

# Web 2.0 for Human Resources

## Creating a Roadmap for Workplace 2.0

Gain the insight you need in this one-day intensive workshop, led by experts in user experience and organizational effectiveness.



Practical information you can use now.



Essential for today's HR leader.



**Workshop Leaders**  
**Anne Pauker Kreitzberg**  
**Charles B. Kreitzberg, Ph.D.**



Anne Pauker Kreitzberg and Dr. Charles Kreitzberg are a husband and wife team that blends expertise in user experience engineering with organizational effectiveness.

Their comprehensive Framework for Web 2.0 Strategy provides HR professionals with practical insights both to make sound business decisions about how to use these tools as well as to create a Web-2.0-friendly culture.

Anne and Charlie are dynamic, smart and entertaining speakers who are passionate about bringing technology, people and business together.

As an HR professional, you are uniquely positioned to help your company redefine the workplace, by creating a Web 2.0 - friendly culture that leverages powerful social media tools. This workshop will give you the roadmap you need to move forward.

#### **After this workshop, you will:**

- Use Web 2.0 to attract, develop and retain top talent.
- Use Web 2.0 to communicate with and engage employees.
- Know more about how companies are using executive blogs and sites like Facebook and SecondLife.
- Create policies, procedures and practices to protect the organization from inappropriate online behavior without stifling innovation.
- Use Web 2.0 to foster teamwork, collaboration and problem solving.
- Assess your organization's readiness to benefit from the changes Web 2.0 is bringing to the way people work and interact.

#### **Who should attend:**

Executives, decision makers and professionals in HR, training, and organizational development.

**blogs** collaboration  
communication innovation  
**social media**  
virtual reality virtual teams  
**wikis**

# What You Will Learn

## Mastering Web 2.0

- *A deep dive into Web 2.0; why it's changing the game for business*
- *One Web— Many Faces*
- *Why Web 2.0 is a difficult "fit" for organizations and managers*

## Exploring Tools

- *Hands-on exploration of key tools and how they're used*
- *A user experience guide to blogs, wikis, social media, forums, networks, virtual reality*
- *How to recognize great design*

## Building Web Communities

- *Six Degrees of Social Computing: Creating engaging experiences*
- *Public-facing communities*
- *Internal communities that engage, connect and develop staff*
- *CEO and executive blogs*
- *Team collaboration*

## Creating A Roadmap

- *A practical framework for moving your web strategy forward*
- *Ten Key Risk Areas*
- *Managing employee online behavior*
- *Protecting your company's reputation*
- *Creating a Web 2.0-friendly culture for both Boomers and Millennials*

*This customized full day course is also available in multiple-day programs.*





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