



Neue Anforderungen an virtuelles Personalmanagement durch die Generation Internet

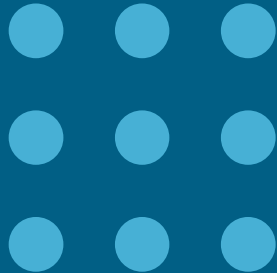
VITAKO - Fachtagung



Carlo Wolf, Willi Kaczorowski

10. September 2009, München

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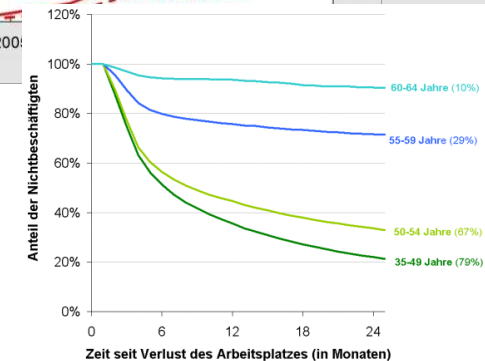
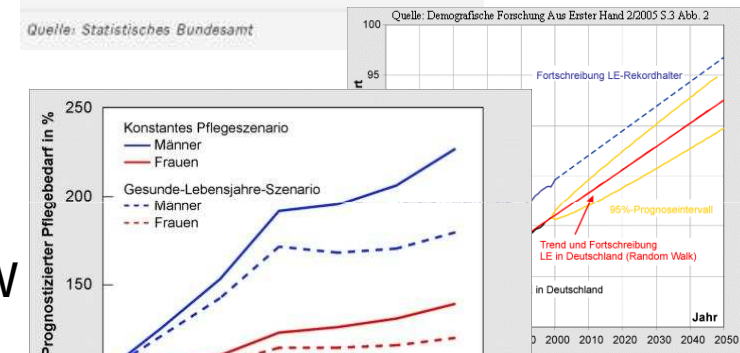


Generation Internet



Bedeutung des Themas

- Sinkende Bevölkerung:
Heute: 82,4 Mio- 2050: ca. 70 Mio EW
- Steigende Lebenserwartung
Anstieg bis 2050 um ca. 4,5 Jahre
- Wesentlich mehr Menschen 80+
Fast 3x so viel von 4 auf über 10 Mio EW
- Steigende Abhängigkeitsquote
Heute: 44 Rentner auf 100 Beschäftigte,
Morgen: 78 Rentner auf 100 Beschäftigte
- **Alle Ressourcen müssen bestmöglich ausgenutzt werden (Zusammenarbeit von 3 Gruppen)**



Drei Gruppen müssen in Organisationen zusammenarbeiten



Digitale
Skeptiker



Digitale
Immigranten



Digitale
Eingeborene



Generation
Internet

Wer ist die Generation Internet?



- Geboren um 1980
- Technologieaffin und besonderes Faible für Internettechnologien
- Verfügen über das nötige Wissen, um digitale Technologien zu nutzen
- Aber: Differenzierung in der Gruppe beachten

Merkmale der Generation Internet

Verbringen viel Zeit online

Identität wird online geformt

Multi-Tasking

Freizügiger Umgang mit
persönlichen Informationen

Ausgeprägte Kultur des Teilens

**Nicht länger passive
Rezipienten, sondern aktive
Gestalter der Inhalte**

Projektorientiert

Sind hochgradig vernetzt

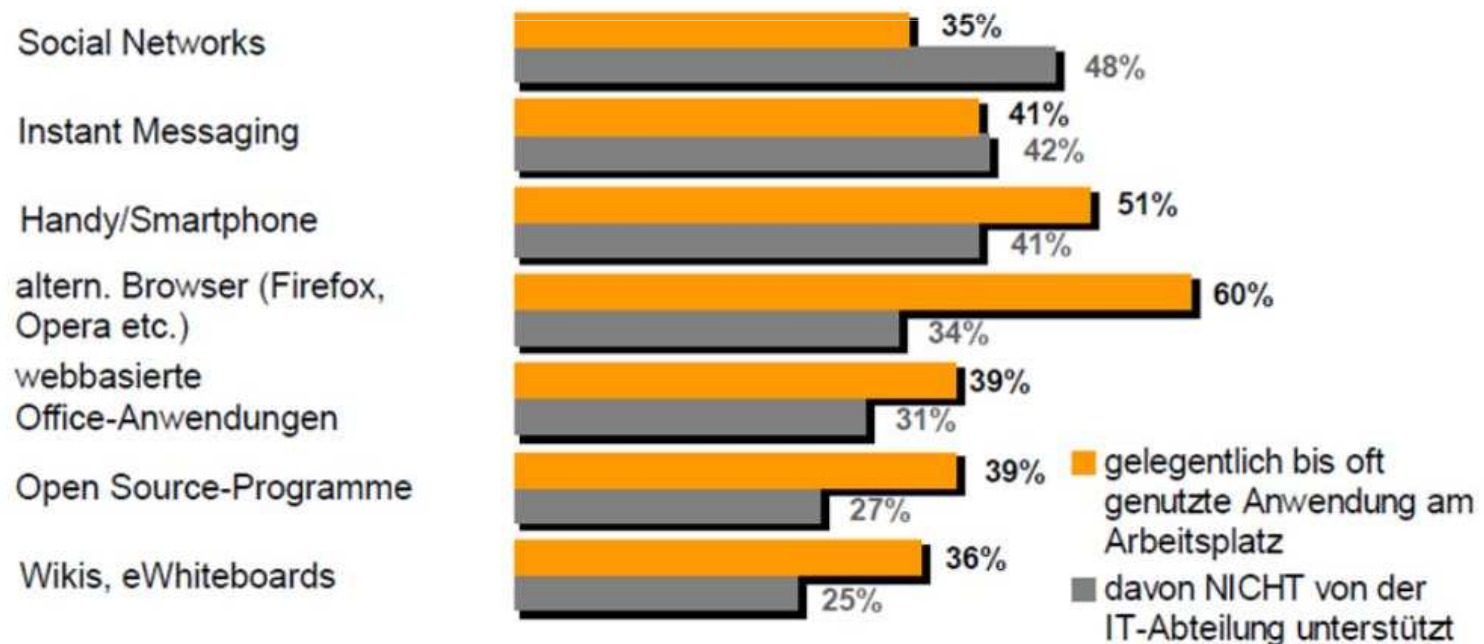
Schwerpunkt Gaming

Work-Life-Balance neu definiert

Internetgeneration fordert neue digitale Werkzeuge ein

Am Arbeitsplatz: Einschleppen des Gewohnten und Gewünschten

Die Millennials helfen sich selbst: Sie schleppen ihre Anwendungen und Geräte am Arbeitsplatz ein – unter dem Radar der IT-Abteilung.

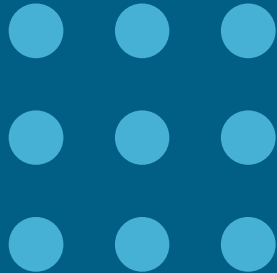


Fragen für das Personalmanagement

Wie können Organisationen Erwartungen der Generation Internet aufnehmen?

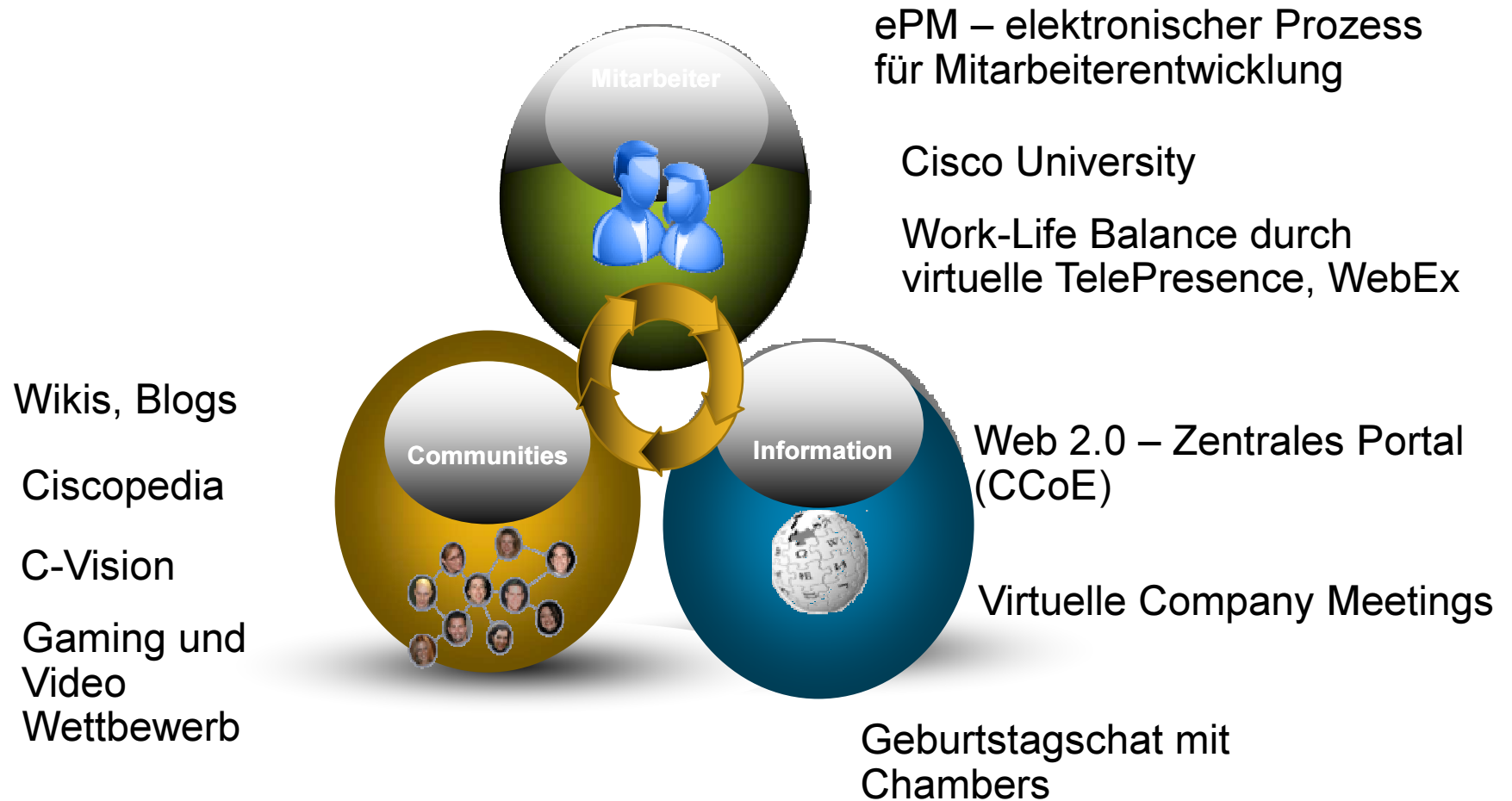
Wie kann die Generation Internet mit den anderen Gruppen zusammenarbeiten?

2

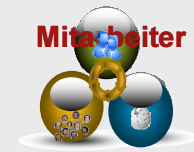


Generation Internet bei Cisco

Personalmanagement für Generation Internet bei Cisco

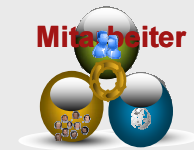


ePerformance Management: Der gesamte Prozess läuft elektronisch



	Action	Description
1 Employee Self Assessment & Feedback	Completed independently by employee. Employee to review with manager during the process	<ul style="list-style-type: none"> Employee self-assesses performance against key goals and development for FY'09 and inputs into ePM tool Employee gives manager names for feedback
2 Goals & Development Planning	Completed independently by Employee. Employee to review with manager during the process	<ul style="list-style-type: none"> Employee creates performance goals and development plan for FY'10 using template Discussion with manager to validate and prioritize (See Step #4)
3 Manager Evaluation	Completed independently by manager	<ul style="list-style-type: none"> Manager summarizes employee's FY'09 performance and assigns final rating Manager also takes feedback into account
4 Employee & Manager Discussion	Joint discussion between employee and manager	<ul style="list-style-type: none"> Manager reviews final rating with employee and discusses FY'10 goals and development plan
5 Approvals (signatures)	Completed electronically by manager and employee	<ul style="list-style-type: none"> Final approvals by 2nd level manager, manager and employee Employee attaches FY'10 Plan in tool for use during mid-year discussion (<i>optional</i>)

Cisco University unterstützt digitales Lernen



Experience	Exposure	Education
<ul style="list-style-type: none">Cross-Functional ProjectsCustomer VisitsDeliver a PresentationMentoring or CoachingOn-the-Job Task RotationSpecial AssignmentTeach	<ul style="list-style-type: none">Civic Leadership/Volunteer ServiceDevelop a Peer NetworkFind a MentorOngoing ActivityProfessional OrganizationsSeek FeedbackSelected ReadingsShadowingVisibility Opportunity	<ul style="list-style-type: none">Cisco's BusinessDesktop SoftwareEffective CommunicationFinanceLeadershipLegalProducts & TechnologyProject Management

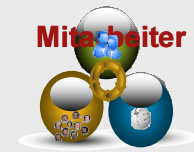
Digitale Lerninhalte 24/7 verfügbar – intern und extern

Video on demand

WebEx Aufzeichnungen
Pod- und Videocasts

Integration in das ePM

TelePresence und WebEx sind Pfeiler für Work Life Balance



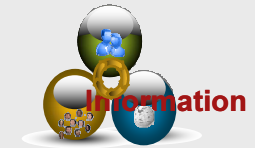
- Als wären alle in einem Raum
- Teilnehmer kommunizieren in Lebensgröße
- Präsentation und Dateibearbeitung
- Einfach durch Telefonbutton zu bedienen
- Läuft auf IP-Netzwerk

- Meetings in Echtzeit
- Leicht aufzusetzen
- Einwahl von überall
- Hosted Plattform
- Video Integration
- Sharen aller Dateitypen
- Schlusdokumentation

Cisco
webex



Gemeinsamer InfoPoint: CCoE



Cisco Communication Center of Excellence

The screenshot shows the Cisco Communications Center of Excellence (CCoE) website. At the top, there is a navigation bar with the Cisco logo, user preferences (wkaczoro), and search options. The main content area features a large banner with the text: "The CCoE community is you! It is all of us who have a common interest and commitment towards accelerating success in communications and collaboration for the company! It is our 'town hall' for connecting, communicating, collaborating and learning about how best to employ Web 2.0 technologies, coupled with process and culture, to drive productivity, growth and innovation at Cisco." Below the banner, there is a section titled "We're Listening! CCoE is evolving to better address your needs." with a "think" icon. The left sidebar contains a "Navigation" menu with items like "Cisco Employee Connection", "About Cisco", and "Cross-Functional Initiatives & Teams". Below that is a "My Links" section for "Communications Center of Excellence" with sub-links for "About CCoE", "Collaboration Framework", "Training, Success & Recognition", and "Tools". The "Tools" section lists "Collaboration & Social Tools", "Meetings & Direct Communication", "Finding and Consuming Information", "Publishing Information", "Measuring Success", and "All Technologies & Tools". The bottom right corner has a "Community Activity" section with checkboxes for "Blogs" and "Forums" and a link to "Add Link to Ciscopedia for Training and Mentoring Site".

Company Meetings hauptsächlich virtuell



Geburtstagschat mit John Chambers



Navigation

- Cisco Employee Connection
- Office of the Chairman and CEO
- Past Events & Videos
- Past Event Materials
- Video Blog
- Birthday Chat Videos
- Video Mail

My Links

AL CISCO CONFIDENTIAL CISCO CONFIDENTIAL CISCO CONFIDENTIAL

Welcome to Cisco's July/August 2009 Birthday Chat!

I truly enjoy the employee birthday breakfasts. They are important sessions for me in two ways: It is a forum for employees to ask hard-driving questions, and it allows me to keep my finger on the pulse of what is top of mind for employees.

To watch the employee video on demand (VoD)

To view this month's individual questions and answers, click on the question link below.

Q.How can we hold executives at Cisco more accountable for their numbers?
A. [1:54](#)

Q.Is the Service Reward Program for longtime employees?
A. [1:41](#)

Q.What is your vision for Globalisation at Cisco in 2010?
A. [2:35](#)

Q.Is there performance feedback for executive management?
A. [4:51](#)

Q.Will the early retirement package be offered to employees?
A. [0:37](#)

Q.What learned lessons have you learned from this year?
A. [2:29](#)

Q.Can you talk about the approach Cisco took with the acquisition of the mobile phone company?
A. [3:28](#)

Q.What can we do to get our customers to change their behavior?
A. [1:21](#)

Q.Will we utilize acquisitions to move into market segments?
A. [2:40](#)

Support/Feedback Page Tools

Birthday Chat Archives
Select Birthday Chat

Question 1

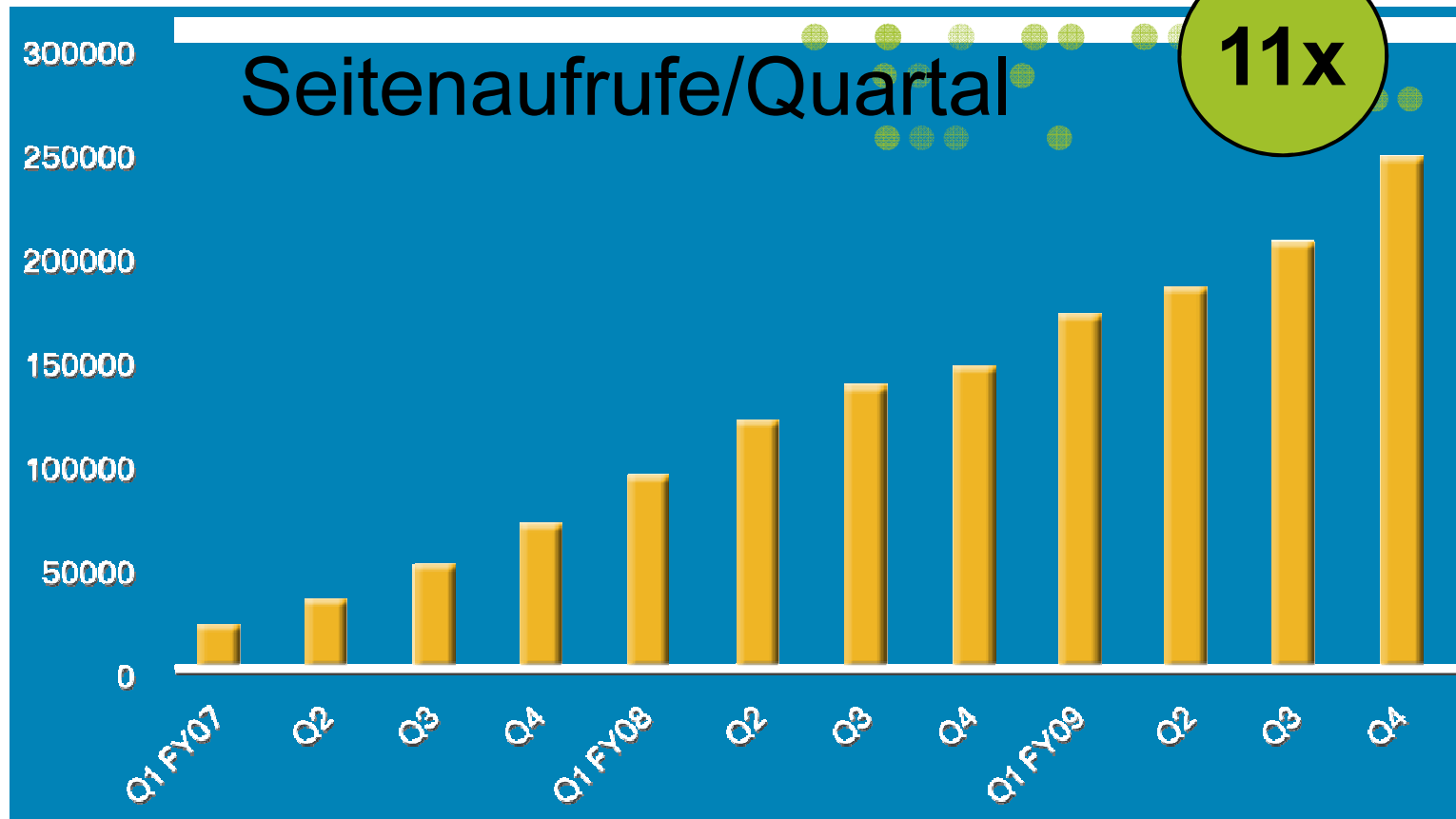
00:48 01:54

Wikis bei Cisco

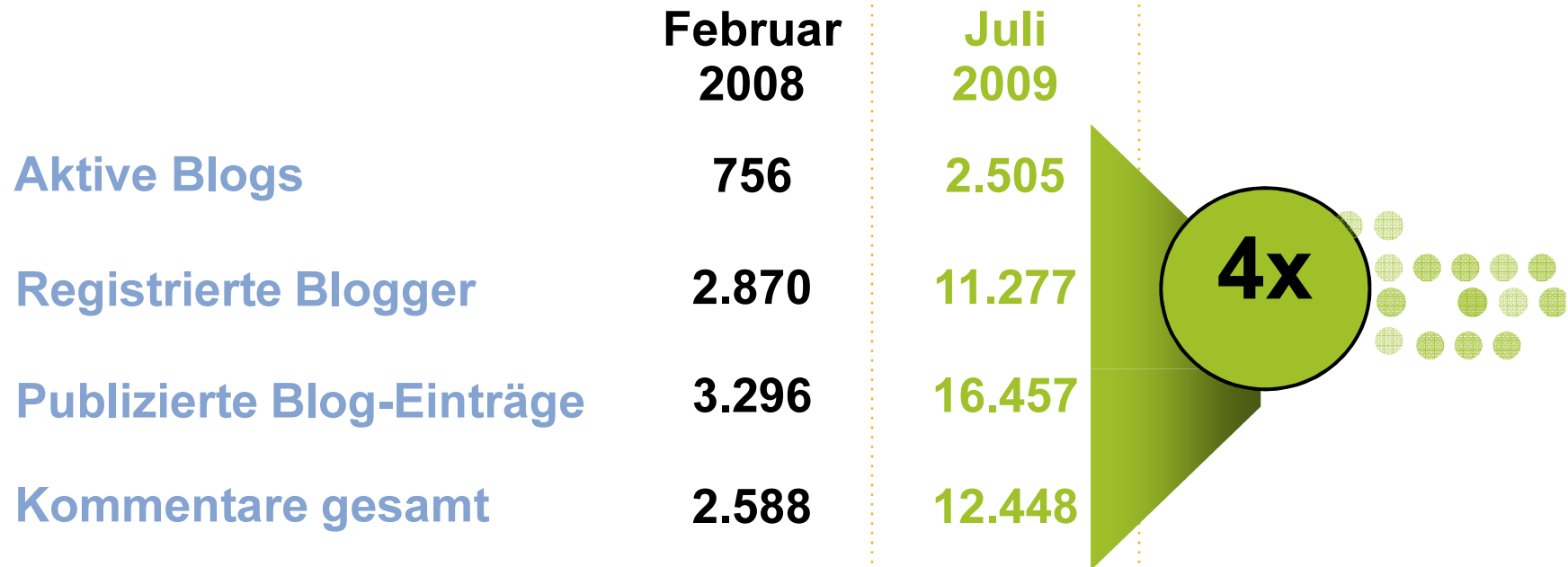


Viral-Adoption

76.852 Accounts + 31.000 Redakteure
3.456 Bereiche (Teilbereiche) + 288/Quartal
250.615 Seiten + 21.000/Quartal



Blogs bei Cisco: 4x



Executives Video Blogs



Video Mail - CEC - Cisco Confidential - Microsoft Internet Explorer provided by Cisco Systems, Inc.

Address: <http://www.win.cisco.com/chambers/videomail/index.shtml>

Office of the Chairman & CEO
Video Mail

FY'08 Employee Badges
CEC Posting Date: 2007-Aug-13

Michael Ganser Blog - Michael Ganser - Cisco Confidential - Microsoft Internet Explorer

Address: <http://www.win-blogs.cisco.com/mganser/>

Michael Ganser Blog

Monday, 2008-Nov-24

Eindrücke vom 3. nationalen IT-Gipfel der Kanzlerin
Posting date: 2008-Nov-24 01: | Author: Michael Ganser

Hallo Cisco Deutschland,

letzte Woche Donnerstag fand der 3. nationale IT-Gipfel der Kanzlerin in Darmstadt statt, der von breiter Medien-Berichterstattung begleitet wurde.

Meine persönlichen Eindrücke vom IT-Gipfel findet Ihr in meinem aktuellen Video. Z.B. der Vortrag von René Obermann mit Investitions-Plänen für ein neues, deutschlandweites Glasfaser-Festnetz. Und auch Angela Merkel die mit viel Intelligenz und Charme die Relevanz der deutschen IT-Industrie für den Standort Deutschland hervorgehoben hat.

Als Cisco waren wir wieder in verschiedenen Arbeitsgruppen vor Ort vertreten und konnten unsere Thought Leadership für den ITK Standort Deutschland einbringen. Die besprochenen Themen innerhalb der Arbeitsgruppen zeigen klar auf, dass wir mit unserer Vision D2013 auf dem richtigen Weg sind. Unsere D2013 Lichthaus Dreiecke

Navigation

- [www.win-blogs](#)
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- [Login](#)

Related Items

Links

- [blogs.sun.com](#)
- [Dave Johnson](#)
- [Elias Torres](#)
- [Henri Yandell](#)
- [Jeff Blattman](#)
- [roller.com](#)
- [Lance Lavandowski](#)
- [Matt Raible](#)

Calendar

« Dezember 2008

Mo	Di	Mi	Do	Fr	Sa	So
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				


[Heute](#)

Challenge to all
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Ciscopedia – Das Wissen des Unternehmens



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Parent: [Products, Solutions & Technologies](#)

Tags: [telepresence](#), [video](#), [conferencing](#)

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Overview

Cisco TelePresence is a virtual presence experience that uses advanced visual, audio, and interactive technologies to create an "in person" experience over the network.

The solutions we are bringing to market in the future will deliver real-time, virtual interactions between people and places in their work and personal lives. For example, Cisco TelePresence will create a truly interactive experience for a business meeting, doctor's visit, a trip to the ballpark in your very own virtual box seat, or the virtual presence of a specialist in a store.

Our first product offering will include a suite of virtual business meeting solutions. In phase one, Cisco TelePresence is a "room within a room" environment that uses life size images in high definition resolution with spatial and discrete audio to provide the first true virtualization of people in different locations around a single virtual table.

Cisco TelePresence will change the way we do business and the way our customers do business!



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- ↓ [Categories & Tags](#)
- ↓ [Overview](#)
- ↓ [Sites](#)
- ↓ [Documents](#)
- ↓ [Discussions](#)
- ↓ [References](#)
- ↓ [Comments](#)

Related Ciscopedia Pages

- [Video Conferencing](#)
- [TelePresence 3000](#)
- [TelePresence Manager](#)

Experts

People

- [Chuck Stucki](#) - VP and General Manager, TelePresence Systems Business Unit
- [Bob Czerwinski](#) - Product Manager - Product Marketing Telepresence Sales Demo Alias
- [Kevin McMenemy](#) - Manager, Technical Marketing TelePresence Products

Groups

- [TelePresence Systems BU](#)
- [TSBU Engineering](#)

Sites

Site Name	Site Description	
Awards	We're proud of our accomplishments!	🗑️ ↑ ↓
Success Stories & Wins	Read about how we're making customers	🗑️ ↑ ↓

C-Vision – Unser „Youtube“



Cisco

Cisco Employee Connection
C-Vision

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Welcome to C-Vision!

C-Vision is a content sharing tool created for internal users which provides the capability to publish informal and engaging video, audio and photos in an easy, interactive and versatile manner. Visit these pages for information on new features and future enhancements for C-Vision:

- C-Vision tips, tricks and best practices on [IT Services](#)
- Provide feedback and suggestions for future enhancements to C-Vision on [CCoE](#)

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Featured Media

 <p>Cisco Emergency Response Team (03:57) Added: 1 month ago Views: 23 Rating: ★★★★★</p>	 <p>10 reasons to love working on XMP (06:27) Added: 1 month ago Views: 29 Rating: ★★★★★</p>	 <p>Virtual Selling Excellence - Stage 4 Example - HD (03:42) Added: 2 months ago Views: 126 Rating: ★★★★★</p>	 <p>C-Vision Recording Video (03:56) Added: 1 year ago Views: 2111 Rating: ★★★★★</p>
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Cisco Confidential

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Internet Business Solutions Group

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Video und Gaming elementarer Bestandteil bei Cisco



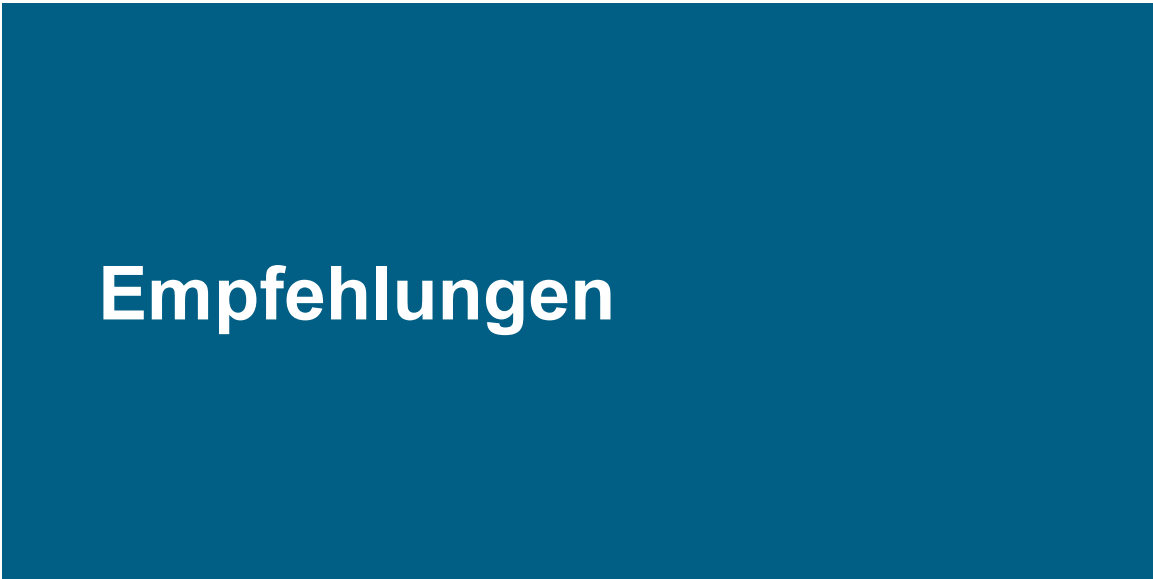
GSX..... SOLUTIONS SHOWCASE CHAT ZONE SESSIONS GAMES LEADERBOARD THE THRESHOLD Search



SALES RECOGNITION ZONE Your Score: N/A STATUS: Normal

Icons: Person with speech bubble, Calendar, Briefcase, Question mark

ADD YOUR PHOTO TO YOUR PROFILE! CLICK ON THE COMMUNICATOR CENTER TO ADD YOUR PHOTO.



Checkliste für das Arbeiten mit der Generation Internet

- ✓ **HR Prozesse digitalisieren**—Sind Rekrutierung, Mitarbeiterentwicklung und Training digital?
- ✓ **Web 2.0 Infos zentral bündeln**—Gibt es einen Anlaufpunkt im Intranet?
- ✓ **Work-Life-Balance**—Stehen Werkzeuge für virtuelles Arbeiten zur Verfügung?
- ✓ **Transparenz und Offene Information**—Sind Kultur und Prozesse darauf ausgerichtet?
- ✓ **Peer-to-Peer Collaboration**—Wird sie durch Strategie und Werkzeuge unterstützt?
- ✓ **Nutzer generierte Inhalte?**—Welche Freiräume bestehen für Blogs, Wikis, Videos etc.?
- ✓ **Jung unterstützt Alt**—Gibt es gemeinsame Projekte, Trainings etc.?



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