

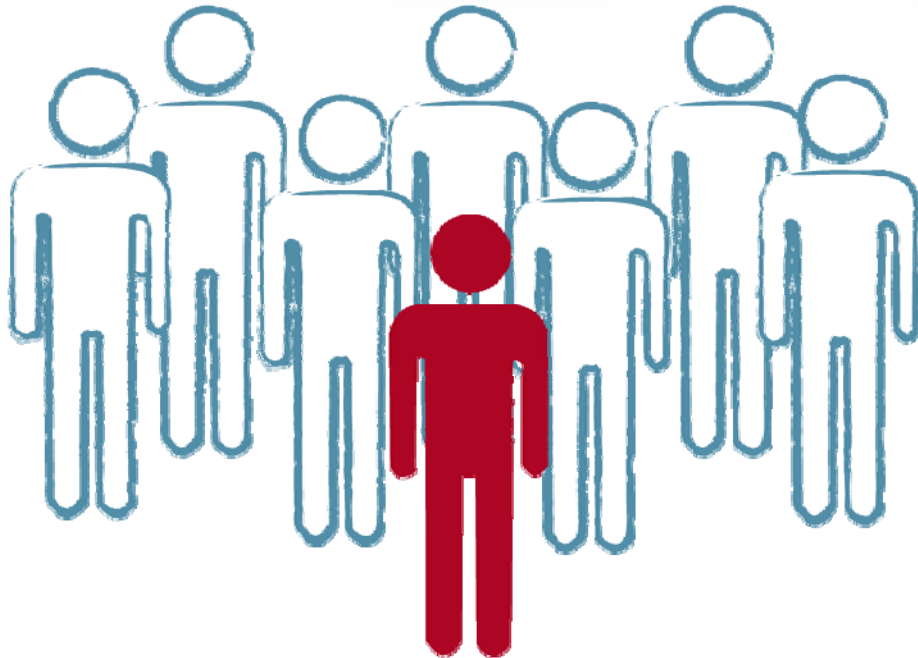


The Real Challenges to Building Collaborative Centers

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The real challenges to building collaborative centers

Executive summary.

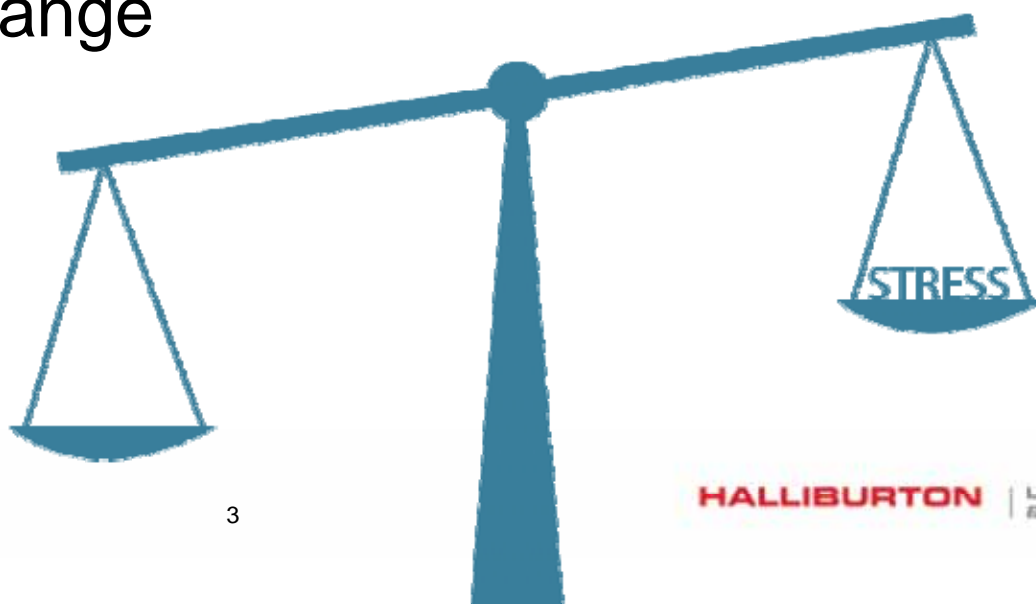


- ▶ We don't like change
- ▶ Back to basics
- ▶ Comfort zone
- ▶ Knowledge management
- ▶ Results-based design

The real challenges to building collaborative centers

We do not like change.

- ▶ Change causes stress, risk, uncertainty
- ▶ Cost/benefit of change
- ▶ “If it isn’t broken, don’t fix it” mentality
- ▶ User buy-in as investment
- ▶ Process brainstorming
- ▶ IDEATION of change



The real challenges to building collaborative centers

Going back to the basics.



We cannot achieve different results without changing the input or the process or both

The real challenges to building collaborative centers

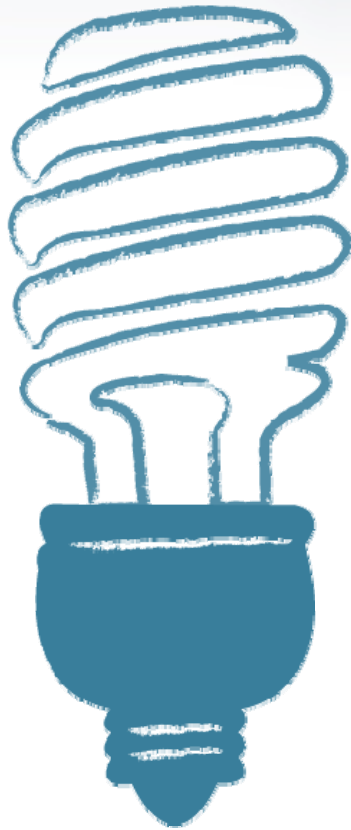
Finding the comfort zone.



- ▶ We only use about 20-30% of the tools available to us
- ▶ We learn by being self taught
 - ▶ Email is a great example
- ▶ Ideation outside this comfort zone is perceived as a personal threat

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Capturing knowledge management.



- ▶ Knowledge worker versus intelligent worker
- ▶ Knowledge download and Google
- ▶ Social media impact on design of new ways of working

The real challenges to building collaborative centers

Creating results-based design.



- ▶ Rational design versus action centric design
- ▶ Budget-based design limits potential results gain
- ▶ Focus on expected results to design new way to work

Questions

