



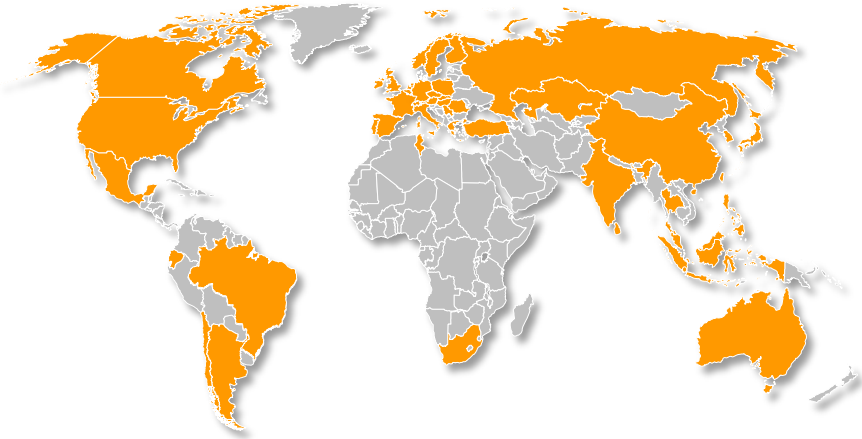
Social Business @ Continental AG

e20Summit 2013

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Corporate HRD & Organizational Development

Continental Corporation

269 locations in 46 countries



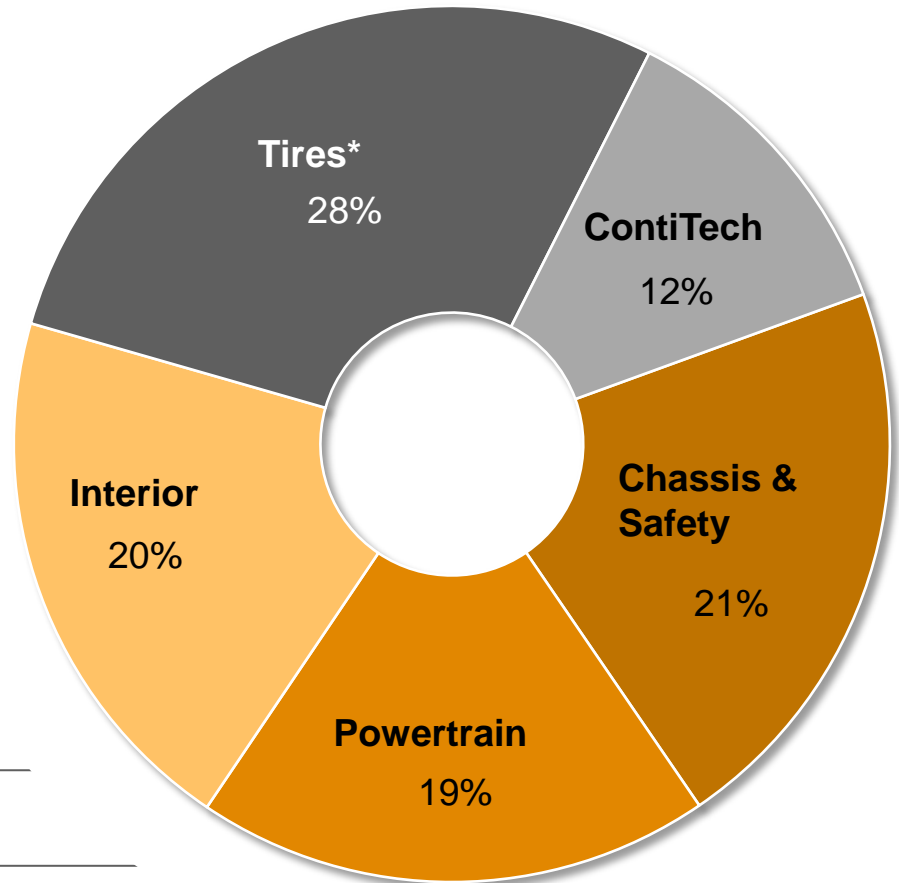
▶ Since 1871

▶ Sales of €30.5 billion

▶ 163.788 employees worldwide

▶ One of the top 5 in the automotive supplier industry

Sales by division in %:



*pro forma
Stand: 31.12.2011

We Shape the Megatrends in the Automotive Industry: Safety, Environment, Information, Affordable Cars

safe mobility.



clean power.



intelligent driving.

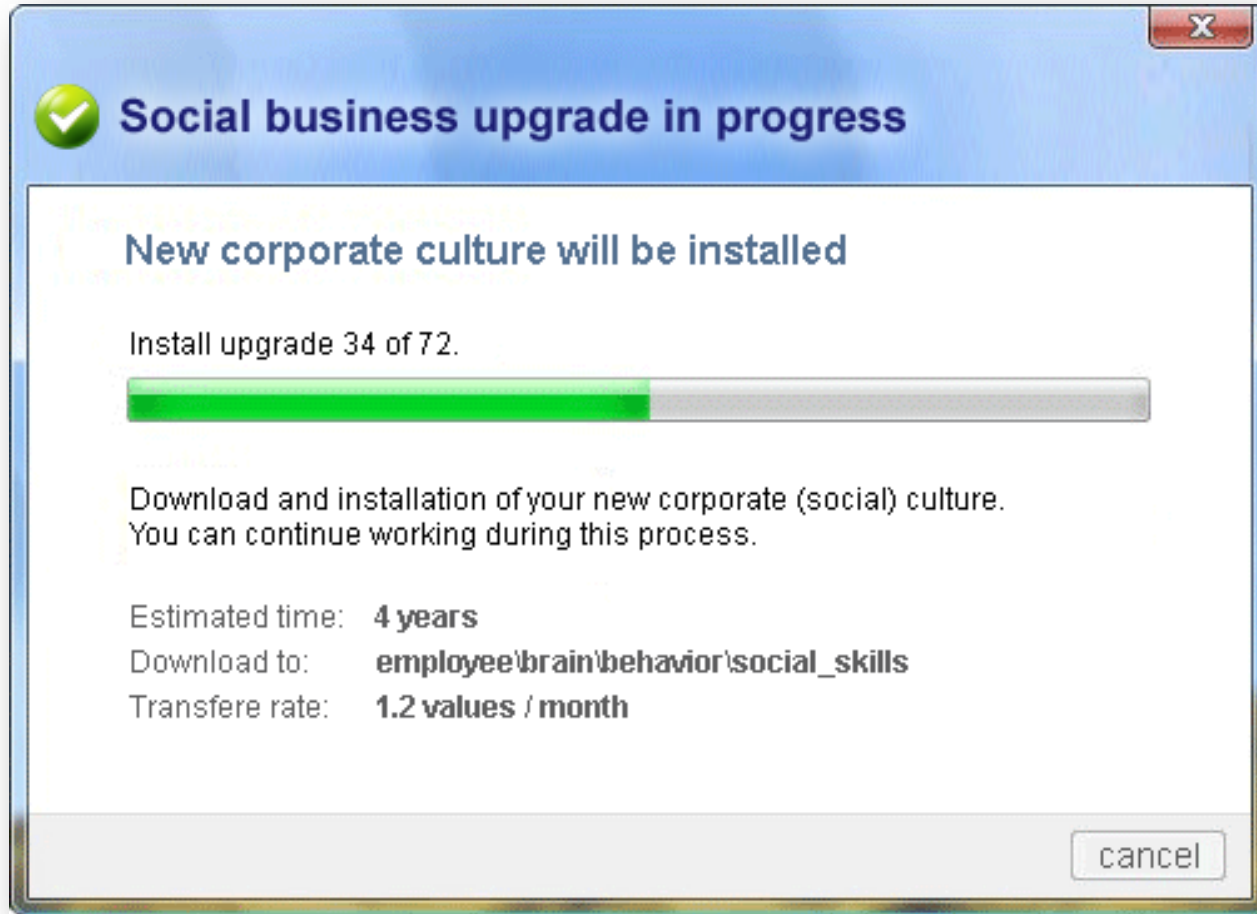


global mobility.

Social Improvement Culture

Challenges on the cultural shift for knowledge sharing
Lessons-Learned on establishing a learning organization

Social Business is not a software upgrade!



“Sharing” a culture revolution!

it worked also
without it

no time for that

control, fear,
security

social media
is private stuff

hierarchy in
danger?

I will protect my
knowledge



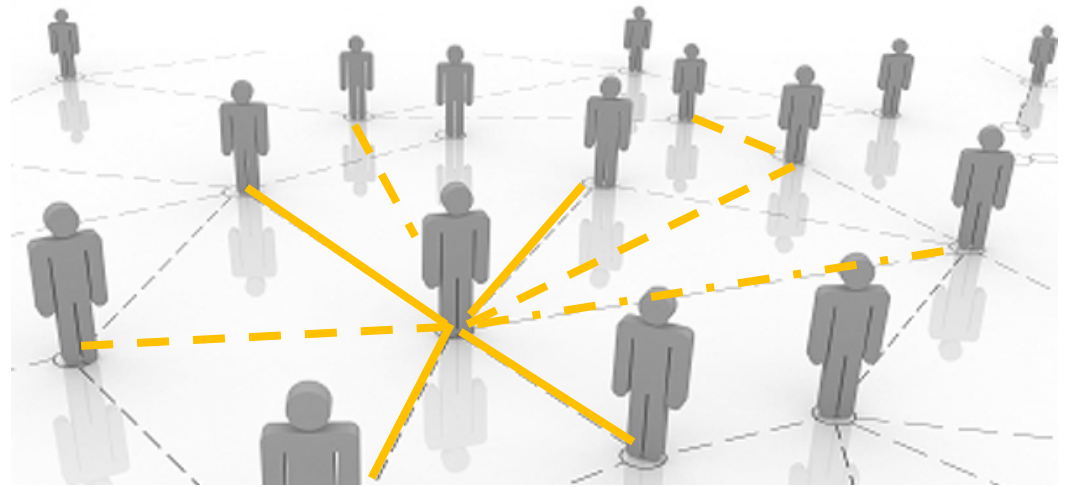
Questions you should ask yourself!



- ▶ **What's the problem**, you want to solve with Social Business?
- ▶ **Who will support it** - even spent resources?
(Board, Senior-/Middle Management, various Functions)
- ▶ **How open** are your leaders when it comes to **sharing results**
(internally)
- ▶ Are you willing to **spend time** for it? (e.g. 10 min/employee and day)
- ▶ How do you **handle “miss-behavior”** today?

Social Networking is a **long term investment**

- ▶ Don't promise quick wins for everyone!
- ▶ It takes time to build reliable and efficient networks
- ▶ Don't expect this "one big wow moment" with social media
- ▶ The more you invest, the faster & bigger your "payback" becomes
- ▶ Crowd sourcing is perfect, but it's not for free!
(Sharing starts with GIVING something)



Business Networking & Culture Development (Core Values)



Trust

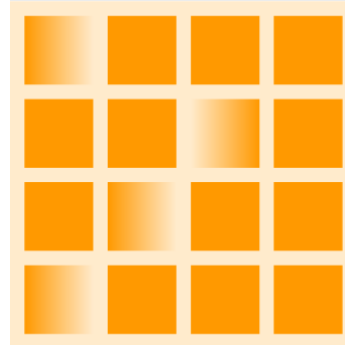


For One Another



Passion To Win

OURBASICS



Freedom To Act

Continental Executive Board – great Commitment



Full support and acting as role models

Important for our social business:

- ▶ global standard
- ▶ no login required (Single Sign On)
- ▶ full content control for participants
- ▶ very high integration
- ▶ data sources harmonized, centralized and simplified
- ▶ focus to the people, not tools or functions
- ▶ mobility

ConNext* = Teamwork from start

*ConNext = name of our social business project

- ▶ Evaluation project started 2010
- ▶ Change management methods applied
- ▶ Mixed project team:



Martina
Project lead



Oliver

Information Technology

- IT tools
- security
- consolidation
- integration
- migration



Monika

Communication

- training
- communication
- behavior guide
- use-ability
- User Feedback Groups



Harald

Human Resources

- Change Management
- GUIDEs
- HR Processes
- Works Council

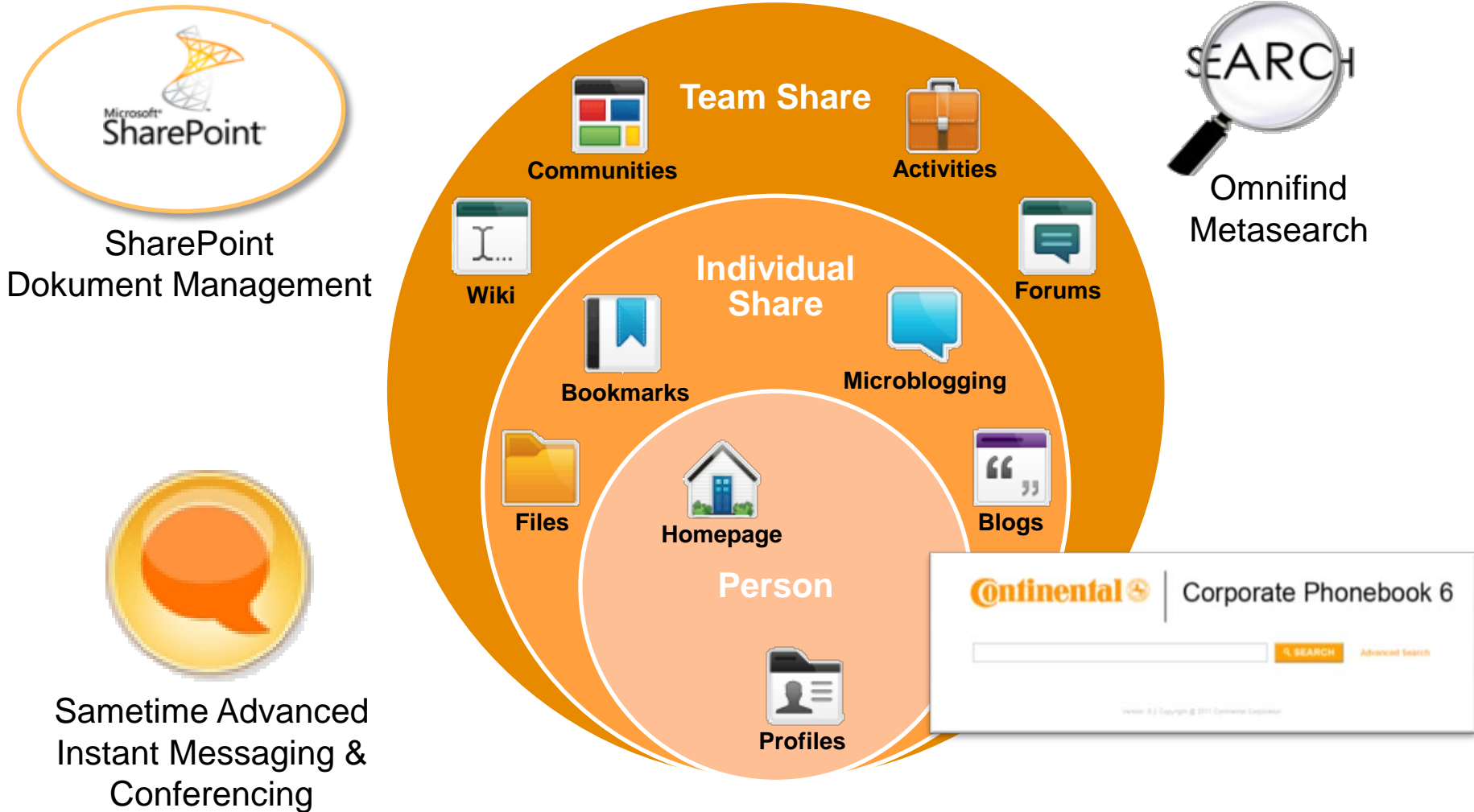


Christoph

Quality Knowledge Management

- information structures
- taxonomy
- KM methods

Project scope (highly integrated tool set incl. Single Sign On)

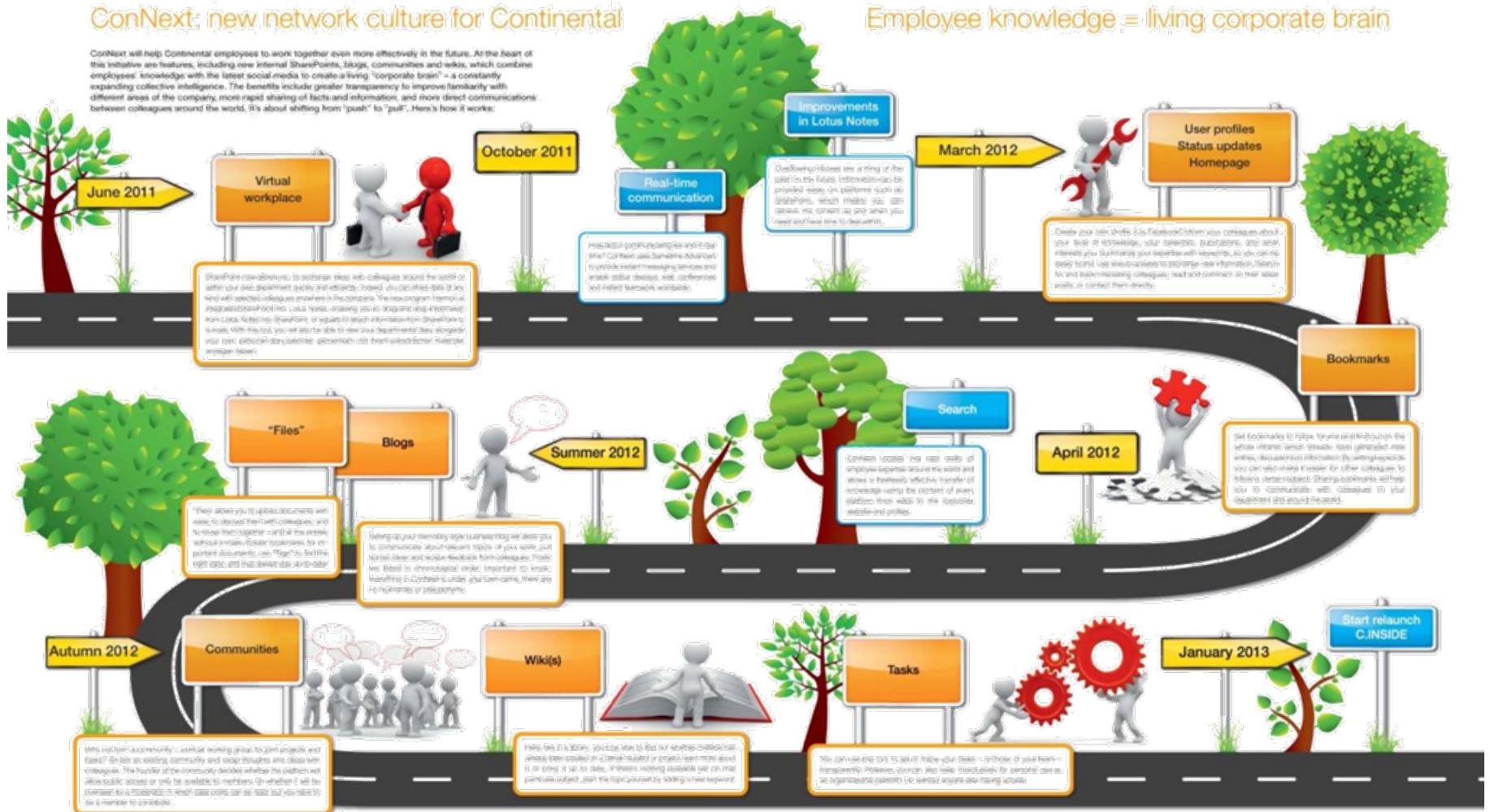


Step by step (on year) project rollout

ConNext: new network culture for Continental

ConNext will help Continental employees to work together even more effectively in the future. At the heart of this initiative are features, including new internal SharePoint, blogs, communities and wikis, which combine employees' knowledge with the latest social media to create a living "corporate brain" – a constantly expanding collective intelligence. The benefits include greater transparency to improve familiarity with different areas of the company, more rapid sharing of facts and information, and more direct communications between colleagues around the world. It's about shifting from "push" to "pull". Here's how it works:

Employee knowledge = living corporate brain





GUIDE

Konzept

GUIDEs

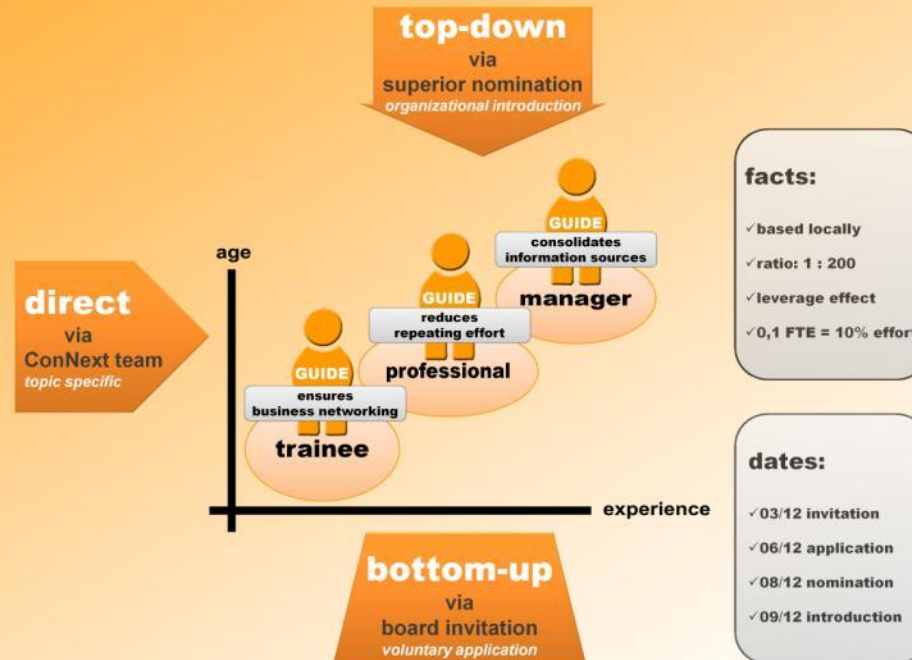
for Social Media and Business Networking
@ Continental

target: **ALL**

- ✓ all regions
- ✓ all divisions
- ✓ all functions
- ✓ all hierarchy levels

tasks: **(Guide)**

- ✓ drive business case
- ✓ act as a role model
- ✓ consolidate info's
- ✓ engage communities



GUIDEs as local role models, pathfinder and companions

help in local
language

they know local
specialties

more than
450
worldwide

part of a
worldwide
network

He/she is one
of you!



GUIDE

Power User

presentations
and workshops

they
exemplify

ConNext VIP
Support

Put together a winning team!



Our success factors @ a glance

- ▶ **Walk the talk** – Start doing it yourself right from the beginning / team work
- ▶ Drive a real and honest **culture initiative**: OUR BASICS / core values
- ▶ Accompany by organizational development / **Change Management**
- ▶ Include your employees in early stages / **User Feedback Groups**
- ▶ Develop a **strategic master plan**, which is answering existing questions
- ▶ Get **commitment from executive board** including active participation
- ▶ Do powerful **Use-Cases** (*real projects to proof relevance and improvements*)
- ▶ **GUIDE Concept** – Motivated & curious volunteers (*cross section of the company*)
- ▶ Start with **consolidation** – clean and organize the data sources
- ▶ Wide, massive, **cross media communication** in all levels
- ▶ Step in early and work close together with **Works council as a “partner”**
- ▶ Provide a comprehensive **training concept** - modular, for all levels, learning bites
- ▶ **Integration in existing processes** (*Projects, HR processes, Quality...*)

Now
let's get it on
together ;-)