

Benefits brainstorm/wiki

- Feedback/get opinions
- Communication
- Connection
- Instant communication/quick response
- Removing silos
- Sharing corporate knowledge
- Transparency
- People at the coal face talk about their work
- Rapid response
- ROI
- Maintaining corporate memory
- Education
- Facilitating existing communities
- Linking individuals to help them form a community
- Increased discoverability
- A seat at the table/part of the conversation
- Bouncing ideas around
- Interactive
- Empowerment - lowering barrier to participation
- Influence the conversation, not control it
- Way of responding to bad press
- Communities of influence
- Customer involvement and ownership
- Build and express corporate identity
- You can reinforce yourself as a definitive source
- Government can contribute to discussion
- More sharing info between state groups
- Recruitment - greater interaction with potential graduates
- Building relationships
- Democratisation
- Integration with main website content
- Being seen as "in the game" - hip
- Avenue of gaining market/industry feedback
- Engaging community in dialogue
- Common purpose between community and organisation
- Self-directed learning
- Opportunity to participate
- Broader range of input
- Talking to different audiences
- Reducing duplication of effort
- Sharing of ideas/resources/research
- Increased technical literacy - exposure to technologies
- Greater visual representation of data
- Customer service feedback
- Engaging customer about service provided
- Giving voice to the stakeholders who don't currently engage
- Go to where the people are at
- Ability to influence decisions
- Mind control