



Augmenting employee engagement and business value through global communities

Louis-Pierre Guillaume
Knowledge Management Officer

Dubai, November 19, 2015

Schneider Electric, the global specialist in energy management and automation...

€25 billion

FY 2014 revenues

~5%

of revenues devoted
to R&D

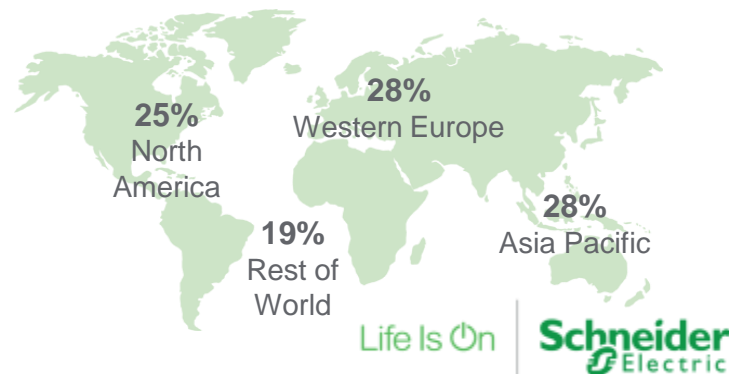
~170,000

people in 100+
countries

Diversified End Markets – FY 2014 revenues



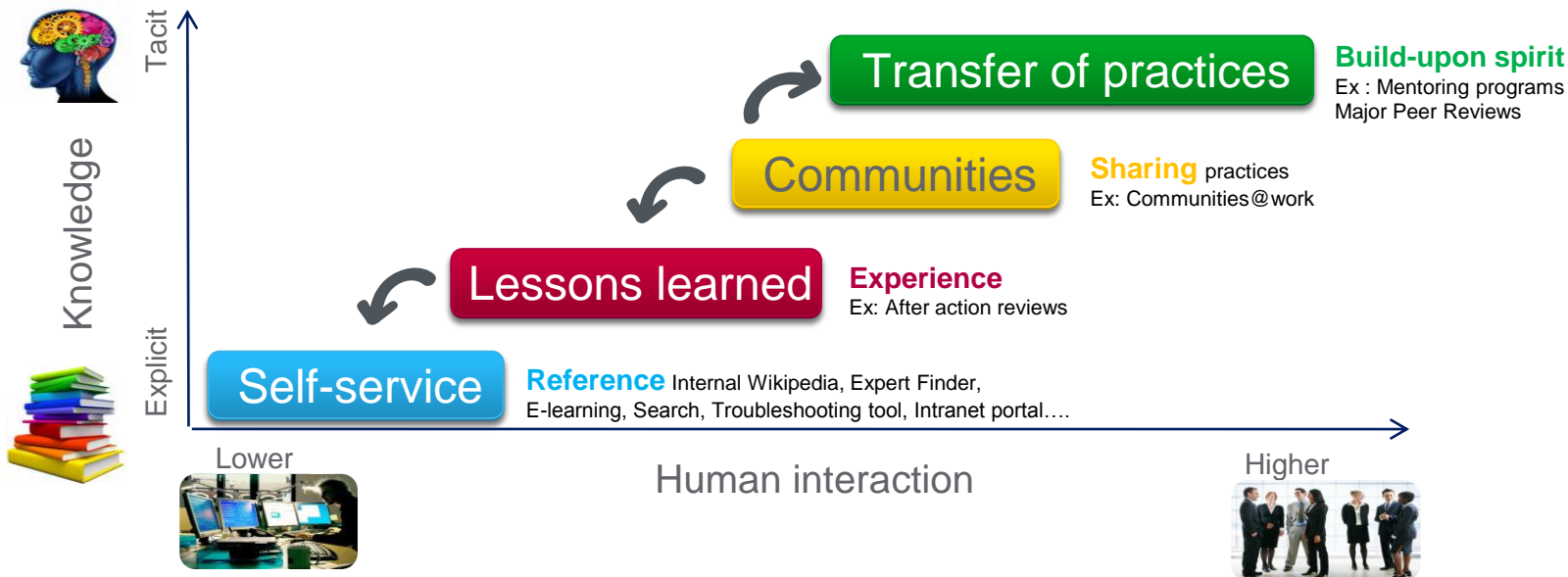
Balanced Geographies – FY 2014 revenues



Communities & Knowledge Management

“Benchmarks and experience show that Communities are the foundation of virtually every mature KM Program”

APQC – The New Edge of Knowledge Management - 2011



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Communities are the Best Place to Learn



- ✓ Community Mngt program
- ✓ Enterprise social network
- ✓ Show me the value
- ✓ Factors influencing value
- ✓ Key Success factors

Enterprise Community Management Program

Started in 2011

Initialisation of the Community Program in 2011

Three ExCom agree to launch a pilot (HR, IT, Strategy)



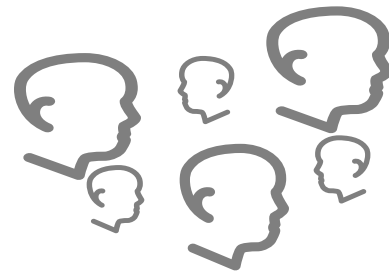
VIDEO: The Schneider Structured Communities

<https://youtu.be/iRPZRf3sD2w>

A Community@Work is

A group of people who share

Common objectives written in a **charter**

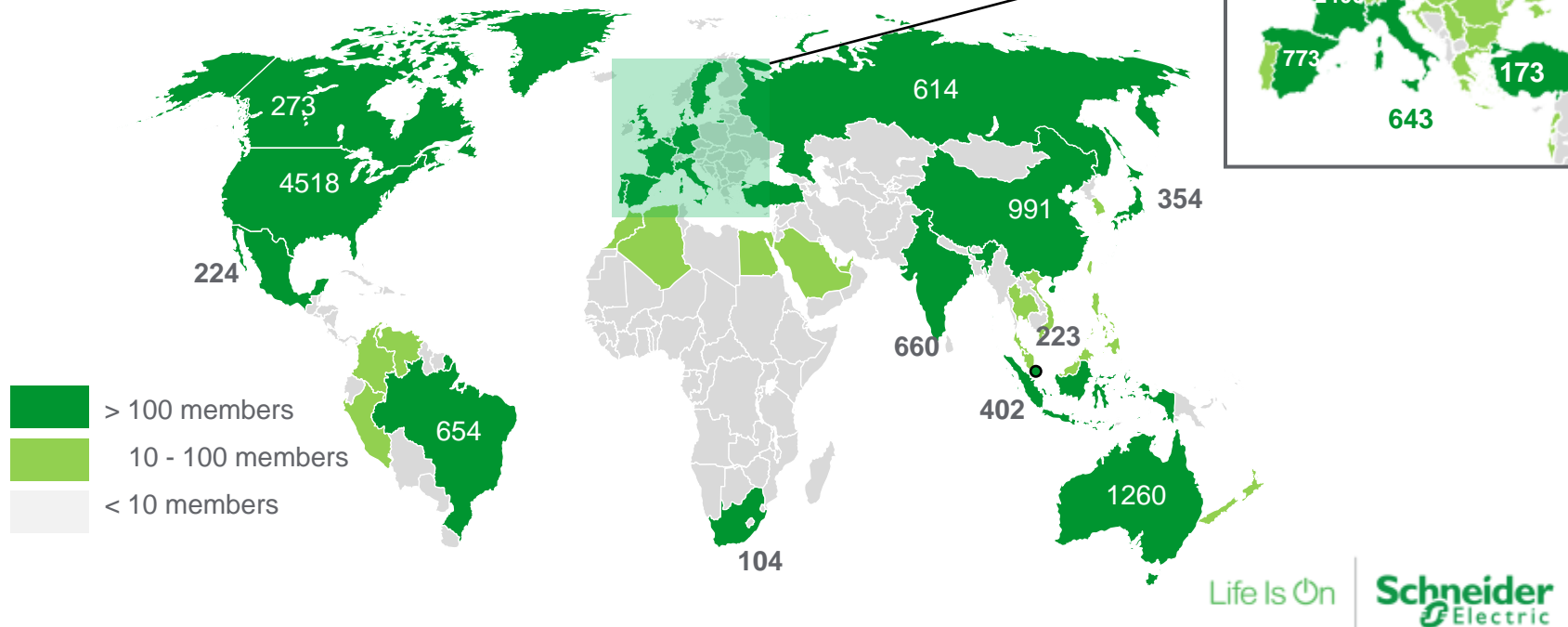


Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**

140+ Communities@Work

24,000+ members in 100+ countries
170+ community leaders
1 enterprise social collaboration platform
Sponsored by IT & HR



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Enterprise Social Network

Spice

Spice Example of a Community



Home | Louis-Pierre GUILLAUME ▾



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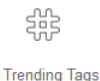


Edison Technical Experts Community - C@W

Alerts ▾

Actions ▾

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What's going on?

All



Latest Activity ▾



Software \ Firmware ... 6 more

Today at 3:22 PM • Edited

"Holistic approach to growing high potential enterprise mobile economy" - A white paper. Though I wrote this as a general Enterprise Mobility topic it is very well within (...Continued)



Holistic Approach to Enterprise Mobility

<https://schneider-electric.box.com/s/lmglvu7vh2w6z6d8dpq5jaya647vyrnc>



and 1 more like this.

More ▾

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Software \ Firmware ...

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Edison Technical Experts Community - C@W

This community is dedicated to all Edison Technical Experts, their managers, and the program management staff and to anybody in the R&D community who is reaching out to us. The EDISON Technical Program presentation can give you more details on that - <https://schneider-electric.box.com/EDTechPrgPres> The EDISON technical program is a lever to our Strategic Innovation Competencies, which SPICE Subject is available here <https://spice.schneider-electric.com/tibbr/#/subjects/23729>

Communities > Edison Technica...

Followers (1160)



Owner



Owner



See All

Poll



Dear all, The first ECP platform grab'n'use development board is now

Most Active



234



86



77

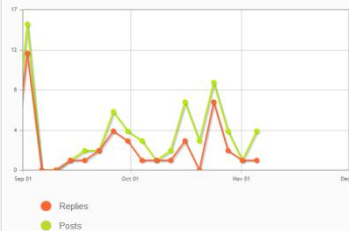


50



39

Contribution Trend



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Example of usage by communities


News of the week

Poll to drive adoption



Mutual help

Call for webinars



 **Sara El Farid**

Posted to:  **Solution Purchaser Community** and **1 more** March 29, 2013 at 18:28


Solution Purchasing Community: News of week 12 & 13 News about: 1. Next "à la carte Webex" 2. Next referent for Abriba e-sourcing tool 3. Finalized STARS commodities for Solution Market (SO) 4. New release of OTTO S&S tool Have a nice week-end



 

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  and 3 more 👍 this.



Add a comment

 **Sabine RICH**


Posted to:  **Execution Centre Community**  **Network of Excellence (NoE) Spice** and **5 more** January 23, 2013 at 17:00

We are trying to develop and standardise our solutions for Mobile Grid (National Grid) company in Saudi Arabia, in view of high volatility standard (... Continued)


👍 | 🔄 | More ▾

  and 4 more 👍 this


Show all 26 replies


 **Sabine RICH** Dear Colleagues, Thanks a lot for your interest. Dear Nicolas, The file you posted was very interesting. Do you have a vendor locally?


March 12, 2013 at 17:21 | 👍


 **Nicolas Colombe** Hi Sabine, need to get in touch with our people in Brisbane


March 19, 2013 at 11:00 | 👍


 **Solutions**


 **Sabine RICH**

 **Solution Purchaser Community**












 **Andre TRUONG-VINH-TONG**

 **François BÉGIN**



 **Robert Wink**

Posted to:  **Agile Community** and **1 more** March 26, 2013 at 22:29

What are the biggest impediments that you face in the agile adoption?




- ☐  Don't have sufficient skilled team members to form cross-functional team
- ☐    Lack of coaching/mentoring
- ☐    Reward structure prevents team collaboration
- ☐    Existing (waterfall) project management processes & habits
- ☐  Agile is being imposed without team buy-in

Philippe DUBREUIL

Posted to:  **EcoStruxure**  **Execution Centre Community** and **3 more** March 19, 2013 at 20:19

Execution center Webex #7- slot 1 - 9am CET Agenda: Community News + StruxureLabs development EcoStruxure Reference Architectures by Customer Segment, Technical documents delivered, practical aspects of (... Continued)

Apr 15 You have not responded yet **RSVP**
April 15, 2013 at 10:00
Event Duration: 01 hours and 00 minutes

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Confusion

Followers (ESN) vs. Members (CoP)

Followers

*People interested by the subject.
Potential members*

Members

Core Team

Leader

Community Membership
is like an...



onion

with



rings

Engagement matters...

Show me the value

Show me the value

ROE* instead of ROI



ROE*: return on engagement

NPS**: net promoter score

3. Efficiency

- Success stories with benefits
- The value realized

2. Engagement /satisfaction

- Community NPS**
- Voice of the members: Active community – Learning community

1. Adoption and participation

- Platform measurements (Spice)
- Number of attendees at events



Active Community Label



What is it?

Since 2013, we have been **asking the members to vote** for their communities. With this assessment we identify and recognize **the most active communities**. The **Active Community Label** is an assessment dedicated to the Communities@Work

Conditions to participate

A community can participate only if it has:

1. A Leader
2. A Sponsor
3. Be +6 months on September 1st
4. An updated 2015 Charter

—————> 85 short-listed communities
(13,300 members)

Active Community Label



This year, we elect the **Active** Communities & the **Learning** Communities

A community is active if:

Participation rate $\geq 30\%$

AND

Net Activity score* ≥ 60

Calculating from this question:

* 2. I consider that the community I have selected is an **ACTIVE Community**, because it provides **tangible value** to me, my business or my clients.

A community is learning if:

Participation rate $\geq 30\%$

AND

Net Learning score* ≥ 60

Calculating from this question:

* 6. I am **learning** from the members (through webinar, direct conversation, Spice exchange ...) of this community.

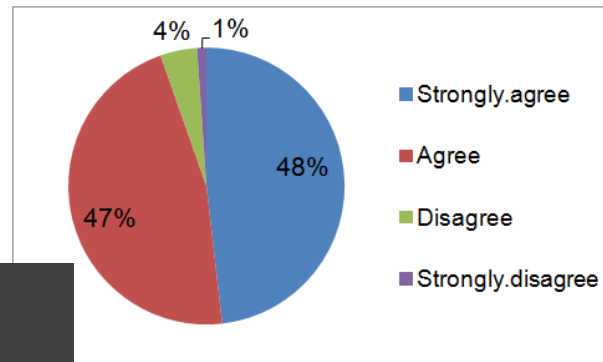
Active Community Label



2800/13300 voters Voters' sample is representative of member's population
81% voted for 1 community – 13% voted for 2 communities – 6% voted for 3 communities

30 active communities...

- **21%** global participation
- Global Net Activity Score: **68**



In **2013**

31% global participation
Global Net Activity Score: 56

In **2014**

21% global participation
Global Net Activity Score: 61

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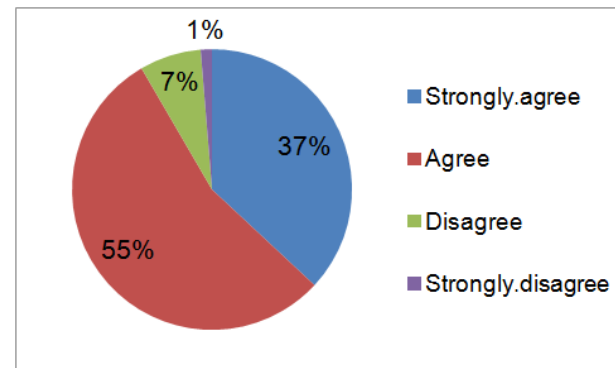
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Learning Community Award



21 learning communities...

- **21%** global participation
- Global Net Learning Score: **60**



Active Community Label Campaign



What kind of **tangible values** are provided by this community?

Tangible Value	% agree
Reduce time , by solving problem faster	65
Reduce cost , by standardizing tools, solutions, methods and know-how	63
Reduce cost , by increasing efficiency	58
Bring more business , by improving innovation	55

Verbatim of C@W Sponsors in 2014

The *best performers* in our H2I business are the most *active community members*.
The community helped *resolving problems customers* encountered after a sale.

Sponsor of Human Intelligent Interface Community

The communication and sharing certainly assisted the entire community to *drive improvements* in Quality and Service, Efficiency and Productivity, Inventory, and Safety.

Sponsor of =S= Production System Community

Help growing *cross-selling*, all countries, all market segments

Sponsor of Secure Power Systems Community

Increase *time-to-market* and *product quality*

Sponsor of CAD Design Methods & Tools Community

Reduce the *non-invented-here* syndrome.

Sponsor for ZigBee Community

Factors influencing community value

Impact

- Community leader is engaged
- Community leader knows his/her members
- Years of declared activity
- Belonging to a R&D Community
- Profile of manager for members/leaders

No influence

No Impact

- All the rest (age, country, distance, activity on Enterprise Social Network, ...)

Influence

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Key Success Factors



1. ExCom Sponsorship => legitimacy
2. Company program => visibility
3. Framework Communities@Work => deployment model
4. Enterprise Social Network => augmented interactions
5. Dedicated time for community leaders (10 to 20%) => members engaged to share
6. Dedicated time for members (5%) => involvement secured
7. Business value => justification for time spent in community + role of KM Office
8. Analysis of the factors influencing the value => improve community framework

Q&A

louis-pierre.guillaume@schneider-electric.com
[@lpguillaume](#)



A man and a woman are sitting on large exercise balls in a workshop. The woman is on a red ball with the number 2, and the man is on an orange ball with the number 1. They are both smiling and looking down at the balls. The background is a workshop with wooden walls and a window. A green horizontal bar is overlaid on the image.

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