

Title: In Search of Leadership 2.0

Synopsis:

Shrewd businesses have realised that ego-centric, command-and-control type structures no longer apply in a diversified, global marketplace. At the same time, social media for the workplace ("Enterprise 2.0") is being touted as the best way to harness and co-ordinate the combined wisdom of employees.

These two forces create an opportunity for enhanced internal communications, enriched business cultures and improved profit margins. But how do today's managers bring in tomorrow's technology with the minimum of fuss? How do they relinquish control without losing their grip? It's time for Leadership 2.0.

This book will build on the seminal work of thinkers such as Senge, de Geus and Fairtlough by exploring how key features of the participative web can be exploited for successful business. Each chapter will take an aspect of Enterprise 2.0 and describe the implications for leadership, using case studies and insightful quotes from top level practitioners to illustrate its point.

Chapters:

1. **The Business With A Mind Of Its Own** Collaborative planning software, mashups and ideas banks are helping peer-based project realisation but are new structures needed to create truly innovative, highly-charged creative environments (Senge called it "metanoia")?
2. **The Power Of A Common Interest** Social networks have been shown to prosper if the unifying cause is appropriate; corporate loyalty is the same. How can businesses tap into genuine passions to motivate staff?
3. **I Didn't Know You Knew That!** Wikis are web pages edited by the users; successful intranets and other forms of knowledge management ensure that no-one's knowledge goes to waste. What are the latest innovations?
4. **Making The Private Public** Blogs and online profiles open up the personal to public scrutiny, but also aid our understanding of each other; the "duvet days" policy adopted by some companies acknowledges that employees are more than just corporate animals. What are the pros and cons?
5. **Who'll be Number One in 2020?** Web 2.0's "long tail" shows us that it's not necessarily important to focus on creating big "hits" – the niche ideas can be just as successful. How can business culture accommodate this?
6. **Facilitating Workplace Democracy** Tagging and social bookmarking are creating new hierarchies in language; it's been argued that participation equals power but can folksonomies really change businesses for the better?
7. **Open Source Business** Open Source and Creative Commons have been intrinsic to the success of Web 2.0 – but seem counter-intuitive in business. What models have been proven to work?
8. **Conclusion** The "Leadership 2.0" way of doing things.