

How IBM Creates Value through People, Knowledge, and Relationships

> Audrey J. Murrell Sheila Forte-Trammell Diana A. Bing

Foreword by Ted Hoff

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Do It Wrong Quickly How the Web Changes the Old Marketing Rules

by Mike Moran ISBN: 0-13-225596-0

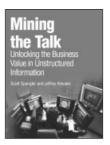
For decades, marketers have been taught to carefully plan ahead because "you must get it right — it's too expensive to change." But, in the age of the Web, you can know in hours whether your strategy's working. Today, winners don't get it right the first time: They start fast, change fast, and relentlessly optimize their way to success. They do it wrong quickly...then fix it, just as quickly!

In this book, Internet marketing pioneer Mike Moran shows you how to do that — step-by-step and in detail. Drawing on his experience building ibm.com into one of the world's most successful sites, Moran shows how to quickly transition from "plan then execute" to a nonstop cycle of refinement.

You'll master specific techniques for making the Web's "two-way marketing conversation" work successfully, productively, and profitably. Next, Moran shows how to choose the right new marketing tools, craft them into an integrated strategy, and execute it...achieving unprecedented efficiency, accountability, speed, and results.



Listen to the author's podcast at: ibmpressbooks.com/podcasts



Mining the Talk Unlocking the Business Value in Unstructured Information

by Scott Spangler and Jeffrey Kreulen ISBN: 0-13-233953-6

Two leading-edge IBM researchers introduce a revolutionary new approach to unlocking the business value hidden in virtually any form of unstructured data—from word processing documents to websites, e-mails to instant messages.

The authors review the business drivers that have made unstructured data so important—and explain why conventional methods for working with it are inadequate. Then they walk step-by-step through exploring your unstructured data, understanding it, and analyzing it effectively.

Intelligent Mentoring: How IBM Creates Value through People, Knowledge, and Relationships

Table of Contents

Contents

Foreword

Acknowledgments

About the Authors

Chapter 1 Introducing IBMs Mentoring Portfolio

Mentoring Transformations

IBMs Challenge

IBMs Response

Creating a Mentoring Portfolio

Contributions of Intelligent Mentoring

References

Chapter 2 Organizational Intelligence: Using Just-in-Time Mentoring Solutions

Overview: Revitalizing Mentoring

Creating a Mentoring Hybrid

IBM Revitalizes Mentoring

Linking Mentoring to Organizational Intelligence

Attracting and Recruiting Talent

Socializing of Employees



Accessing Knowledge and Expertise Supporting Knowledge Retention

Sustaining a Knowledge-Resilient Culture

Developing a Portfolio of Experiential Learning Opportunities

Experiential Learning Opportunities in the Future References

Chapter 3 Organizational Intelligence: Fostering Communities of Knowledge

Overview

Learning through Communities of Practice

Building Communities of Practice at IBM

A Mentoring Solution

Mentoring as Communities of Practice

Lessons Learned from IBMs Mentoring Communities

Mentoring Across Boundaries

Strengthening Relational Competencies

Fostering Meaningful Collaboration

Mentoring Communities and the Future

Valuing Community

THINKing at IBM

Who Said an Elephant Cant Learn to Dance?

References

Chapter 4 Connecting People: Creating Meaningful Engagement

Moving from Isolation to Engagement

The Benefits of Engaged Employees



Challenges for Engaging a Globally Dispersed Workforce

Mentoring, Technology, and Connecting People

Creating Access to People

Creating Access to Information

Creating Access to Virtual Communities

Example of an IBM Best Practice: Group Speed Mentoring

Engaging Employees through MentoringLessons Learned

Technology as a Tool, Not a Panacea

Holding Managers Accountable

Some Final Engaging Thoughts

References

Chapter 5 Connecting People: Mentoring as a Tool for Diversity and Inclusion

The Importance of Connecting Among Difference

The Workforce of the Future Is Here

Diversity as a Business Imperative

Enhancing Diversity: Why Mentoring Matters

Connecting within Diversity at IBM

Mentoring Based on Affinities

Group Mentoring via Diversity Networks

Asian Diversity Network Group at IBM

Looking Toward the Future

References

Chapter 6 Connecting People: Using Mentoring to



Signal Value in People

The Power of Value in People

What Employees ExpectA Relational View

Employees Perceptions of Organizational Support

How Organizational Leaders Can Signal Support

Using Reverse Mentoring to Signal Support

Respect for the Individual

Support for Employee Development

Collaboration across Difference

Preventing Career Derailment: A Plan for Success

Reverse Mentoring: Signaling Value in People across IBM

Reverse Mentoring in the United States

Reverse Mentoring in Finland

Reverse Mentoring in Latin America

Looking Toward the FutureMultigenerational Collaboration

Lessons LearnedSignaling Ethics and Integrity References

Chapter 7 Business Impact: Using Mentoring to Deliver Value for Competitive Advantage

Adding Value through Mentoring

Mentoring Solutions as High-Performance Work Practices (HPWP)

Enduring Skills Help to Create Competitive Advantage

Developing a Balanced View of Value Added



Dangle the CarrotIBMs Marketing Group Mentoring Award

Lessons LearnedAdding Value and Sustaining Business Impact

References

Chapter 8 Business Impact: Using Mentoring Solutions to Solve Wicked Problems

Mentoring as a Strategic Solution

Using Mentoring to Solve Wicked Problems

Global Talent Management as a Wicked Problem

Mentoring: On the Manufacturing Floor to the Technical Labs

Black Technical Leaders Forum (BTLF)

Building a Global Knowledge CommunitySouth Africas Cross-Geography Mentoring Initiative

Lessons LearnedSustaining Business Impact via Strategic Mentoring Solutions

Some Final ThoughtsThe Impact of Intelligent Mentoring References

Index

