

Social Networking Isn't Just Online

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**Object Management Group and Business Ecology Initiative
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OMG is an Old Community

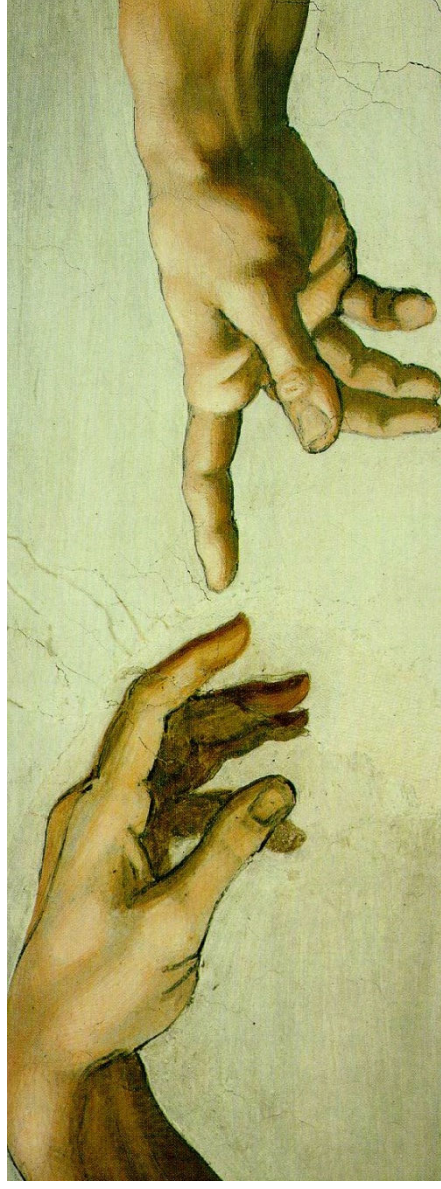
- **Founded 1989**
- **Nearly 1,000 standards delivered over 21 years**
- **35 different working groups operating today**
- **4,000 people working on about 90 standards simultaneously**
- **Very wide variety of standards: financial services, healthcare, manufacturing, civil government, military and crisis response communications, life sciences, logistics/command & control**
- **Quarterly meeting weeks with 400-700 attendees, up to 40 parallel meetings**
- **Business Ecology Communities of Practice**

Business Ecology Communities of Practice

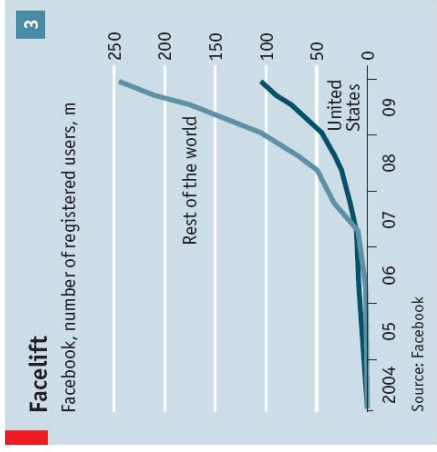
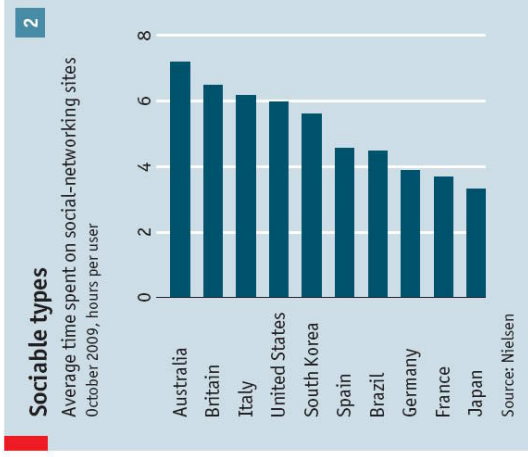
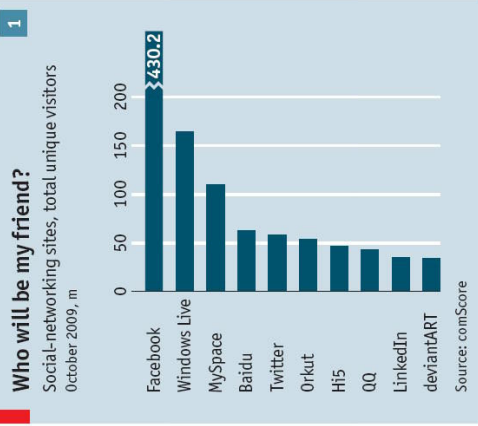


Where It Came From

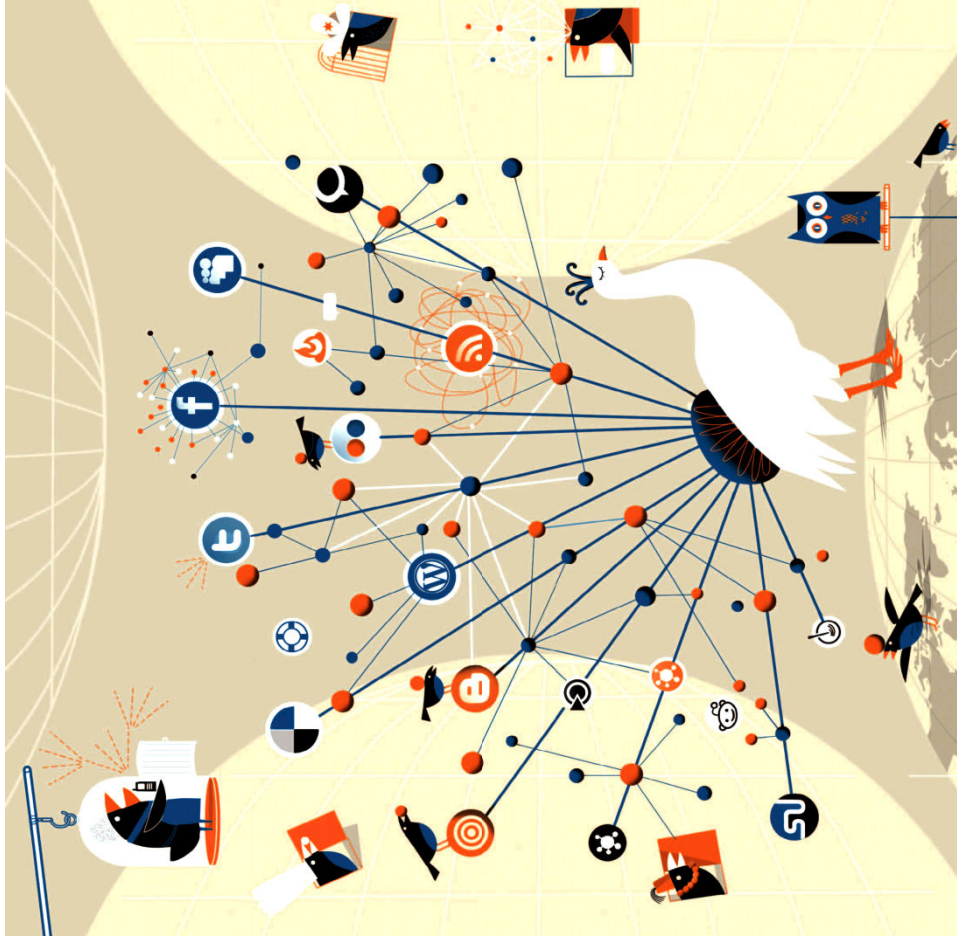
- In 1989 OMG was 11 members, 20 participating representatives
- The October 1989 meeting had 30 attendees, just trying to figure out direction
- How did we get to where we are? The human touch.



Social Networking Has Grown Explosively



Do Online Communities Change Everything?



The Power of Communities

- **Why do we create**
 - Consortia?
 - Companies?
 - Governments?
 - Committees?



- **In the belief that 1 + 1 = 3**
- **And that means sharing information & beliefs**

A Personal Story: Changing Everything in 1984



A Personal Story: Changing Everything in 1984



Technology is Additive

- **We thought business travel would abate**
 - Videoconferences increased bandwidth of communications and number of meetings, but did not *replace* meetings
- **We thought Mom & Dad would want to see the college kid**
 - Trips to college and home were not reduced, but sure Mom & Dad did like seeing the college kid in-between visits
- **“Executive videoconferencing” never caught on**
 - The telephone is good enough for that
- **Nothing replaces the human touch**



Online Communities Add to Live Communities

- **Live tweeting of conferences heavily used at TED, Forrester, etc.**
- **Blogs glue together communities in between live meetings, leading up to conferences**
- **Facebook cements real, “offline” relationships by maintaining communications in between meetings**
- **Good, old electronic mail has been supporting ongoing communications since 1970**



- ***Live relationships are more valuable***

Online Communities Don't Replace Offline

- **American Scientist, May-June 2010: *To Signal is Human, Sandy Pentland: honest signals***

- Mimicry
- Activity
- Influence
- Consistency

- **Hard to see online**
- **Emoticons are a start**



President Lyndon Johnson & Senator Richard Russell, 1963

More Technology On the Way

- **Telecommunications-based**
 - Video conferencing rooms (CISCO telepresence, etc.)
 - Eye-following cameras
 - Three-dimensional body facsimiles
- **Interlinked communications media**
 - Live minutes via blogs, wikis, tweets
 - Photos and videos delivered during and between live meetings
 - Contact sharing, voting & group via LinkedIn, Facebook, custom Ning communities, etc.
- **Who knows what else?**
- **One thing we do know:**
 - Pressing the flesh is important



Online + Offline = Communities

- Don't miss Sandy's book

