Digital Collaboration in Standards Development

Mark Ace
VP Client Services
Higher Logic
## Topics

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<th>WHAT</th>
<th>WHY</th>
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<td>Introduction</td>
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<td>Future Possibilities</td>
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Introduction and Background
| ✔ | Experience: 250,000+ Communities |
| ✔ | Inc. 500/5000: Strong, Private Companies |
| ✔ | 50 Great Places to Work |
| ✔ | 98% Retention Rate of Clients |
| ✔ | AMS Secure Integration |
| ✔ | Accessibility (IAAP) |
| ✔ | Guided Implementation & Best Practices |
The Chasm
Collaboration Coordination Cooperation Engagement

Value to the organization

More strategic

Discussions
Email
Chat

More Tactical

Online meetings
File sharing
Blogs

Project deadlines
Task lists
Content development

Complexity and Structure

Engagement
Cooperation
Coordination
Collaboration

Strategic initiatives
Version history
Consensus tools
Organizational knowledge
Audit support
Context

Meetings

Content Development

Project Management

Governance
Meetings
# Online Meetings (?!)

<table>
<thead>
<tr>
<th>Conference Call</th>
<th>B</th>
<th>I</th>
<th>N</th>
<th>G</th>
<th>O</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>&quot;Mute your</strong></td>
<td><strong>&quot;Is _____ on the call?&quot;</strong></td>
<td><strong>&quot;Ok, let's get started&quot;</strong></td>
<td>(coughing)</td>
<td>Child or animal noise</td>
<td></td>
</tr>
<tr>
<td><strong>phone please&quot;</strong></td>
<td>People talking at the same time</td>
<td><em>This was shared ahead of time</em></td>
<td>Echo noise or feedback</td>
<td>Sound of someone typing</td>
<td></td>
</tr>
<tr>
<td><strong>5 seconds</strong></td>
<td><strong>Sound of telephone ringing</strong></td>
<td><strong>FREE SPACE</strong></td>
<td><strong>&quot;Can you share that by email?&quot;</strong></td>
<td>Sound of background conversation</td>
<td></td>
</tr>
<tr>
<td><strong>Awkward silence</strong></td>
<td><strong>&quot;Can you repeat that?&quot;</strong></td>
<td><strong>&quot;...technical difficulties.&quot;</strong></td>
<td><strong>5th</strong></td>
<td><strong>&quot;Time is just about up&quot;</strong></td>
<td>Powerpoint malfunction</td>
</tr>
<tr>
<td><strong>(sigh)</strong></td>
<td><strong>&quot;Can you see my screen?&quot;</strong></td>
<td>unintended interruption</td>
<td><strong>&quot;__ can you comment?&quot;</strong></td>
<td><strong>&quot;I need to step out...&quot;</strong></td>
<td></td>
</tr>
</tbody>
</table>

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![Higher Logic Logo](image-url)
Project Management
Content Development
Online Documents
Governance
Evolution of collaboration tech
Is technology helping?
Hope for the future

- AI
- Document interoperability
- Talking to the machine
- Standards as data
- Big data
- Targeted identity and community engagement
structured & hierarchical

informal & networked

professional social networks

Communities of Practice

Work & Projects

opportunity-driven & cooperative

goal-oriented & collaborative

(adapted from) source: Harold Jarche
http://jarche.com/2015/04/cooperation-makes-us-human/
Collaboration

Coordination

Cooperation

Engagement

Multi-stakeholder consensus, knowledge creation, audit trails

Projects, deadlines, workflow rules

Shared practices for meetings, communication

Familiar, unstructured, lightweight, transitory
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