
Beyond Functional Contribution

Work and Productivity in the Emerging Web 2.0 World



What is Beyond Functional Contribution?

“

The knowledge our people bring to the organization is greater than the job or function for which they were specifically hired ”

Web 2.0 has taught us about...

...the power of the collective



...and the diversity of the individual



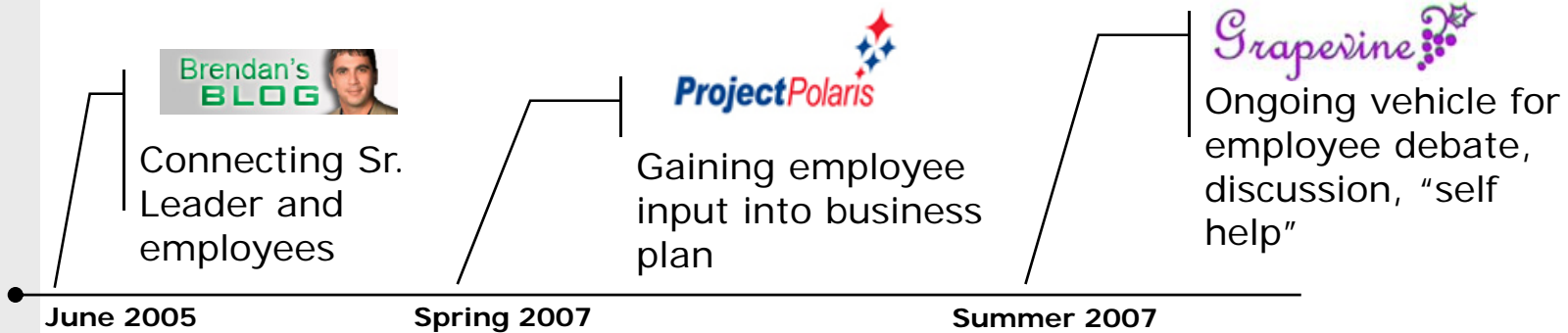
Web 2.0 has taught us about...

...a **Better, Faster, Cheaper** way

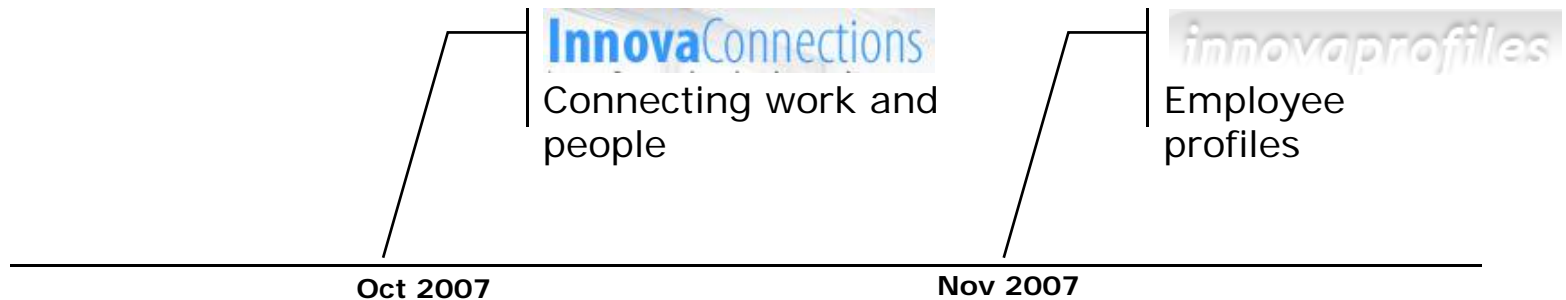


A Journey into Web 2.0

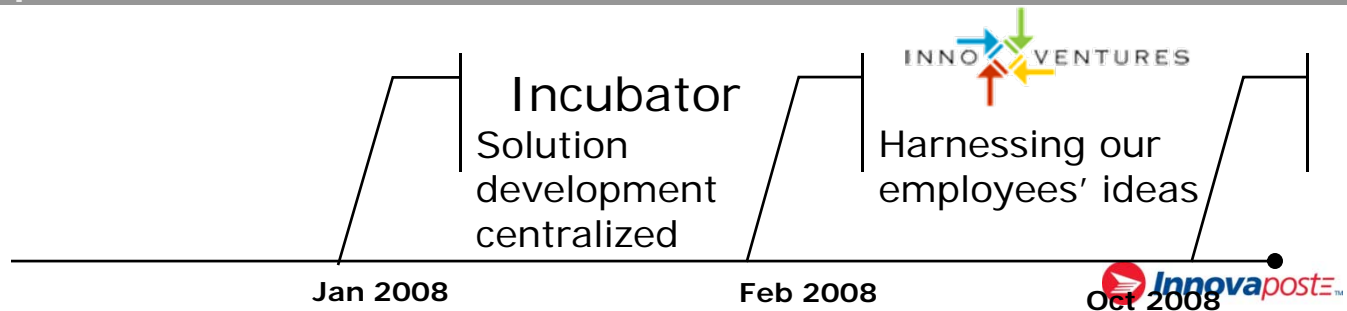
Early Experimentation



Project Based Development



Dedicated Development



InnoVentures – Harnessing the Collective

- Idea / Investment program at Innovapost
- Program includes idea submission application, along with process and governance

The screenshot displays the InnoVentures web application interface. At the top left is the logo for INNO VENTURES, featuring a stylized 'I' and 'V' with arrows. At the top right is the Innovapost logo and user information: USER: ROBERT SIBLEY, with links for LOGOUT and CHANGE PASSWORD.

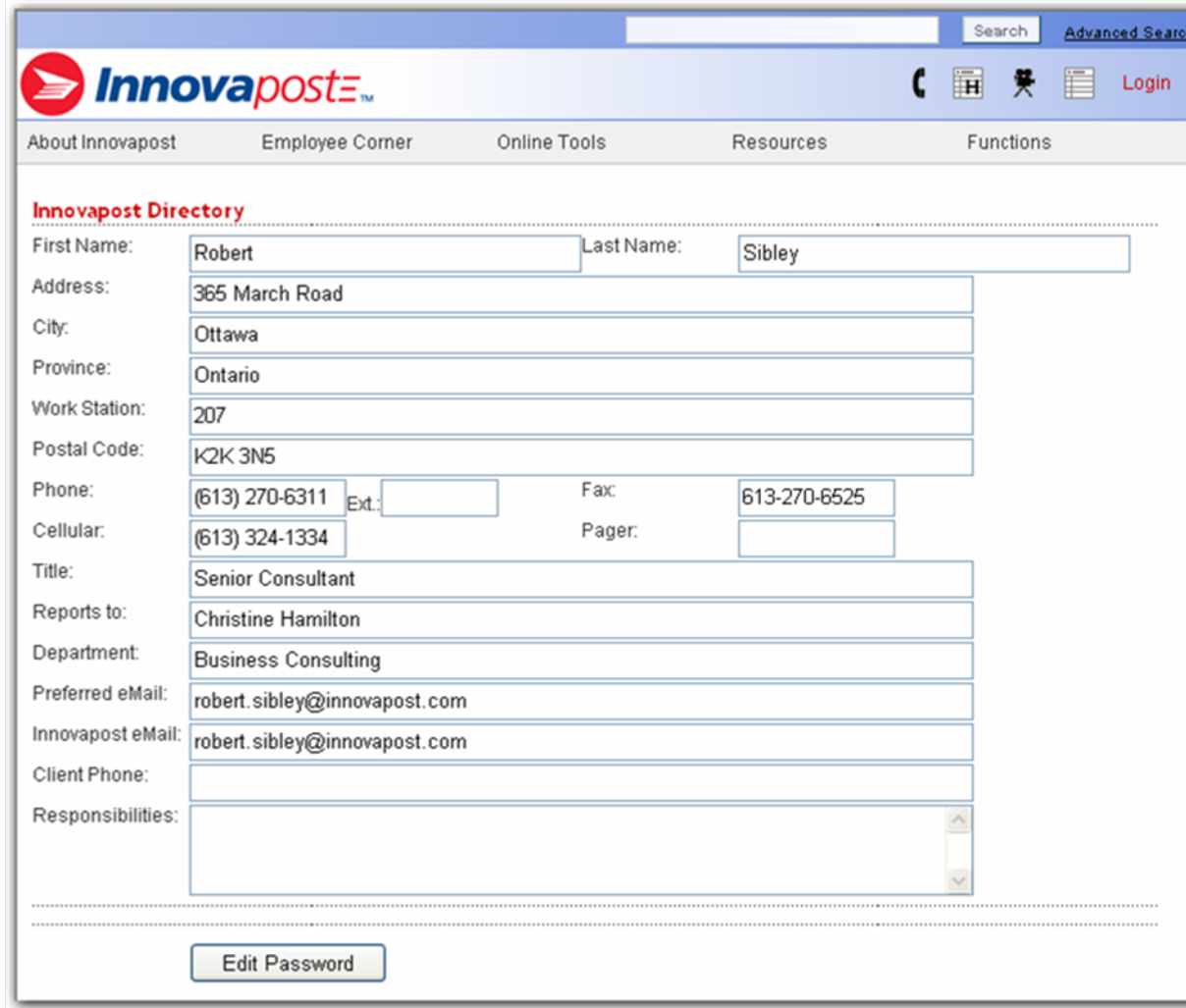
The main content area is divided into three columns of large, colorful buttons: a blue button labeled 'POST YOUR IDEA' with a lightbulb icon, a green button labeled 'MONITOR YOUR IDEAS' with a magnifying glass icon, and a yellow button labeled 'SEE ALL IDEAS' with a document icon.

On the left side, there is a 'LOG IN:' section with input fields for 'Email:' and 'Password:', a 'Remember my email' checkbox, a 'Submit' button, and links for 'Forgotten your password?' and 'Create a new user'.

Below the buttons, there are two sections: 'THE INNOVENTURES PROGRAM' and 'HOW IT WORKS'. The 'THE INNOVENTURES PROGRAM' section contains text explaining that the program is open to all Innovapost employees and is easy to use, detailing the process of submitting ideas and the potential for funding or partnership. The 'HOW IT WORKS' section features a graphic of interlocking gears and text explaining that the program harnesses good ideas and creative thinking of staff to provide an environment for idea development.

At the bottom left, there is a 'Register' button and a footer with links for 'about | terms of use | leave feedback'.

A Tool to Unlock the Diversity of the Individual??



The screenshot shows a web browser window displaying the Innovapost Directory profile for Robert Sibley. The page has a blue header with the Innovapost logo and navigation links. The profile information is organized into a form with various input fields and text boxes.

Innovapost Directory

First Name: Robert Last Name: Sibley

Address: 365 March Road

City: Ottawa

Province: Ontario

Work Station: 207

Postal Code: K2K 3N5

Phone: (613) 270-6311 Ext.: Fax: 613-270-6525

Cellular: (613) 324-1334 Pager:

Title: Senior Consultant

Reports to: Christine Hamilton

Department: Business Consulting

Preferred eMail: robert.sibley@innovapost.com

Innovapost eMail: robert.sibley@innovapost.com

Client Phone:

Responsibilities:

[Edit Password](#)

one™ – The shortest distance to the right people™

We made sure OneDegree was Web 2.0...

- ...for the Enterprise
- Authorship
- Tagging
- Networks
- Signals
- Searchable / Visible
- Social

The screenshot displays a user profile for Colleen Power. At the top, there are navigation tabs for 'MY PROFILE' and 'BROWSE', along with a search bar. Below this, the user's name 'Colleen Power' is shown with a profile picture and an 'Update Photo' link. The page is divided into several sections: 'Alerts and Notifications' with a list of recent group creations; 'Whiteboard' with a message from Colleen Power; and 'Workstation' with a floor plan diagram. The profile information includes contact details like phone and fax numbers, and a list of 'Currently saved tags' such as 'marketing' and 'running'.