

Bruk av web 2.0 for kunnskapsledelse og innovative prosesser

Kirsti Kierulf
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Agenda

- Kort Intro
- Web 2.0
- Kunnskapsledelse imorgen
- Hvordan gjør vi det i idag næringslivet
- Hvilke krav stiller det til utdanningen

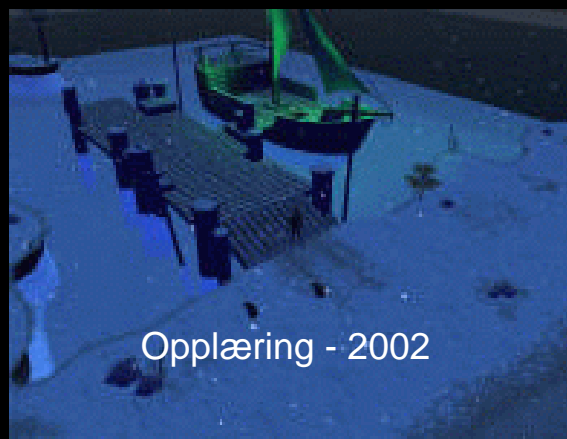
Bakgrunn



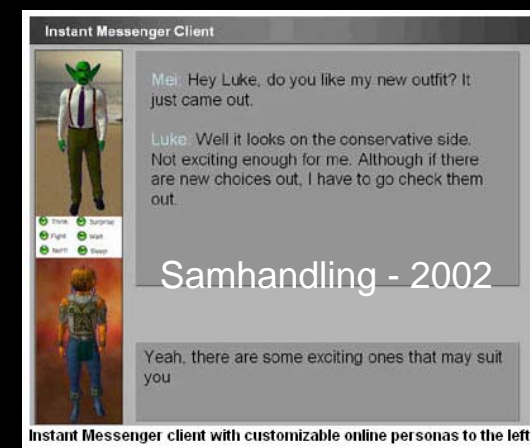
- Om meg
 - Direktør innovasjon, læring og teknologi i Accenture
 - 20 års erfaring bransje, styreverv, entreprenør, undervisning
- Om Innovoasjon i Accenture
 - R&D starter i Accenture Technology Labs som er over 300 mennesker i hele verden
 - Vi jobber lokalt og globalt og har lokale spesialiseringer
 - Jobber med innovasjon rundt teknologi og organisasjon
 - Spesiell kompetanse Norden trådløs, søk, verdinettverk, miljø-teknologi



Bruker laget innhold - 2001



Opplæring - 2002



Samhandling - 2002

Hva gjør vi i Accenture

Implementation know-how & innovation

High performance business research & methodology

Experienced teams working integrated with the client

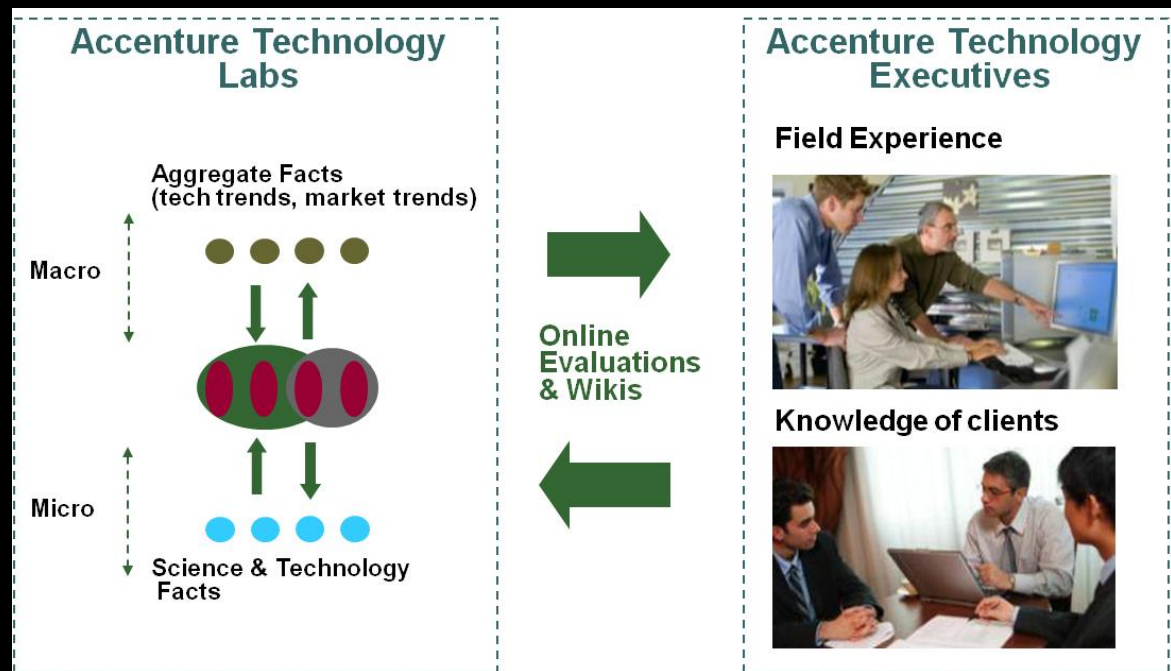
175.000 specialist and trained and qualified knowledge workers

Agenda

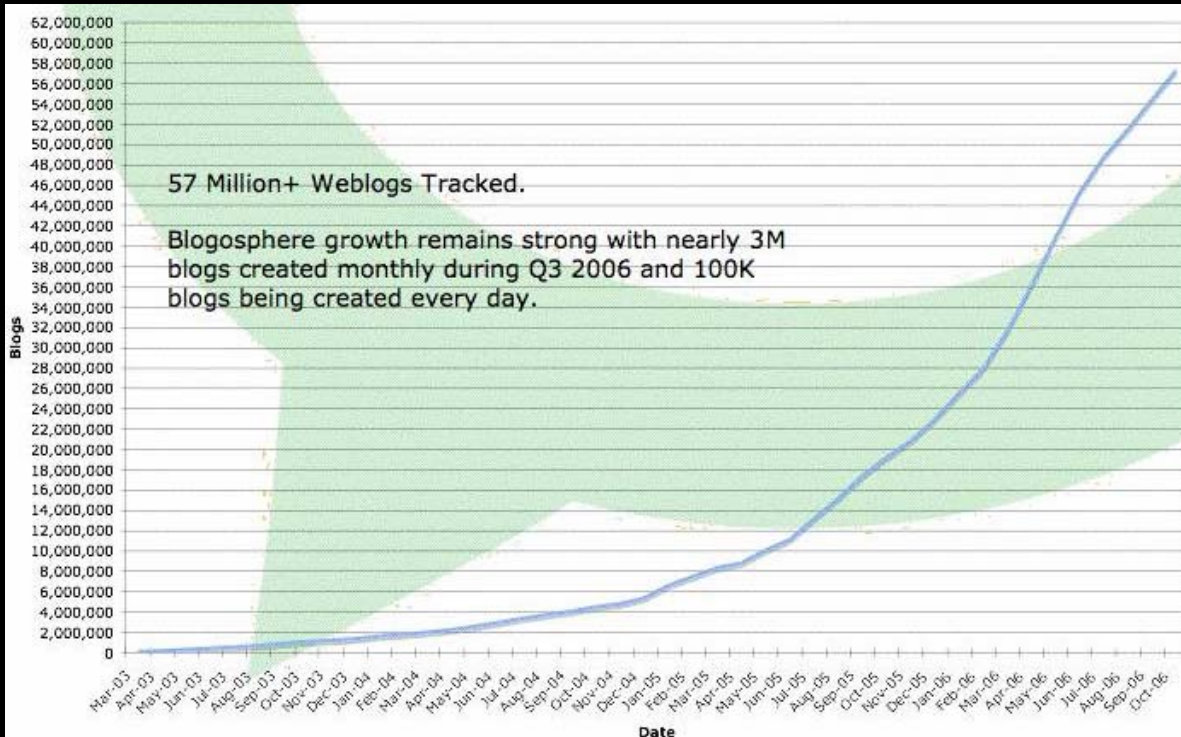
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Teknologien blir samhandlende

1. Virtualized infrastructure
2. Seamless interoperability
3. Process-centric IT
4. Adaptive enterprise intelligence
5. Fluid collaboration
6. Enterprise mobility
7. Web 2.0
8. Industrialization of system development



Trend 6: Web 2.0 Emerging as a Mass Participation Medium



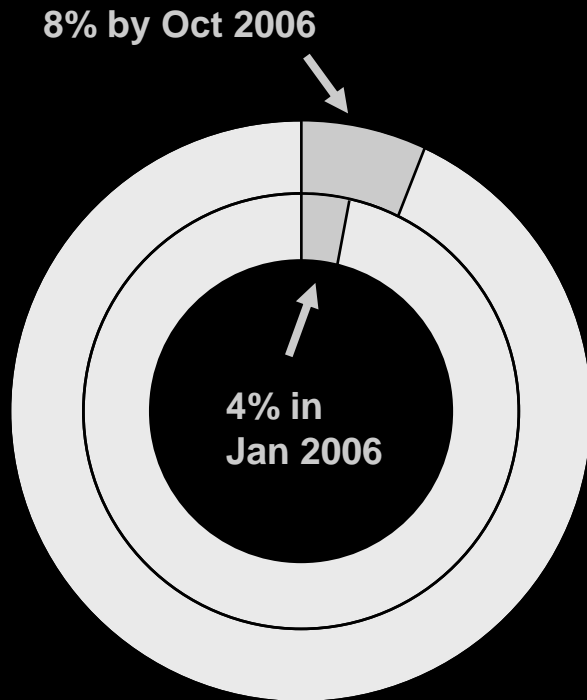
Vlogs: Rocketboom has more than **200,000 downloads per day**

Intel's internal "Intelpedia" contains **9000+ articles**

Source: Technorati, "State of the Blogosphere, October, 2006," Nov 6, 2006

Web 2.0 Emerging as a Mass Participation Medium

Are your people blogging?

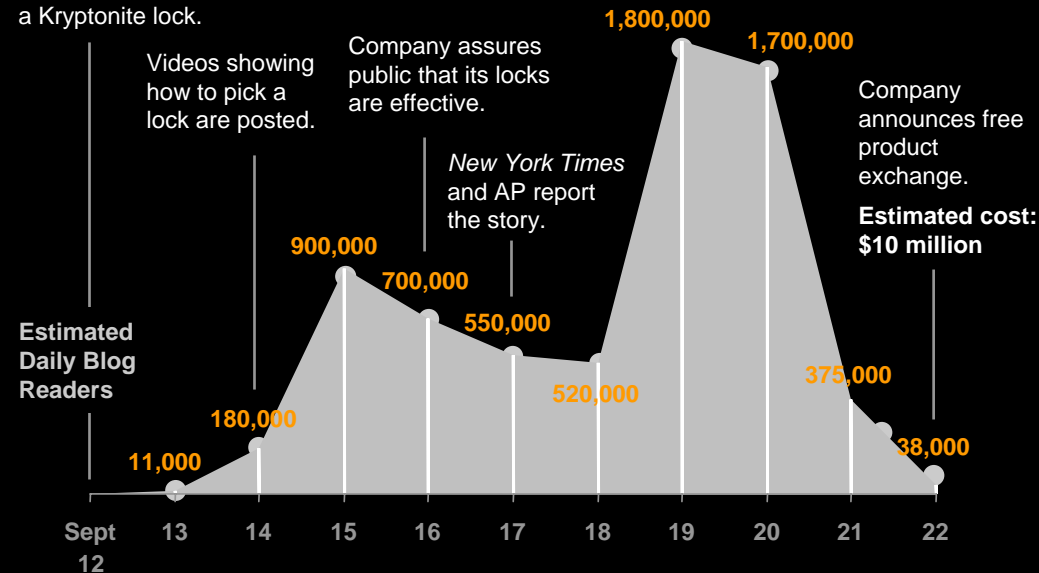


Sources: Fortune 500 Business Blogging Wiki, Nov 8, 2006; Forrester Research, "Blog Design Is Broken," Oct 2, 2006:

Kryptonite's Blogstorm

How ten days of internet chatter crippled a company's reputation

Complaint posted to bikeforums.net that a Bic pen can open a Kryptonite lock.



Sources: ¹"What Really Happened Behind Kryptonite's Blogging Fiasco and What it Means for the Rise of Corporate Blogs", December, 2005 (http://www.blogwriteforceos.com/blogwrite/2005/12/what_really_hap.html).



Web 2.0 and Data Integration

The screenshot shows a data integration tool interface with a pipeline configuration. The pipeline consists of the following components and connections:

- CRM** (represented by a database icon) and **ESP** (represented by a document icon with 'ESP' and a magnifying glass) are connected to a **Join** operator (represented by a purple Y-shaped icon).
- The **Join** operator is connected to a **Router** operator (represented by a purple Y-shaped icon).
- The **Router** operator is connected to **Index** (represented by a document icon with 'ESP' and a pencil) and **Admin** (represented by a database icon with a pencil).

The **Join** operator is highlighted with an orange border. The **Router** operator is also highlighted with an orange border.

The **Properties** window on the right shows the following table:

Property	Value
Debug	
Class	JoinerOperator
Icon	joinoper.png
Operator Type	com.fastsearch.ccr
Location	
x	106
y	121
Misc	
CacheType	
Condition	
detail	
JoinType	master
MQML	Error: writer() has 0 chi
Name	Join
Schema Mode	ABSOLUTE
Type	

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- Web 2.0
- Kunnskapsledelse imorgen
- Hvordan gjør vi det i idag næringslivet
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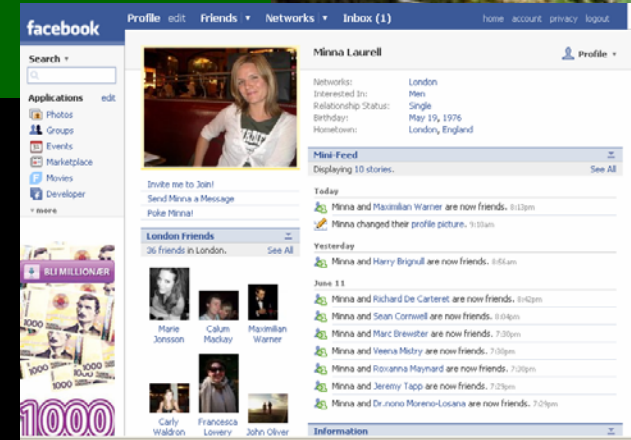
It's All About Me



"Identity" replaces "experience" as the next big concept in design and media thinking. People create their own identities interacting with products and services. The notion of a consumer experience is a more passive way of thinking. It's so 20th century. Identity gets the buzz in '08

Hvem ...

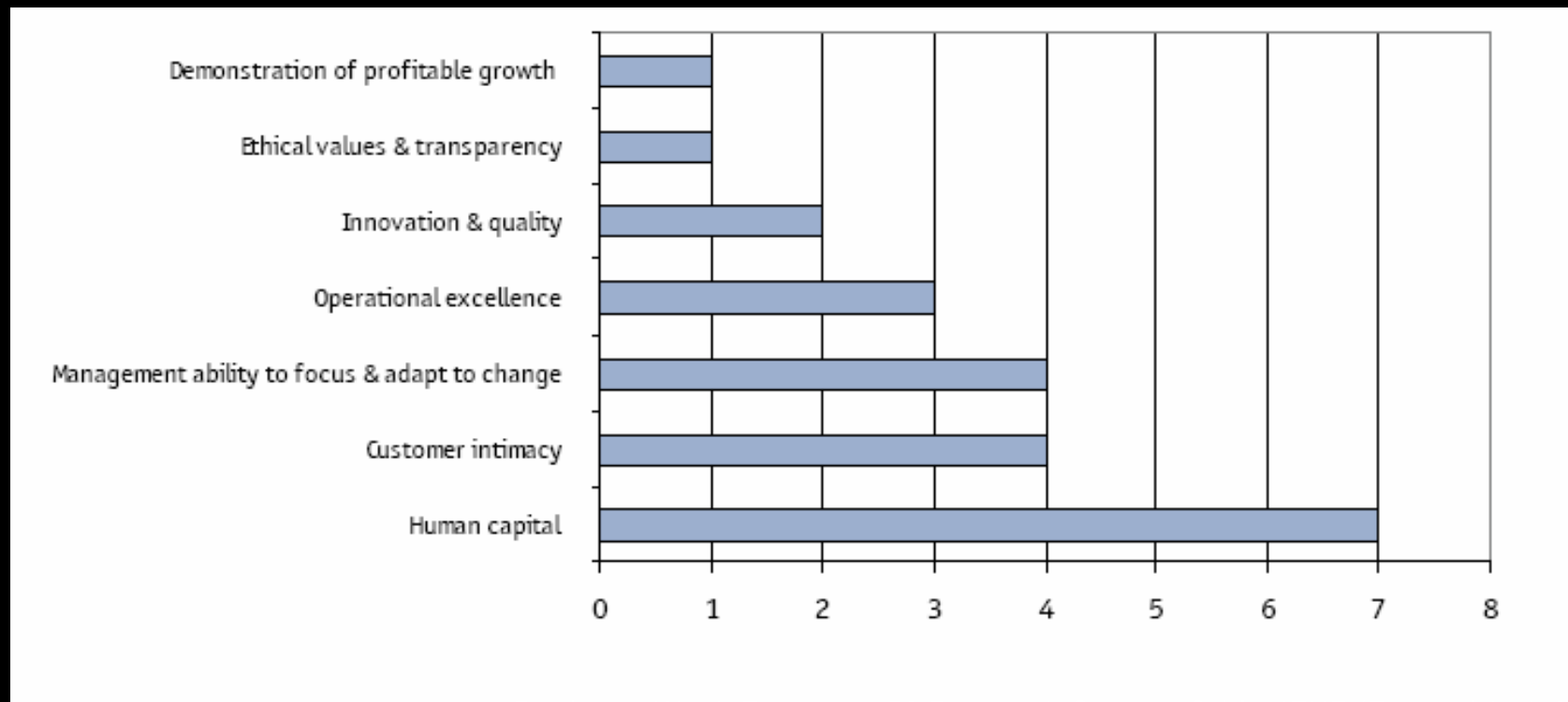
- Social-networks
- Identity-seekers
- Global awareness
- Girl-power
- Who will work with technology



Human capital recognised as the source of competitive advantage

- “we have moved from the industrial age, through the information age, to the age of talent” Thomas Friedman, ‘The World is Flat’

Factors most important to maintaining high performance in the long-term

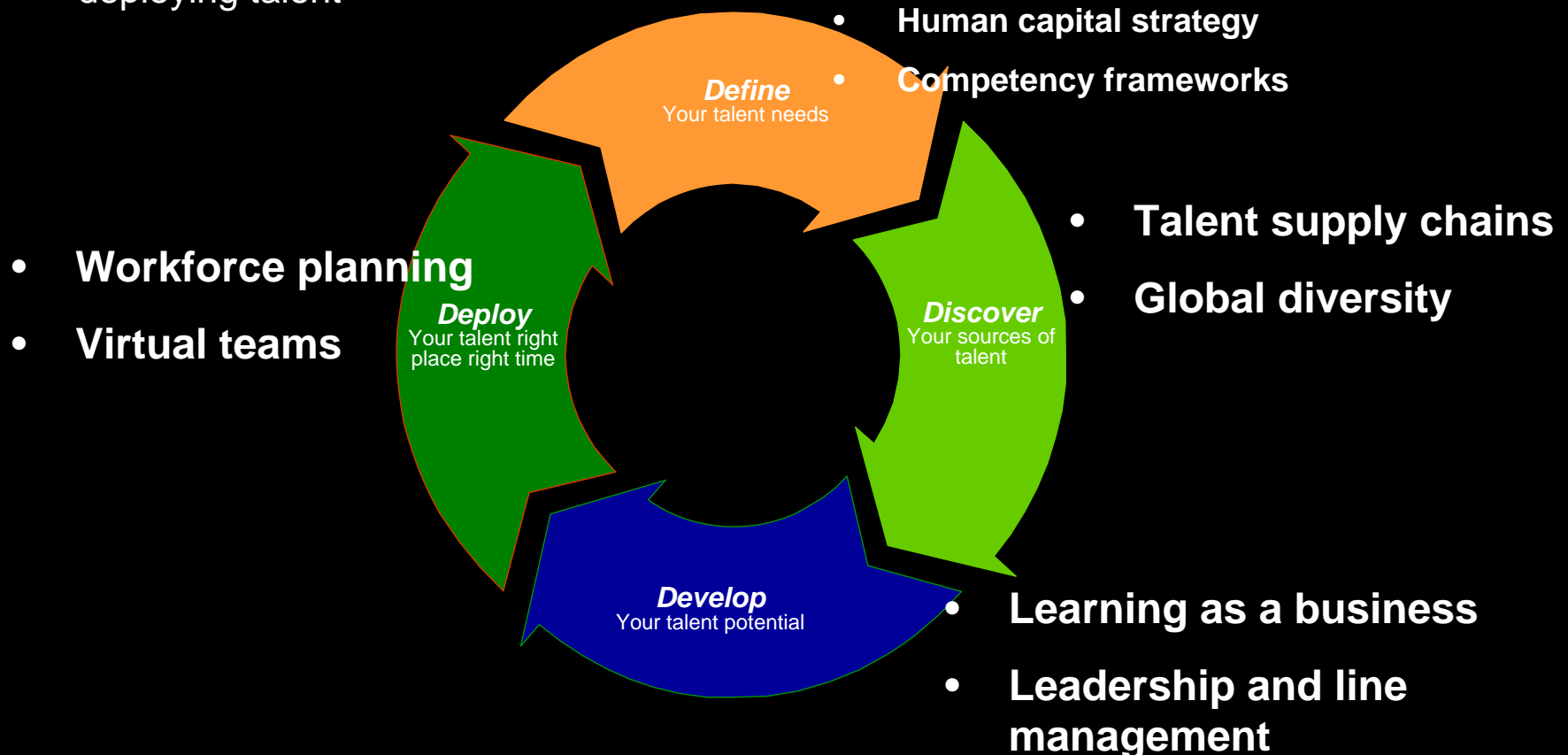


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- Kort Intro
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Fra talent utvikling til talent multiplikasjon

Winning organizations are able to multiply their talent, significantly enhancing value, through integrating the 4 major processes of defining, discovering, developing, and deploying talent



Unge mennesker er født teknologer



5200 på The Gathering

accenture
Featured: Customer Central Data Mart Team
Accenture People

Accenture Portal > People Home > My Page

People Home | My Page - Private | My Page | People Search

Edit Profile | Role | Expertise | Collaboration | Blogs

Kirsti Kierulf (Kiersti)
Senior Manager

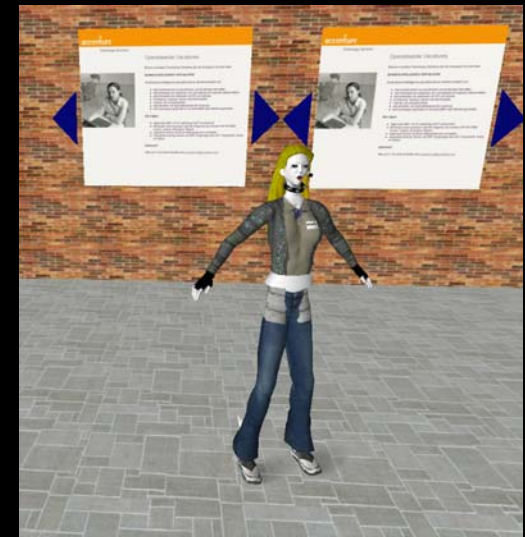
Email: kiersti.kierulf@accenture.com
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 Other: +47 97 19 11 20

Interests and Hobbies: Family and sports
 Membership: Futballklub Fjellhamar, Dyrskadestram, Sn-Øst, Læringslaget
 I live in or near: Oslo, Norway
 Company anniversary: October 16
 Member since: February 17

Preferred contact: Email
 Preferred language: Norwegian or English
 Our Time Difference: -1 hr
 Local time & date: 2:09 p.m., 29 February 2008
 Time zone: GMT, Casablanca, Morocco, Reykjavik

World Clock

Leadership and innovation through technology and knowledge management. Project management and relationship builder. Long and extensive experience in the norwegian IT industry. Experience from hardware, storage management, sig, com, knowledge management, innovation management and start-up businesses.



Modeller endrer seg og utprøves



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E-post:

Passord:

[Logg inn](#)

FindMyFriends er et verktøy som skal brukes under UKA-07 i Trondheim. Ved bruk av FindMyFriends kan du finne ut hvor vennene dine er på Studentersamfundet, både når du sitter hjemme og når du selv er på Samfundet.

Tjenesten er gratis, og kun tilgjengelig under UKA-07. Alle brukere av FindMyFriends vil være med i trekningen av to 50-tommers flatskjermert!

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Home

My Work

Career & Benefits

News

Support & Services

Search Accenture

Search

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Site Directory

Preferences

Help

Welcome to the Accenture Portal, Kirsti

Quick Links

Edit

- Check email
- Change My Password
- Check In/Reserve Office Space
- Connect to a Printer
- myLearning
- NO Bulletin Board
- NO Hvem er hvem
- Open Positions/Referrals
- Policies
- Wbs Look up tool



International Women's Day 2008

Discover your opportunities in the multi-polar world. [Learn more.](#)

Nytt og Nyttig i Norge

[Fra Accenture ANS til Accenture AS](#)

[Vi vil - lekene på Nadderud Stadion 31. mai og 1. juni](#)

[Fotogruppe i Accenture!](#)

[Økt rekruttering - vi trenger din hjelp!](#)

My Work

» more

Find knowledge, myLearning, policies and tools to help you serve your customer, learn new skills, and get to know Accenture.

- Knowledge Exchange
- Accenture Delivery Suite
- myScheduling
- About Accenture
- NO Faktaark / tall / presentasjon

Career & Benefits

» more

Get answers to your HR needs, such as performance management, job opportunities and rewards.

- myPerformance
- Celebrating Performance
- myHoldings
- NO Human Resources
- NO Idrettslag

Support & Services

» more

Get support for your work environment—whether traveling, at an Accenture location or connecting from home.

- eSupport
- Protecting Accenture
- NO Health Care Plan

People

Last Name First Name

Keywords

People Client Director Lookup

» [Manage My Profile](#)

World Clock

[Advanced World Clock](#)

My Interests

» Edit My Content

Action Required: You have new content - add now!

Accenture Technology Labs Headlines



- Flashpoint #21: News from the Labs and Beyond 09Mar08
- Flashpoint #20: Togetherness, Bias and Surveillance 26Feb08
- Accenture Technology Labs bring viewing excitement to boat regatta wit... 13Feb08

MCIM News

- Hot Topic: Friday, March 7 -- Accenture's Sustainability Offering 06Mar08
- Noteworthy: Mark Foster shares his perspective - Audio file now availa... 04Mar08
- Share with clients: Insights on macroeconomic and geopolitical trends 29Feb08
- Competitor Intelligence: Ideas for your next client pitch 28Feb08



People@Accenture




Featured: Customer Central Data Mart Team

Accenture People

Accenture Portal > People Home > My Page

[People Home](#) | [My Page - Private](#) | [My Page](#) | [People Search](#)

[Edit Profile](#) | [Role](#) | [Expertise](#) | [Collaboration](#) | [Blogs](#)



Kirsti Kierulf (Kirsti)
Senior Manager

Preferred contact: **Email**

Preferred language: Norwegian or English

Our Time Difference: -1 hr

Local time & date: 2:08 p.m., 29 February 2008

Time zone: (GMT) Casablanca; Monrovia; Reykjavik

[World Clock](#)

Leadership and innovation through technology and knowledgemanagement. Project management and relationship builder. Long and extensive experience in the norwegian ict-industry. Experience from hardware, storagamanagement, erp, crm, knowledgemanagement, innovation management and starting up businesses.

Email:	kirsti.kierulf@accenture.com	Interests and Hobbies:	Family and sports
MSN IM:		Memberships:	Polyteknisk Forening, Styreakademiet, Siv.Øk foreningen.
AIM:		I live in or near:	Oslo , Norway
Direct Dial:	+47 97 19 11 28	Company anniversary:	October 16
Mobile:	+47 97 19 11 28	My birthday is on:	February 17
Other:			
Today's Location:	Oslo		
Main Office:	Oslo Fornebu		
Extension:			
Voice Mail:			
Pager:			

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Please contact [myLearning Product Support](#).
For central training sessions, you can alternatively contact the [Registration team](#) for assistance.

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Training Schedule for Kirsti Kierulf

[Training calendar](#)
[Training history](#)

Activity	Type	Hours	Due Date	Status	Action
Required Training					
<input checked="" type="checkbox"/> Corporate (Must be completed within 60 days of new course assignment/hire/promotion/transfer)					
Personal Responsibility: Living the Code Booster	Online	0.5	Available in Q4 FY08		
Avoiding Insider Trading Booster	Online	0.5	Available in Q4 FY08		
Understanding Antibribery Laws and Global Business...	Online	0.5	Available in Q4 FY08		
Additional Training					
Thinking Creatively: Creative Thinking	Online	3		Registered	Start Mark Attended Cancel
Email Essentials: Optimizing E-mail at Work	Online				
Problem-solving and Decision-making for Business:...	Online				
Career Counselor Essentials	Online				

The Accenture
Innovation
Program

High performance. Delivered.

myPerformance

Home
Help
Forum
Log out

Set Objectives
Assess Outcomes
Assess Promotion Readiness
Compare and Rate
Plan Development

myPerformance

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Task List

Self

- [Set/ Revisit My Objectives](#)
- [Assess Outcomes](#)
 - [Request Feedback](#)
 - [Document Self Input](#)
- [Plan My Development](#)
- [View Annual Review](#)

Others

- [Set/ Revisit/ Approve Objectives](#)
- [Assess Outcomes](#)
 - [Provide or Review Feedback](#)
- [Compare and Rate](#)
 - [Submit Preliminary Recommendation \(Below SE only\)](#)
- [View Career Counselor](#)

Our Vision: To become one of the world's leading companies, bringing innovations to improve the way the world works and lives.

Welcome to myPerformance

myPerformance is the one source for all your performance management needs. Place your cursor on each step of the process to view the actions you can take in each step.

Do you have a question on local deadlines or have cross-border responsibilities?

[Local performance management messages](#)

Senior Executive Career Model

Workforce Career Models
Consulting Enterprise Services Solutions

Career Management	Performance Management	Capability Development	Compensation and Benefits
-------------------	------------------------	------------------------	---------------------------

Human Capital Strategy, Culture & Values

Performance Management

```

    graph TD
      PM[Performance Management] --> PD[Plan Development]
      PM --> AO[Assess Outcomes]
      AO --> CR[Compare & Rate]
      CR --> PM
      PD --> PM
    
```

⏰ Your Session Will Time Out In: 0:59:55

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Det er kunden som bestemmer

The screenshot shows a music game interface. At the top, there's a yellow banner with a photo of a man on a phone and text: "Spill låta til The Furs! Hilser også til alle i klassen!!!!!! Klemz fra Hilde!!!!!! :-D". Below this, it says "Noen som vil taste med gutt fra Volda??? Kjæder meg :-(" and repeats the same text. The interface includes a band name "The Furs" and a score of "Poeng: 3500". A table lists instruments and players:

The Furs		Poeng: 3500
Bass	Wegard	8000
Sang	Lars-Oetter	8000
Designer	Göran	8000
Trommer	Vibecke	8000
Gitar	Göran	8000

Other elements include "E-post" and "Informasjon" buttons, and a "Logg ut" button at the bottom left.

- Studenter i større grad må bli kilde til innovasjon
- Konkurrerenter oppstår utenfor etablerte nettverk fordi disruptive innovasjoner finner sted utenfor det markedet vi har lært å forholde oss til
- Kundene kan mer enn oss, vi må lytte til deres kunnskap



Vi er en liten nasjon i en stor global verden

accenture
Technology Labs



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Design er mer enn møbler



- A top American B-school follows the lead of University of Toronto's Rotman School of Management and transforms its curriculum to a design model. Business administration focuses on making existing business processes and products better and more efficient. Business design focuses on creating new options for new forms of enterprise.





Kjønn spiller rolle

ROSE The Relevance of Science Education  Norsk

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ROSE is an international comparative research project meant to shed light on factors of importance to the learning of science and technology (S&T) – as perceived by the learners. Key international research institutions and individuals work jointly on the development of theoretical perspectives, research instruments, data collection and analysis.

 Naturfagsenteret  UNIVERSITY OF OSLO

www.ils.uio.no/english/rose

Næringslivet + Akademia = Sant



Vi må tørre å sette mål hos begge

