On the way to Enterprise 2.0 with Bosch Connect
EFQM Good Practice Competition 2013
Improvement with Enterprise 2.0

Expectations from Board of Management

“How can we take the potential and creativity of the company’s more than 300,000 associates and unleash a torrent of new ideas, improvements, and innovations?”

Bosch CEO Dr. Volkmar Denner at a Bosch internal event
Improvement with Enterprise 2.0

Expectations from Board of Management

"We need different forms of leadership and cooperation!"

Bosch CEO Dr. Volkmar Denner at a Bosch internal event
This is Peter.
He is a project manager at Bosch…
Improvement with Enterprise 2.0

Peter works at Bosch in Stuttgart…
Improvement with Enterprise 2.0

… his project is here:
Improvement with Enterprise 2.0

Peter thinks about how he will work…

… as a manager of a global team

… with different time zones

… in different languages

… and with people and a culture, he has maybe never met before
Our way to an Enterprise 2.0

Set-up 4 Enablers for E2.0

The E2.0 Enabling Project will implement the company wide prerequisites to enable, drive and support E2.0 / social media adoption in all operational units internal and external.

Technology & Consulting:
- Bosch-wide communication and collaboration tool landscape

Guidelines:
- Implement consistent Bosch-wide framework of guidelines

Leadership, C&E
- Promote new leadership style, culture and mindset; implement qualification programs

Organization:
- Implement new roles for introducing, enabling, managing and supporting the E2.0 adoption and usage

Setting, change, and enabling for interconnection and interaction of inside and outside world. Precondition is to drive change in culture, leadership style, etc.

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Our way to an Enterprise 2.0

The tool Bosch Connect

233,100 Associates are on Bosch Connect

81,575 active users (log-on last month)

36% of the users at least sometimes contribute to Bosch Connect

77% of the users use Bosch Connect for up to 20% of their daily work

As of October 17, 2013:

- Started its pilot phase in August 2012 and is available to all associates with online access since September 2013
- 36% of the users at least sometimes contribute to Bosch Connect
- 77% of the users use Bosch Connect for up to 20% of their daily work

from survey 02.2013
On the way to Enterprise 2.0 with Bosch Connect

The video
Our Good Practices

Process Efficiency: Customer Localization Request

1st process running on Bosch Connect

Process time reduced from

4 weeks

6 days

Main benefits for Bosch:

- Faster answer to the customer – key note speed and reliability
- Transparency within the process with sustainable knowledge storage
- Process description and operative process available in one community

with 9 different stakeholders

24 included participants

0 emails
Our Good Practices

Indian Management Blog

Management board communicates to associates via blog

1 managing director reaches 12,000 employees

from one way to cross-organizational communication

0 emails

Main benefits for Bosch:

✓ Motivation of associates to share ideas and take initiatives
✓ Improvement in speed and quality of decision making
✓ Creation of a new working culture of dialogue, self-organization and collaboration
Co-Creation of making the EFQM video

Storyboard written in co-creation in a wiki

1 Missing tripod

0 Budget

4 Pizzas (at the price of 2)

4 motivated employees with passion for the topic

Main benefits for Bosch:

- Employees of different business units work together independent of their position in the organizational structure
- Increased reach of supporters by means of blog post on Bosch Connect
**Our Benefits**

- High quality of discussion and decision
- Low effort for gathering and consolidating all information
- More effective and transparent communication
- More motivated employees due to increased recognition and involvement in decision making
- Lower risk in strategic decisions due to voluntary involvement of the experts and crowd intelligence
- Online availability of information irrespective of time period and location
Our Vision

The Bosch Social Business Vision
Significant Change for Bosch

The Social Business Principles

Listen and engage
We listen actively to what people have to say, and engage in social business conversations. We use the insights we gain to create new business opportunities and to improve customer and associate satisfaction.

Collective intelligence
We believe in the power of networks. We use input from our colleagues and external stakeholders to spark creative ideas for better products, services, solutions, and decisions.

Self-organization
Wherever appropriate, teams organize themselves, and assume collective responsibility for the results of their work. We harness the power of communities to act on customer demands and create a more flexible company.

Exploration
We are not afraid to explore and try out new things. We dare to tread unfamiliar paths and are open to unconventional ideas. If things go wrong, we don’t blame others. We want to be fast, and our learning cycles are ongoing and thorough.

Sharing and learning
We are happy to share our experience throughout the Bosch organization. In an atmosphere of social collaboration and co-creation, we continuously learn, adapt, and improve.

Ease of use
Our working environment is intuitive and user-friendly. The entire organization uses Bosch Connect as a common social business platform, which makes our daily work more enjoyable and more efficient.

Transparency as default
As a matter of principle, information is open and accessible for all associates. Communities encourage openness, yet comply with all laws and policies concerning intellectual property and sensitive data.

Recognition
We create a social business environment based on mutual respect, in which each single voice is heard and valued. In this environment, input is judged on its merits. Serving the best interest of Bosch is all that counts.
Our Next Steps

ONE Social Business

platform for customers and partners

Leading the hybrid organization

Cope with the E2.0 hype cycle

Worldwide qualification portfolio, Social Business Academy

Technology & Consulting
Guidelines
Leadership Change & Enabling
Organization

Enterprise 2.0

Social Business Principles across Bosch:

Culture
Processes
Organization

A highly connected company

New working models

Community Manager career model

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On the way to Enterprise 2.0 with Bosch Connect

The Future: Bosch as a highly connected company
On the way to Enterprise 2.0 with Bosch Connect

Thank you!