation is entering the workplace pre-skilled in the "facebook" world. Previous generations learnt [IT] in the workplace #sbs2011
- 10:16 am **AskTonyIT:** RT @howey: company x needs a social strategy, why? because company y has one #fail #SBS2011
- 10:16 am **vicokezie:** Classic! RT @salterbaxter: company x needs a social strategy, why? because company y has one #fail #SBS2011 #socialbusiness

- 10:16 am **andy_bennett:** RT @howey: company x needs a social strategy, why? because company y has one #fail #SBS2011
- 10:16 am **PatriceF:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:17 am **mijori23:** RT @jeffdachis: "We increase our (a business) fixed costs by filling our day with meetings" @jobsworth @dachisgroup #SBS2011
- 10:17 am **managementsushi:** RT @jeffdachis: We need to manage 'knowledge flows' vs 'knowledge stocks' to achieve increasing returns at scale. @jhagel @dachisgroup #SBS2011
- 10:17 am **cineandrea:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 10:17 am **JemimaG:** #sbs2011 @jhagel: the richest area for measurement of social software in business is around exception-handling (as JP touched on)
- 10:17 am **top_tw_biz:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 10:17 am **mijori23:** RT @SimplyS1mon: Today's failure is tomorrow's success. understand the pattern and turn it into success....great advice for a social biz. #sbs2011
- 10:17 am **jimworth:** Sitting in Phila, I'm following the Social Business Summit, London on <http://tweetchat.com> #socabiz #Sbs2011
- 10:17 am **hakanthyr:** RT @smcrae: Save the failure. I have not failed 100 times, I have found 100 things that do not work @jobsworth #sbs2011
- 10:18 am **AskTonyIT:** RT @Jas: RT @jobsworth @johnhagel says "what's missing is a systematic link to the metrics that matter" in the context of adoption v impact #sbs2011
- 10:18 am **markgould13:** Exception handling is a good place for social software. (@jhagel #SBS2011)
- 10:18 am **jeffdachis:** RT @jobsworth: @johnhagel says "what's missing is a systematic link to the metrics that matter" in the context of adoption v impact #sbs2011
- 10:18 am **mijori23:** RT @sustainable_: Commonest conflict in organisations is between sharing and not sharing, diff attitudes within organisations, often generational #SBS2011
- 10:18 am **FlirtoMark:** John Hagel speaking at #sbs2011, great insight on move from (knowledge) stocks to flows. Another sign that fluid thinking is next big thing
- 10:18 am **stuartmcintyre:** It's all about 'metrics that matter' - the actual measures will depend on role signing the organisation #sbs2011
- 10:18 am **saulcozens:** Social software is good at helping us deal with process exceptions - @jhagel #sbs2011
- 10:18 am **mijori23:** RT @kendomen: RT @driessen: Knowledge work is not a process, linear, repeatable. It's lumpy #sbs2011
- 10:18 am **howey:** does company y really have a social media strategy? Sure, they've got a Facebook page. #fail #sbs2011
- 10:18 am **salterbaxter:** does company y really have a social media strategy? Sure, they've got a Facebook page. #fail #sbs2011
- 10:18 am **smcrae:** Current adoption paradigms for social business are not working as they are based on "me too" not business need @jhagel #sbs2011
- 10:19 am **SimplyS1mon:** Just entered the twilight zone.... at #sbs2011
- 10:19 am **theparallaxview:** RT @jimworth: Sitting in Phila, I'm following the Social Business Summit, London on <http://tweetchat.com> #socabiz #Sbs2011 > enjoy!
- 10:19 am **mijori23:** RT @ianstomas: RT @dhinchcliffe: "Businesses are transforming from hierarchies to networks and capabilities." - @jobsworth #sbs2011 < exactly
- 10:19 am **coachclaire:** #SBS2011 Like the talk of metrics that matter and systematically looking to see where social software can add most value.

- 10:20 am **stuartmcintyre:** My twitter stream is #sbs2011 all the way this morning. The backchannel rocks...
- 10:20 am **daniel_pankatz:** up to 60% of business time goes into process exceptions, social software is good at helping us reduce this - @jhagel #sbs2011
- 10:20 am **Jas:** RT @sustainable Common conflict in orgs is between sharing and not sharing, diff attitudes within orgs, often generational #SBS2011
- 10:20 am **JemimaG:** @BenjaminEllis anyway, this #sbs2011 ppt slide is really dire (sorry guys) <http://t.co/S1HyN20>
- 10:20 am **jimworth:** @hollingsworth I'm doing the same over morning coffee in Eastern US :) #Sbs2011
- 10:20 am **coachclaire:** #SBS2011 come together to use social software to fix exceptions: right people, right information. Successes in one area lead to cascade
- 10:21 am **dilftechnical:** Social software is not limited to knowledge workers. #sbs2011 - how true
- 10:21 am **crexia:** @jhagel RT @stuartmcintyre: It's all about 'metrics that matter' - the actual measures will depend on role sighing the organisation #sbs2011
- 10:21 am **saulcozens:** Huge value can be provided to people who don't fit traditional views of knowledge workers @jhagel #sbs2011
- 10:21 am **smcrae:** #sbs2011 Idea: printing the twitter names of speakers on the agenda sheet would help with making the event more social online
- 10:22 am **theparallaxview:** ' Seek the exceptions' this is where to deploy social #sbs2011 @jhagel
- 10:22 am **jeffdachis:** "There is a problem of focusing on adoption rather than impact" @dachisgroup #SBS2011 @jhagel @20adoption #IBMSoftware
- 10:22 am **SteveCogan:** .@jhagel at #sbs2011 - echoes of business process re-engineering & KPIs, metrics are relevant - surfacing them to fix business problems #in
- 10:22 am **jennymurphy13:** Download the iphone app...twitter names are there. RT @smcrae: #sbs2011 Idea: printing the twitter names of sp? (cont) <http://deck.ly/~HoxX6>
- 10:23 am **Jas:** @JemimaG ref pic, seems very cramped there at #sbs2011
- 10:23 am **stuartmcintyre:** Absolutely... RT @smcrae: #sbs2011 Idea: printing the twitter names of speakers on the agenda would help with making the event more social
- 10:23 am **CoCreatr:** RT @BernadetteJiwa: RT @Annemcx A plea for help at #sbs2011 I've lost my ipad in either the reception area or upstairs has anyone seen it? Pls RT
- 10:23 am **jeffdachis:** RT @SimplyS1mon: Best way is to start with small moves and get a cascading momentum over time. Great advice for social sw adoption #sbs2011
- 10:23 am **mijori23:** RT @saulcozens: You need to manage 'knowledge flows' to achieve increasing return. Social software helps this -@jhagel #sbs2011
- 10:24 am **TrendsLondon:** #sbs2011, 'qualifier', 'hamstring' & 'marsh' are now trending in #London <http://trendsmap.com/gb/london>
- 10:24 am **FlyingBinary:** RT @Annemcx: A plea for help at #sbs2011 I've lost my ipad in either the reception area or upstairs has anyone seen it? Pls RT
- 10:24 am **driessen:** RT @jeffdachis: "There is a problem of focusing on adoption rather than impact" @dachisgroup #SBS2011 @jhagel @20adoption #IBMSoftware
- 10:24 am **driessen:** RT @theparallaxview: ' Seek the exceptions' this is where to deploy social #sbs2011 @jhagel
- 10:24 am **JemimaG:** #sbs2011 I know @jhagel is saying fascinating stuff but now distracted by bad #ppt. Also worried where @annemcx has got to #missing #ipad2
- 10:24 am **susanfrost:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:24 am **AnaDataGirl:** "Going slow at the outset can actually push things" @jhagel at #sbs2011 on implementing social software #socbiz

- 10:24 am **jiludvik:** RT @daniel_pankatz: up to 60% of business time goes into process exceptions, social software is good at helping us reduce this - @jhagel #sbs2011
- 10:25 am **movito:** "There is a problem of focusing on adoption rather than impact" @jhagel at #sbs2011 / via @jeffdachis
- 10:25 am **jeffdachis:** RT @jobsworth: @jhagel says "what's missing is a systematic link to the metrics that matter" in the context of adoption v impact #SBS2011
- 10:25 am **The_Brainstorm:** Social business design is creating solid business productivity gains - inc amongst those not defined as 'knowledge workers' #SBS2011 @jhagel
- 10:25 am **Jas:** Note to brain must read @johnhagel's book. Still reflecting on his talk @ThinkingDigital last year... <http://jasshar.es/gyNWHd> #sbs2011
- 10:25 am **mijori23:** RT @JemimaG: #sbs2011 @jhagel: the richest area for measurement of social software in business is around exception-handling (as JP touched on)
- 10:25 am **jimworth:** @smcrae We did that for Austin here: <http://jimworth.pbworks.com/w/page/37688605/Social-Business-Summit-2011> speaker twitter names #Sbs2011
- 10:25 am **driessen:** @jhagel mentions SAP developer network initiated by Shai Agassi, now at Better Place #sbs2011
- 10:26 am **mijori23:** RT @coachclaire: #SBS2011 come together to use social software to fix exceptions: right people, right information. Successes in one area lead to cascade
- 10:26 am **mijori23:** RT @diffttechnical: Social software is not limited to knowledge workers. #sbs2011 - how true
- 10:26 am **JemimaG:** RT @jeffdachis: Strongly suggest you get and read Power of Pull by @jhagel #SBS2011 #PowerofPull
- 10:26 am **ulrike_reinhard:** @jhagel makes some pretty good points on SAP and Shai Agassi's role in there. #driver forchange #sbs2011
- 10:26 am **JemimaG:** RT @BernadetteJiwa: RT @Annemcx A plea for help at #sbs2011 I've lost my ipad in either the reception area or upstairs has anyone seen it? Pls RT
- 10:26 am **mijori23:** RT @driessen: RT @jeffdachis: "There is a problem of focusing on adoption rather than impact" @dachisgroup #SBS2011 @jhagel @20adoption #IBMSoftware
- 10:27 am **driessen:** RT @daniel_pankatz: up to 60% of business time goes into process exceptions, social sw is good at helping us reduce this - @jhagel #sbs2011
- 10:27 am **coachclaire:** RT @jeffdachis: RT @jobsworth: @jhagel says "what's missing is a systematic link to the metrics that matter" in the context of adoption v impact #SBS2011
- 10:27 am **christoph:** RT @driessen: RT @daniel_pankatz: up to 60% of business time goes into process exceptions, social sw is good at helping us reduce this - @jhagel #sbs2011
- 10:28 am **AskTonyIT:** #ibmci RT @jeffdachis "There is a problem of focusing on adoption rather than impact" @dachisgroup #SBS2011 @jhagel @20adoption #IBMSoftware
- 10:28 am **SimplyS1mon:** The power of iPad autocorrect:Created reputation model where people got pints for answering problems #sbs2011 pints or pints.....
- 10:29 am **driessen:** RT @AnaDataGirl: "Going slow at the outset can actually push things" @jhagel at #sbs2011 on implementing social software #socbiz
- 10:29 am **_peterhellstrom:** On adoption/impact focus, my take is build enterprise value, communicate "what's in it for me"-value. Would have loved to be at #sbs2011 :)
- 10:29 am **tokes:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:30 am **stuartmcintyre:** RT @cormacheron: #SBS2011 @jhagel giving great talk with real case studies. <http://t.co/OVQ2oI>

- 10:30 am **AnaDataGirl:** "Start small, iterate very rapidly & learn" @jhagel at #sbs2011 on social sftw
- 10:30 am **thaab63:** RT @smcrae: Definition of a teenager: someone who can send a text message without taking their hand out of their pocket @jobsworth #sbs2011
- 10:31 am **rickardhansson:** tip: follow #sbs2011 today for great advices on getting your social software implementation off the ground in your business.
- 10:31 am **chrisdymond:** Change management starts at the edge, says the man from the Edge :-)
#sbs2011
- 10:31 am **stuartmcintyre:** 'Everything will change as a result of social software. Everything will change.'
#sbs2011
- 10:31 am **daniel_pankatz:** RT @AnaDataGirl: "Start small, iterate very rapidly & learn" @jhagel at #sbs2011 on social software #yam
- 10:31 am **saulcozens:** 'everything will change as a result of the deployment of social software' @jhagel big statement, but true. #sbs2011
- 10:32 am **theparallaxview:** 'Introducing Social will change the whole organisation' #Sbs2011 @jhagel
- 10:32 am **driessen:** Social software is more than technology. It can be used as a change catalyst.
#sbs2011
- 10:32 am **stuartmcintyre:** RT @cormacheron: A feed of the #SBS2011 tag would make the summit more social. And a chairperson to make speaker aware of repeated questions.
- 10:33 am **ulrike_reinhard:** @jhagel starting on the edge is the way to go #sbs2011
- 10:33 am **HeadshiftASIA:** RT @driessen: RT @daniel_pankatz: up to 60% of business time goes into process exceptions, social sw is good at helping us reduce this - @jhagel
#sbs2011
- 10:34 am **SteveCogan:** RT @dilttechnical: Social software is not limited to knowledge workers.
#sbs2011 - how true
- 10:34 am **christoph:** interesting example from @jhagel talking about SAP and starting to change a company on the fringes rather than at core #sbs2011
- 10:34 am **driessen:** Focus on the metrics that matter when rolling out social software #sbs2011
- 10:34 am **smcrae:** @jobsworth was spot on about powerpoint. Well constructed slides give the speaker credibility by emphasizing their point #sbs2011
- 10:34 am **salterbaxter:** Social software as organisational change catalyst, everything will change, it is a change management exercise. Start on the edge #SBS2011
- 10:34 am **sustainable_:** Social software as organisational change catalyst, everything will change, it is a change management exercise. Start on the edge #SBS2011
- 10:34 am **Rsbédard:** RT @gautamghosh: if you're interested in how social tools are impacting business follow the Social Business Summit in London - hashtag #sbs2011
- 10:34 am **driessen:** Social software also integrates passion in profession. Further developed in the Power of Pull (book) #sbs2011
- 10:35 am **hakanthyr:** Good insight about social software form @jhagel. Focus on key metrics, not adoption. Start on the edge. Iterate quickly. #sbs2011
- 10:35 am **Jas:** RT @driessen Social software is more than technology. It can be used as a change catalyst. #sbs2011 ←change management disruptor
- 10:35 am **hollingsworth:** . @stuartmcintyre try VisibleTweets - looks great on a large panel/screen! Eg:
<http://bit.ly/hV0Dvx> #sbs2011
- 10:35 am **tallpaul75:** RT @smcrae: Definition of a teenager: someone who can send a text message without taking their hand out of their pocket @jobsworth #sbs2011
- 10:35 am **dilttechnical:** Gah .. I have the headache from hell & no pain killers .. Any kindly #sbs2011 people have any ??
- 10:35 am **joningham:** My post on John Hagel session at #SBS2011 <http://bit.ly/jjsN27>

- 10:35 am **markgould13:** Need to reintegrate passion and profession. True passion is unpredictable. ([@jhagel](#) [#SBS2011](#))
- 10:35 am **stuartmcintyre:** Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. [@jhagel](#) at [#sbs2011](#)
- 10:36 am **saulcozens:** We need to reintegrate passion into professionalism - [@jhagel](#) [#sbs2011](#)
- 10:36 am **jeffdachis:** "EVERYTHING will change in an organization with the implementation of Social Business. Everything." [@jhagel](#) [@dachsigroup](#) [#SBS2011](#) [#IBM](#)
- 10:36 am **akjnyc:** RT [@markgould13](#): Need to reintegrate passion and profession. True passion is unpredictable. ([@jhagel](#) [#SBS2011](#))
- 10:36 am **smcrae:** I think the overloaded WiFi at [#sbs2011](#) is causing the cell to be overloaded. But the mobile network is coping better
- 10:36 am **christoph:** [@cornacheron](#) a feed for [#SBS2011](#)? it's easy enough to follow hash-tags, no? or are you talking about a public twitter wall?
- 10:36 am **mijori23:** RT [@theparallaxview](#): 'Introducing Social will change the whole organisation' [#Sbs2011](#) [@jhagel](#)
- 10:36 am **mijori23:** RT [@driessen](#): Social software is more than technology. It can be used as a change catalyst. [#sbs2011](#)
- 10:36 am **jobsworth:** [@jhagel](#) now talking about the role of social media in creating passion in the workplace [#sbs2011](#)
- 10:36 am **salterbaxter:** Role of social software in increasing passion amongst employees - and companies need to be able to unleash passion [#SBS2011](#) [@jhagel](#)
- 10:36 am **sustainable_:** Role of social software in increasing passion amongst employees - and companies need to be able to unleash passion [#SBS2011](#) [@jhagel](#)
- 10:36 am **jeffdachis:** "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" [@jhagel](#) [#SBS2011](#)
- 10:37 am **rickardhansson:** the ripples of change we see in enterprises about social collaboration will be huge - like web 2.0 changed the entire web. [#sbs2011](#)
- 10:37 am **mijori23:** RT [@stuartmcintyre](#): Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. [@jhagel](#) at [#sbs2011](#)
- 10:38 am **mijori23:** RT [@saulcozens](#): We need to reintegrate passion into professionalism - [@jhagel](#) [#sbs2011](#)
- 10:38 am **Jas:** RT [@jeffdachis](#) "To be successful in areas of change, we r going to have to figure out a way to reintegrate passion in profession" [#SBS2011](#)
- 10:38 am **demeto:** Important message! > "[@driessen](#): Social software is more than technology. It can be used as a change catalyst. [#sbs2011](#)" [#e20](#) [#socbiz](#)
- 10:38 am **jobsworth:** One of the key aspects of the Big Shift is the rapidly increasing focus on performance: [@jhagel](#) at [#sbs2011](#)
- 10:38 am **The_Brainstorm:** Measure yes - but with metrics that measure what is really important to you in your specific context [#SBS2011](#) [@jhagel](#)
- 10:38 am **dilftechnical:** 2sessions in to [#sbs2011](#) a raft of notes taken - very interesting & helpful information to assist adoption of social in a large organisation
- 10:38 am **The_Brainstorm:** RT [@sustainable_](#): Role of social software in increasing passion amongst employees - and companies need to be able to unleash passion [#SBS2011](#) [@jhagel](#)
- 10:39 am **reynoutvab:** RT [@stuartmcintyre](#): Definition of a teenage - someone who can send a text message without taking their hand out of their pocket [@jobs](#) worth [#sbs2011](#)
- 10:39 am **mwebafrica:** RT [@FlirtoMark](#): John Hagel speaking at [#sbs2011](#), great insight on move from (knowledge) stocks to flows. Another sign that fluid thinking is next big thing

- 10:40 am **enquiringdesign:** RT @StuartMcIntyre 'if your biz is about managing knowledge stocks, you're managing a diminishing asset. Now about knowledge flows' #sbs2011
- 10:40 am **vicokezie:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 10:40 am **saulcozens:** #sbs2011 @jhagel says that social software will surface exceptions and allow patterns to be recognised.
- 10:40 am **smcrae:** @jhagel on handling exceptions. Today they are invisible, handled by people. If you use social software you can identify patterns #sbs2011
- 10:40 am **hakanthyr:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 10:41 am **coachclaire:** RT @jeffdachis: "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011
- 10:41 am **Jas:** RT @StuartMcIntyre: Def of a teenager - someone who can send a text message without taking their hand out of their pocket #sbs2011
- 10:41 am **merrybubbles:** Passion & Purpose :) RT @saulcozens: We need to reintegrate passion into professionalism - @jhagel #sbs2011 via @mijori23:
- 10:42 am **mijori23:** RT @saulcozens: #sbs2011 @jhagel says that social software will surface exceptions and allow patterns to be recognised.
- 10:42 am **chieftech:** for those wanting Twitter details for the #sbs2011 presenters - I'm just putting a list together here <http://is.gd/GXk1fN>
- 10:43 am **lightsurgery:** @comacheron Thanks for the #SBS2011 updates (Couldn't make it this time) ?
- 10:43 am **daniel_pankatz:** @jhagel again focusing on exception handling in businesses and how #socabiz can help. how many exceptions you are handling? #SBS2011 #yam
- 10:43 am **BenjaminEllis:** @JemimaG @jobsworth @markoborn A few good slides help focus the audience :) (but too many presenters do excel in PPT ;))#sbs2011
- 10:43 am **anike_s:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 10:45 am **masonqld:** RT @jeffdachis: RT @jobsworth: @jhagel says "what's missing is a systematic link to the metrics that matter" in the context of adoption v impact #SBS2011
- 10:46 am **jimworth:** RT @joningham: My post on John Hagel session at #SBS2011 <http://bit.ly/ijsN27> #Sbs2011
- 10:46 am **Dominic_Tyer:** Def of a teenager - someone who can send a text message without taking their hand out of their pocket #sbs2011 (via @jas @StuartMcIntyre)
- 10:46 am **Jas:** RT @StuartMcIntyre: Orgs say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel #sbs2011
- 10:46 am **JemimaG:** @Jas not too bad actually - great venue! #sbs2011
- 10:47 am **andymcnelis:** RT @SimplyS1mon: Today's failure is tomorrow's success. understand the pattern and turn it into success....great advice for a social biz. #sbs2011
- 10:47 am **Ina:** RT @jeffdachis: "EVERYTHING will change in an organization with the implementation of Social Business. Everything." @jhagel @dachsigroup #SBS2011 #IBM
- 10:48 am **querdekner:** RT @demeto: Important message! > "@driessen: Social software is more than technology. It can be used as a change catalyst. #sbs2011" #e20 #socabiz
- 10:49 am **Jas:** RT @joningham: My post on John Hagel session at <http://jasshar.es/dJo4t3> #Sbs2011
- 10:50 am **thomasde:** Impressive backside view from top floor of imagination gallery <http://bit.ly/fTrOI1> #SBS2011
- 10:50 am **elsua:** If you have a chance, have a peek over through #sbs2011 for some smashing live tweeting of the SBS taking place in London today #goodstuff

- 10:53 am **mijori23:** @intchallenge As always, a thoughtful, well wrought post. Have a look at #sbs2011. Event in London - state of the art chat on Social Biz
- 10:54 am **blogbrevity:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 10:57 am **clemenson12:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 10:58 am **clemenson12:** RT @smcrae: The new generation is entering the workplace pre-skilled in the "facebook" world. Previous generations learnt [IT] in the workplace #sbs2011
- 10:58 am **AskTonyArt:** Ping @catherinewphoto London bldgs RT @thomasde Impressive backside view from top floor of imagination gallery <http://bit.ly/fTrO11> #SBS2011
- 11:00 am **smaxson:** RT @jeffdachis: "If we believe in evolution, why are we holding on to the business species that have not evolved?" @jobsworth @dachisgroup #SBS2011
- 11:00 am **smaxson:** RT @jeffdachis: "We increase our (a business) fixed costs by filling our day with meetings" @jobsworth @dachisgroup #SBS2011
- 11:00 am **AndreaMoe:** Bold. RT @stuartmcintyre Orgs say they want 'passion', they don't, they want u 2 work weekends. Passion is unpredictable @jhagel @ #sbs2011
- 11:03 am **AndreaMoe:** RT @sustainable_: Role of social software in increasing passion amongst employees - and companies need to be able to unleash passion #SBS2011 @jhagel
- 11:03 am **SteveCogan:** Colleague and friend @smcrae is about to take to the stage #SBS2011
- 11:04 am **jenvandermeer:** RT @dhinchcliffe: "Businesses are transforming from hierarchies to networks and capabilities." - @jobsworth #sbs2011 <http://t.co/soyckK>
- 11:04 am **gnosisarts:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 11:04 am **jenvandermeer:** RT @jeffdachis: "We increase our (a business) fixed costs by filling our day with meetings" @jobsworth @dachisgroup #SBS2011
- 11:04 am **jenvandermeer:** RT @jeffdachis: "If we believe in evolution, why are we holding on to the business species that have not evolved?" @jobsworth @dachisgroup #SBS2011
- 11:05 am **jenvandermeer:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 11:08 am **stuartmcintyre:** Stuart McRae of IBM (@smcrae) is up next at #sbs2011, talking jams...
- 11:08 am **jonmell:** IBM's @smcrae talking about use of internal social jams #sbs2011
- 11:08 am **salterbaxter:** Stuart McRae, IBM - first need reason to do it, then means to do it. Wanting to transform organisation, then using social to do it #SBS2011
- 11:08 am **sustainable_:** Stuart McRae, IBM - first need reason to do it, then means to do it. Wanting to transform organisation, then using social to do it #SBS2011
- 11:08 am **theparallaxview:** talk about pattern vs process but pattern predates process: it defines industrialism e.g. jacquard #sbs2011
- 11:09 am **JemimaG:** RT @jonmell: IBM's @smcrae talking about use of internal social jams #sbs2011
- 11:10 am **dhinchcliffe:** Stuart Mcrae (@smcrae) from #IBM is up at #sbs2011 talking about transforming their organization to social. <http://t.co/oz8YGiR>
- 11:10 am **leebryant:** RT @theparallaxview: talk about pattern vs process but pattern predates process: it defines industrialism e.g. jacquard #sbs2011
- 11:10 am **JemimaG:** RT @salterbaxter: Stuart McRae, IBM - first need reason to do it, then means to do it. Wanting to transform organisation, then using social to do it #SBS2011

- 11:11 am **blogbrevity:** Cascading Change RT @joningham: My post on John Hagel session at #SBS2011 <http://bit.ly/ljsN27> #Sbs2011 #ideachat
- 11:12 am **chieftech:** RT @theparallaxview: talk about pattern vs process but pattern predates process: it defines industrialism e.g. jacquard #sbs2011
- 11:12 am **JemimaG:** #sbs2011 @smcrae first of all, be very clear about what you're trying to achieve #IBM #jams
- 11:12 am **coachclaire:** RT @salterbaxter: Stuart McRae, IBM - first need reason to do it, then means to do it. Wanting to transform organisation, then using social to do it #SBS2011
- 11:13 am **sajidahinakhan:** RT @theparallaxview: talk about pattern vs process but pattern predates process: it defines industrialism e.g. jacquard #sbs2011
- 11:13 am **tallpaul75:** Jam making and computer games. Who knew I'd fit in so well here? #sbs2011
- 11:13 am **mingk:** @smcrae Some of the most important things to sustain after a jam is to continue the conversation. You need to give feedback #sbs2011
- 11:14 am **managementsushi:** RT @enquiringdesign: RT @StuartMcIntyre 'if your biz is about managing knowledge stocks, you're managing a diminishing asset. Now about knowledge flows' #sbs2011
- 11:14 am **elsua_b:** ? @SteveCogan Colleague and friend @smcrae is about to take to the stage #SBS2011 / Go and break a leg, Stuart! :-D
- 11:14 am **jonmell:** Good transparency from @smcrae saying what IBM did wrong and learned from internal use of social business #sbs2011
- 11:15 am **driessen:** @smcrae on the stage about IBM's experiences with internal jams #sbs2011
- 11:15 am **JemimaG:** #sbs2011 #ukjam you need to be constantly in touch, giving people constant feedback - let people know comments not wasted (@smcrae)
- 11:15 am **jeffdachis:** RT @jonmell: Good transparency from @smcrae saying what IBM did wrong and learned from internal use of social business #sbs2011
- 11:15 am **milouness:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 11:15 am **emadin:** RT @Demeto: Important message! > "@driessen: Social software is more than technology. It can be used as a change catalyst. #sbs2011"
- 11:16 am **stuartmcintyre:** Interesting content from @smcrae at #sbs2011. However, IBM presentations at open events like this remind me how poor IBM slide decks are...
- 11:17 am **JemimaG:** #sbs2011 hi @Elsua - you're missing some rare uk sunshine ;)
- 11:17 am **stuartmcintyre:** @.@smcrae calls out @elsua at #sbs2011 - 'One man's battle against email overload' ;-)
- 11:17 am **vicokezie:** @jonmell What were the mistakes IBM made from internal use of social business? #sbs2011
- 11:17 am **guy1067:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 11:17 am **SimplyS1mon:** One man battle against e-mail... Go @elsua at #sbs2011
- 11:18 am **BenjaminEllis:** Enjoying @smcrae 's #sbs2011 talk on IBM's Jam methodology. Much is standard psychology/anthology research methodology done with tech :)
- 11:18 am **stuartmcintyre:** 'You sending me an email does not imply I take any responsibility for action' - so right @smcrae at #sbs2011
- 11:18 am **blogbrevity:** RT @elsua: If you have a chance, have a peek over through #sbs2011 for some smashing live tweeting of the SBS taking place in London today #goodstuff
- 11:18 am **jimworth:** It's a global village today on the #sbs2011 back channel!
- 11:18 am **SteveCogan:** @elsua_b @smcrae just mentioned your previous pitch! #SBS2011 & exhorted people to read more about email overload

- 11:18 am **elsua:** @JemimaG Hiya Jemima! I know, I know!! Grrr, for one time that's lovely! Grrr Enjoying the live tweeting, btw, keep it up, pls! :) #sbs2011
- 11:18 am **The_Shed:** Hi @benjaminellis thanks @mikeksmith There's way too many good people to talk to here. #sbs2011
- 11:18 am **AnaDataGirl:** @elsua cited at #sbs2011. You're a star Luis :)
- 11:19 am **Charlie98022:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 11:19 am **luisdoubrava:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 11:19 am **cc_chapman:** RT @jeffdachis: "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011
- 11:19 am **jobsworth:** @elsua your fame grows and grows. Hearing about one man's battle against email in a session on social business #sbs2011. That man is you!
- 11:19 am **elsua:** @stuartmcintyre @smcrae It's no longer a one man show ;-)) The biz world is finally catching up! *wave* (About time! ;-)) hehe #sbs2011
- 11:19 am **theparallaxview:** Rockstar @elsua gets a mention as the man without email ;-) #sbs2011 @smcrae
- 11:19 am **SteveCogan:** RT @BenjaminEllis: Enjoying @smcrae 's #sbs2011 talk on IBM's Jam methodology. Much is standard psychology/anthology research methodology done with tech :)
- 11:19 am **tokes:** "Sending an email does not imply the recipient has taken responsibility for reading it" #sbs2011
- 11:20 am **JemimaG:** #sbs2011 trad email model: you'll need 2 know this sometime, so I'll send this 2u now. We need a different model: key is #discoverability
- 11:20 am **driessen:** @elsua and his war against email is mentioned at the #sbs2011
- 11:20 am **driessen:** How do we reduce information overload? Stop sending email! #sbs2011
- 11:20 am **elsua:** @jobsworth @AnaDataGirl @SimplyS1mon Awwwww, my ears are burning! No wonder!! hehe Yeah, from here to world domination! #lawwe #sbs2011
- 11:20 am **AskTonyIT:** RT @stuartmcintyre: 'You sending me an email does not imply I take any responsibility for action' - so right @smcrae at #sbs2011
- 11:21 am **ulrike_reinhard:** RT @jobsworth: @elsua your fame grows and grows. Hearing about one man's battle against email in a session on social business #sbs2011. That man is you!
- 11:21 am **dfossas:** RT @jeffdachis: "We are getting the renaissance of something we have lost for 50 or 60 years... Social Business" @jobsworth #SBS2011
- 11:21 am **jonmell:** RT @stuartmcintyre: 'You sending me an email does not imply I take any responsibility for action' - so right @smcrae at #sbs2011
- 11:21 am **AskTonyIT:** RT @jonmell: Good transparency from @smcrae saying what IBM did wrong and learned from internal use of social business #sbs2011
- 11:21 am **BenjaminEllis:** "we'll never solve email overload by reducing amount of email we need. We need to reduce the number of emails people send" @smcrae #sbs2011
- 11:21 am **TimWMalone:** RT @driessen: How do we reduce information overload? Stop sending email! #sbs2011
- 11:21 am **mingk:** @smcrae only way to reduce e-mail overload is reducing # of emails sent. You can spend your life creating rules. Not manageable #sbs2011
- 11:21 am **JemimaG:** #sbs2011 that's theme 1: email. 2nd key theme: silos. Organisational silos inhibit knowledge learning
- 11:21 am **jonmell:** @vicokezie that was in 2003 though! Have learned lots since then #sbs2011
- 11:21 am **hakanthyr:** @smcrae "The people who don't get social software are the ones sending all these emails" #sbs2011

- 11:22 am **elsua:** ? @driessen How do we reduce information overload? Stop sending email! #sbs2011 // Indeed, reduce your dependence on it; don't reply! :)
- 11:22 am **Wedge:** RT @BenjaminEllis: "we'll never solve email overload by reducing amount of email we need. We need to reduce the number of emails people send" @smcrae #sbs2011
- 11:22 am **hollingsworth:** @blogbrevity @joningham that was quick *has a read* :-) #sbs2011
- 11:22 am **AskTonyIT:** RT @blogbrevity: Cascading Change RT @joningham: My post on John Hagel session at #SBS2011 <http://bit.ly/ijsN27> #Sbs2011 #ideachat
- 11:23 am **driessen:** Another way to attack information overload: break down organizational silos (make boundaries between departments permeable) #sbs2011
- 11:23 am **stuartmcintyre:** & those who 'reply to all' RT @hakanthyr: @smcrae "The people who don't get social software are the ones sending all these emails" #sbs2011
- 11:23 am **AnaDataGirl:** "How do we make boundaries between silos permeable?" Stuart McRae from IBM at #sbs2011
- 11:23 am **elsua:** @driessen @theparallaxview Thanks, folks! Wish I could be there; enjoying the lovely live tweeting before this customer workshop #sbs2011
- 11:23 am **sustainable_:** Thinking about link between information flow and concept of personal flow, achieving peak performance - surely two are linked? #SBS2011
- 11:24 am **driessen:** The ultimate silo is your firewall #sbs2011
- 11:24 am **elsua:** @jobsworth Hey, I have just been pinged offline by a couple of folks there who've enjoyed your session tremendously! Grrr Jealous! #sbs2011
- 11:24 am **JemimaG:** #sbs2011 the biggest silo of all? Your firewall. You're shutting out valuable contributions 2 ur business. Need 2 make the Walls #permeable
- 11:25 am **markmorrell:** RT @driessen: Work is changing. "Historical businesses were hierarchies of products and customers." #sbs2011
- 11:25 am **mfcompany:** RT @jeffdachis: "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011
- 11:25 am **saulcozens:** Once you removed all the internal silos in an organisation you then need to break through the firewall @smcrae #sbs2011
- 11:25 am **markmorrell:** RT @driessen: Knowledge work is not a process, linear, repeatable. It's lumpy #sbs2011
- 11:26 am **akjnyc:** RT @jimworth: It's a global village today on the #sbs2011 back channel!
- 11:26 am **Folletto:** "I will buy from the people I relate better with" @smcrae #SBS2011
- 11:26 am **saulcozens:** #sbs2011 @smcrae says nobody will by IBM systems on brand alone. A long way from 'no body got fired for buying IBM'
- 11:27 am **stuartmcintyre:** So, says @smcrae, is #socbiz an aspirin or a vitmain. I like that question... #sbs2011
- 11:27 am **tokes:** "Is social business software an aspirin or a vitamin?" #sbs2011
- 11:27 am **driessen:** Is social software a vitamine or an asperine? #sbs2011
- 11:27 am **salterbaxter:** @smrae brand loyalty is yesterday, now about affinity with employees, interacting with them over social media #SBS2011
- 11:27 am **chrisdymond:** <http://moby.to/yzckit> - Inside the Social Business Summit #sbs2011 - Stuart McRae on stage, John Hagel & JP Ramaswami in 4ground
- 11:28 am **markmorrell:** RT @driessen:RT @sustainable:@jobsworth speaking still a shame we have 2 use term like social business. is there an antisocial bus? #SBS2011
- 11:28 am **JemimaG:** #sbs2011 to become a social business, ask - what problems are you trying to solve? Do you need aspirin or vitamins?

- 11:28 am **mijori23:** RT @driessen: Another way to attack information overload: break down organizational silos (make boundaries between departments permeable) #sbs2011
- 11:28 am **manumarchal:** RT @hakanthyr: @smcrae "The people who don't get social software are the ones sending all these emails" #sbs2011
- 11:28 am **markmorrell:** RT @driessen: New blog post! Nature doesn't do SLA's @jobsworth #sbs2011: I'll be sharing my notes .. <http://bit.ly/f0Jp8O> (by @driessen)
- 11:28 am **mijori23:** RT @driessen: The ultimate silo is your firewall #sbs2011
- 11:29 am **markmorrell:** RT @driessen: Ah, wifi is getting better, right?! #sbs2011
- 11:29 am **mijori23:** RT @JemimaG: #sbs2011 the biggest silo of all? Your firewall. You're shutting out valuable contributions 2 ur business. Need 2 make the Walls #permeable
- 11:29 am **twiliew:** "@driessen: @elsua and his war against email is mentioned at the #sbs2011" // It's no a war, it's social movement now.. ;)
- 11:29 am **markmorrell:** RT @driessen:RT @jeffdachis: "We are getting the renaissance of something we have lost 4 50 or 60 yrs. Social Business" @jobsworth #SBS2011
- 11:30 am **stuartmcintyre:** .@smcrae shows @sandy_carter's cracking AGENDA slide detailing key approach points for #socsbiz #sbs2011
- 11:30 am **markmorrell:** RT @driessen: Is social business also no suit but a t-shirt?! @jobsworth is leading the way! :-)) #sbs2011
- 11:30 am **mwarne:** RT @tokes: "Sending an email does not imply the recipient has taken responsibility for reading it" #sbs2011 < so many people think otherwise
- 11:30 am **theparallaxview:** RT @akjnyc: RT @jimworth: It's a global village today on the #sbs2011 back channel! > yay Hello World!
- 11:30 am **JemimaG:** #sbs2011 #IBM use AGENDA approach: 6 steps to becoming a social business (google it)!
- 11:31 am **craighepburn:** RE: Email overload. Educate people on best practice comms & reset regularly with email bankruptcy - works a treat for me ;-)) #sbs2011
- 11:31 am **SpectrumResourc:** RT @sustainable_: Role of social software in increasing passion amongst employees - and companies need to be able to unleash passion #SBS2011 @jhagel
- 11:31 am **markmorrell:** RT @driessen:RT @saulcozens:Q to @jobsworth 'what will the future gen think about money?' answrns loc currency & SIM card exchanges #sbs2011
- 11:31 am **mijori23:** RT @markmorrell: RT @driessen: Knowledge work is not a process, linear, repeatable. It's lumpy #sbs2011
- 11:32 am **stuartmcintyre:** .@smcrae finishes with "Your business is not about being social. It is about doing business. Use social, do it better" #sbs2011
- 11:32 am **JemimaG:** #sbs2011 @smcrae: your business is not about being social, it's about doing business, use social to do it better
- 11:32 am **markmorrell:** RT @driessen: Next up @jhagel #sbs2011 about Cascading Change
- 11:32 am **markmorrell:** RT @driessen: Great to hear @jhagel live! Love the Shift Index report, read it from a-z every year #sbs2011
- 11:32 am **ralph_b:** RT @elsua: ? @driessen How do we reduce information overload? Stop sending email! #sbs2011 // Indeed, reduce your dependence on it; don't reply! :)
- 11:32 am **andypiper:** RT @stuartmcintyre: .@smcrae finishes with "Your business is not about being social. It is about doing business. Use social, do it better" #sbs2011
- 11:33 am **craighepburn:** Good luck to @mingk and sorry i cant be there in person #sbs2011 - Social Business at Nokia is having a fantastic impact to support change.
- 11:33 am **guy1067:** RT @mingk: @smcrae only way to reduce e-mail overload is reducing # of emails sent. You can spend your life creating rules. Not manageable #sbs2011

- 11:33 am **saulcozens:** Good question for @smcrae at #sbs2011 - how does outsourcing affect the ability for customers to relate to staff?
- 11:33 am **markmorrell:** RT @driessen:RT @jeffdachis: "There is a problem of focusing on adoption rather than impact" @dachisgroup #SBS2011 @jhagel @20adoption
- 11:33 am **markmorrell:** RT @driessen: RT @theparallaxview: ' Seek the exceptions' this is where to deploy social #sbs2011 @jhagel
- 11:33 am **guy1067:** RT @stuartmcintyre: .@smcrae finishes with "Your business is not about being social. It is about doing business. Use social, do it better" #sbs2011
- 11:34 am **markmorrell:** RT @driessen:RT @daniel_pankatz: up to 60% of bus time goes into process exceptions, soc sw is good & helping 2 reduce this @jhagel #sbs2011
- 11:34 am **tallpaul75:** RT @stuartmcintyre: 'You sending me an email does not imply I take any responsibility for action' - so right @smcrae at #sbs2011
- 11:34 am **JemimaG:** RT ?@joningham: My post on John Hagel session at #SBS2011 <http://t.co/AgrCyeO?> > thanks Jon: good stuff!
- 11:35 am **petewoolley:** RT @stuartmcintyre: .@smcrae finishes with "Your business is not about being social. It is about doing business. Use social, do it better" #sbs2011
- 11:35 am **SteveCogan:** .@smcrae good plug for our #IBM IDC case study on how we became a social business #SBS2011 #socabiz #in <http://t.co/MVb9v7Q>
- 11:35 am **Design4people:** RT Craig Hepburn: Good luck to @mingk and sorry i cant be there in person #sbs2011 - Social Business at Nokia is... <http://bit.ly/fZzjul>
- 11:35 am **theparallaxview:** I like the exceptions argument its the same as the pain point one - site social there & solve the issue collaboratively #sbs2011
- 11:35 am **DT:** @joningham on John Hagel on Cascading Change ~ Management 2.0 developing social capital <http://t.co/tLUtx6q> at #sbs2011
- 11:36 am **petewoolley:** #SBS2011 Stop sending email! Walk and talk instead.
- 11:36 am **driessen:** RT @stuartmcintyre: @smcrae "Your business is not about being social. It is about doing business. Use social, do it better" #sbs2011
- 11:36 am **akjnyc:** RT @JemimaG: #sbs2011 #IBM use AGENDA approach: 6 steps to becoming a social business (google it!)
- 11:37 am **JemimaG:** Blog post on @jobsworth preso @ #sbs2011 now up: Brave new dawn? <http://t.co/Pgicj4z> (though sadly not "live" due to wifi hiccups)
- 11:37 am **driessen:** @dhinchcliffe on the stage, talking about High Impact Social Business #sbs2011
- 11:38 am **net_hues:** RT @stuartmcintyre: .@smcrae finishes with "Your business is not about being social. It is about doing business. Use social, do it better" #sbs2011
- 11:38 am **JemimaG:** #sbs2011 Now some social business #storytelling from @dion - yay!
- 11:38 am **saulcozens:** #sbs2011 @dhinchcliffe is about to tell us some stories about social business. Excellent, some intrinsic knowledge perhaps.
- 11:39 am **gautamghosh:** @elsua I agree you're a star ! #sbs2011 @jobsworth And we are jealous too.... :)
- 11:39 am **stuartmcintyre:** Dion Hinchcliffe is up next at #sbs2011. Love this quote already 'Twitter is the command line for Social Business' @dhinchcliffe
- 11:40 am **stuartmcintyre:** Oh loving this already - 'information superabundance' - gonna be using that one a lot ;-) @dhinchcliffe #sbs2011
- 11:41 am **akjnyc:** @dhinchcliffe taking the stage at #sbs2011 London
- 11:41 am **theparallaxview:** RT @StuartMcIntyre: Dion Hinchcliffe at #sbs2011. Love this quote already 'Twitter is the command line for Social Business' @dhinchcliffe
- 11:41 am **AnaDataGirl:** Now @dhinchcliffe on stage of #sbs2011 Most of my e20 socbiz literacy started by reading his work!

- 11:42 am **smcrae:** @dhinchcliffe at #sbs2011 the way we do business in the 21st century is very different to the way you did it in the 20th century
- 11:42 am **f_redant:** RT @demeto: Important msg! "@driessen: Social software is more than technology. It can be used as a change catalyst. #sbs2011" #e20 #socabiz
- 11:42 am **jobsworth:** Listening to Dion Hinchcliffe at #sbs2011 in London
- 11:42 am **DT:** @dhinchcliffe talking next-generation business at #sbs2011 (so great he's not used the social business term)
- 11:42 am **gautamghosh:** RT @jeffdachis: "To be successful in change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011
- 11:42 am **markgould13:** RT @JemimaG: #sbs2011 that's theme 1: email. 2nd key theme: silos. Organisational silos inhibit knowledge learning
- 11:43 am **mijori23:** RT @stuartmcintyre: Dion Hinchcliffe is up next at #sbs2011. Love this quote already 'Twitter is the command line for Social Business' @dhinchcliffe
- 11:43 am **saulcozens:** Organisations are the sum of their employees social capital. Social is currently about people not companies @dhinchcliffe #sbs2011
- 11:43 am **AustenTX:** RT @jeffdachis: FULL HOUSE @dachisgroup Social Business Summit 2011 LONDON. @jobsworth talking about the acid trip of changing work environment. #SBS2011
- 11:43 am **chieftech:** RT @saulcozens: Organisations are the sum of their employees social capital. Social is currently about people not companies @dhinchcliffe #sbs2011
- 11:43 am **JemimaG:** #sbs2011 @dion talks about the rise of social capital: it's not so much about the businesses, it's the emergent communities of individuals
- 11:44 am **gialyons:** Treat empl. as artists, not cogs. RT @jeffdachis: we are going to have to figure out a way to reintegrate passion in profession #sbs2011
- 11:45 am **SteveCogan:** .@dhinchcliffe talking about shift from hierarchies to communities of individuals plus from email to social channels #sbs2011
- 11:46 am **gautamghosh:** RT @saulcozens: Orgs are the sum of their employees' social capital. Social is currently about people not cos. @dhinchcliffe #sbs2011
- 11:47 am **MartijnLinssen:** Saving up the #sbs2011 tweets for tonight
- 11:47 am **The_Brainstorm:** "The marketplace has reinvented itself in the last 1/2 decade...and now social is the new dominant global trend" #SBS2011 @dhinchcliffe
- 11:47 am **gialyons:** #SBS2011 when will the practice of Human Resource Mgmt embrace #socabiz ? How will HR make it sustainable, scalable?
- 11:48 am **salterbaxter:** @dhinchcliffe social is how we communicate, eclipsed email in 2009 #SBS2011, need to be able to engage in conversations that matter
- 11:48 am **leebryant:** e3@gialyons good question Gia! #sbs2011
- 11:48 am **GambIndan:** RT @OTOOLEFAN Electric Car network initiated by Shai Agassi, (Better Place) is launching in Israel. #sbs2011. What I was telling U about.
- 11:48 am **saulcozens:** Vertical social networks like communities of practice are where the really important business conversations happen @dhinchcliffe #sbs2011
- 11:49 am **markgould13:** Social communication eclipsed email (by volume) in June 2009. (@dhinchcliffe #SBS2011) What is business doing about this?
- 11:49 am **BenjaminEllis:** Hmm... @dhinchcliffe Just described Enterprise 2.0 as an internal channel. Something inside me just died a little. Isn't it more? #sbs2011
- 11:49 am **JemimaG:** #sbs2011 we now have 400 social networks with more than 1m users each = mind boggling!
- 11:49 am **blogbrevity:** RT @salterbaxter: @dhinchcliffe social is how we communicate, eclipsed email in 2009 #SBS2011, need to be able to engage in conversations that matter

- 11:50 am **gautamghosh:** @benjaminellis yes.. I agree.. its about connecting employees to customers too #sbs2011
- 11:50 am **coachclaire:** RT @saulcozens: Vertical social networks like communities of practice are where the really important business conversations happen @dhinchcliffe #sbs2011
- 11:50 am **smcrae:** RT @JemimaG: #sbs2011 the biggest silo of all? Your firewall. You're shutting out valuable contributions 2 ur business. Need 2 make the Walls #permeable
- 11:50 am **mingk:** Via dion hinchcliffe - social has now overtaken email as a communication medium #sbs2011
- 11:51 am **JemimaG:** #sbs2011 web is still main platform but rise of social networks and mobile apps is creating "another delta"
- 11:51 am **DT:** RT @BenjaminEllis: Hmm... @dhinchcliffe Just described Enterprise 2.0 as an internal channel. Something inside me just died a little. Isn't it more? #sbs2011
- 11:51 am **leebryant:** @benjaminellis @GautamGhosh I think he is using the label for internal, but socbiz includes external as well - terminology issue #sbs2011
- 11:52 am **markmorrell:** RT @driessen: RT @AnaDataGirl: "Going slow at the outset can actually push things" @jhagel at #sbs2011 on implmtg social software #socbiz
- 11:52 am **leebryant:** @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 11:52 am **markmorrell:** RT @driessen: Social software is more than technology. It can be used as a change catalyst. #sbs2011
- 11:52 am **RichardMaybury:** Totally agree @benjaminellis + @smcrae #sbs2011 We need to modify email sending behaviour. see 12,992 pointless emails <http://ow.ly/4loOd>
- 11:52 am **markmorrell:** RT @driessen: Focus on the metrics that matter when rolling out social software #sbs2011
- 11:52 am **markmorrell:** RT @driessen: Social software also integrates passion in profession. Further developed in the Power of Pull (book) #sbs2011
- 11:52 am **mijori23:** RT @saulcozens: Organisations are the sum of their employees social capital. Social is currently about people not companies @dhinchcliffe #sbs2011
- 11:52 am **stuartmcintyre:** Super chart from @dhinchcliffe - Social interactions overtook Email interactions in July 2009 - 'Social is how we communicate' #sbs2011
- 11:52 am **mijori23:** RT @JemimaG: #sbs2011 @dion talks about the rise of social capital: it's not so much about the businesses, it's the emergent communities of individuals
- 11:53 am **mijori23:** RT @gialyons: Treat empl. as artists, not cogs. RT @jeffdachis: we are going to have to figure out a way to reintegrate passion in profession #sbs2011
- 11:53 am **The_Brainstorm:** "Customers have moved & businesses have fallen behind.. .and business knows that it is only going to get worse!" #SBS2011 @dhinchcliffe
- 11:53 am **stuartmcintyre:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 11:53 am **mijori23:** RT @SteveCogan: @dhinchcliffe talking about shift from hierarchies to communities of individuals plus from email to social channels #sbs2011
- 11:53 am **gialyons:** #SBS2011 cmty is like water. Individuals "flow"-apply their skills/knowledge-where it makes sense to do so. HR practices need to catch up.
- 11:53 am **mijori23:** RT @gialyons: #SBS2011 when will the practice of Human Resource Mgmt embrace #socbiz ? How will HR make it sustainable, scalable?
- 11:53 am **BenjaminEllis:** @leebryant @gautamghosh We still all use different meanings for social business, E2.0 and social software. but today is helping! #sbs2011
- 11:53 am **The_Brainstorm:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011

- 11:53 am **JemimaG:** #sbs2011 apols - in place of my previous references to @dion please read @dhinchcliffe #sorry
- 11:54 am **hollingsworth:** @gautamghosh case in point at @saasu we aim for customer happiness by being present wherever and (almost) whenever needed #sbs2011
- 11:54 am **mijori23:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 11:55 am **mijori23:** RT @gialyons: #SBS2011 cmtly is like water. Individuals "flow"-apply their skills/knowledge-where it makes sense to do so. HR practices need to catch up.
- 11:55 am **chieftech:** @JemimaG fyi list of twitter account for #sbs2011 here <http://is.gd/GXk1fN>
- 11:55 am **socialtechno:** Via many, if your organization has rules & exceptions, exception handling a good area to use social tools @jhagel #SBS2011
- 11:56 am **gialyons:** RT @JemimaG: #sbs2011 the biggest silo of all? Your firewall. You're shutting out valuable contributions 2 ur business. Need 2 make the Walls #permeable
- 11:56 am **sustainable_:** @dhinchcliffe McKinsey study showing correlation between being a social business and profitability - down to attitude of business? #sbs2011
- 11:56 am **MartijnLinssen:** Although I must say that my twingers are aching... #sbs2011
- 11:56 am **AnaDataGirl:** "Origins of social business lie in the story of open source software" @dhinchcliffe at #sbs2011
- 11:56 am **JemimaG:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 11:57 am **JemimaG:** RT @stuartmcintyre: Super chart from @dhinchcliffe - Social interactions overtook Email interactions in July 2009 - 'Social is how we communicate' #sbs2011
- 11:58 am **cheaper_therapy:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 11:58 am **bomabry:** RT @smcrae: The new generation is entering the workplace pre-skilled in the "facebook" world. Previous generations learnt [IT] in the workplace #sbs2011
- 11:58 am **vicokezie:** @stuartmcintyre Is this chart based on overall usage (personal etc) or from a business perspective? #sbs2011
- 11:58 am **zoopwizard:** #sbs2011 Open Source is the lost decade? Really? Don't tell the folks at Spring, Redhat or JBoss.
- 11:59 am **mijori23:** RT @socialtechno: Via many, if your organization has rules & exceptions, exception handling a good area to use social tools @jhagel #SBS2011
- 11:59 am **mijori23:** RT @sustainable_: @dhinchcliffe McKinsey study showing correlation between being a social business and profitability - down to attitude of business? #sbs2011
- 11:59 am **jeffdachis:** Reflections on Social Business Summit 2011 ? Sydney and Austin <http://bit.ly/eI2ENV> @dhinchcliffe @dachisgroup #SBS2011 #IBM
- 12:01 pm **REdwards:** RT @stuartmcintyre: & those who 'reply to all' RT @hakanthyr: @smcrae "The people who don't get social software are the ones sending all these emails" #sbs2011
- 12:01 pm **mijori23:** @intchallenge And I'll be making a transcript of #SBS2011 available on Connected from <http://wthashtag.com/Sbs2011>.
- 12:01 pm **nickithoma:** RT @sustainable_: Role of social software in increasing passion amongst employees - and companies need to be able to unleash passion #SBS2011 @jhagel
- 12:02 pm **catrionacampbel:** RT @mijori23: @intchallenge And I'll be making a transcript of #SBS2011 available on Connected from <http://wthashtag.com/Sbs2011>.

- 12:03 pm **catrionacampbel:** RT @sustainable_: @dhinchcliffe McKinsey study showing correlation between being a social business and profitability - down to attitude of business? #sbs2011
- 12:03 pm **catrionacampbel:** RT @smcrae: The new generation is entering the workplace pre-skilled in the "facebook" world. Previous generations learnt [IT] in the workplace #sbs2011
- 12:04 pm **mijori23:** RT @jeffdachis: Reflections on Social Business Summit 2011 ? Syndey and Austin <http://bit.ly/eI2ENV> @dhinchcliffe @dachisgroup #SBS2011 #IBM
- 12:05 pm **katenieder:** RT @jeffdachis: "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011
- 12:06 pm **chieftech:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 12:06 pm **cineandreea:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 12:07 pm **EdwardNehls:** @sustainable_ @dhinchcliffe Haven't seen McKinsey study but curious if correlation b/t social bus & prof relates 2 how prof B4 #sm? #sbs2011
- 12:07 pm **SteveCogan:** RT @smcrae: The new generation is entering the workplace pre-skilled in the "facebook" world. Previous generations learnt [IT] in the workplace #sbs2011
- 12:09 pm **catrionacampbel:** RT @jeffdachis: Strongly suggest you get and read Power of Pull by @jhagel #SBS2011 #PowerofPull
- 12:09 pm **christoph:** RT @chieftech: @JemimaG fyi list of twitter account for #sbs2011 here <http://is.gd/GXk1fN>
- 12:09 pm **blogbrevity:** . @cornacheron agree w/SMS, question facebook stat for under 30 from @dhinchcliffe - esp 4 engagement w/brands #sbs2011
- 12:10 pm **markmorrell:** RT @SteveCogan:RT @benjaminellis: Enjoying @smcrae 's #sbs2011 talk on IBM's Jam methodology. Much is standard psychology/anthology research
- 12:10 pm **BenjaminEllis:** #sbs2011 @dhinchcliffe explaining how social software is great at handling complex interactions that traditional tools struggle with...
- 12:10 pm **markmorrell:** RT @driessen: How do we reduce information overload? Stop sending email! #sbs2011
- 12:10 pm **gautamghosh:** RT @jeffdachis: Strongly suggest you get and read Power of Pull by @jhagel #SBS2011
- 12:10 pm **gazrose:** RT @stuartmcintyre: 'You sending me an email does not imply I take any responsibility for action' - so right @smcrae at #sbs2011
- 12:11 pm **salterbaxter:** Social tools adapt themselves to the organisation rather than other way round @dhinchcliffe #sbs2011
- 12:11 pm **VMaryAbraham:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 12:11 pm **BenjaminEllis:** Resounding theme from #sbs2011 so far: Business is moving from a process driven to pattern driven model. Social Software wins at patterns.
- 12:12 pm **sustainable_:** Social - the intentional designing of serendipity. yes! #sbs2011
- 12:12 pm **cineandreea:** RT @servantofchaos: So true RT @jeffdachis: "We increase our (a business) fixed costs by filling our day with meetings" @jobsworth #SBS2011
- 12:12 pm **SimplyS1mon:** The 50ft collaboration rule has now been broken by social sw... Social is special! #sbs2011
- 12:12 pm **cineandreea:** "@Folletto: "We need to save our failures to be future proof" Rangaswami #sbs2011"
- 12:12 pm **joningham:** My post on Stuart McCrae's presentation on jamming and social at IBM #SBS2011 <http://bit.ly/f423QG> (slowing down a bit now)

- 12:12 pm **dilftechnical:** RT @cormacheron: #SBS2011 @dhinchcliffe 50' collaboration rule slide <http://t.co/jHj3nlg>
- 12:13 pm **joningham:** RT @BenjaminEllis: Resounding theme from #sbs2011 so far: Business is moving from a process driven to pattern driven model. Social Software wins at patterns.
- 12:13 pm **JemimaG:** Siemens have a 3 year plan to eradicate email entirely #sbs2011
- 12:13 pm **stuartmcintyre:** Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 12:13 pm **dilftechnical:** ?@SimplyS1mon: The 50ft collaboration rule has now been broken by social sw... Social is special! #sbs2011? hear hear
- 12:13 pm **TimWMalone:** RT @JemimaG: Siemens have a 3 year plan to eradicate email entirely #sbs2011
- 12:13 pm **dahowlett:** @benjaminellis has anyone provided evidence for the process to pattern statement? #sbs2011
- 12:13 pm **smcrae:** @dhinchcliffe "Siemens & ATOS plan to eliminate e-mail entirely while moving to social channels" #sbs2011
- 12:14 pm **mingk:** @dhinchcliffe "social is intentional design of serendipity #sbs2011
- 12:14 pm **tokens:** "People that are 50 feet apart are unlikely to collaborate" - so, so true. #sbs2011 and #bitterexperience
- 12:14 pm **stuartmcintyre:** #sbs2011 speakers and expertise shared have been stellar, wifi has been #fail. Such a shame...
- 12:14 pm **TimWMalone:** RT @stuartmcintyre: Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 12:14 pm **net_hues:** RT @stuartmcintyre: Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 12:14 pm **The_Brainstorm:** First of many emerging case studies : IBM - 29% reduction in email after making social the primary business channel #SBS2011 @dhinchcliffe
- 12:15 pm **EdwardNehls:** RT @jeffdachis: Reflections on Social Business Summit 2011 ? Syndey and Austin <http://bit.ly/eI2ENV> @dhinchcliffe @dachisgroup #SBS2011 #IBM
- 12:15 pm **mijori23:** RT @BenjaminEllis: Resounding theme from #sbs2011 so far: Business is moving from a process driven to pattern driven model. Social Software wins at patterns.
- 12:15 pm **mijori23:** RT @sustainable_: Social - the intentional designing of serendipity. yes! #sbs2011
- 12:15 pm **cineandreea:** RT @gautamghosh: @jobsworth says :) RT @StuartMcIntyre 'Failure is the recognition of the conditions that caused something not to work - accept it!' #sbs2011
- 12:15 pm **Folletto:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 12:15 pm **mijori23:** RT @JemimaG: Siemens have a 3 year plan to eradicate email entirely #sbs2011
- 12:15 pm **cineandreea:** "@smcrae: Save the failure. I have not failed 100 times, I have found 100 things that do not work @jobsworth #sbs2011"
- 12:15 pm **ccasas:** RT @stuartmcintyre: Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 12:16 pm **cineandreea:** RT @gautamghosh: RT @WeTechnophobia: focus on recognise patterns rather than create process -to deal with exceptions effectively - @jobsworth #sbs2011
- 12:16 pm **gautamghosh:** RT @smcrae: @dhinchcliffe "Siemens & ATOS plan to eliminate e-mail entirely while moving to social channels" #sbs2011

- 12:16 pm **cineandreea:** RT @gautamghosh: if you're interested in how social tools are impacting business follow the Social Business Summit in London - hashtag #sbs2011
- 12:16 pm **mijori23:** RT @The_Brainstorm: First of many emerging case studies : IBM - 29% reduction in email after making social the primary business channel #SBS2011 @dhinchcliffe
- 12:16 pm **allerhed:** RT @diltftechnical: ?@SimplyS1mon: The 50ft collaboration rule has now been broken by social sw... Social is special! #sbs2011? hear hear
- 12:16 pm **allerhed:** RT @stuartmcintyre: Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 12:16 pm **cineandreea:** RT @SteveCogan: @jobsworth #SBS2011 touch will be augmented with voice. Took generation from first graphical user interface to touch. Change constant #in
- 12:16 pm **SteveCogan:** .@dhinchcliffe excellent examples of value in #socialbus, eg #IBM 29% < email after intro of social software as primary channel #sbs2011
- 12:17 pm **cineandreea:** "@DT: @jobsworth "spending more time dealing with the exception than the rule" - I wish @sig was here #sbs2011"
- 12:18 pm **cineandreea:** One of the most inspirational thinkers "@stuartmcintyre: .@jobsworth is an incredibly engaging speaker. Very impressed so far #sbs2011"
- 12:18 pm **MarkEggleston:** RT @JemimaG: Siemens have a 3 year plan to eradicate email entirely #sbs2011 >> Unlikely. Do they plan to work w/ partners, customers, etc?
- 12:19 pm **KellyGroehler:** RT @jaredroy: Get the right people on the team RT @jeffdachis: we are going to have to figure out a way to reintegrate passion in profession #sbs2011?
- 12:19 pm **salhir:** RT @benjaminellis Resounding theme from #sbs2011: Business is moving from process driven to pattern driven model.
- 12:19 pm **blogbrevity:** RT @gautamghosh: RT @smcrae: @dhinchcliffe "Siemens & ATOS plan to eliminate e-mail entirely while moving to social channels" #sbs2011
- 12:19 pm **samclo:** RT @tokes: "People that are 50 feet apart are unlikely to collaborate" - so, so true. #sbs2011 and #bitterexperience
- 12:20 pm **andypiper:** RT @stuartmcintyre: Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 12:20 pm **cineandreea:** "@howey: Workers are changing, parents 1 job, us 7 jobs, kids 7 jobs at same time @jobsworth #sbs2011"
- 12:21 pm **blogbrevity:** ? this RT @mingk : @dhinchcliffe "social is intentional design of serendipity" #sbs2011 #ideachat
- 12:22 pm **billfromsc:** Yes! RT @blogbrevity: ? this RT @mingk : @dhinchcliffe "social is intentional design of serendipity" #sbs2011 #ideachat
- 12:23 pm **gautamghosh:** case for social business .. sorry ROI demanding people :) RT @mingk: @dhinchcliffe "social is intentional design of serendipity #sbs2011
- 12:23 pm **TedHopton:** RT @gialyons: #SBS2011 cmtly is like water. Individuals "flow"-apply their skills/knowledge-where it makes sense to do so. HR practices need to catch up.
- 12:23 pm **cineandreea:** "@smcrae: Definition of a teenager: someone who can send a text message without taking their hand out of their pocket @jobsworth #sbs2011"
- 12:24 pm **gautamghosh:** Amazing how twitter makes you follow a conference without spending money :-)
#sbs2011 and #scrmsummit in the last 2-3 days
- 12:25 pm **Gambindan:** @JoeNBC RT Electric Car network initiated by Shai Agassi, (Better Place) is launching in Israel. #sbs2011. What I was telling U about.
- 12:26 pm **cineandreea:** RT @dhinchcliffe: "Businesses are transforming from hierarchies to networks and capabilities." - @jobsworth #sbs2011 <http://t.co/soyckK>
- 12:26 pm **tduhart75:** RT @jeffdachis: "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011

- 12:26 pm **joningham:** RT @gautamghosh: case for social business .. sorry ROI demanding people :) RT @mingk: @dhinchcliffe "social is intentional design of serendipity #sbs2011"
- 12:27 pm **ljseverson:** RT @MarkEggleston RT @JemimaG: Siemens have a 3 year plan to eradicate email entirely #sbs2011 >> Unlikely? (cont) <http://deck.ly/~aUx7y>
- 12:27 pm **cineandrea:** RT @BenjaminEllis: Listening to @jobsworth talking about the ways business needs to reclaim its inherently social nature. Very good stuff #sbs2011
- 12:28 pm **blogbrevity:** @billfromsc Hello Bill! Idea part of my pres: "Design Thinking and Architecting Conversations" :) @mingk @dhinchcliffe #sbs2011
- 12:28 pm **gautamghosh:** @hollingsworth totally agree with that approach @saasu takes #sbs2011
- 12:28 pm **cineandrea:** RT @DT: @jobsworth talking clue train and rediscovering something we've lost - the social dimension #sbs2011 - we had engineered the social out
- 12:29 pm **joningham:** Working on it! RT@TedHopton @gialyons #SBS2011 Individuals "flow"-apply their skills where it makes sense. HR practices need to catch up.
- 12:30 pm **jcrouchley:** RT @stuartmcintyre: Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 12:36 pm **crexia:** Great stuff! RT @joningham: My post on Stuart McCrae's presentation on jamming and social at IBM #SBS2011 <http://bit.ly/f423QG>
- 12:36 pm **vicokezie:** Great stuff! RT @joningham: My post on Stuart McCrae's presentation on jamming and social at IBM #SBS2011 <http://bit.ly/f423QG>
- 12:37 pm **Nenad:** RT @stuartmcintyre: 'if your business is about managing knowledge stocks, you are managing a diminishing asset. Now about managing knowledge flows' #sbs2011
- 12:37 pm **HP_Dalen:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 12:39 pm **VMaryAbraham:** Cascading Change: Small Moves, Smartly Made, Can Set Big Things into Motion by @jhagel #sbs2011 <http://feedly.com/k/ib9NYi/by/@Driessen>
- 12:42 pm **jimmygreer:** RT @jeffdachis: "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011
- 12:43 pm **greenarkpress:** RT @jeffdachis: "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011
- 12:44 pm **kareemsmith:** RT @jeffdachis: "EVERYTHING will change in an organization with the implementation of Social Business. Everything." @jhagel @dachsigroup #SBS2011 #IBM
- 12:44 pm **bricejewell:** RT @leebyrant @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 12:44 pm **VMaryAbraham:** @driessen @markgould13 @leebyrant Thanks for tweeting #SBS2011. The sessions are fabulous . Wish I was there!
- 12:45 pm **dl9687:** RT @bricejewell: RT @leebyrant @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 12:45 pm **blogbrevity:** Stay fluid RT @gialyons #SBS2011 Community is like water. Individuals "flow"-apply their skills/knowledge-where it makes sense
- 12:46 pm **jdhancock:** RT @jeffdachis: "To be successful in the areas of change, we are going to have to figure out a way to reintegrate passion in profession" @jhagel #SBS2011
- 12:46 pm **joningham:** #sbs2011 crowd at lunch <http://yfrog.com/hs2rjskj>
- 12:46 pm **bricejewell:** Amen! RT @gialyons RT @JemimaG: #sbs2011 the biggest silo of all? Your firewall. You're shutting out valuable contributions 2 ur business.
- 12:47 pm **joningham:** Jazz Impact rehearsals <http://yfrog.com/h74h5mvj> #sbs2011
- 12:48 pm **ajslaghu:** RT @driessen: RT @jeffdachis: "There is a problem of focusing on adoption rather than impact" @dachsigroup #SBS2011 @jhagel @20adoption

- #IBMSoftware
- 12:54 pm **pcollaris:** RT @driessen: Is social software a vitamine or an asperine? #sbs2011
- 12:54 pm **AbilityQuest:** RT @driessen: Is social software a vitamine or an asperine? #sbs2011
- 12:54 pm **AbilityQuest:** RT @driessen: How do we reduce information overload? Stop sending email! #sbs2011
- 12:54 pm **pcollaris:** RT @driessen: How do we reduce information overload? Stop sending email! #sbs2011
- 12:57 pm **ajslaghu:** RT @driessen: RT @daniel_pankatz: up to 60% of business time goes into process exceptions, social sw is good at helping us reduce this - @jhagel #sbs2011
- 12:59 pm **NateThompson:** Sitting at home in your pants is also not good for collaboration #sbs2011
- 12:59 pm **jennymurphy13:** RT @natethompson: Sitting at home in your pants is also not good for collaboration #sbs2011
- 1:03 pm **janvanveen:** RT @driessen: How do we reduce information overload? Stop sending email! #sbs2011
- 1:05 pm **katmandelstein:** RT @stuartmcintyre: Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 1:06 pm **katmandelstein:** RT @SteveCogan: @smcrae good plug for our #IBM IDC case study on how we became a social business #SBS2011 #socbiz #in <http://t.co/MVb9v7Q>
- 1:06 pm **dhinchcliffe:** Trying the new Color location-based social networking app at #sbs2011. Recommend other attendees do as well. App link: <http://ow.ly/1see7j>
- 1:07 pm **katmandelstein:** RT @JemimaG: #sbs2011 @smcrae: your business is not about being social, it's about doing business, use social to do it better
- 1:07 pm **sesaz:** RT @Dominic_Tyer: Def of a teenager - someone who can send a text message without taking their hand out of their pocket #sbs2011 (via @jas @StuartMcIntyre)
- 1:07 pm **markgould13:** The view from #sbs2011 @ Imagination Gallery <http://instagr.am/p/CfwrB/>
- 1:10 pm **dilftechnical:** Just recordedvsom stuff for TWiL .. Some insight from #sbs2011 so watch out for #thisweekinlotus tomorrow
- 1:11 pm **LohrHomes:** RT @JemimaG: #sbs2011 @smcrae: your business is not about being social, it's about doing business, use social to do it better
- 1:11 pm **sustainable_:** RT @dhinchcliffe: Trying the new Color location-based social networking app at #sbs2011. App link: <http://ow.ly/1see7j>
- 1:12 pm **rosstmw:** Jazz and the art of collaborative innovation! #sbs2011
- 1:13 pm **ulrike_reinhard:** Let the music play @ #SBS2011 with jazzimpact...
- 1:13 pm **smcrae:** The art of collaborative innovation with Michael Gold of jazz-impact.com at #sbs2011
- 1:13 pm **SimplyS1mon:** Social business begins with connections... Great start to the afternoon #sbs2011 with a plug for LC 3....
- 1:14 pm **intchallenge:** RT @mijori23: @intchallenge And I'll be making a transcript of #SBS2011 available on Connected from <http://wthashtag.com/Sbs2011>.
- 1:14 pm **HemdMans:** RT @driessen: How do we reduce information overload? Stop sending email! #sbs2011
- 1:16 pm **KT_Little:** To my network what is #sbs2011 and where is it at?
- 1:17 pm **katmandelstein:** @dilftechnical Thanks Sharon. Glad you were able to make it to #SBS2011
- 1:18 pm **stuartmcintyre:** @KT_Little The Dachis Social Business Summit, in London, UK #sbs2011

- 1:18 pm **dilftechnical:** Wow audience participation at #sbs2011 - with jazzimpact, they's had us clapping & singing - brilliant :)
- 1:18 pm **BenjaminEllis:** @solobasssteve You're not going to believe this, but we did just have a few moments of live solo bass. #sbs2011
- 1:18 pm **hakanthyr:** Syncopation and jazz at #sbs2011
- 1:20 pm **sustainable_:** Creativity is about leaving the comfort zone, being in the moment. Getting us to stand up and create together. jazzimpact #sbs2011
- 1:20 pm **The_Brainstorm:** "Creativity does not happen in your comfort zone" Michael Gold #SBS2011
- 1:22 pm **ShiconDesign:** RT @sustainable_ Creativity is about leaving the comfort zone, being in the moment. Getting us to stand up and create together #sbs2011
- 1:22 pm **akjnyc:** @jazzimpact is rocking the room at #sbs2011!
- 1:22 pm **jeffdachis:** "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:22 pm **hakanthyr:** The way to do is to be - Lao Tzu #sbs2011 <http://t.co/ASw8wa7>
- 1:22 pm **tokens:** Improv jazz to convey the openness and organised participation required collaboration. Yeah I said jazz improv #sbs2011 <http://t.co/AhemOFO>
- 1:22 pm **jeffdachis:** RT @akjnyc: @jazzimpact is rocking the room at #sbs2011!
- 1:23 pm **BenjaminEllis:** @dahowlett The key driver is the shift from the bulk of work load being handling exceptions, rather than running processes. #sbs2011
- 1:23 pm **jedhallam:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:23 pm **nicholasrgill:** Somewhat weirded out by the jaxx. #sbs2011
- 1:23 pm **dhinchcliffe:** Michael Gold of @JazzImpact at Social Business Summit 2011 London talking about ambiguity & creativity. #sbs2011 #socabiz <http://t.co/XIS4wqz>
- 1:23 pm **KT_Little:** @GautamGhosh is #sbs2011 streaming online?
- 1:23 pm **hakanthyr:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:23 pm **JemimaG:** @solobasssteve and yes, double bass Mike just turned up at your conference ;) #sbs2011 <http://t.co/bbGwa4s>
- 1:24 pm **nicholasrgill:** Much joy in seeing @rosstmw at #sbs2011 though
- 1:24 pm **mkrigsmann:** @dhinchcliffe Michael Gold from @JazzImpact offers an innovative way to teach / share collaboration #sbs2011
- 1:28 pm **markgould13:** @nicholasrgill That's how some people feel about the disruption of social software in their businesses. #sbs2011
- 1:28 pm **achapel01:** Great networking over lunch at #sbs2011
- 1:28 pm **BenjaminEllis:** @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011
- 1:28 pm **jeffdachis:** Strategy is a point of departure with information and flow as the drivers for creating possibilities @jazzimpact @dachisgroup #SBS2011
- 1:28 pm **pattysings:** RT @stuartmcintyre: Stat from @dhinchcliffe, IBM has reduced email traffic by 29% since Connections became main business channel. Wow! #sbs2011
- 1:28 pm **jimkreller:** RT @jeffdachis: "EVERYTHING will change in an organization with the implementation of Social Business. Everything." @jhagel @dachisgroup #SBS2011 #IBM
- 1:29 pm **muellero:** Interesting tweets today about #collaboration & #e20 today from Social Business Summit 2011 in London <http://j.mp/socabiz11> #socabiz #sbs2011

- 1:29 pm **chrisdymond:** Message I'm taking from @jazzimpact at #sbs2011 is that jazz is *simple* (by being reduced in to a knowledge stack) so you can *improvise*!
- 1:29 pm **leebryant:** RT @BenjaminEllis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011
- 1:29 pm **dilftechnical:** Jazz drummer is a "director of time management" great job title :) #sbs2011
- 1:30 pm **saulcozens:** .@jazzimpact says that with freedom in innovation teams there needs to be good cross functional understanding. #sbs2011 #ohigetitnow
- 1:30 pm **christoph:** Always wondered what music and social business had to do with each other? Social business summit audience finding it out right now.#sbs2011
- 1:31 pm **delunna:** RT @BenjaminEllis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011
- 1:31 pm **dilftechnical:** Keyboard player is a "director of resources" using jazz to explain collaboration is amazing #sbs2011 #socbiz
- 1:31 pm **chrisdymond:** From @jazzimpact: sustaining functions like drums / synthesising functions like bass / innovative functions like piano :) #sbs2011
- 1:31 pm **insitevc:** RT @BenjaminEllis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011
- 1:32 pm **dilftechnical:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:32 pm **BenjaminEllis:** Forgotten what a great model for controlled collaboration Jazz is. Freedom within constraints & scaffolding. Business needs that! #sbs2011
- 1:33 pm **WiFiFAIL:** New Fail: #sbs2011 speakers and expertise shared have been stellar, wifi has been #fail. Such a shame... <http://bit.ly/FTHMpp>
- 1:34 pm **chrisdymond:** ...but everyone has to move together to breach the status quo! @jazzimpact at #sbs2011 #nice #gocatsgo!
- 1:34 pm **nicholasrgill:** I can't help it. I have the Fast Show Jazz show sketch in my head. "Nice!" #sbs2011
- 1:34 pm **bcroke:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:35 pm **dhinchcliffe:** "Breaching the status quo requires that an organization be ready to support it cross functionally." - Michael Gold of @jazzimpact #sbs2011
- 1:35 pm **BenjaminEllis:** @jimanning "social tools give you the ability to improvise as a business" - a good descriptor around <http://t.co/1OsUWXQ> ? :) #sbs2011
- 1:36 pm **JemimaG:** #sbs2011 @jazzimpact: social tools give you the ability to improvise in your business
- 1:36 pm **jhagel:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:36 pm **dahowlett:** @benjaminellis I understand the point but the context doesn't make a lot of sense. Any more insights? #sbs2011
- 1:36 pm **smcrae:** #sbs2011 drawing analogies between the role of leader (soloist) and support in a jazz ensemble with enabling social innovation in business
- 1:36 pm **tallpaul75:** RT @tokes: Improv jazz to convey the openness and organised participation required collaboration. Yeah I said jazz improv #sbs2011 <http://t.co/AhemOFO>
- 1:37 pm **NFGoetz:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 1:37 pm **BenjaminEllis:** @dhinchcliffe Is there anything meaningful that happens in a knowledge lead business that isn't cross functional I wonder? #sbs2011
- 1:37 pm **AnaDataGirl:** RT @chrisdymond: From @jazzimpact: sustaining functions like drums / synthesising functions like bass / innovative functions like piano :) #sbs2011

- 1:37 pm **dhinchcliffe:** "Business is the art of moving back and forth across the threshold of what we know and what we don't know." - Michael Gold #sbs2011
- 1:37 pm **Austinurbangide:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:38 pm **jasonryan:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:38 pm **dilftechnical:** RT @cormacheron: #sbs2011 Jazz is having sex with ideas!!! #wtf
- 1:38 pm **BenjaminEllis:** @dahowlett BPR - Blog post required. Beat me up until I do one :) - I'll dig through my notes from @jobsworth #sbs2011
- 1:39 pm **CarlaVerwijs:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:39 pm **jennymurphy13:** RT @jeffdachis: RT @akjnyc: @jazzimpact is rocking the room at #sbs2011!
- 1:39 pm **joningham:** RT @dhinchcliffe: "Breaching the status quo requires that an organization be ready to support it cross functionally." - Michael Gold of @jazzimpact #sbs2011
- 1:39 pm **dhinchcliffe:** Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socbiz
- 1:39 pm **JemimaG:** #sbs2011 @jazzimpact: business improvisation? I like 2 think of it as "having sex with ideas...doing it night after night creates evolution"
- 1:40 pm **joningham:** RT @BenjaminEllis: Forgotten what a great model for controlled collaboration Jazz is. Freedom within constraints & scaffolding. Business needs that! #sbs2011
- 1:40 pm **dilftechnical:** Good idea sex .. That's a phase you don't normally hear at a conference - @matnewman should use that in a presentation ;) #sbs2011
- 1:40 pm **BenjaminEllis:** @jazzimpact: "Autonomy, passion, risk, innovation and listening. But most of all listening" #sbs2011
- 1:40 pm **jennymurphy13:** RT @dhinchcliffe: Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socbiz
- 1:40 pm **raheeln:** RT @dhinchcliffe: "Business is the art of moving back and forth across the threshold of what we know and what we don't know." - Michael Gold #sbs2011
- 1:42 pm **dannie:** RT @BenjaminEllis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011
- 1:43 pm **newsyck1:** @huey RT @JemimaG: #sbs2011 @jazzimpact: business improvisation? I like 2 think of it as "having sex with (cont) <http://tl.gd/9f2ni0>
- 1:45 pm **stuartmcintyre:** Loving color.com - perfect for sharing images at events such as #sbs2011
- 1:45 pm **sustainable_:** Identity is how we connect with each other. If identity is clear and authentic, can take a risk and create something new. #sbs2011
- 1:45 pm **akjnyc:** #truth RT @dhinchcliffe: Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socbiz
- 1:45 pm **bhc3:** RT @dhinchcliffe: Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socbiz
- 1:45 pm **ChrisJConnor:** RT @JemimaG: Siemens have a 3 year plan to eradicate email entirely #sbs2011
- 1:46 pm **BenjaminEllis:** @jazzimpact: "Identity is how we connect with each other. When identity is clear & authentic, we have trust and we can we create" #sbs2011
- 1:46 pm **SimplyS1mon:** What if.... Now we have the tools for what if, are we ready to come out of the comfort zone! #sbs2011 great social biz adoption question...
- 1:46 pm **chrisdymond:** "It don't mean a thing if ain't got that swing" says @jazzimpact - I feel a new t-shirt coming on... :-)) #sbs2011

- 1:46 pm **AustenTX:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:47 pm **AustenTX:** RT @dhinchcliffe: Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socabiz
- 1:47 pm **REdwards:** RT @BenjaminEllis: Forgotten what a great model for controlled collaboration Jazz is.< not everyone cares for jazz though #sbs2011
- 1:48 pm **markjowen:** RT @dhinchcliffe: Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socabiz > But without the mess
- 1:48 pm **stuartmcintyre:** RT @dhinchcliffe: Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socabiz
- 1:50 pm **Annemcx:** Very happy to report my ipad's been found normal service will be resumed. #sbs2011 thanks for all the RTs you rock
- 1:53 pm **JeroenSpierings:** RT @leebryant: @dhinchcliffe says on average, service & support costs 30% less when using social channels #sbs2011
- 1:53 pm **saulcozens:** @Annemcx good news. Faith in human kind restored? #sbs2011
- 1:54 pm **aymanvanbregt:** RT @akjnc: #truth RT @dhinchcliffe: Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socabiz
- 1:54 pm **dilftechnical:** Jazzimpact .. Brilliance - where do we find out more about these guys #sbs2011
- 1:55 pm **GambIndan:** @RayLaHood Electric Car network initiated by Shai Agassi, (Better Place) is launching in Israel. #sbs2011. Why don't we do this?
- 1:55 pm **JemimaG:** #sbs2011 yes that was definitely the first time at a conference I've had to go round saying "boom ka-boom" to random people
- 1:56 pm **ulrike_reinhard:** Having sex with ideas - just a random thought here at #SBS2011
- 1:58 pm **JemimaG:** RT @Annemcx: Very happy to report my ipad's been found normal service will be resumed. #sbs2011 thanks for all the RTs you rock
- 1:58 pm **Folletto:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 1:58 pm **The_Brainstorm:** Michael Gold is one hell of a bass player #SBS2011
- 1:59 pm **gggeorghiu:** RT @BenjaminEllis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011
- 1:59 pm **hakanthyr:** OK, that was different. :-). About 100 business people wandering around as human beatboxes making jazz. #sbs2011
- 1:59 pm **dhinchcliffe:** Michael Gold (@jazzimpact) wraps by having the audience collaborate musically. @jonmell & @davegray visible. #sbs2011 <http://t.co/ryVuTy3>
- 2:00 pm **tallpaul75:** Fighting talk at #sbs2011. "All jazz sounds the same". HBO mentioned earlier. Perhaps he should check out Treme and reconsider.
- 2:00 pm **twitpressreleas:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 2:01 pm **mingk:** RT @dhinchcliffe: Michael Gold (@jazzimpact) wraps by having the audience collaborate musically. @jonmell & @davegray visible. #sbs2011 <http://t.co/ryVuTy3>
- 2:17 pm **all1ann:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 2:18 pm **driessen:** My tweeting is slow... I'm having wifi issues regularly #sbs2011
- 2:18 pm **dilftechnical:** RT @cormacheron: #sbs2011 Which would you rather give up: the Internet or sex? Check out the result of 1000 millennials <http://t.co/dv7e1eD>
- 2:19 pm **jhagel:** RT @movito: "There is a problem of focusing on adoption rather than impact" @jhagel at #sbs2011 / via @jeffdachis

- 2:19 pm **leebryant:** Charlie from @Archival talking about millenials: lifestreaming, digital identity, expectations of fame and social gaming #sbs2011
- 2:20 pm **jhagel:** RT @SimplyS1mon: Best way is to start with small moves and get a cascading momentum over time. Great advice for social sw adoption #sbs2011
- 2:20 pm **glfceo:** RT @movito: "There is a problem of focusing on adoption rather than impact" @jhagel at #sbs2011 / via @jeffdachis
- 2:20 pm **MikeSnavely:** RT @jeffdachis: "EVERYTHING will change in an organization with the implementation of Social Business. Everything." @jhagel @dachisgroup #SBS2011 #IBM
- 2:20 pm **driessen:** Millennial themes: life tracking, Middle class of fame, Digidentity, Tech-eyed view #sbs2011
- 2:21 pm **EnoTheWonderdog:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 2:21 pm **dahowlett:** @leebryant I hope they're not making a case for millenials changing our world. Utter crap #sbs2011
- 2:21 pm **stuartmcintyre:** RT @driessen: Millennial themes: life tracking, Middle class of fame, Digidentity, Tech-eyed view #sbs2011
- 2:22 pm **f_redant:** RT @stuartmcintyre: RT @dhinchcliffe: Best quote of #sbs2011 so far: Innovation/improvization is "like having sex with ideas." #socbiz
- 2:23 pm **cmarinho:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 2:23 pm **jhagel:** RT @theparallaxview: Metrics that matter...differs throughout organisation. So deploy social software against metric & where to get max gain #sbs2011
- 2:24 pm **coachclaire:** RT @driessen: Millennial themes: life tracking, Middle class of fame, Digidentity, Tech-eyed view #sbs2011
- 2:24 pm **jhagel:** RT @jeffdachis: We need to manage 'knowledge flows' vs 'knowledge stocks' to achieve increasing returns at scale. @jhagel @dachisgroup #SBS2011
- 2:24 pm **REdwards:** RT @benjaminellis: My iPad 2 just went missing from my bag - I'd kind of like it back :(#sbs2011 < any distinguishing features?
- 2:24 pm **jhagel:** RT @hollingsworth: @stuartmcintyre @jeffdachis just started reading @jhagel #PowerOfPull love the "shaping serendipity" theme! #sbs2011
- 2:25 pm **jhagel:** RT @driessen: Great to hear @jhagel live! Love the Shift Index report, read it from a-z every year #sbs2011
- 2:25 pm **saulcozens:** Not convinced by Charlie from Archival. The game is nice and all, but I not seeing what value it adds #sbs2011
- 2:25 pm **pennyedwards:** Charles Hull from @Archival talks gaming- easy to learn, rich UX, personalisable, but hard to master: key to long term engagement #sbs2011
- 2:25 pm **leebryant:** @dahowlett Yes grandad, it's all crap grandad ;-)) No ... he's actually talking about how businesses can engage them better. #sbs2011
- 2:25 pm **aymanvanbregt:** Fame has moved from aspiration to expectation by millenials - middle class of fame by @archival #sbs2011
- 3:19 pm **joningham:** RT @AnaDataGirl: Interesting concept that of social experience design: human interaction via computer, highlighted by @mingk from Nokia #sbs2011
- 3:21 pm **xplane:** Follow #sbs2011 to stay on top of the buzz from @dachisgroup 's Social Business Summit in London.
- 3:23 pm **netjmc:** RT @driessen: RT @sustainable_: @jobsworth speaking - a shame to use term social business - as if there is antisocial bus #SBS2011 < Yes!
- 3:25 pm **ITSinsider:** Member Ming Kwan rocks the house in London at the #SBS2011 event. <http://fb.me/Y0blxTY0>

- 3:26 pm **Jussipekka:** Go @mingk! And greetings from Nokia HQ at Espoo #SBS2011
- 3:28 pm **nicholasrgill:** A conference venue with fresh air, balcony and chocolate cookies. Give that event planner a raise @dachisgroup #sbs2011 (great content too)
- 3:30 pm **ANewCLOUD:** So glad to see speakers at #sbs2011 in London stressing importance of #linkedpeople in evolving business ecosystem and economic models
- 3:32 pm **mc30ski:** RT @galyons: Treat empl. as artists, not cogs. RT @jeffdachis: we are going to have to figure out a way to reintegrate passion in profession #sbs2011
- 3:32 pm **dhinchcliffe:** Good pic of the terrific @jhagel and @XPLANE's @DaveGray talking a few minutes ago at #sbs2011. <http://t.co/toNpYeU>
- 3:32 pm **surreallyno:** RT @smcrae: @jhagel on handling exceptions. Today they are invisible, handled by people. If you use social software you can identify patterns #sbs2011
- 3:33 pm **SteveCogan:** @mingk Great honesty from Nokia in case study of their social journey #socialmedia #sbs2011 shortened tweet minus your name earlier, sorry!
- 3:34 pm **ANewCLOUD:** @nicholasrgill Chocolate cookies at #sbs2011 in London!! OK, now I'm jealous....
- 3:34 pm **jeffdachis:** RT @nicholasrgill: A conference venue with fresh air, balcony and chocolate cookies. Give that event planner a raise @dachisgroup #sbs2011 (great content too)
- 3:35 pm **leebryant:** RT @nicholasrgill: A conference venue with fresh air, balcony and chocolate cookies. Give that event planner a raise @dachisgroup #sbs2011 (great content too)
- 3:35 pm **BenjaminEllis:** Yay! iPad 2 located and returned. Thank you venue staff and Dachis event team - you were ace! #sbs2011
- 3:35 pm **sustainable_:** RT @mc30ski: RT @galyons: Treat empl. as artists, not cogs. #sbs2011
- 3:36 pm **shaksi:** RT @benjaminellis: Yay! iPad 2 located and returned. Thank you venue staff and Dachis event team - you were ace! #sbs2011
- 3:36 pm **shelirodney:** Phew!>> RT @benjaminellis: Yay! iPad 2 located and returned. Thank you venue staff and Dachis event team - you were ace! #sbs2011
- 3:36 pm **mattmiesnieks:** RT @movito: "There is a problem of focusing on adoption rather than impact" @jhagel at #sbs2011 / via @jeffdachis
- 3:38 pm **RonaFouche:** RT @nicholasrgill: A conference venue with fresh air, balcony and chocolate cookies. Give that event planner a raise @dachisgroup #sbs2011 (great content too)
- 3:38 pm **dilftechnical:** Companies are made out people - we are not machines #sbs2011
- 3:40 pm **mor_trisha:** RT @galyons: #SBS2011 cmty is like water. Individuals "flow"-apply their skills/knowledge-where it makes sense to do so. HR practices need to catch up.
- 3:40 pm **jiludvik:** "Tripling the size of the workforce leads to halving of profit per employee" Dave Gray #sbs2011
- 3:40 pm **dhinchcliffe:** @DaveGray says lifespan of S&P 500 firm has fallen from 75 years to 10. Connected Company: <http://t.co/zJs1fLj> #sbs2011 <http://t.co/dJdrAhC>
- 3:41 pm **mijori23:** RT @xplane: Follow #sbs2011 to stay on top of the buzz from @dachisgroup 's Social Business Summit in London.
- 3:42 pm **sustainable_:** dave Gray - interesting comparison between cities and companies, how they organise #sbs2011
- 3:42 pm **mijori23:** RT @shelirodney: Phew!>> RT @benjaminellis: Yay! iPad 2 located and returned. Thank you venue staff and Dachis event team - you were ace! #sbs2011
- 3:42 pm **awils:** RT @benjaminellis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011

- 3:43 pm **dhinchcliffe:** RT @nicholasrgill: A conference venue with fresh air, balcony and chocolate cookies. Give that event planner a raise @dachisgroup #sbs2011 (great content too)
- 3:44 pm **jennymurphy13:** RT @benjaminellis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011
- 3:44 pm **sustainable_:** Productivity goes up as population increases in cities, down as companies get bigger. Cities are self organising #sbs2011
- 3:45 pm **driessen:** Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 3:46 pm **markgould13:** Fascinating analogies from @davegray of @xplane at #SBS2011
- 3:46 pm **hakanthyr:** You learn faster in a flock than in a territory. #sbs2011
- 3:46 pm **sustainable_:** Design organisations for connection, for flocking, so we can learn faster, rather than designing for division #sbs2011
- 3:46 pm **NinaPlattCsit:** RT @andyjankowski: RT @dhinchcliffe: "Businesses are transforming from hierarchies to networks & capabilities." @jobsworth #sbs2011 <http://bit.ly/hUdx89>
- 3:46 pm **JemimaG:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 3:46 pm **saulcozens:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 3:47 pm **jeffdachis:** "If organizations want to learn faster, we need to eliminate process that brings out our territorial instincts" @davegray #SBS2011 #IBM
- 3:47 pm **JemimaG:** #sbs2011 great stuff from @davegray - especially love the artsy #ppt :)
- 3:48 pm **JemimaG:** RT @sustainable_: Productivity goes up as population increases in cities, down as companies get bigger. Cities are self organising #sbs2011
- 3:48 pm **markgould13:** Division is an intriguing term. Have we forgotten the divisive nature of different business units. #SBS2011
- 3:49 pm **daveish2009:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 3:49 pm **theparallaxview:** When i read @davegray piece on cities getting more productive as they grow i thought bet he's never been to London Now here's here! #sbs2011
- 3:49 pm **JemimaG:** RT @sustainable_: Design organisations for connection, for flocking, so we can learn faster, rather than designing for division #sbs2011
- 3:50 pm **leebryant:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 3:52 pm **markgould13:** Design at the level of the street (@davegray #SBS2011) reminds me of Jane Jacobs.
- 3:52 pm **mingk:** @jeffdachis @leebryant @dachisgroup tx for having me! & tx to everyone for great feedback. So happy you all enjoyed it! #sbs2011
- 3:52 pm **RonaFouche:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 3:53 pm **sabika:** RT @driessen Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 3:54 pm **cpflaum:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 3:54 pm **markgould13:** Top presentation so far at #SBS2011: tie between @jhagel and @davegray.
- 3:54 pm **tokes:** RT @sustainable_: Design organisations for connection, for flocking, so we can learn faster, rather than designing for division #sbs2011
- 3:54 pm **driessen:** We should design for learning by defining standard protocols and shared services. #sbs2011

- 3:55 pm **jiludvik:** "Lessons from urban design: start design at street level, spaces need owners, people need a place; watch, listen,adjust and adapt" #sbs2011
- 3:55 pm **drawclose:** RT @sustainable_ Productivity goes up as population increases in cities, down as companies get bigger. Cities are self organising #sbs2011
- 3:57 pm **cpflaum:** RT @jeffdachis: If orgs want to learn faster, we need to eliminate process that brings out our territorial instincts @davegray #SBS2011 #IBM
- 3:57 pm **ANewCLOUD:** Yes! | RT @driessen: Shouldn't we design organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 3:57 pm **panoramaideias:** RT @jeffdachis: "If organizations want to learn faster, we need to eliminate process that brings out our territorial instincts" @davegray #SBS2011 #IBM
- 3:57 pm **AnaDataGirl:** Loved Dave Gray's talk on the connected company & learning from cities! #sbs2011
- 3:58 pm **panoramaideias:** RT @sustainable_: Design organisations for connection, for flocking, so we can learn faster, rather than designing for division #sbs2011
- 3:58 pm **nickvarney:** RT @sustainable_: Design organisations for connection, for flocking, so we can learn faster, rather than designing for division #sbs2011
- 3:58 pm **ANewCLOUD:** Those stds should start with people | RT @driessen: We should design for learning by defining standard protocols & shared services. #sbs2011
- 3:59 pm **kithalv:** RT @BenjaminEllis: John Hagel just got a round of applause here for saying that we has going to present without slides. PPT junkies take note. #sbs2011
- 3:59 pm **AnaDataGirl:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 4:00 pm **ANewCLOUD:** @davegray does it again! Check out Jane Jacobs work on cities, too | MT @anadatagirl: Loved @davegray talk & learning from cities! #sbs2011
- 4:00 pm **panoramaideias:** RT @sustainable_: Productivity goes up as population increases in cities, down as companies get bigger. Cities are self organising #sbs2011
- 4:01 pm **RonaFouche:** RT @jeffdachis: We need to manage 'knowledge flows' vs 'knowledge stocks' to achieve increasing returns at scale. @jhagel @dachisgroup #SBS2011
- 4:01 pm **ITSinsider:** Hey, #sbs2011 fans. If you like Social Business, you will *love* @20adoption. Large enterprises - join us! <http://bit.ly/aYc48m> #sbs2011
- 4:03 pm **driessen:** Now a panel discussion with @jhagel @dhinchcliffe @jeffdachis #sbs2011
- 4:04 pm **AnaDataGirl:** "Spaces need owners": owners, curators, gardeners, community managers #sbs2011
- 4:04 pm **jennymurphy13:** Only a presentation and a panel left...not ready for it to be over! RT @xplane: Follow #sbs2011 to stay on to? (cont) <http://deck.ly/~L8I57>
- 4:04 pm **Folletto:** RT @jeffdachis: Nice to see how sophisticated @nokia's Social Business efforts are w/org structure, program execution and metric measurement #SBS2011 @mingk
- 4:07 pm **driessen:** RT @AnaDataGirl: "Spaces need owners": owners, curators, gardeners, community managers #sbs2011
- 4:08 pm **driessen:** @ITSinsider There are @20Adoption peeps here to talk to: @AnaDataGirl @daniel_pankatz (and I used to be a member) #sbs2011
- 4:09 pm **aymanvanbregt:** Good to hear @davegray defending e-mail, most people at #sbs2011 r spending most of their working time on e-mail? A selffulfilling prophecy?
- 4:09 pm **theparallaxview:** RT @ITSinsider: #sbs2011 fans. If you like Social Business, you will *love* @20adoption big companies join us! <http://bit.ly/aYc48m> #sbs2011
- 4:10 pm **saulcozens:** #sbs2011 @jhagel describes a ways of getting an org's youngest people to challenge the company. Fire them and tell them to get revenge

- 4:10 pm **mmonroedesign:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 4:10 pm **ITSinsider:** @driessen I don't think @anadatagirl is a member? a fan, yes! we welcome them too. join us here: <http://on.fb.me/hIA8vw> #sbs2011
- 4:11 pm **katmandelstein:** RT @ITSinsider: Hey, #sbs2011 fans. If you like Social Business, you will *love* @20adoption. Large enterprises - join us! <http://bit.ly/aYc48m> #sbs2011
- 4:12 pm **chrisdymond:** RT @saulcozens: #sbs2011 @jhagel describes a ways of getting an org's youngest people to challenge the company. Fire them and tell them to get revenge
- 4:12 pm **BenjaminEllis:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 4:12 pm **rprojects:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 4:13 pm **jamiepinchot:** RT @AnaDataGirl: "Spaces need owners": owners, curators, gardeners, community managers #sbs2011
- 4:16 pm **JemimaG:** #sbs2011 good question to panel: who (inside a company) should drive social business?
- 4:18 pm **SimplyS1mon:** @20Adoption #sbs2011 In 2.0 adoption council, half of 2.0 adoption driven by IT...
- 4:19 pm **driessen:** Who should drive social business? @dhinchcliffe says the CEO (if you can get a hold of him/her) #sbs2011
- 4:19 pm **achapel01:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 4:22 pm **driessen:** You can justify anything with ROI calculations. Focus on operating metrics says @jhagel #sbs2011
- 4:22 pm **SteveCogan:** Panel discussion very illuminating, focus on business pain points, target problems & measure outcomes #sbs2011
- 4:23 pm **theparallaxview:** 'operating metrics' eg relevant churn rates, not ROI @jhagel #sbs2011
- 4:23 pm **akjnyc:** RT @SteveCogan: Panel discussion very illuminating, focus on business pain points, target problems & measure outcomes #sbs2011
- 4:23 pm **JemimaG:** #sbs2011 @dhinchcliffe the CEO is the one with the vision to drive #socialbusiness; CIO is the one with the budget
- 4:23 pm **achapel01:** RT @SteveCogan: Panel discussion very illuminating, focus on business pain points, target problems & measure outcomes #sbs2011
- 4:25 pm **delunna:** @leebryant expectations of fame? very curious to learn more about that. can't wait to find more (social gaming, too!) #sbs2011
- 4:27 pm **theparallaxview:** 'social capital' under discussion. i personally think we need to deconstruct this concept in a Derrida sense #sbs2011
- 4:27 pm **Excel_Geek:** RT @jeffdachis: "We will go down in history as the generation that brought us MS Excel" @jobsworth #SBS2011
- 4:27 pm **driessen:** Top social business companies in the world? BestBuy (not perfect, but very good) #sbs2011
- 4:27 pm **AnaDataGirl:** "Companies should leverage on capabilities, not on debt" @jhagel in #sbs2011
- 4:29 pm **katmandelstein:** RT @jeffdachis: If orgs want to learn faster, we need to eliminate process that brings out our territorial instincts @davegray #SBS2011 #IBM
- 4:30 pm **mijori23:** RT @sustainable_: Productivity goes up as population increases in cities, down as companies get bigger. Cities are self organising #sbs2011
- 4:30 pm **mijori23:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011

- 4:30 pm **markgould13:** Getting iPad envy looking round the room here at #SBS2011. Could I buy one tomorrow? Only if I had a death wish.
- 4:30 pm **JemimaG:** #sbs2011 how do you get entire org on board with #socialbusiness? Focus on pain points and use operational metrics, eg: churn #thersa #RSAde
- 4:30 pm **mijori23:** RT @hakanthyr: You learn faster in a flock than in a territory. #sbs2011
- 4:30 pm **mijori23:** RT @jeffdachis: "If organizations want to learn faster, we need to eliminate process that brings out our territorial instincts" @davegray #SBS2011 #IBM
- 4:30 pm **aymanvanbregt:** RT @AnaDataGirl: "Companies should leverage on capabilities, not on debt" @jhagel in #sbs2011
- 4:31 pm **mijori23:** RT @markgould13 Division is an intriguing term. Have we forgotten the divisive nature of different business units. #SBS2011 > TRUE
- 4:31 pm **driessen:** Passionate employees are twice as connected as non-connected ones says @jhagel #sbs2011
- 4:31 pm **jasonryan:** RT @jeffdachis: "If organizations want to learn faster, we need to eliminate process that brings out our territorial instincts" @davegray #SBS2011 #IBM
- 4:32 pm **mijori23:** RT @jiludvik: "Lessons from urban design: start design at street level, spaces need owners, people need a place; watch, listen,adjust and adapt" #sbs2011
- 4:32 pm **theparallaxview:** .@jeffdachis & @jhagel see need to define social capital but say connectedness is key #sbs2011
- 4:32 pm **aymanvanbregt:** @markgould13 why do you feel envy, be happy you stand out without one ;-) #ipad #sbs2011
- 4:32 pm **xplane:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 4:33 pm **timvanwaard:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 4:33 pm **achapel01:** #sbs2011 @jhagel passionate employees are twice as productive
- 4:33 pm **mijori23:** RT @ANewCLOUD: Those stds should start with people | RT @driessen: We should design for learning by defining standard protocols & shared services. #sbs2011
- 4:34 pm **mijori23:** RT @AnaDataGirl: "Spaces need owners": owners, curators, gardeners, community managers #sbs2011
- 4:35 pm **mijori23:** RT @driessen: Who should drive social business? @dhinchcliffe says the CEO (if you can get a hold of him/her) #sbs2011
- 4:35 pm **jennymurphy13:** RT @driessen: Passionate employees are twice as connected as non-connected ones says @jhagel #sbs2011
- 4:35 pm **driessen:** Social Business must also reflect in real-life! Be truly social online and offline #sbs2011
- 4:35 pm **mijori23:** RT @driessen: You can justify anything with ROI calculations. Focus on operating metrics says @jhagel #sbs2011
- 4:35 pm **mijori23:** RT @SteveCogan: Panel discussion very illuminating, focus on business pain points, target problems & measure outcomes #sbs2011
- 4:35 pm **mijori23:** RT @JemimaG: #sbs2011 @dhinchcliffe the CEO is the one with the vision to drive #socialbusiness; CIO is the one with the budget
- 4:36 pm **gautamghosh:** RT @RonaFouche @jeffdachis: need to manage 'knowledge flows' vs 'knowledge stocks' to achieve increasing returns at scale. @jhagel #SBS2011
- 4:36 pm **mijori23:** RT @driessen: Top social business companies in the world? BestBuy (not perfect, but very good) #sbs2011
- 4:36 pm **AnaDataGirl:** Promising moment at #sbs2011 @leebryant on stage :)

- 4:36 pm **gautamghosh:** RT @AnaDataGrl: "Spaces need owners": owners, curators, gardeners, community managers #sbs2011
- 4:37 pm **BenjaminEllis:** @theparallaxview Agree re: social capital. the phrase needs deconstructing and disambiguating #sbs2011
- 4:37 pm **mijori23:** RT @driessen: Passionate employees are twice as connected as non-connected ones says @jhagel #sbs2011
- 4:37 pm **JemimaG:** #sbs2011 @jhagel lovely @zappos story: all prospective employees go on tour of Las Vegas - anyone not showing respect to bus driver is out
- 4:37 pm **cpflaum:** RT @ITSinsider: Hey, #sbs2011 fans. If you like Social Business, you will *love* @20adoption. Large enterprises - join us! <http://bit.ly/aYc48m> #sbs2011
- 4:37 pm **mijori23:** RT @theparallaxview: .@jeffdachis & @jhagel see need to define social capital but say connectedness is key #sbs2011
- 4:38 pm **markgould13:** RT @driessen: Social Business must also reflect in real-life! Be truly social online and offline #sbs2011 | Absolutely. PR peeps take note.
- 4:39 pm **howey:** Lee Bryant now back to wrap up, poor old PowerPoint takes another kicking #SBS2011
- 4:39 pm **salterbaxter:** Lee Bryant now back to wrap up, poor old PowerPoint takes another kicking #SBS2011
- 4:39 pm **saulcozens:** At last! Clay Shirky gets a mention at #sbs2011. I was worried there for a bit.
- 4:40 pm **BenjaminEllis:** @JemimaG @dhinchcliffe Is it the CIO's budget? I've seen as much coming from HR and marketing? #sbs2011
- 4:40 pm **driessen:** Human endeavor is about pattern matching, sense making, etc. @leebryant #sbs2011
- 4:42 pm **driessen:** @salterbaxter But @leebryant's slides are WONDERFUL! #sbs2011
- 4:43 pm **driessen:** Data can drive evolutionary improvement #sbs2011
- 4:43 pm **gautamghosh:** @benjaminellis In India #e20 is mostly from HR budget. Social media marketing and #scrm is from marketing budget #sbs2011
- 4:44 pm **theparallaxview:** .@leebryant data key through active listening= transformation #sbs2011
- 4:44 pm **dhinchcliffe:** Last speaker is the excellent @leebryant who is presenting on data-driven change improvement with Social BI. #sbs2011 <http://t.co/ibzXILC>
- 4:44 pm **JemimaG:** #sbs2011 @leebryant we've picked the low hanging fruit in business. Now we need something more: data drives business evolution.
- 4:44 pm **driessen:** Social business data and intelligence can create the conditions for businesses to evolve. @leebryant #sbs2011
- 4:45 pm **doppenhe:** RT @jeffdachis: "We will go down in history as the generation that brought us MS Excel" @jobsworth #SBS2011
- 4:45 pm **sustainable_:** Ecosystems + passion + active listening = transformation @leebryant #sbs2011
- 4:45 pm **driessen:** If API's are the sex organs of business evolution then data is the DNA. @leebryant #sbs2011
- 4:45 pm **gautamghosh:** RT @sustainable_: Ecosystems + passion + active listening = transformation @leebryant #sbs2011
- 4:46 pm **JemimaG:** #sbs2011 @leebryant data is the new oil: Many companies sitting on huge datafields. When you socialise that data, it becomes more valuable
- 4:46 pm **dhinchcliffe:** "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 4:46 pm **mijori23:** RT @driessen: Social business data and intelligence can create the conditions for businesses to evolve. @leebryant #sbs2011

- 4:46 pm **boehr:** My first #sbs2011 tweet comes during the very last presentation ;) Finally WiFi problems seem to have been solved. Great event anyway.
- 4:47 pm **mijori23:** RT @sustainable_: Ecosystems + passion + active listening = transformation @leebryant #sbs2011
- 4:47 pm **ingagenetworks:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 4:47 pm **mijori23:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 4:48 pm **mijori23:** @oscarberg Oscar, have you been following the London Social Business Summit? #sbs2011 Great speakers.
- 4:48 pm **MEtweetz:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 4:48 pm **williamfischer:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 4:48 pm **ITSinsider:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis #sbs2011
- 4:49 pm **JemimaG:** #sbs2011 @leebryant we're seeing whole new models built on social analytics, esp around social CRM
- 4:49 pm **stuartmcintyre:** #wanthatslide RT @cornacheron: #sbs2011 @leebryant referring to miasmatic acid trip of @jobsworth i.e. #meetings <http://yfrog.com/h3697jfj>
- 4:49 pm **dhinchcliffe:** @benjaminellis @jemimag It depends on the focus: CMO/CCO tends to spend on Social Media Marketing, CHRO/CIO on #e20. #sbs2011
- 4:50 pm **JeroenSpierings:** RT @sustainable_: Ecosystems + passion + active listening = transformation @leebryant #sbs2011
- 4:50 pm **gautamghosh:** @benjaminellis maybe. HR has traditionally been a powerful function in India. #sbs2011
- 4:51 pm **JeroenSpierings:** RT #sbs2011 @leebryant data is the new oil many companies sitting on huge datafields. When you socialise that data, it becomes more valuable
- 4:52 pm **JemimaG:** #sbs2011 @leebryant the future of business/ tech? If APIs are the sex organs (as someone once said), then data is the DNA
- 4:52 pm **mingk:** Enjoying @leebryant 's presentation. Challenge w open data - how do we deliver value & impact to ordinary ppl? #sbs2011
- 4:53 pm **mijori23:** RT @dhinchcliffe: @benjaminellis @jemimag It depends on the focus: CMO/CCO tends to spend on Social Media Marketing, CHRO/CIO on #e20. #sbs2011
- 4:53 pm **Collabr8tr:** RT @stuartmcintyre: QOTD 'The only thing between anyone and Fame is 6 shots of Tequila, a video camera and a really bad idea!' #sbs2011
- 4:53 pm **wileyc Coyote:** RT @brett: How the Advanced Corporations Spend on #Social Business (A Glimpse Into the Future) <http://t.co/GRY4p7H> (/ @jowyang) #sbs2011
- 4:53 pm **dovecomputers:** In #SBS2011, this is an image of the #Exchange Server 2010 management console. <http://twitpic.com/4ctg1v>
- 4:53 pm **amsheedy:** RT @leebryant: @dhinchcliffe says on average, support costs 30% less when using social channels #sbs2011
- 4:53 pm **driessen:** Data collection costs money, but can be turned into a source of value. @leebryant #sbs2011
- 4:53 pm **mijori23:** RT @JeroenSpierings: RT #sbs2011 @leebryant data is the new oil many companies sitting on huge datafields. When you socialise that data, it becomes more valuable
- 4:53 pm **mijori23:** RT @JemimaG: #sbs2011 @leebryant the future of business/ tech? If APIs are the sex organs (as someone once said), then data is the DNA

- 4:54 pm **TechManTalking:** RT @ITSinsider: RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebyrant #sbs2011 #openapis #sbs2011
- 4:54 pm **ingagenetworks:** RT @mijori23 @dhinchcliffe: @benjaminellis @jemimag depends on focus: CMO/CCO tend to spend on Social Media Mktg, CHRO/CIO on #e20. #sbs2011
- 4:55 pm **VazquezElvira:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebyrant #sbs2011 #openapis
- 4:55 pm **oscarberg:** @mijori23 I keep an eye on the flow of tweets. Many good points. Looking forward to richer content (video, slides) from #sbs2011
- 4:56 pm **iricelino:** "Data: The new oil? Huge datafields are located underneath large companies" @leebyrant #sbs2011 #openapis (RT @dhinchcliffe)
- 4:57 pm **dovecomputers:** Collaborate with your work colleagues on documents, images, and team discussions on #SBS2011 #SharePoint 2010.
- 4:58 pm **dovecomputers:** Looking at Cloud Microsoft #Office365 but still need a file server in-house? Install a Microsoft #SBS2011 Essentials Server-perfect for SMEs
- 4:58 pm **mijori23:** RT @wileycocoyote @brett: How Advanced Corporations Spend on #Social Business by @jowyang. <http://t.co/GRY4p7H> #sbs2011
- 5:00 pm **dovecomputers:** Let us migrate your #SBS2003 Server to #SBS2011. Planning, installing, configuring and support IT services for your #SBS requirements.
- 5:02 pm **dilftechnical:** ?@cormacheron: #sbs2011 @leebyrant APIs are the sex organs and data are the DNA? - another fantastic quote of genius :)
- 5:03 pm **aymanvanbregt:** The crowd cheers @jazzimpact #sbs2011 <http://instagr.am/p/CgDXI/>
- 5:03 pm **gautamghosh:** heh RT @JemimaG: #sbs2011 @leebyrant the future of business/ tech? If APIs are the sex organs (as someone once said), then data is the DNA
- 5:03 pm **jenspencercoach:** RT @jennymurphy13: RT @driessen: Passionate employees are twice as connected as non-connected ones says @jhagel #sbs2011
- 5:04 pm **achapel01:** #sbs2011.@leebyrant. In future we will see apps store inside orgs
- 5:06 pm **ReyDSilva:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 5:06 pm **driessen:** Really interesting round up of Social Business Summit by @leebyrant #sbs2011
- 5:07 pm **AnaDataGirl:** "Social analytics: applying many eyes to action" great concept shared by @leebyrant at #sbs2011
- 5:07 pm **andyjankowski:** RT @achapel01: @leebyrant "In future we will see apps store inside orgs" [also think we will see user-generated apps] #sbs2011
- 5:09 pm **joiningdots:** RT @iricelino: "Data: The new oil? Huge datafields are located underneath large companies" @leebyrant #sbs2011 #openapis (RT @dhinchcliffe)
- 5:09 pm **gautamghosh:** RT @StuartMcIntyre: QOTD 'The only thing between anyone and Fame is 6 shots of Tequila, a video camera and a really bad idea!' #sbs2011
- 5:09 pm **AnaDataGirl:** Adelle's "Rolling in the deep" playing at the end of #sbs2011. Great day! Lots of food for thought
- 5:10 pm **iss111:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 5:10 pm **iss111:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 5:11 pm **mijori23:** RT @achapel01: #sbs2011.@leebyrant. In future we will see apps store inside orgs
- 5:13 pm **iss111:** I'm not at #SBS2011, but I'm sure it's rocking! So many great tweets and quotes. Would love to be there;)

- 5:13 pm **andyjankowski:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 5:16 pm **jenvandermeer:** how bout renewable energy? RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies" @leebryant #sbs2011
- 5:20 pm **banaslee:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 5:23 pm **joaomiguelsilva:** RT @jeffdachis: "We are screaming for creativity and yet we are not willing to leave our comfort zone. That is not where creativity happens." #SBS2011
- 5:23 pm **joaomiguelsilva:** ?@BenjaminEllis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011?
- 5:24 pm **intchallenge:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 5:25 pm **sabika:** Loving how so many people are saying <http://convofy.com> is #gamechanger in #collaboration #sbs2011 #socabiz
- 5:27 pm **ifrnandez:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 5:28 pm **stevebridger:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 5:31 pm **iffatgill:** RT @lawforchange: We are screaming for creativity and yet we are not willing to leave our comfort zone --via @jeffdachis & @jhagel #SBS2011
- 5:33 pm **ValueNetworks:** RT @stuartmcintyre: Organisations say they want 'passion', they don't, they want people to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 5:34 pm **sparkandco:** RT @StuartMcIntyre: Orgs say they want 'passion', they don't, they want ppl to work weekends. Passion is unpredictable. @jhagel at #sbs2011
- 5:35 pm **ASocialFace:** RT @gialyons: Treat empl. as artists, not cogs. RT @jeffdachis: we are going to have to figure out a way to reintegrate passion in profession #sbs2011
- 5:38 pm **joningham:** RT@swconf: @charlie_elise @socialworkplace @joningham @tribalimpact speaking at <http://www.swconf.com/speakers> #connectinghr #sbs2011
- 5:39 pm **BenjaminEllis:** RT @gialyons: Treat empl. as artists, not cogs. RT @jeffdachis: we are going to have to figure out a way to reintegrate passion in profession #sbs2011
- 5:41 pm **joningham:** RT @gialyons: Treat empl. as artists, not cogs. RT @jeffdachis: we are going to have to figure out a way to reintegrate passion in profession #sbs2011
- 5:41 pm **mdesaulles:** "Is social software an aspirin or a vitamin?" Stuart McRae at #sbs2011 A great event with good speakers organised by Headshift/Dachis Group
- 5:42 pm **TiffanyKahnen:** @Leebryant apparently you share in my message "Data is the new oil." Glad you were successful in continuing the message. #Sbs2011
- 5:50 pm **jeffdachis:** THANK YOU to Social Business Summit 2011 LONDON attendees and speakers for engaging in such a wonderful day! #SBS2011 @dachisgroup #IBM
- 5:50 pm **dachisgroup:** THANK YOU to Social Business Summit 2011 LONDON attendees and speakers for engaging in such a wonderful day! #SBS2011 @dachisgroup #IBM
- 5:50 pm **jeffdachis:** Cocktails! #SBS2011 @dachisgroup #IBM
- 5:50 pm **dachisgroup:** Cocktails! #SBS2011 @dachisgroup #IBM
- 5:54 pm **ejectEject:** RT @driessen: Shouldn't we design the organization for connection (flocking) instead of division of labor (territory)? @davegray #sbs2011
- 5:54 pm **MartijnLinssen:** @leebryant Hey - I finished my slides almost an hour before my talk. Weird. #sbs2011 < I'll explain later
- 5:54 pm **jimworth:** The Social Web Coverage wiki is up and "in progress" (tweets, pics, posts) <http://bit.ly/gKmcWc> #sbs2011

- 5:55 pm **BenjaminEllis:** @dachisgroup thank YOU for putting on such a great event - quality content, great networking and a very snazzy venue! #sbs2011
- 5:57 pm **andyjankowski:** RT @jimworth: The Social Web Coverage wiki is up and "in progress" (tweets, pics, posts) <http://bit.ly/gKmcWc> #sbs2011
- 5:58 pm **_OB_:** RT @JemimaG: #sbs2011 @smcrae: your business is not about being social, it's about doing business, use social to do it better
- 6:02 pm **ddebow:** RT @BenjaminEllis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011
- 6:03 pm **hakanthyr:** Thank you @dachisgroup for a great event today. #sbs2011
- 6:04 pm **voinonen:** RT @stevebridger: RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 6:05 pm **Lsdelahoz:** RT @AskTonyIT: RT @saulcozens: You need to manage 'knowledge flows' to achieve increasing return/Social software helps this @jhage! #sbs2011
- 6:06 pm **JeroenSpierings:** RT @BenjaminEllis: @jeffdachis Business leaders demand innovation, without risk. It's a bit like demanding music without any noise #sbs2011?
- 6:07 pm **NoelBurkman:** RT @dhinchcliffe: "Data: The new oil? Huge datafields are located underneath large companies." - @leebryant #sbs2011 #openapis
- 6:08 pm **ulrike_reinhard:** Really had a great day at #sbs2011 in London. Thanks to @leebryant!
- 6:13 pm **oscarberg:** The connected company by Dave Gray @davegray #sbs2011 <http://j.mp/gD21aV> < great notes by @driessen
- 6:14 pm **rotkapchen:** RT @oscarberg: The connected company by Dave Gray @davegray #sbs2011 <http://j.mp/gD21aV> < great notes by @driessen
- 6:23 pm **pmbobi:** RT @oscarberg: The connected company by Dave Gray @davegray #sbs2011 <http://j.mp/gD21aV> < great notes by @driessen
- 6:25 pm **AskTonyIT:** "Twitter is the command line for social business" - @dhinchcliffe #sbs2011
- 6:28 pm **MartijnLinssen:** @dhinchcliffe Data: the new oil? Huge datafields r located under ent's - @leebryant #sbs2011 <oil value is related 2 scarcity, not abundance
- 6:30 pm **iMediaMichelle:** The #sbs2011 Daily is out! <http://bit.ly/hbwgwU> ? Top stories today via @dt @markmorrell @jas @stevecogan @sardire
- 6:31 pm **gordonr:** RT @MartijnLinssen: @dhinchcliffe Data: the new oil? Huge datafields r located under ent's - @leebryant #sbs2011 <oil value is related 2 scarcity, not abundance
- 6:39 pm **joyce_hostyn:** RT @oscarberg: The connected company by Dave Gray @davegray #sbs2011 <http://j.mp/gD21aV> < great notes by @driessen
- 6:52 pm **petervan:** RT @ANewCLOUD: As #sbs2011 unfolds in London, adding a post on the connected company from @petervan <http://ow.ly/4lxCO> to Google group <http://ow.ly/4lxGp>
- 6:56 pm **RonaFouche:** End of a wonderful day of learning and connecting at the #sbs2011.
- 7:02 pm **SteveCogan:** @dachisgroup @jeffdachis you guys know how to throw a great conference! #SBS2011 (with a bit of #IBM help)
- 7:03 pm **JemimaG:** #sbs2011 big thanks @leebryant @jeffdachis and all the team for another fab day talking #socialbusiness
- 7:04 pm **jonchoo:** RT @mingk: Via dion hinchcliffe - social has now overtaken email as a communication medium #sbs2011
- 7:06 pm **clairegaul:** Just finished to cover #SBS2011 Lots of photos! :D