



Qatami launches tracking system for school buses



ET honours its strategic partners in Dubai



Big success for “Transport Knight” initiative





> By :

Mohammed Abdullah Al Jarman

> General Manager of Emirates Transport

Partners to enhance the efficiency of government services

» Hardly a month goes by without Emirates Transport attaining yet another achievement; be it the completion of a project, the launch of an initiative that serves the strategic goals of the federal government or adding an investment project to compliment the corporation's integrated services on offer to our valued customers.

Some of the highlights of these latest achievements include the initiative «Transport Knight» which targets the recruitment and training of Emirati professional in the field of transport management. The initiative was launched by the corporation, with the guidance of the Board of Directors and under the chairmanship of His Excellency Humaid Mohammed Al Qutami, Minister of Education and Chairman of Emirates Transport, in line with the decision of the UAE Cabinet to dedicate the year 2013 to Emiratisation.

We are pleased with the enormous success of the ET Recruitment Open Day, the first project of the initiative, which saw a very positive response by jobseekers from all over the nation. We are delighted to say that many of the successful applicants from that day have already joined the team of Emirates Transport.

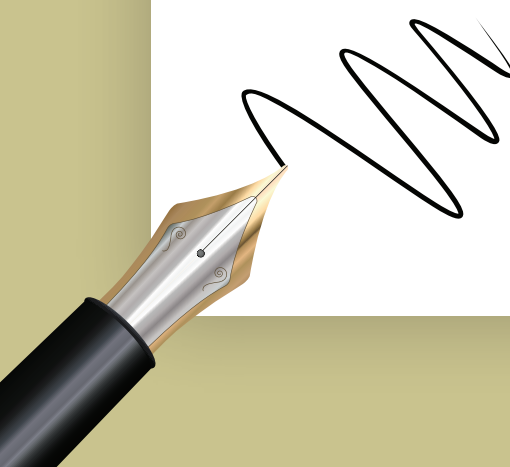
Add to that, we launched a number of electronic projects in the school transport services sector, which culminated in the official launch of the electronic satellite tracking system for 3200 school buses during our outstanding participation in the School Transport Conference & Exhibition, recently organized in Dubai.

There is no doubt that our commitment to the safety of students is a key priority and a responsibility we're proud to bear, and we seek to provide an excellent service that exceeds the expectations of the students and all elements of the school community.

In terms of partner relations, we held a number of events to honour our strategic partners, in recognition of their efforts and the importance of strengthening the relationship between government institutions in both the federal and local levels, as well as the private sector entities. This is further reflected in the signing of a number of memoranda of understanding and cooperation with our partners.

In the area of social responsibility, and for the fifth consecutive year, the corporation won the Dubai Award for Sustainable Transport in the category of "Mobility for People with Disabilities". ■

WELCOME



80 government and private sector entities will be honoured

Emirates Transport honours its strategic partners at gala event



Eighty government and private sector agencies were honoured by Emirates Transport (ET) during its annual Strategic Partners Gala held in Dubai.

Honoured parties included various education and Ministry of Interior authorities, local government authorities, private sector companies, such as banks and communication companies, as well as media outlets.

His Excellency Humaid Mohammad Al Qatami, Minister of Education and Chairman of Emirates Transport, said the event is a token of appreciation from the federal corporation to-



wards its many partners who form an integral part of its long-term strategy.

Al Qatami said: "As a corporation, we will continue with confidence in boosting the na-

tional economy, supporting government investments, working towards sustainable development, as well as to serve the wider community through the various centres and branches of Emirates Transport throughout the state."

The Minister of Education, and Chairman of Emirates Transport, added that recent results of the federal transport and general services corporation were an indication of rapid growth and development, particularly as ET is looking to expand its business investment portfolio.

ET will hold similar events to recognize its major partners in Abu Dhabi and other areas of the UAE.

15 departments offered job opportunities

ET Recruitment Open Day a big hit with job seekers

The Emirates Transport (ET) Recruitment Open Day targeting Emirati nationals proved a big success attracting more than 950 job applicants from all over the country.

The open day was held at the InterContinental Hotel in Dubai Festival City where people started to arrive a full hour before the scheduled start, such was the interest.

The event was held as part of the Emirates Transport initiative to recruit and train Emirati nationals in the field of transport fleet management.

The ET initiative comes in response to the directives of the cabinet to dedicate 2013 to the process of Emiratisation.

Jobs on offer covered various management, administrative and technical fields within the transport sector.

Small committees representing 15 different departments and sections within the corporation held interviews with job applicants all day.

Mohammed Abdullah Al Jarman, General Manager of ET, toured the event hall and praised the open day process as organised and smooth running.



Hanan Mohammed Saqer, Executive Director of the Supporting Services Department, said

she was delighted with the high turnout and the calibre of job applicants.

After completing their job application process, applicants were asked to complete an electronic survey assessing the organisation and value of the open day.

Applicants also had the opportunity to benefit from a number of educational workshops which ran throughout the day.

The workshops offered tips and ideas on how applicants can improve their job prospects.

Transport and logistics providers seek mutual business opportunities

Emirates Transport and Freightworks sign MoU to explore means of business cooperation

Emirates Transport (ET), the federal transport and services corporation, and Freightworks, the international shipping and logistics company, signed a Memorandum of Understanding (MoU) to explore business opportunities and expand mutual cooperation across various fields.

The MoU was signed by Mohammed Abdullah Al Jarman, General Manager of ET, and Steen Hartwig, Managing Director of Freightworks and in attendance of a number of senior officials from both parties.

The two sides hope the agreement will lead to greater cooperation between them with both looking to utilize the other's specialist expertise and market reach.

The GM of ET, Mohammed Abdullah Al Jarman, said the MoU will offer both parties a chance to strengthen their presence in the transport and logistics market by combining the



expertise and resources available to them both.

Meanwhile, Steen Hartwig, Marketing Director of Freightworks, said the two companies will explore business opportunities which can benefit both parties and will work together to compliment each other's services

where possible.

Possible ground for cooperation could include the provision of transport services by ET to Freightworks for their oil refinery projects and the later providing the previous with warehouse facilities.

Cooperation between Zayed House for Islamic Culture and Emirates Transport



The Zayed House for Islamic Culture (ZHIC) signed an agreement with Emirates Transport for the provision of transport services to its members through 23 cars and buses along with 16 drivers.

The agreement was signed by Dr. Nedhal Al Tenaiji, General Manager of Zayed House for Islamic Culture and H.E. Mohammed Abdullah Al Jarman, General Manager of Emirates Transport.

According to the agreement, which runs for four years, ET will provide transport arrangements for all members and beneficiaries of the services of ZHIC in its main base in Al Ain, as well as their branches in Abu Dhabi and Ajman.

ET will also provide regular maintenance for the vehicles and periodical training and awareness sessions for the drivers working as part of the agreement.

Dr. Al Tenaiji praised the cooperation between the two bodies stating that Emirates Transport has always played a positive role in supporting institutions which serve the wider community.

Al Jarman expressed his appreciation for the work of ZHIC and said that the agreement is another example of ET's commitment to community institutions, adding that he hopes the working relations between the two bodies will be a long and successful one.

Dr. Al Tenaiji later took Al Jarman and accompanying delegation on a tour of the facilities of ZHIC before the two sides exchanged commemorative gifts to mark the occasion.

ET signs MoU with Fujairah Statistics Centre

Emirates Transport (ET) and Fujairah Statistics Centre signed a Memorandum of Understanding (MoU) which will enhance cooperation and business between the two parties, particularly in the field of Corporate Social Responsibility (CSR).

The agreement paves the way for cooperation between the two entities, covering the exchange of information and statistics and the provision of transport services.

Both sides hope to work together in providing communal services and awareness programmes, and improve services to clients, by utilizing their joint resources and skills of their work force.

The MoU was signed on behalf of ET by Mr. Khalid Fadhel Ahmed, Executive Director of the Corporate Services Department, and H.E. Dr. Ibrahim Sa'ad Mohammed, Director of Fujairah Statistics Centre.

Fadhel said the agreement is part of ET's commitment to extend the hand of cooperation to all government sectors and entities to deliver better services to their clients, and meet its national and communal duties by putting the corporation's significant resources towards the development of society. For his part, Dr. Sa'ad praised the spirit of cooperation between public entities, particularly when it is used to serve the wider community. He stressed the vital role of accurate information and statistics in the economic and social development project of any society.

The MoU was signed at the Emirates Transport Dubai head office and was attended by a number of officials from both parties.

3,200 buses have been fitted with the technology ET launches tracking system for school buses across the state



» The much anticipated school bus tracking system was officially launched in April marking a turning point in the history of school transport in the UAE.

Humaid Mohammed Al Qatami, Minister of Education, and Chairman of Emirates Transport (ET), inaugurated the high-tech programme during the second day of the School Transportation Conference, which was held at the Dubai International Convention & Exhibition Centre.

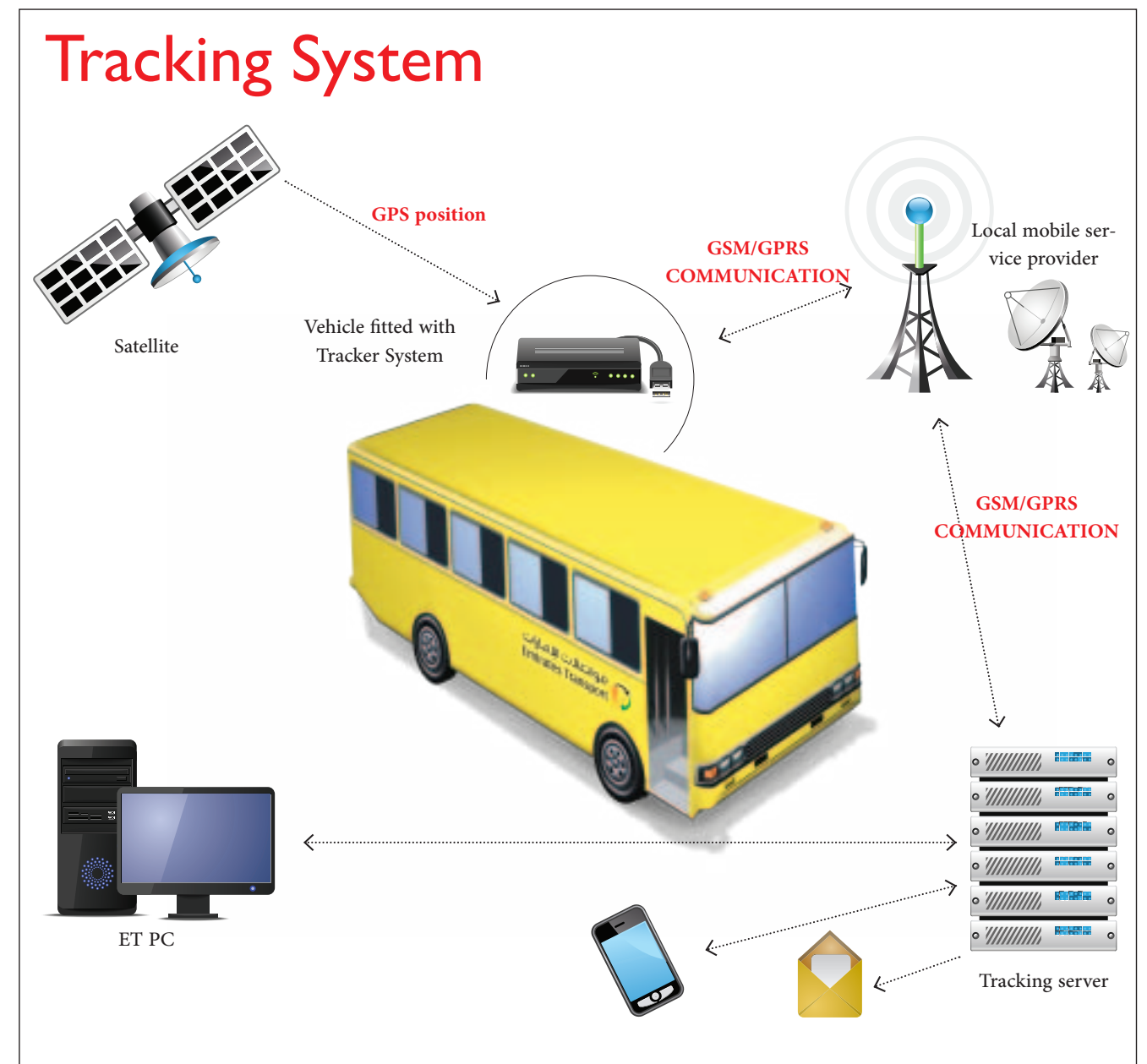
ET officials say 3,200 buses have already

been fitted with the equipment of the new system and linked to operational centres around the country.

The system will allow live monitoring of all buses fitted with tracking equipment which will assist in the management of the transport fleet and provide valuable other data such as mileage and routes travelled.

Apart from operational uses, data from the tracking system will be collected and analysed for numerous other benefits not least improving and streamlining the school transport structure.

» 3,200 buses have already been fitted with the equipment of the new system.



» Al Jarman: The initial trial period was carried out in Abu Dhabi, since last September.

The official launch of the system, which combines the use of GPS and radio-frequency identification technologies, was also attended by the ET general manager, Mohammed Abdullah Al Jarman and a number of officials from the education establishments.

Al Jarman said the new technology will have many beneficial uses, adding that it will be an essential tool in improving the overall school transport system.

He said: "The initial trial period was carried out in Abu Dhabi, since September of last year, and proved very successful."

"We are very optimistic about the whole process and looking forward to exploring the full possibilities of the system and how we can utilize it, as a national transport corporation."

"We have already trained 162 of our employees on the operation of the system, 15 of them were also trained as trainers, so they can pass on what they learnt to other staff across the corporation."

Al Jarman thanked the ET team behind the introduction of the system, including all management and technical staff, for their tireless work over the past year. ■

The two will work jointly on spreading awareness

Emirates Transport and Emirates Volunteer Association sign Memorandum of Understanding

Emirates Transport (ET) and the Emirates Volunteers Association (EVA) vowed to work closely together on spreading the culture of volunteerism among youth after the two parties signed a Memorandum of Understanding (MoU).

The two institutions will also work jointly on boosting their corporate social responsibility efforts, including initiatives to preserve the environment.

Signing the MoU on behalf of ET was General Manager, Mohammed Abdulla Al Jarman, and Sahar Ahmed Al Owbad, Chairman of EVA.

Al Jarman said the agreement will help both parties improve the good work they undertake towards the community, particularly their work on spreading general social and environmental awareness.

He added that the two parties will work jointly on initiatives and activities which serve that very purpose and also spread awareness of volunteerism among youth, in particular, and the general public in general.



For her part, Sahar Ahmed Al Owbad, Chairman of EVA, said she was pleased to work with ET as a national corporation of widespread reach and influence.

Al Owbad stated that the Emirates Volunteers Association has 1,100 registered volunteers and

is always working to raise that number through working with all public and private entities in the state.

At the end of the signing ceremony, Al Jarman presented Al Owbad with a ceremonial shield to mark the occasion.

Agreement on holding joint community and environmental initiatives

Emirates Transport signs Memorandum of Understanding with Bee'ah

Emirates Transport (ET) and the Sharjah environment company (Bee'ah) signed a Memorandum of Understanding (MoU) which could lead to the conversion of Bee'ah's fleet of vehicles to run on Compressed Natural Gas (CNG).

The move will be considered by officials at Bee'ah before making a final decision.

ET, in cooperation with ADNOC, operates a number of service stations where vehicles are converted to run on CNG.

Using compressed natural gas is considered an environmentally friendly alternative to petrol and more economically prudent in the long term.

So far, various government bodies, particularly in Abu Dhabi, have taken the decision to convert their fleet of vehicles to run on CNG as part of their own environmental initiatives or in response to local regulations.

The MoU between ET and Bee'ah also paves the way for the two parties to work together on mutually benefiting business projects and initiatives, and sets a framework for them to cooper-



ate on providing joint social and environmental services to the wider community.

The MoU was signed in the Bee'ah offices in

Sharjah by Khalid Al Huraimel, Chief Executive Officer of Bee'ah and Mohammed Abdulla Al Jarman, General Manager of ET with the attendance of a number of senior managers from both parties.

Both Al Huraimel and Al Jarman stated their delight at the signing of the agreement and promised to explore all avenues of cooperation to serve the best interest of both parties and society, in general.

Serving various transport reliant sectors

Emirates Transport inaugurate a new heavy equipment unit in Dubai



A new service workshop for the maintenance and manufacturing of heavy transport equipment was officially inaugurated by Emirates Transport (ET).

The unit, which is located within a larger auto services complex in Warsan, Dubai, is part of the Emirates Technical Services Centre; a member of the ET group of business centres.

The inauguration ceremony was held at the InterContinental Hotel, Dubai Festival City, and was attended by directors and managers from a number of local government and private sector bodies.

The new unit will provide maintenance services as well as specialist manufacturing and modifica-

tions to truck parts such as drums and tippers.

ET General Manager, Mohammed Abdulla Al Jarman, said the new facility was built after encouraging market research showed a marked recovery in transport-related sectors such as construction and cargo transport, particularly in Dubai and the northern emirates.

He added: "The new facility will also provide a valuable service to a wide range of potential clients who want high quality maintenance and manufacturing of parts from a reliable and trusted service provider."

Ajman Municipality was among the first to ben-

efit from the new facility, which began preliminary operations a few months ago.

IVECO, the Italian industrial vehicle and bus manufacturing company, was another of the earliest clients of the heavy equipment unit.

Marco Torta, IVECO Area Manager for Gulf Area & Iraq, said the new unit will be a valuable addition to the market.

"In our industry, time is a very valuable commodity and so is quality of work. These types of equipment require attention to detail and I think having a big, long established brand behind this facility is a comforting factor for many clients."

The two transport giants seek mutual grounds

Volvo team visit Emirates Transport to discussed means of mutual cooperation

A team from the Swedish car giant Volvo met with senior management from Emirates Transport as the two parties discussed means of mutual cooperation.

The team, which also included representatives from Al Futtaim Auto and Machinery Company (FAMCO) and the Swedish Trade Council, were met by a senior management team from ET, led by Mohammed Abdulla Al Jarman, General Manager of Emirates Transport.

Al Jarman welcomed the visiting delegation and expressed his desire to seek avenues of mutual benefit, stressing that ET has previous successful dealings with both Volvo and FAMCO.

Y. Emre Karaer, Volvo Sales & Marketing Director, said the two parties can work together to achieve some of their shared goals such as those relating to Corporate Social Responsibility (CSR).

Karaer stated that in terms of business oppor-

tunities, Volvo and Emirates Transport can explore together a number of options, given their similar field of work.

Cherif Sayed, from the Swedish Trade Council, said that Swedish companies such as Volvo enjoy a fine reputation for quality and professionalism, adding that the Swedish Trade Council is proud of its business links in the UAE and is happy to count Emirates Transport among its clients.

Will provide a modern coach for first team

Emirates Transport sponsors Ajman FC for five years



Emirates Transport (ET) announced a sponsorship of the first team of Ajman Football Club which will run from the 2012-2013 season until the 2017-2018 season.

The official signing of the agreement was presided over by H.E. Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, and H.E. Khalifa Eissa Al Jarman, Chairman of Ajman FC.

According to the sponsorship agreement, ET will provide the Ajman first team with a modern, well equipped coach to use for games, training and other activities.

The General Manager of ET said the sponsorship comes as part of the corporation's social responsibility practices and in line with the UAE government's eagerness to back youth and sports activities.

Chairman of Ajman FC, H.E. Khalifa Eissa Al Jarman, said the transport sponsorship by ET comes in a context of a long-standing history of support by the federal cooperation towards Ajman FC.

"We are proud of our valuable relationship with Emirates Transport and we thank them for this latest initiative," Al Jarman said.

Emirates Transport launches dedicated transport unit for university students

Emirates Transport (ET) has announced the launch of a new transport service unit dedicated to the transport of students in high education.

The University Transport Unit, part of the ET Emirates Transport & Rental Centre, will provide transport services to students of universities and colleges in Dubai, Sharjah, Ajman and the Central Region.

Tariq Ziad Al Sedawi, Manager of the Emirates Transport & Rental Centre, said the new unit comes on the back of the notable success of similar transport services which began in 2009.

The centre, Al Sedawi added, already transports 3,000 high education students to and from their residents.

The centre, which has a fleet of over 2,500 vehicles and 900 drivers, currently serves students from Sharjah and Zayed universities as well as the women's Higher Colleges of Technology centres in Dubai and Sharjah.



Emirates Transport sign MoU with Dubai Carbon Centre of Excellence

Emirates Transport (ET) has stepped up its commitment to the application of sustainable business practices by signing a Memorandum of Understanding (MoU) with the Dubai Carbon Centre of Excellence (DCCE).

The agreement aims to boost the efforts of the federal transport corporation as it looks to enhance its environmental friendly practices and policies, to bring it in line with the UAE government's sustainable development drive.

The MoU was signed by Mohammed Abdullah Al Jarman, General Manager of ET and Engineer Waleed Ali Salman, Chairman of DCCE.

Al Jarman welcomed the opportunity for ET to benefit from the expertise of DCCE in the development of sustainable business strategies and solutions.

He said: "As a leading transport cooperation of sizable presence, all over the UAE, we acknowledge the opportunities we have towards the improvement of our business practices to make them more environmentally friendly.

"Over the years we have successfully applied many green policies and practices, but we hope to take our efforts to the next step by through signing of this agreement with Dubai Carbon," Al Jarman added.

Engineer Waleed Ali Salman, Chairman of DCCE, said: "The MoU DCCE signed with Emirates Transport aims to develop a strategy that promotes sustainable transportation, increase the efficiency of energy consumption, and works towards supporting the Clean Development Mechanism through the partner-

ship with the United Nations and create initiatives under its banner."

"Therefore, DCCE seeks to build capacity for performance improvement, knowledge transfer and increased awareness, as well as the promotion of globally accepted best practices. This would promote the culture of creativity and excellence in achieving the UAE's strategic goals for green, sustainable development." He added.

With more than 11,000 vehicles travelling millions of kilometres a year, and 12,000 employees, Emirates Transport officials say they are keen to extend the hand of cooperation with all public and private bodies in order to enhance its environmental practices and reduce its carbon print.

Services to be provided for five and a half years

Emirates Cars Centre chosen to provide luxury taxis services at AD airport



The Emirates Cars Centre, part of the Emirates Transport (ET) group of business centres, has been chosen as the exclusive provider of luxury transport to Abu Dhabi Airport in a move that is set to extensively raise services and prestige on par with international standards.

The Centre for Regulation of Transport by Hire Cars in the Emirate of Abu Dhabi (TransAD) announced the major deal which will introduce a fleet of brand new luxury cars to serve travellers to-and-from the capital's airport.

Expected to commence operations during the last quarter of this year, this welcome initiative has been undertaken in line with the overall progress that Abu Dhabi is witnessing and the Government's Vision for Abu Dhabi 2030 and .

The Emirates Cars Centre's new airport fleet will comprise 200 luxury taxis, with Mercedes Vito models serving terminal 1 and 3 and Toyota Camry at terminal 2. Equipped with modern features, the objective is to provide an unparalleled experience for travellers at all times.

New facilities will include amenities for the elderly and special needs passengers, navigation system in the taxi, speed control, as well as digital roof lights.

Commenting on the announcement of the deal, Mohammed Abdullah Al Jarman, General Manager of Emirates Transport commented, "We are more than pleased with the responsibil-



ities given by TransAD to Emirates Transport. We are keen to provide a high level of service on par with global standards, which is in line with the Vision of our Government to be the preferred choice for the public due to excellent and efficient transportation offerings."

Al Jarman added "We are confident of our ability to comply with all specifications of service in all technical, financial, operational and administrative aspects, to reflect the modern and prestigious image of the UAE in general and Abu Dhabi in particular, in the provision of various services, particularly transportation."

Mohamed Al Qamzi, General Manager of TransAD, said, "We are about to launch a unique service in the Emirate as part of our strategic plan to provide the highest international standards of taxi service in the Capital — and to keep our services in line with the rapid growth the Emirate is witnessing." He added, "The centre partnered with Emirates Transport Corporation -has won the tender — in order to exceed public needs and expectations and to provide a more convenient service. He stressed on the centres' vigilance to provide Emirates Transport Corporation with the full support to offer the finest services to the public and expressed contentment with this successful cooperation with a leading, federal institution such as Emirates Transport, a company that provides integrated transportation facilities in the country. ■

» Expected to commence operations during the last quarter of this year.

» New facilities will include amenities for the elderly and special needs passengers.

As part of the "Thank you" campaign

Al Jarman honours staff of the ET Auto Body Repair Unit

Mohammed Abdullah Al Jarman, the Emirates Transport (ET) General Manager attended a ceremony jointly organized by the Government Communication Department and the Emirates Technical Services Centre to honour employees of the Auto Body Repair Unit.

17 technical and administrative staff were recognised for their good work and honoured by the GM as part of the "Thank you" initiative

launched by Sheikh Mohammed.

In his remarks during the ceremony, Al Jarman praised the hard work and dedication of the unit's staff and highlighted their success in providing an excellent service to clients, raising the profile of the centre, despite its relatively recent launch.

He expressed his total confidence in the direction taken by the management of the unit pointing to the administrative and financial success

they have already achieved in just a few months.

The GM later honoured the 17 staff who in turn expressed their gratitude for the recognition and honour they received, promising to re-double their efforts to reach even higher targets.

Later, the ET General Manager toured the facilities in the company of senior managers from various departments and business centres at Emirates Transport.



20 drivers recognized for 10 years accident-free record

Emirates Transport honours participants and employees at the conclusion of Occupational Health & Safety Month

After a month of activities which included setting a world record, the Emirates Transport (ET) Month of Occupational Health & Safety came to an end with a final ceremony to honour participating employees, departments and branches.

Hanan Mohammed Saqer, Executive Director of Support Services at ET, praised the success of the campaign month highlighting its vital role in raising health & safety awareness among employees.

Saqer was speaking during the end of campaign ceremony which was held at the main lecture theatre at ET's head office in Dubai.

She stressed the support and keenness of the senior management of the corporation to such important initiatives and adding that the steady growth of the annual campaign is an indication of increasing awareness among staff.

The ceremony was attended by a number of



high rank ET executives, representatives of all participating branches and ET employees, including honoured drivers.

Khalid Shukur, HSE manager at ET, gave a

presentation highlighting some of the activities and events of the month, including lectures, workshops and staff competitions.

A number of branches were also honoured for their prominent roles during the campaign including the ET Dubai branch, which hosted a number of activities.

The ET Abu Dhabi branch was awarded the title of the best participating branch for their various events, not least the successfully holding the world's largest first aid lecture, which gave the corporation its second entry into the Guinness World Record.

A number of employees were also honoured for winning the staff safety awareness competition.

20 ET drivers were also honoured for their 10-year exemplary driving safety record setting an example for their fellow drivers throughout the corporation.

In cooperation with Dubai Police

ET employees learn about water and energy preservation

Employees of Emirates Transport (ET) had a chance to learn about the importance of preserving water and energy resources for the coming generations during an awareness lecture organized by the Office of Safety, Environment and Occupational Health (HSE).

The lecture, which was held at the ET head office in Dubai, was presented by Lt Col Dr.

Tamim Mohammed Al Hajj, Manager of the Department of Environment, Health and Safety at Dubai Police.

Khalid Shukur Abdul Qadir, HSE Manager at ET, said the lecture was part of the corporation's programme marking the UAE national environment day, which was celebrated on the 16th of this month.

Abdul Qadir reaffirmed the commitment of ET to strengthening channels of communications with all entities of society in order to increase environmental awareness among its employees, particularly when it comes to water and energy preservation in the corporation's many buildings and sites all over the state.

Lt Col Dr. Tamim Mohammed Al Hajj, began his lecture by highlighting the various definitions and understandings of the con-



cept of water and energy preservation.

Dr. Al Hajj stated that the concept of preserving water and energy should not just be limited to saving volumes and quantities, but it must extend to thinking and acting on preserving resources for future generations and

raising general awareness.

The Dubai Police Lt Col insisted on the importance of community initiatives aimed at increasing awareness on environmental issues and modifying societal behaviour in this matter.

In cooperation with the Civil Defence

320 driver and supervisor learn about fire fighting techniques in RAK



The Emirates Transport branch in Ras Al Khaimah, in collaboration with the Department of Civil Defence, conducted a training programme on fire fighting operations involving 320 driver and bus supervisors.

Obaid Rashid Al Braiki, branch manager of Ras Al Khaimah, said this awareness programme is part of the annual training targets set by the management of the branch, as well as in solidarity with the International Day of Civil Defence, which coincided with the first of March.

Al Braiki added that the programme, which was organized over four days in the RAK branch and its three sub-stations, included an explanation of the best methods to avoid fire hazards, thus contributing to raising fire preventive awareness of participants and equip them with the skills to deal with fire emergencies when they occur.

Al Braiki thanked the Civil Defence Department in Ras Al Khaimah for their ongoing cooperation with the management of the branch in the implementation of awareness programmes.

It's time to for *HR* to get *Social*

» Most employers, throughout the world, ban employees from online social networking at work. To some extent, this action is understandable; there are risks from the use of social networking and other social media tools, writes media blogger John Ingham.

IT security will be a problem for some organisations, although this is often over-stated. Employees can do damage to an organisation's reputation or give away its intellectual property, but they can do this without the use of social media.

Privacy and fairness are still issues we need to deal with, for example if we want to check out someone's Google footprint. And productivity may seem to be affected if someone is logged onto Facebook at work, although many employees, especially those in Generation Y, would argue that an employer also benefits from the access to these employees' social networks.

Where organisations are using social media, it tends to be to communicate with customers. However, there are opportunities to use social media within the organisation, too.

The development of this new technology is already one of the biggest changes affecting us at home, and it has potential to make an impact in the workplace just as deeply, especially now organisations are more able to focus on other things than the recession. But the change is not just about new technology.

Organisations are already much more personal than they were even five or 10 years ago. This is partly about the move to the service sector and the need to focus on intangibles. It is also about the rise of knowledge work and the need for people to work in teams. And it is also about a change in the people we employ (not just those from Generation Y) and in the psychological contracts they seek to form through



their employment.

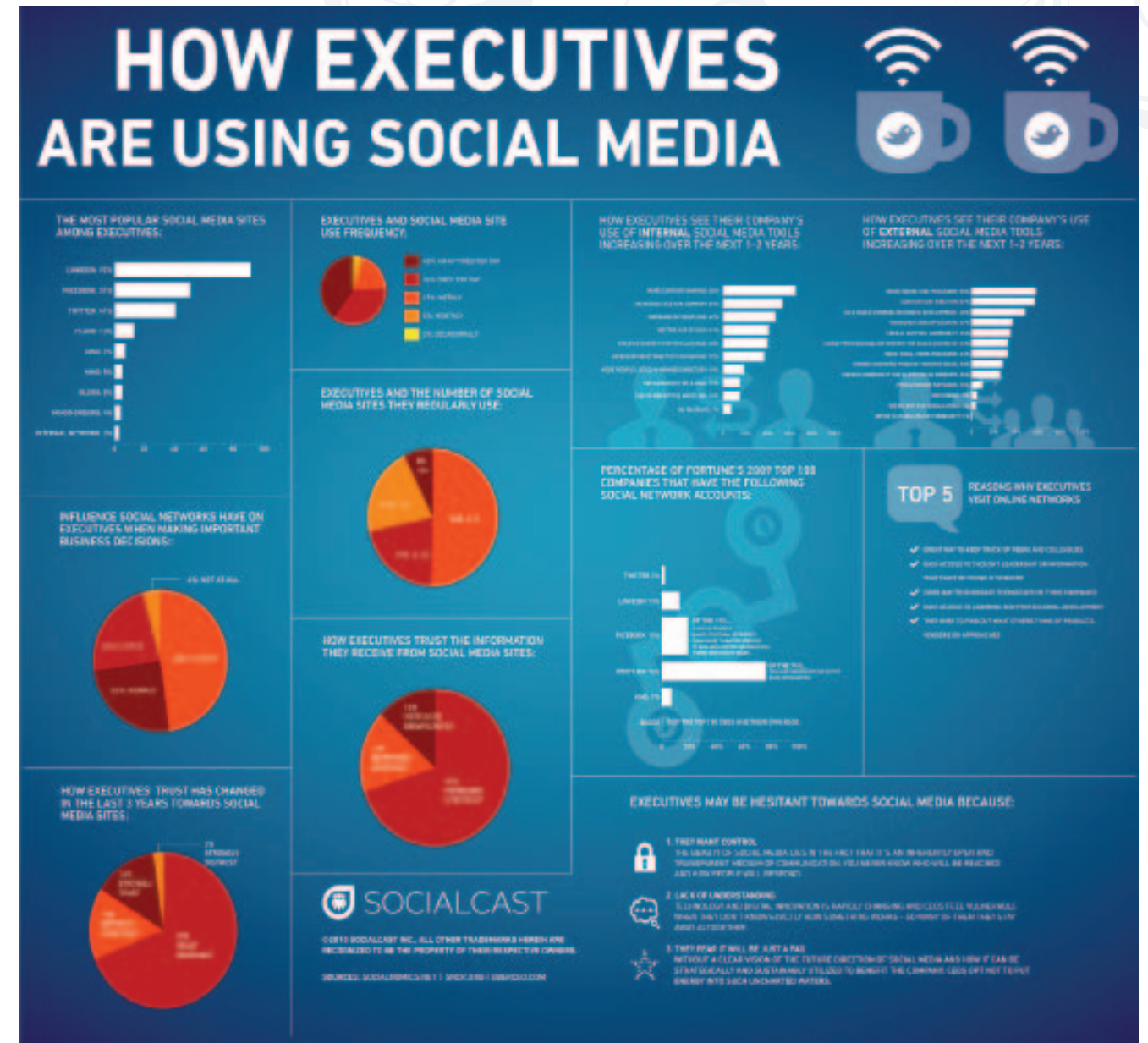
People want and need to be treated as individuals. This change can be seen most easily in the increased tolerance for concepts like emotional intelligence. A decade or so ago, people were expected to leave their emotions at home - now we realise emotions are part of what makes every individual's unique contribution so valuable.

However, we are all social beings too. Harvard professor Nitin Nohria has identified that the motivation to bond is one of our most fun-

damental psychological drives and this provides the basis for what can be labelled our social intelligence. We all need to and are able to connect quite deeply with each other.

This means that now business has become personal, it has also automatically become more social too. And this is the main reason that social media has a role to play in the workplace. The opportunity is not so much about responding to a push from new technology, but rather a pull to create a more social workplace.

Social media is also called Web 2.0 - borrow-



ing from the software industry's use of a similar tag to indicate a new release (i.e. a substantial change in functionality) as opposed to the 1.1 or similar tag indicating the incremental change of a new version.

The social nature of the technology allows us to connect with each other, through the internet, in a significantly new, natural and intuitive way. This is the reason that social media has taken off so rapidly and dramatically at home.

In fact, use of social media is rapidly catching

up with, and surpassing, that of other internet applications (worldwide, visits to Facebook have long ago overtaken those to Google).

It should be no surprise that some employers are already trying to take advantage of social media's potential within their organisation. IT functions are driving the use of Web 2.0 tools within the enterprise. An increasing number of employers are also exploring what business thinker Gary Hamel has termed Management 2.0 - a more social type of management which is

enabled by, but does not need to be built upon, Web 2.0.

We are also starting to see some of the most innovative HR teams beginning to focus on HR 2.0 or 'social HR'. These HR teams at least believe that the opportunities far outweigh the risks of using social media. ■

John Ingham,
Consultant and analyst in strategic & innovative HR