Berufsbild:
Interner Community Manager @ Bosch

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Die Vortragenden

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Digital Workplace Model und Communitys

Digital Workplace Model und Communitys

Das vernetzte Unternehmen

“Podular design is a concept that focuses on modularizing work: making units more independent, adaptive, linkable, and swappable” (Steve Boyd):

- Selbstorganisation und dezentrale Teams
- Immer weniger Routine, „Exception Handling“ wird die Regel
- Dynamische Projektstrukturen, wechselnde Rollen und Mitglieder
- Mitarbeiter agieren wie Freelancer
- Transparenz, Vernetzung und Kollaboration
- Veränderte Rolle von Lernen und Arbeiten

Organisationsmodelle

Prozessorganisation

Hierarchie

Pods

Projektorganisation

Performance

Innovation
Das „Schieberegler Modell“

Quelle: Bosch, EFQM Good Practice Competition 2013 https://sites.google.com/site/efqmgpc2013/home/the-applicants/robert-bosch
Bosch believes in the power of networks. Wherever appropriate we set-up self organized teams. The entire organization uses the social business software “Bosch Connect”. This platform encourages dialogue, collaboration and the exchange of ideas. Qualified Community Managers ensure successful communities, which create value add.

Every community generates output on two different levels. 
1st level: the operational output, depends on the topic the community handles
2nd level: the "social" output, which is created by the new way of collaboration and communication.
Digital Workplace Model und Communitys

Prozesse verändern! Prozesse neu definieren!

Die Dinge anders tun!

Prozessstransparenz

Teambildung

Kommunikation

Zusammenarbeit

Austausch

Problemlösung

Managerprozesse

Entscheidungsprozesse

Entwicklung

Austausch

Angebot & Services

Koordination

Die richtigen Dinge tun!

schlanker

http://www.centrestage.de/2014/02/10/community-management-qualifiziert-zertifiziert-los-gehts/
Internal Community Management @ Bosch

Social Business Processes...

Communicating information

Finding new ideas

Organizing meetings

Getting support

Finding experts

Self-organized task assignment

Collecting and combining information

CIP process enabled by E2.0

Supporting project management

Evaluating options

Collaborative filtering
Organize a meeting

Organizing Meetings

Bosch Connect gives easy access to all colleagues and their schedules. Thus it makes organizing and documenting meetings efficient and transparent.

[Diagram showing the process of organizing meetings through Bosch Connect, with icons for project manager, meeting, community, timing, agenda, protocol, email, phone, talk, and activities.]
Customer Localization Request (CLR)

Success Story

1st process running on Bosch Connect

Process optimisation of DS manufacturing coordination

4 weeks

6 days

with

9 different stakeholders

24 included participants

Main benefits:

- Speeded up 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

Motivation to use Bosch Connect: Speed, Awareness & Transparency
Digital Workplace Model und Communitys

Akteure bei der Einführung von Social Business

Internal Community Management @ Bosch

Job description Community Manager

Advanced Community Manager (Black Belt*)
- Acts as a start-up in the company (Entrepreneur)
- Idea generator for new communities, new applications, functional and cross-sectoral communities
- Independently responsible for set-up, maintenance, and development of strategically important and complex communities (analog to A & B Projects)

Senior Community Manager (Green Belt*)
- Management of communities
- Focus on set-up, maintenance, and development of a community for a specific purpose
- Has the necessary technical, soft, and consultant skills for implementation of business processes in communities

Junior Community Manager (Yellow Belt *)
- Moderates a community and supports a green belt community manager
- Focus on technical skills as well as on creation of content
- Is in regular contact with the community members and supports them with their work in the community

* designations for Community Managers are working titles
Digital Workplace Model und Communitys

## Berufsbild für Community Manager

### Anforderungsprofile an Corporate/Interne Community Manager

<table>
<thead>
<tr>
<th>Skala</th>
<th>Grundkenntnisse nach Anleitung</th>
<th>Anwendung von Grundkenntnissen</th>
<th>Selbstständige Anwendung</th>
<th>Selbstständige Anwendung weiterführender Kenntnisse</th>
<th>Selbständiges Erarbeiten/Sensibilisieren von Anwendungskenntnissen</th>
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#### Kategorie: Yellow Belt - Junior Community Manager
- Betreut eine oder mehrere Communities operativ
- Moderiert Diskussionen und Kommentare
- Erstellt Inhalte
- Strukturiert und pflegt die Community
- Interagiert mit den Nutzern
- Behält seine Community im Auge und kennt sie
- "E2.0 Evangelist"
- Erkennt Entwicklungen und gibt sie weiter
- Obl Anregungen für Weiterentwicklung
- Sucht proaktiv einen Senior CM als Mentor bzw. Berater in kritischen Situationen / bekommt einen gestellt

#### Kategorie: Green Belt - Senior Community Manager
- Leitet eine oder mehrere Communities operativ (Multi-Community Management)
- Aufbau, Führung und Weiterentwicklung von Communities zu einem spezifischen Zweck
- Kontinuierliche Weiterentwicklung der Community-Ziele
- "E2.0 Evangelist"
- Verantwortung für den Erfolg der Community
- Impulsgeber der Community
- Mentor / Berater für ein/mehrere Junior CMs
- Vertritt die Community innerhalb des eigenen Bereichs und innerhalb des Unternehmens
- lernt und entwickelt sich kontinuierlich weiter auch durch Arbeit mit Junior CMs

#### Kategorie: Black Belt - Expert Community Manager
- Aktion als Untemehmerr im Unternehmen
- "E2.0 Evangelist"
- Ideen/erfinder für neue Communities, neue Anwendungsfelder, funktions- sowie Bereichsübergreifende Communities
- Ist selbständig für Aufbau, Führung und Weiterentwicklung von strategisch wichtigen und komplexen Communities verantwortlich
- Ergebnisverantwortung für die Community
- Führt und bildet einen/mehrere Junior/Senior CMs aus (bei Bedarf im Bereich)

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Martina Göhring  
16.10.2014 | Hanau  
Seite 19
Competences of a Community Manager

Expertise regarding methods / processes / tools / products
- Profound knowledge of own organization, hierarchy and internal processes
- Community Manager training (C/BTC) - Specialist
- Advanced tool experience and knowledge in adoption of Social Business processes
- Profound understanding of objectives, benefits, content, and usage of E2.0 tools, functions, and mechanisms
- Recognizes and transfers beneficial applications

Leadership skills and social competence
- Initiative and strong commitment regarding social media and Enterprise 2.0
- Practice role model function with respect to the Social Business principles
- Team player and proactive member in social networks on Bosch Connect
- Conflict resolution skills
- Social competency and virtual moderation knowledge
- Leadership 2.0 skills
Internal Community Management @ Bosch

The Community Lifecycle on Bosch Connect

Communit Lifecycle

1. Idea (Use Case)
2. Conceptualization
3. Creation
4. Ramp-Up
5. Go Live
6. Working Mode
7. Check
8. Rebuilding
9. Closing
Kompetenzen für den Community Lifecycle

- Fachlich-Methodisch
- Kommunikativ-Sozial
- Diplomatisch-Psychologisch

http://www.centrestage.de/community-management-professional
Digital Workplace Model und Communitys

Führung

Communitys verändern Unternehmen

Frage an die Führungskräfte: "What are the main reasons your employees should participate in social collaboration activities?"

U1: Netzwerkpotenzial
U2: Wertschöpfungspotenzial
Value Add of Community Managers

- Community Managers develop, set-up, and maintain healthy, self-sustaining, and social communities which create value added.
- Community Managers monitor the success of communities and communicate it.
- Community Managers are multipliers for others to learn and become successful in doing social business.
- Community Managers are responsible for network management and are the interface to other communities as well as to the different customers.
- Community Managers take care of enabling and training of community members to work efficiently with Bosch Connect in daily business.
- Community Managers act as E2.0 role model and guide Bosch on its way to become a highly connected company.
- Community Managers are responsible for the success of their communities.
## Social Business Principles

<table>
<thead>
<tr>
<th>1. Listen and engage</th>
<th>5. Sharing and learning</th>
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<tbody>
<tr>
<td>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.</td>
<td>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.</td>
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<th>2. Collective intelligence</th>
<th>6. Ease of use</th>
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<tr>
<td>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.</td>
<td>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.</td>
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<th>3. Self-organization</th>
<th>7. Transparency as default</th>
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<tr>
<td>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.</td>
<td>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.</td>
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<th>4. Exploration</th>
<th>8. Recognition</th>
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<td>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.</td>
<td>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.</td>
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Digital Workplace Model: What CM can do!

Handwerkszeug: Sharing, Engaging, Reacting, Communicating, WoL …

…driving Business by CoCreating, Collaborating…

…Vernetzen von Experten, losem Wissen, Inhalten und Communitys.

Mit Führungs-/Skip-Level Kompetenz managen

Role Model CM

Social Business Prozesse gestalten und umsetzen

Communities, Netzwerke, virtuelle Teams effizient gestalten und führen