

Web 2.0 & Workplace Transparency:  
Opportunity or Danger?

NJOD

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Bob Ebers and David Lipsky

[twitter.com/WorkplaceStars](https://twitter.com/WorkplaceStars)



**workplacestars**

*Creating better places to work*

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# Feedback Machine





# Next Practices Story

- What will a high functioning workplace look like in 10 years?
  - What if you did not have limitations on
    - Technology
    - Trust
    - Transparency
- Describe this perfect workplace-



# Working Definitions

- Web 2.0
- Workplace Transparency



# Web 2.0

Web 1.0	Web 2.0
Double Click	Google AdSense
Britannica Online	Wikipedia
Personal Website	Blogging
Publishing	Participation
Page Views	Cost Per Click

## Web 3.0?



# Workplace Transparency

“access to information” by most people



# Current - Opportunities

- Applications easy to develop
- Greater adaptability and openness
- Employee & employer branding



# Current - Dangers

- Employee vs. employer branding
- Risk to reputation
- Distortion of the truth and intent
- Rigidity in behaviors



# Current Applications

- Fragmented market
- One-sided against employers
- Entrepreneurs--no human capital experience (Glassdoor, Telonu, Jobvent)
- Rankings vs. Ratings
- Win-lose focus



# What is Workplace Stars

- Workplace measurement and rating company
- Unbiased comparison of workplace cultures
- Performance improvement and public rating



# Why Workplace Stars

- Rating—not ranking
- Win-win improve—not win-lose ~~compete~~
- Business tool for small & large business market



# What is Different

- Two-way listening—employee/management
- Engagement +
- Data views supports strategic improvement
- Issues speak to younger generations



# Workplace Stars Model

- Research-based relationship between workplace factors and outcomes
- Workforce factors
  - ↑ Employee performance
  - ↑ Organizational outcomes



# Workplace Stars Survey

- Measures dimensions influenced by leaders, managers, and employees:
  - stewardship
  - employee engagement
  - service
  - retention factors
  - customer satisfaction
  - leadership



# Powerful Business Tool

- Affordable and practical solution for both large & small business market
- Expert analysis and recommendations
- Beyond engagement to strategic performance improvement



# Emerging Practices

- Ambivalence
- Restricted use
- Punitive measures
- Enhanced Feedback Mechanisms
  - Customer
  - Partner/Vendor



# Implications & Conclusions

- What are implication of this for yourself
- Changing world demands new solutions—shifting employee/employer relationship
- Behavior change on both sides—listening, connection and community resulting in increased competitiveness