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Collaborative Conversation

By Barry Logan, ICIS Executive Director

In order for ICIS to remain highly relevant, it is imperative to keep a finger on the pulse by soliciting member feedback via constructive conversations from a myriad of interested stakeholders.

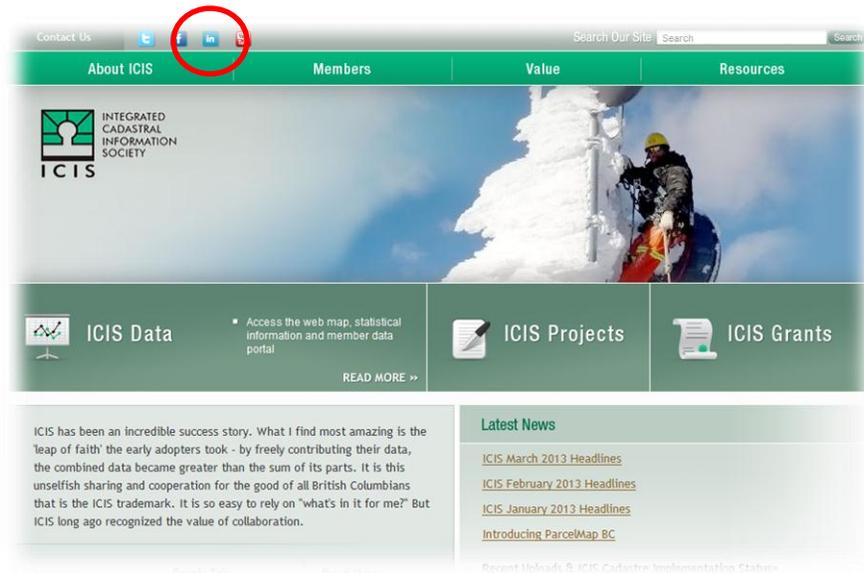
In the early years (way back in 2007), the notion of using wikis, user groups and blogs were all utilized to facilitate these conversations. It seems that for the most part, the success of these instruments seems to be minimal for most cases with the typical 80% of the information coming from only 20% (if you are lucky) relevant participants. Many organization (not just ICIS) invest significant resources to get the conversations going but over time many of these conversations dwindle and end without specific conclusion or results.

However, the need for these conversations remains higher than ever. As ICIS continues to work on new high value initiatives the desire to create these conversations regarding project details and desired outcomes is very high. The next eighteen months are very important as our new priority projects get launched and progress from concept through to production. The more voices that participate and engage by contributing to various discussion topics that support these projects will offer clarity on needs and lead to a better overall result. It would be naïve to think that these conversations alone will ensure success and address all of the questions. However, ongoing dynamic input will strongly supplement and support other collaborative discoveries yielded from planning sessions, workshops, technical committees, webinars and the upcoming ICIS Regional User Conferences which will be scheduled to start later this year (Watch for upcoming Information and associated discussions).

So in 2013, how do these conversations gel this time around and what will happen to lead one to anticipate that these conversations will perpetuate and conclude? I believe that the timing is right with the proliferation and adoption of social networking tools facilitating these conversations already and are integrated into everyone's business and personal lives. For example, many ICIS members support and engage with their professional network via [LinkedIn](#). Consider the evidence that supports this with all of the connections that are happening amongst all of us on an exponential basis. Outlook 2013 offers a seamless link to LinkedIn further propagating its acceptance and growth. This evidence validates ICIS thinking that using LinkedIn discussions could be a much better and acceptable tool than those tried in the past. Since the LinkedIn ICIS Discussion has been launched, we are measuring a much better uptake than on any previous initiative and it's only just starting.

I encourage all interested parties to begin following the [ICIS Discussions](#) and further encourage you to join, engage in and initiate appropriate, meaningful discussion that will foster conversations for the

benefit of all ICIS members. Get involved by clicking on the LinkedIn icon on the [ICIS homepage](#). Every constructive thought and idea counts so let's start talking!



As always, thank you for your ongoing support of ICIS and we look forward to engaging you in conversation.