



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



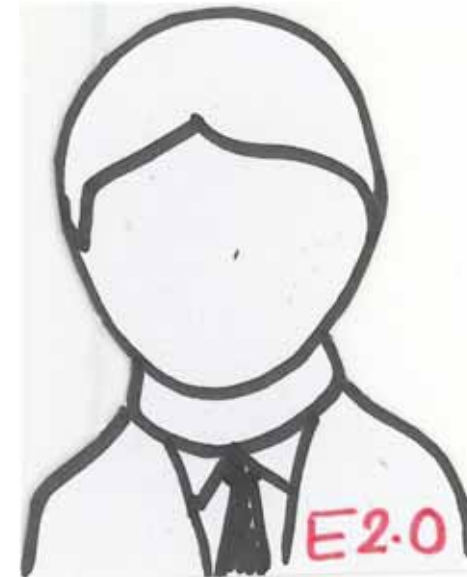
“ We need different forms of leadership and cooperation! ”

Bosch CEO Dr. Volkmar Denner at a Bosch internal event



Improvement with Enterprise 2.0

This is Peter.
He is a project manager at Bosch...



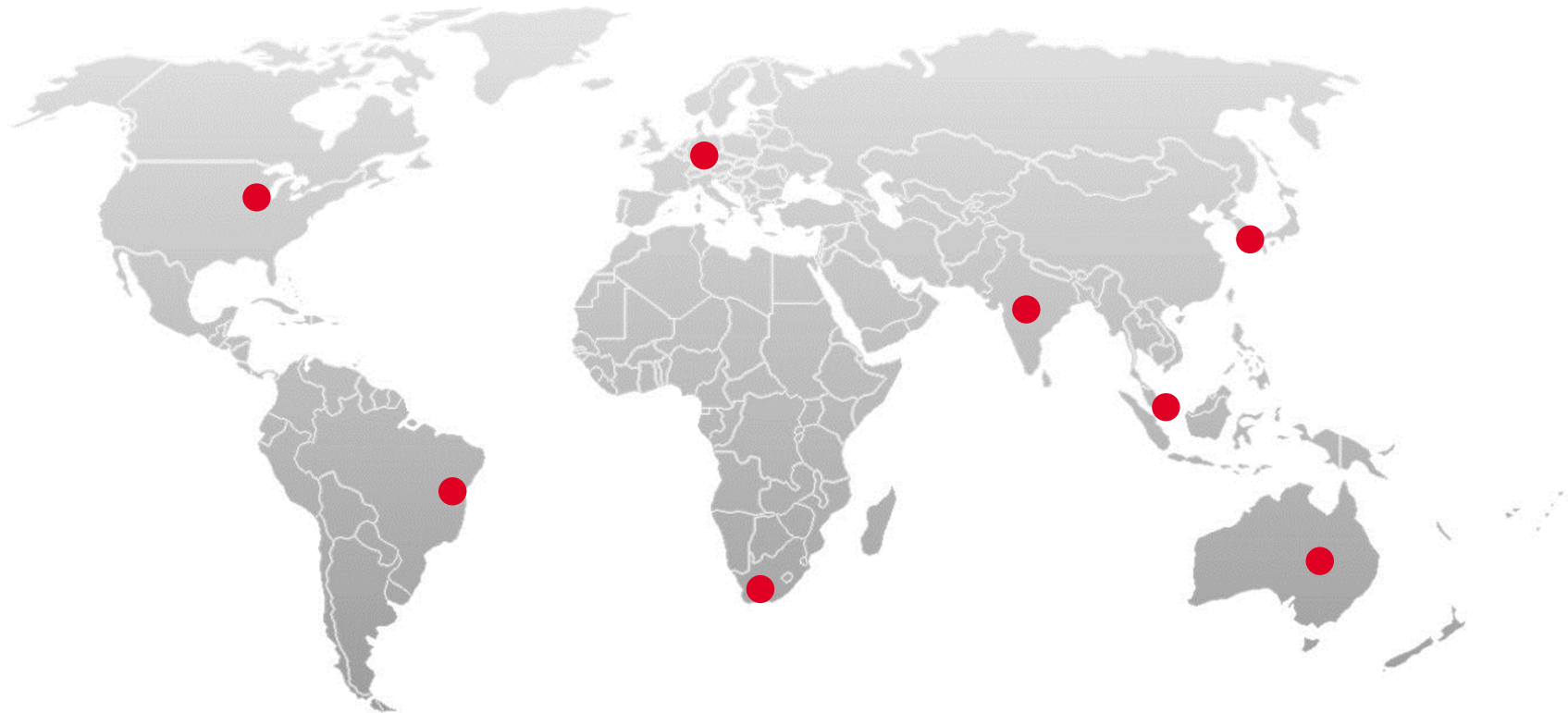
Improvement with Enterprise 2.0

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**

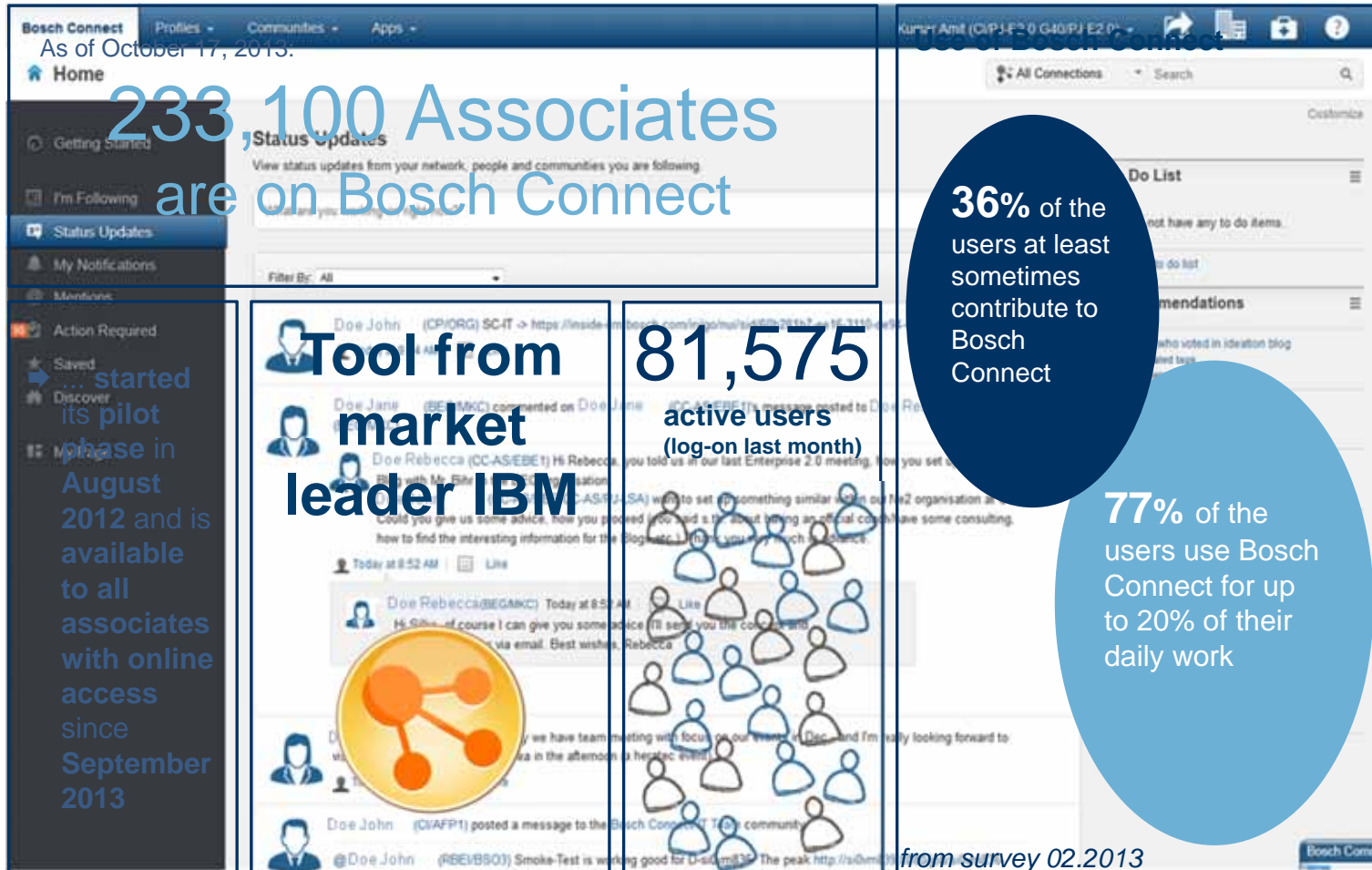


Setting, change, and enabling for interconnection and interaction of inside and outside world.
Precondition is to drive change in culture, leadership style, etc.



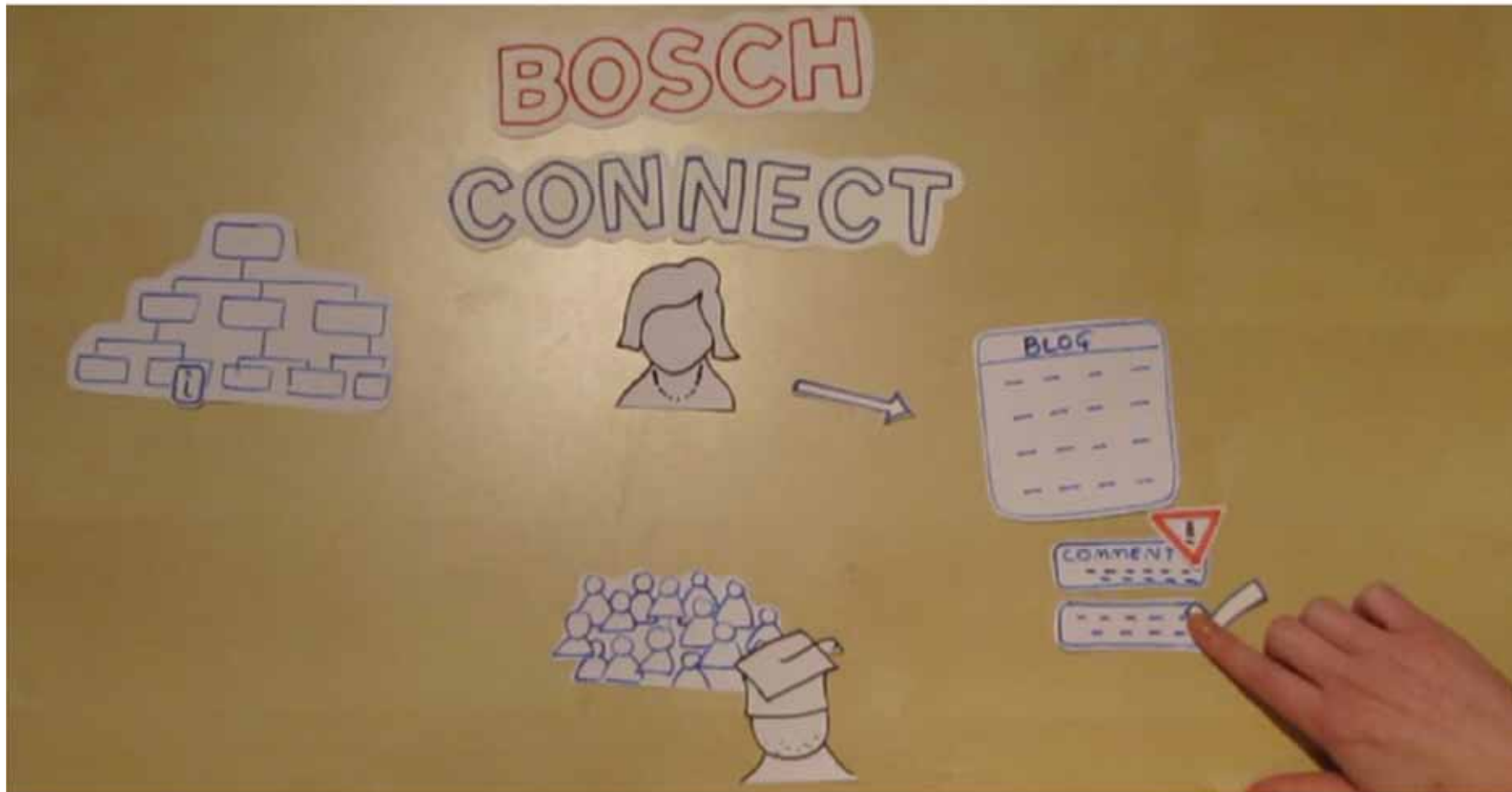
Our way to an Enterprise 2.0

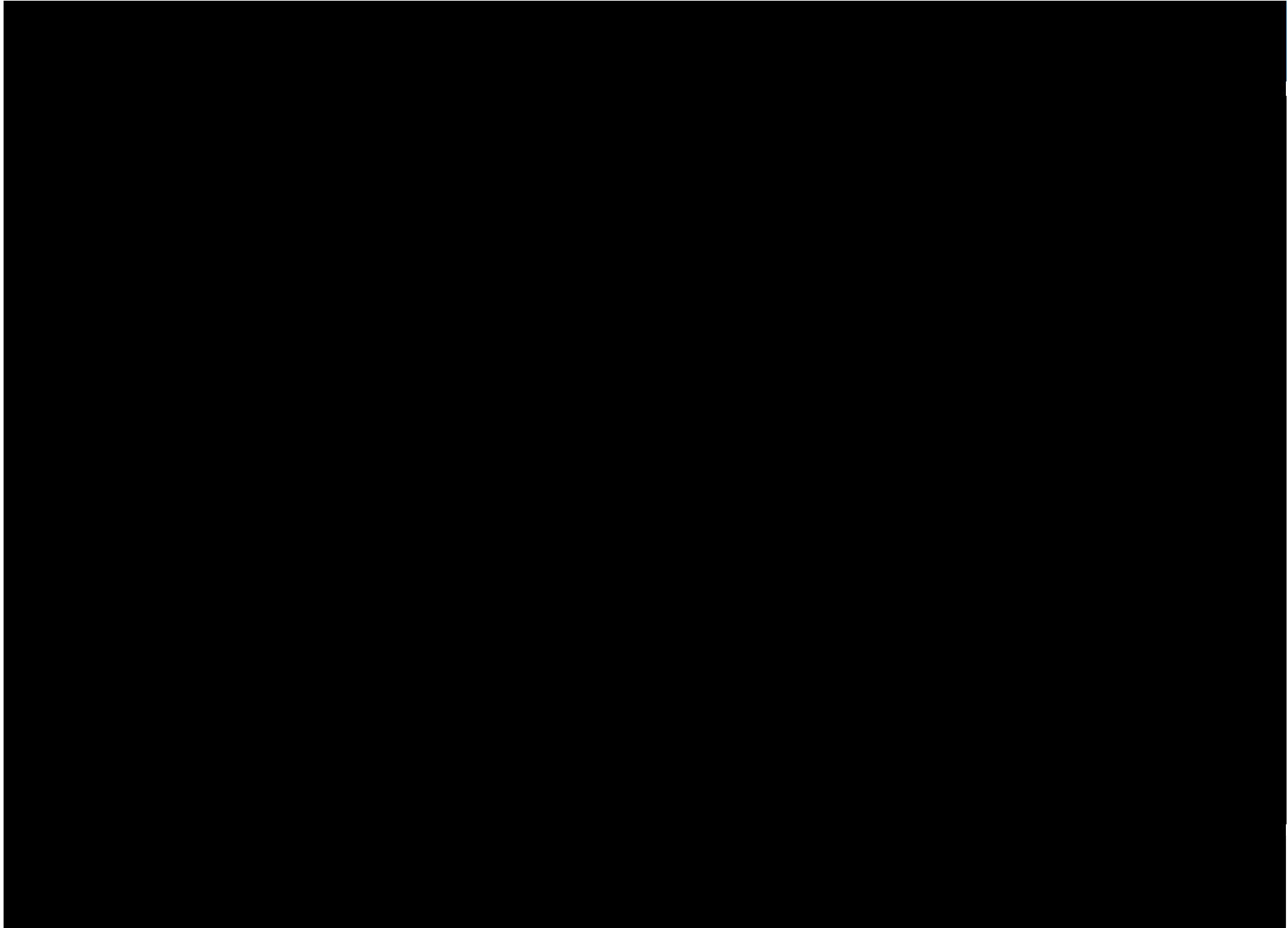
The tool Bosch Connect



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



with **9** different
stakeholders
24 included
participants



Process time
reduced from

4 weeks



6 days

0 emails



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**



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**



Our Good Practices

Co-Creation of making the EFQM video

Storyboard written in
co-creation in a wiki



4 motivated
employees with
passion for the topic



1 Missing tripod



0 Budget

4 Pizzas (at the
price of 2)



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

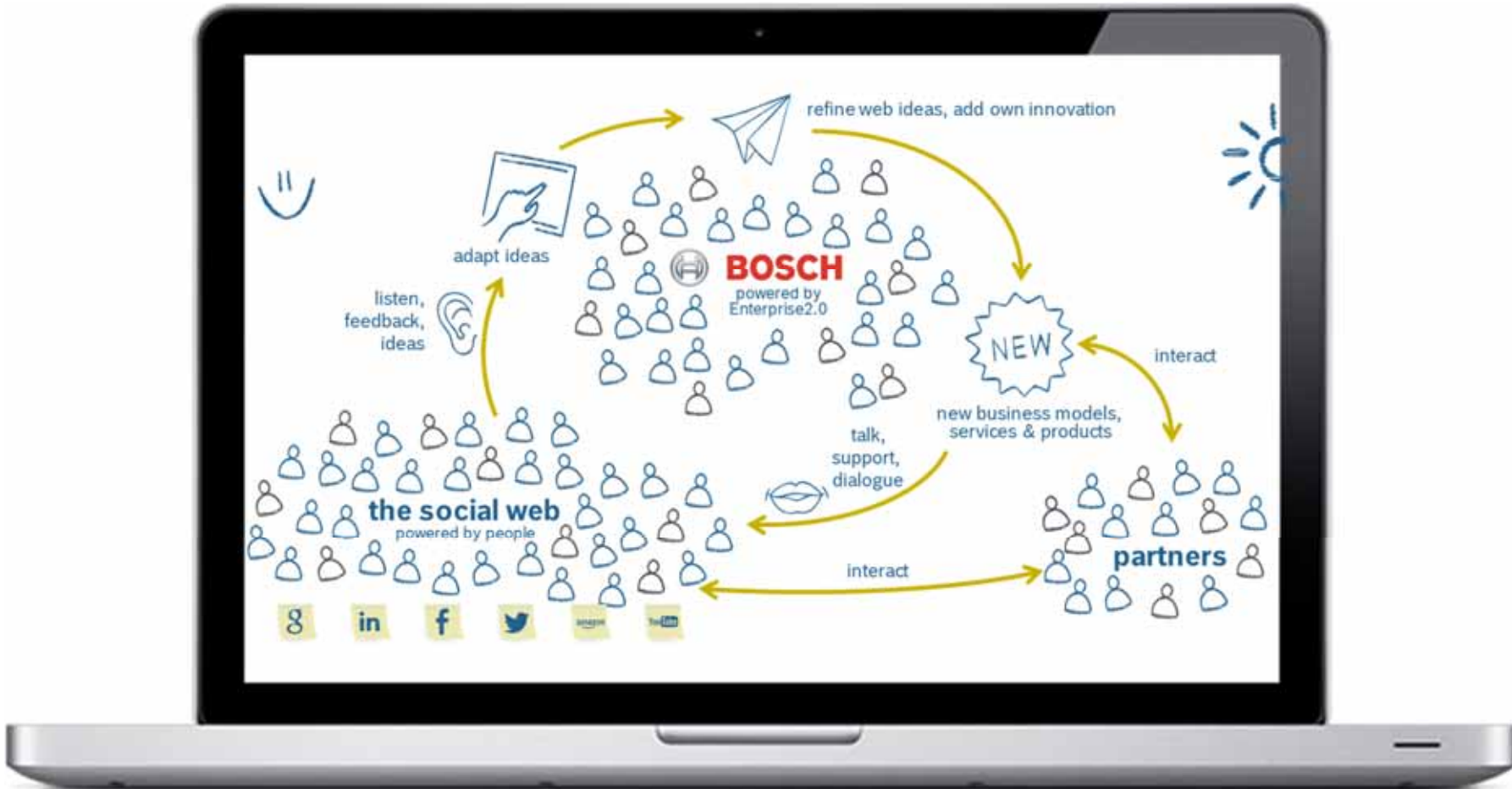


Online availability of information irrespective of time period and location



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.

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.

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.

Ease of use

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

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.

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.

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.

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

Social Business Principles across Bosch:

- Culture
- Processes
- Organization

Leading the hybrid organization

Cope with the E2.0 hype cycle

Worldwide qualification portfolio, Social Business Academy



A highly connected company

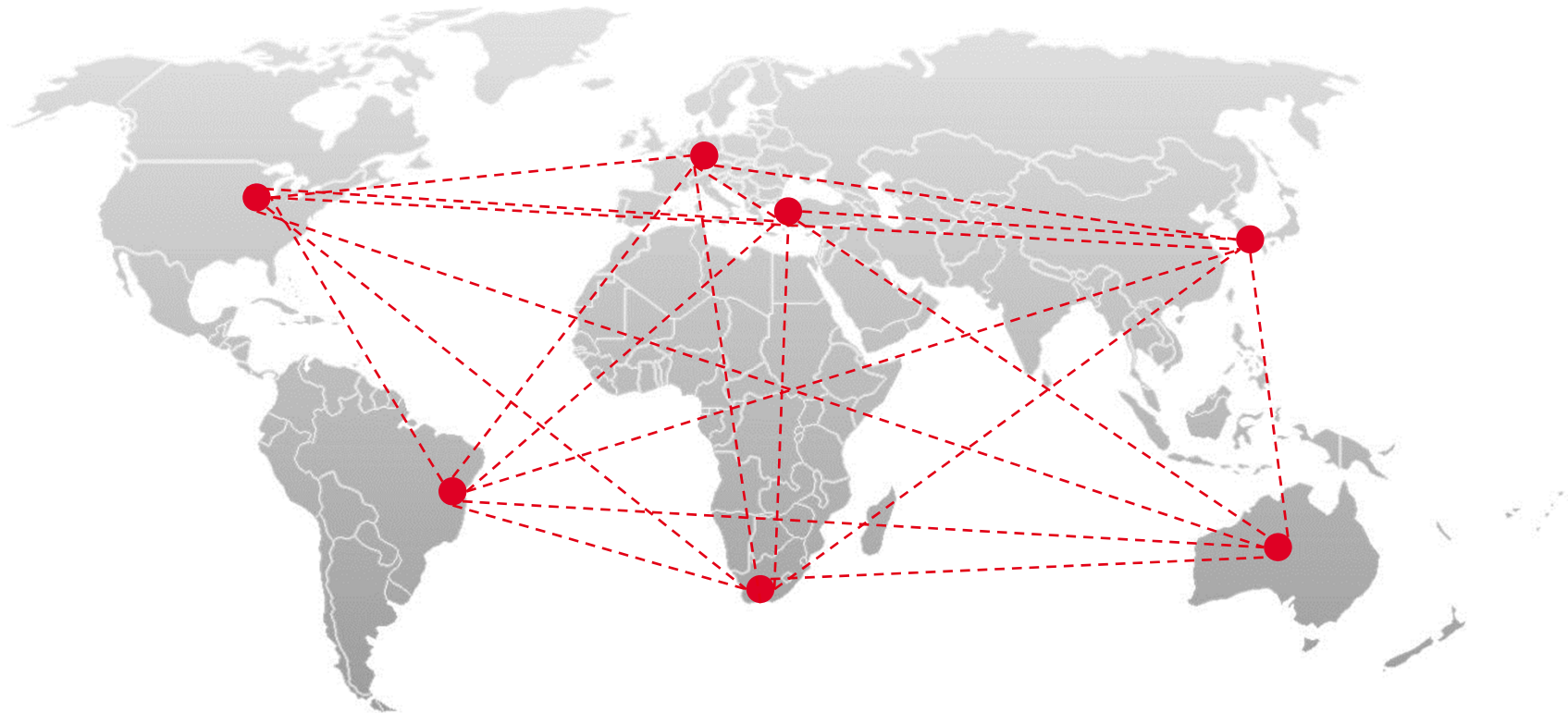
New working models

Community Manager career model



On the way to Enterprise 2.0 with Bosch Connect

The Future: Bosch as a highly connected company



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Thank you!

