

# SIEMENS



Mar 2013

# 0. Overview

0. Not a sales pitch

1. Minute Question

2. Stories

3. Things we've learned from customers

4. Next Steps



I . think for a minute

pick a single word to  
describe what it's like to  
work at Siemens





# 2. Stories



# Moment of “inspiration”

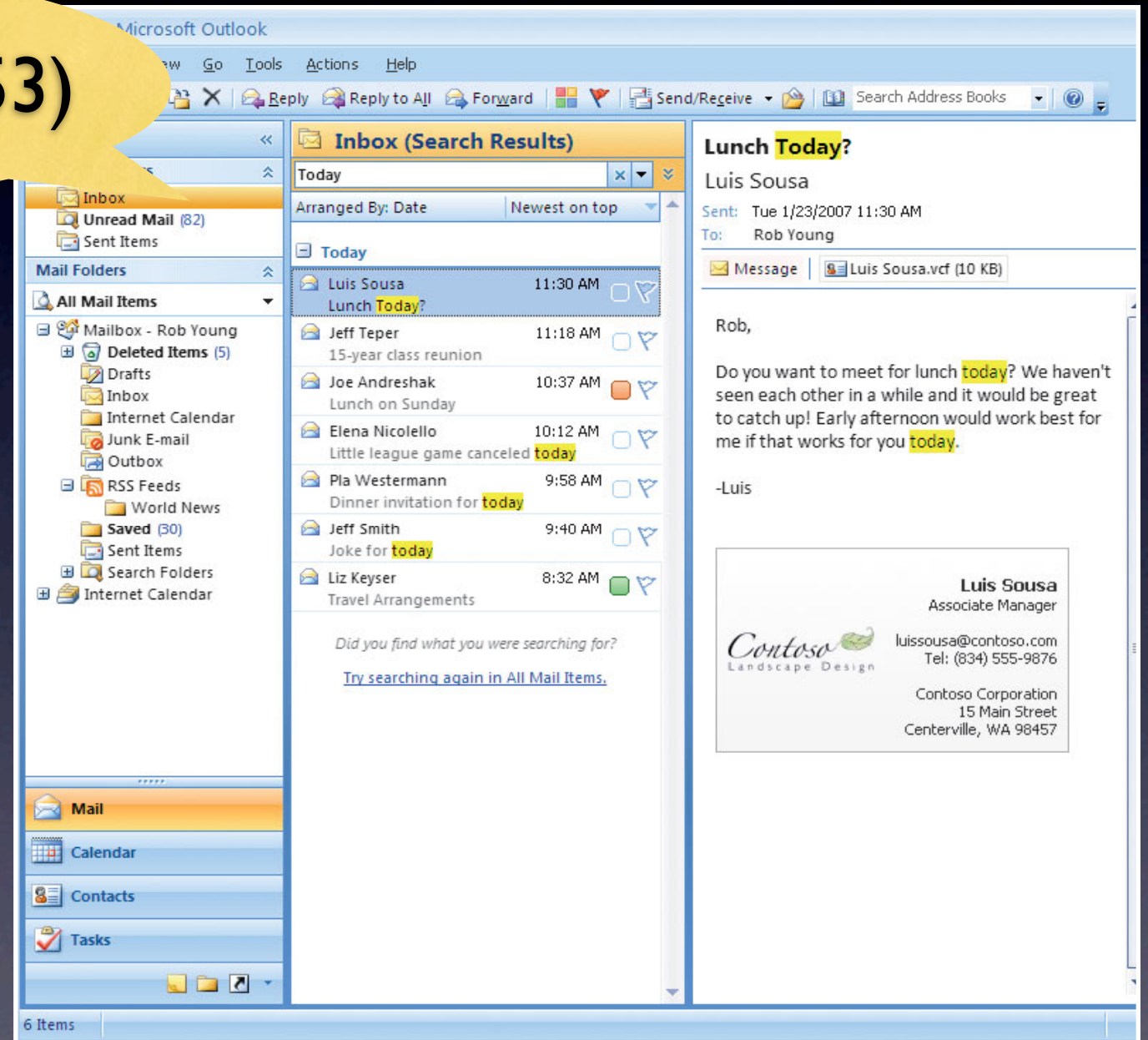
Unread Mail (253)

Inbox Zero

127 minutes - 16 actions

Must be a better way

Email is just a symptom





# Problem: Work is Broken

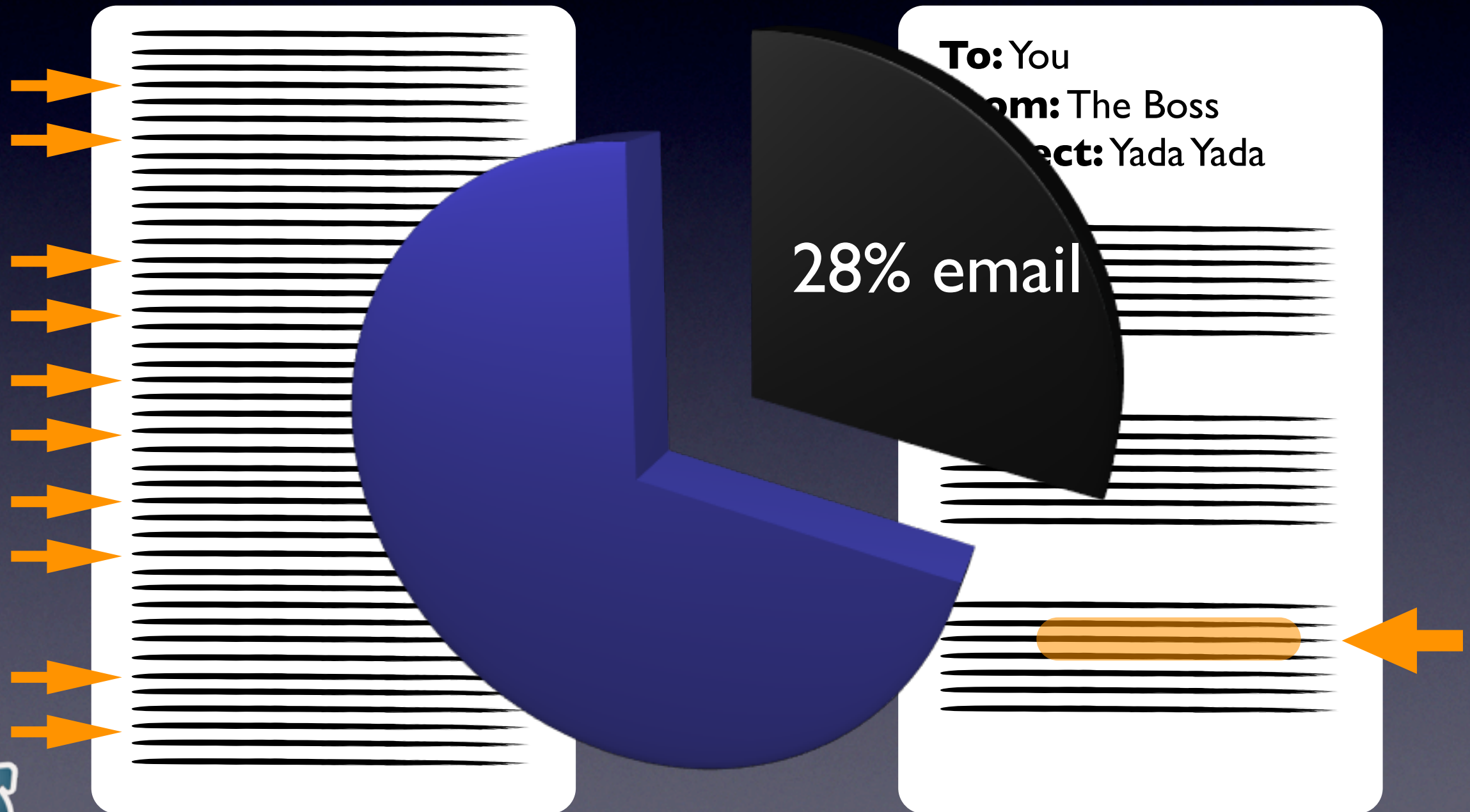


- People juggle too many projects
- Email deluge & information silos
- Compensate with meetings
- Many solutions - no good ones
- Social Business - only part of the picture



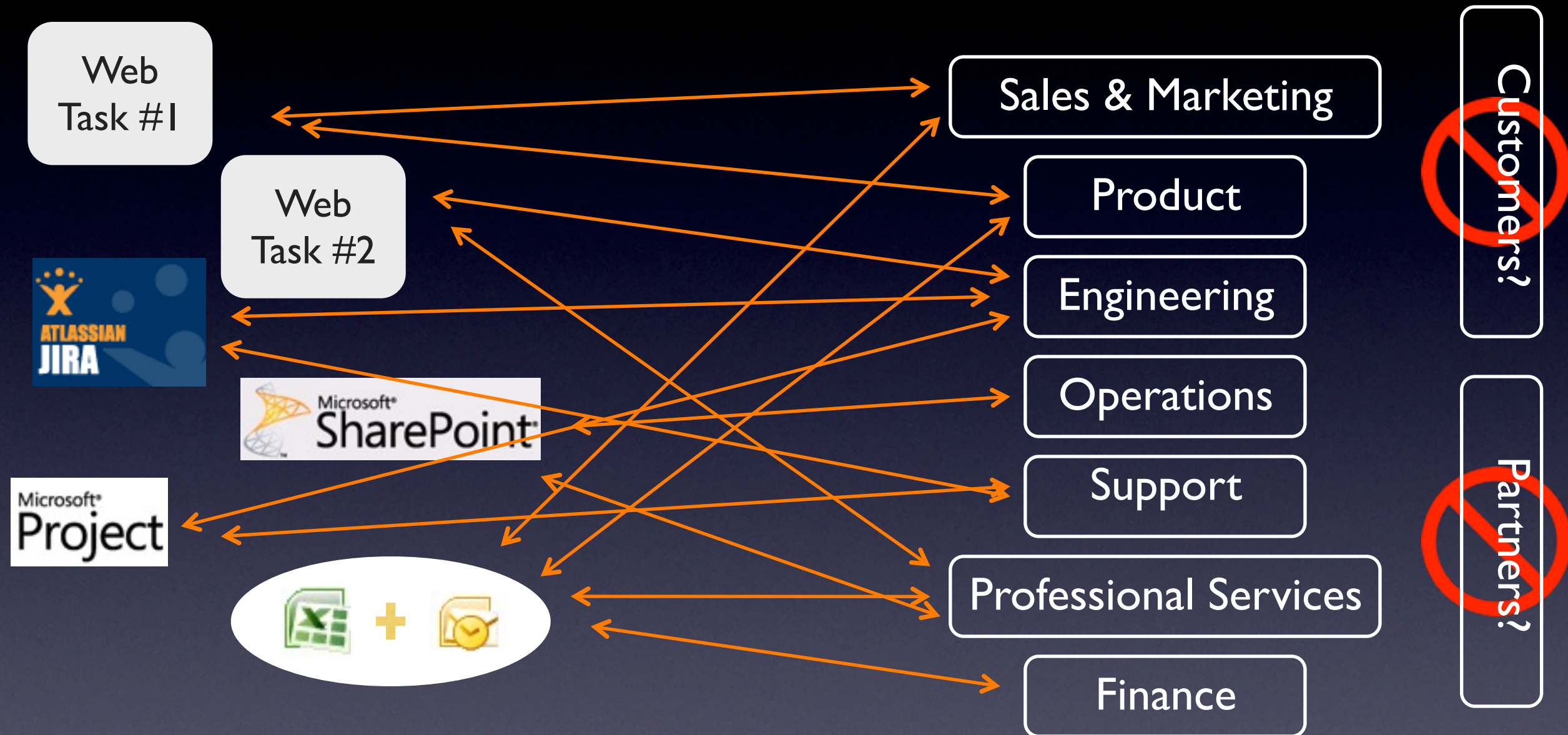
# Email - Time Sink

Inbox - (104 unread)





# Multiple Systems: Information Scattered



*Actions (tasks) poorly managed across multiple systems/platforms*





# Collaboration

- A broad term
- I'm focussing on electronic non-media communication - Email, Wikis, Bug Trackers, CRM, Instant Messaging, Project Management, Discussion Boards
- Not video/voice conferencing

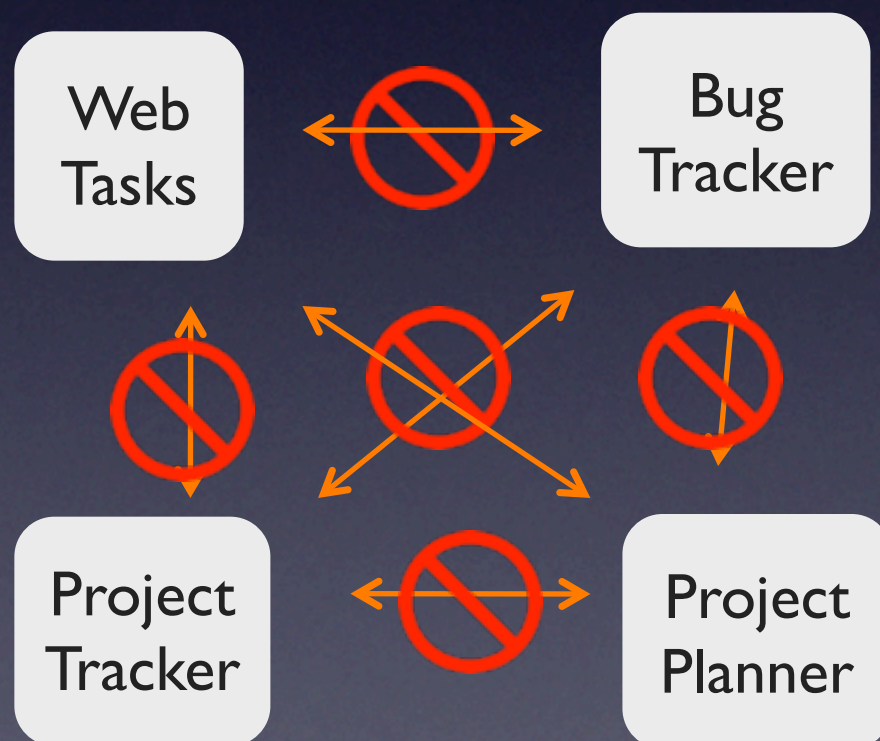




# Customer Story: 45k people Tech

## Before Goshido:

- Significant security concerns
- Need “foundation” for work
- #1 goal: reduce meetings



## With Goshido:

- High-security implementation
- UI/UX enables cross-functional use
- Less meeting, more doing



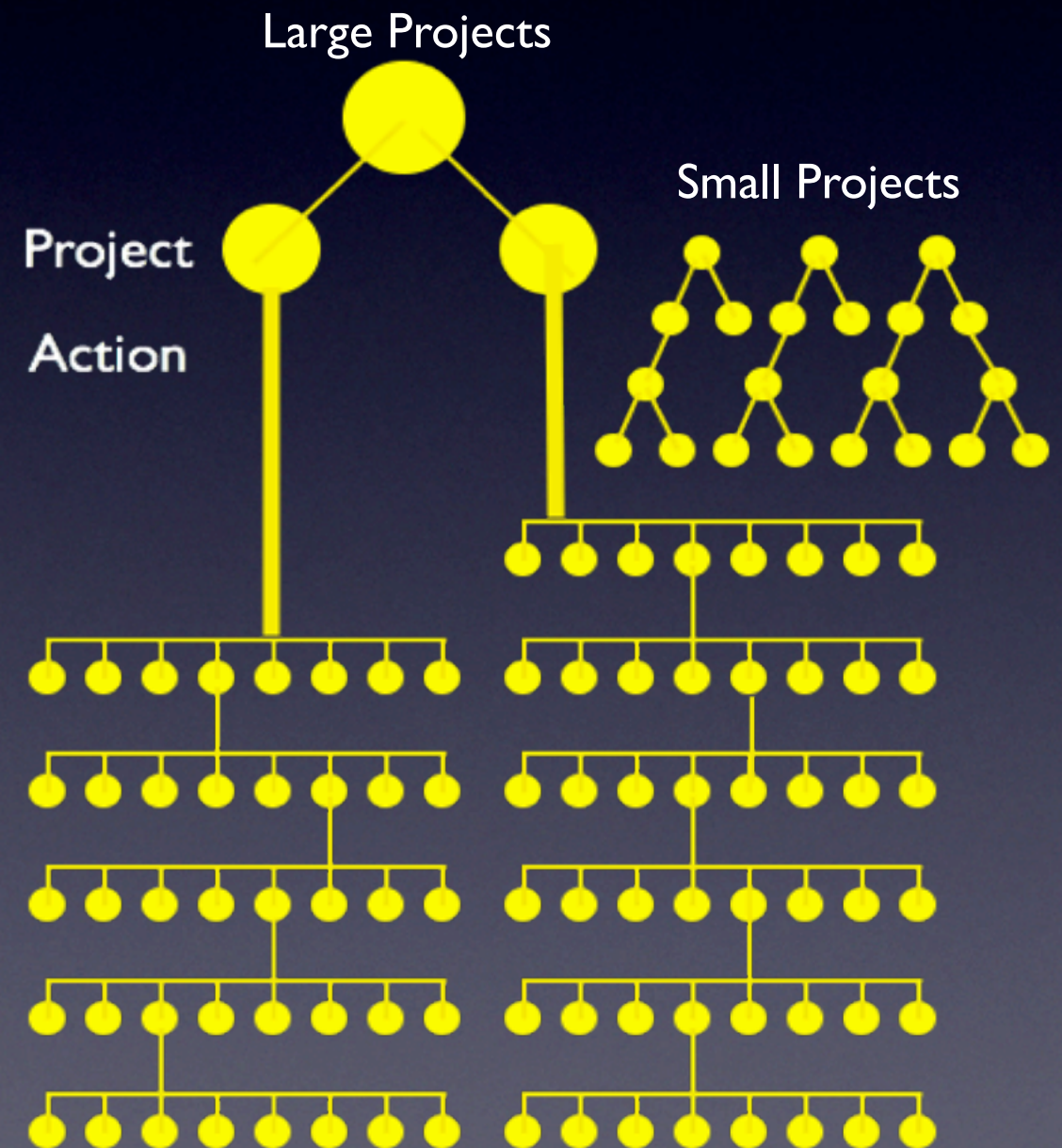
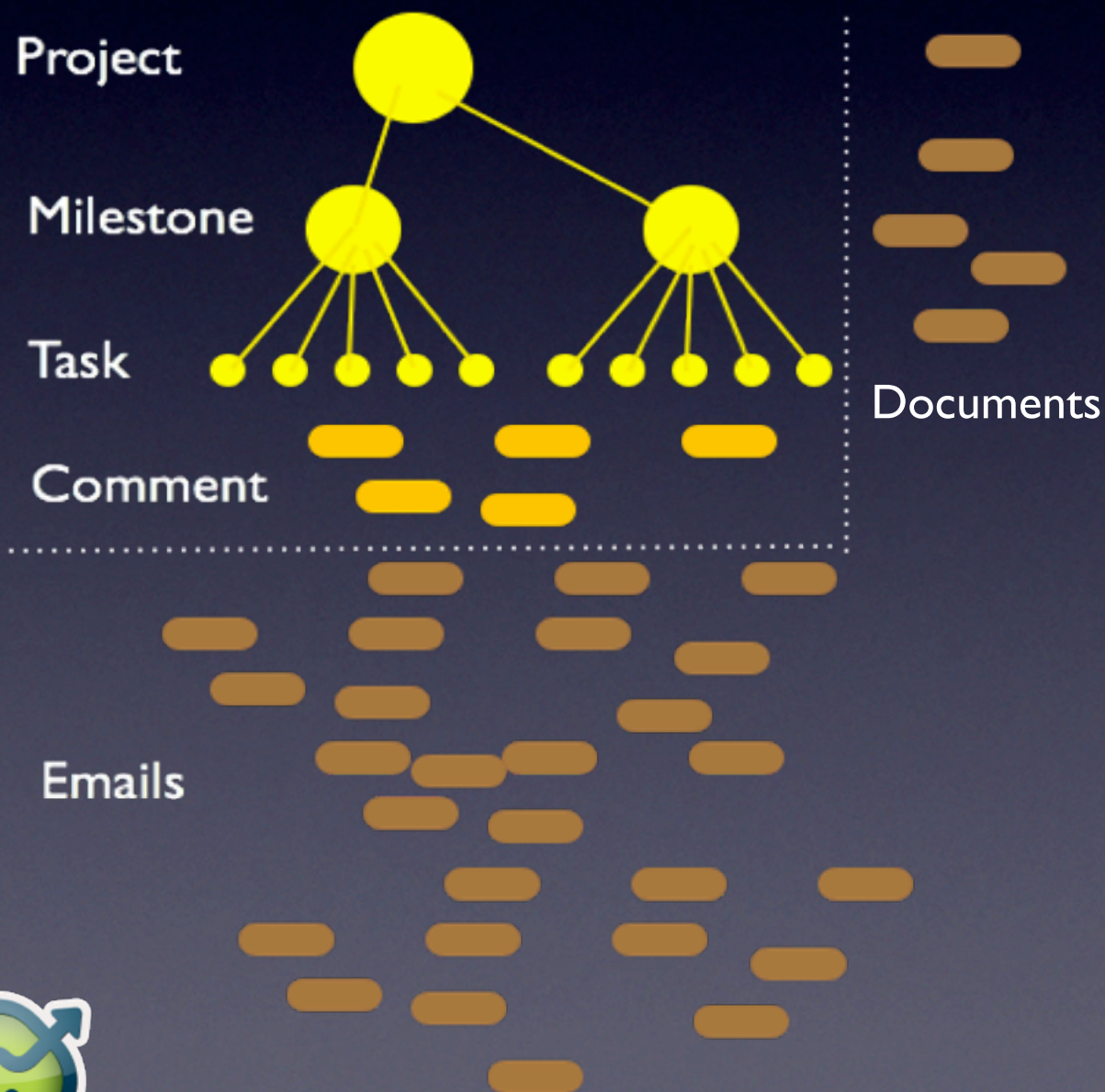


# Flexibility = Adoption

## Competitors

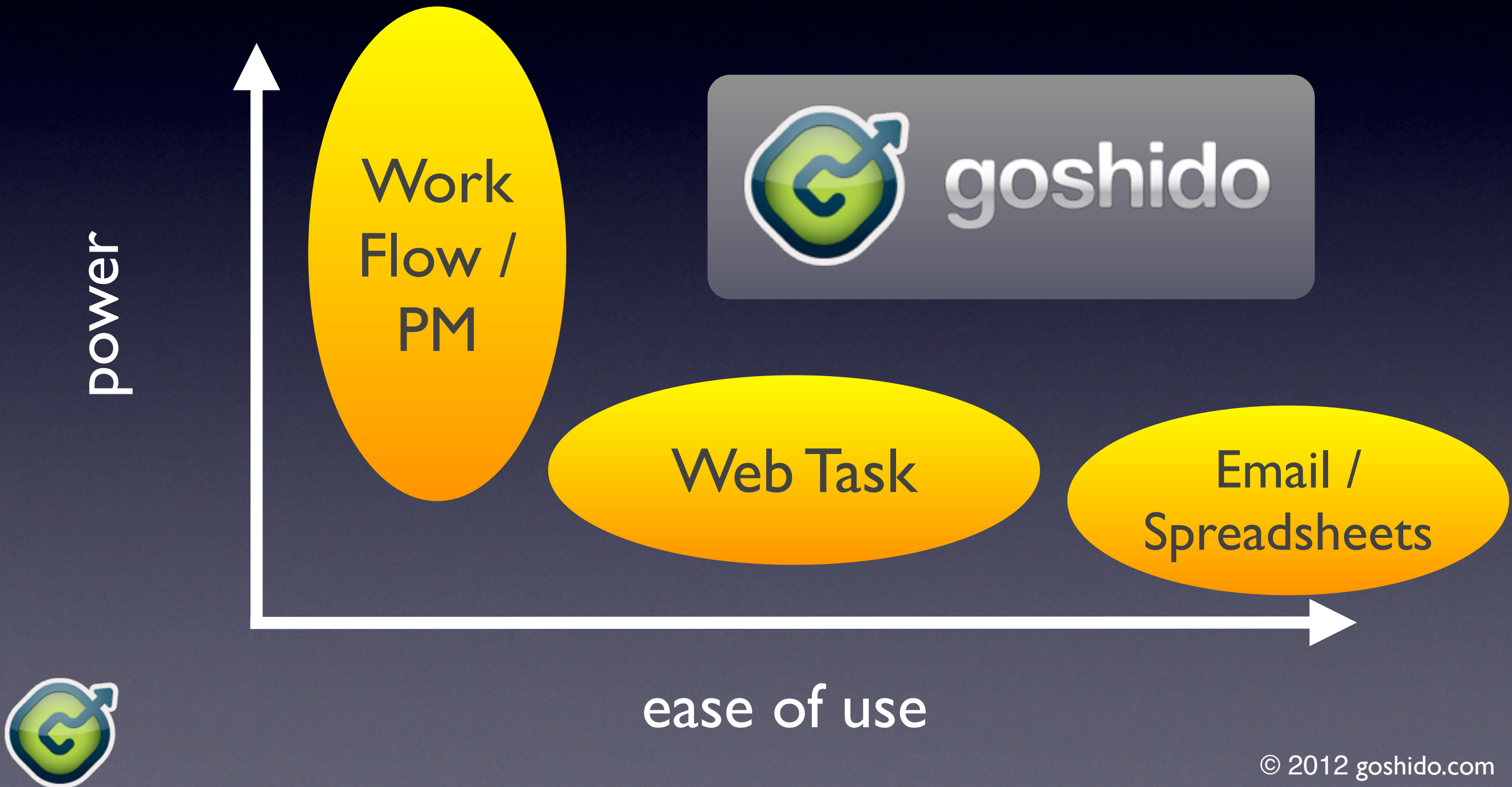


goshido





# Different Tools Different Jobs





# 3. Things we've learned from customers



# New Business (r)Evolution





# Everything is Changing Faster

Employees - no longer semi-skilled -  
engagement low - dent the universe

Customers can damage a brand (United  
Breaks Guitars)

Business cycles shorter

Organizations who adapt survive & thrive



# Business Successes

Salesforce.com (prod +38%, rev 2x)

WL Gore

Whole Foods (most profit food retailer)

Enterprise Car Rentals (net promotor)

Best Buy (prod +41%, churn -90%)





# New Principles

Empowered Teams of Engaged People

Delivering True Customer Value

Short Iterations

Introspection & Action

Information Radiators

Servant leader - guidance rather than control



# Social is only part of picture

Social media is about sharing information

Businesses also need to coordinate action -  
guide execution

Businesses need to be able to selectively share





# 4. Next Steps

Pick up one of the books (I will put the list on a blog post tonight)

Check out the goshido demo (here or on [goshido.com](http://goshido.com))

Decide what you want for your organization

Decide the next step and take it





We're unlikely to get here wandering aimlessly

Photo Credit: [flickr.com/photos/topgold](https://www.flickr.com/photos/topgold)



# Thank You

The nature of work and  
workers is changing

Guided Execution is key

Next time you open an  
overflowing inbox...

Think Goshido

