



Opportunities and Challenges for Government in a Web 2.0 World

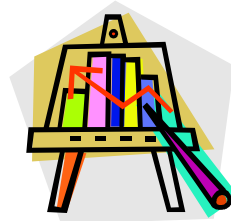
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Overview

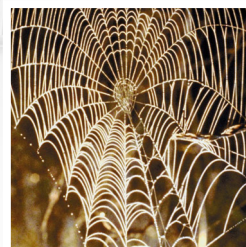
- Context and Trends
- Opportunities
- Challenges
- What's Next



Context and Trends

- Corporations are re-thinking the nature of the Enterprise
- The Millennial Generation thinks, works different
- Technology is transforming business models
- Surprises are happening more frequently

Corporations are re-thinking the nature of the Enterprise



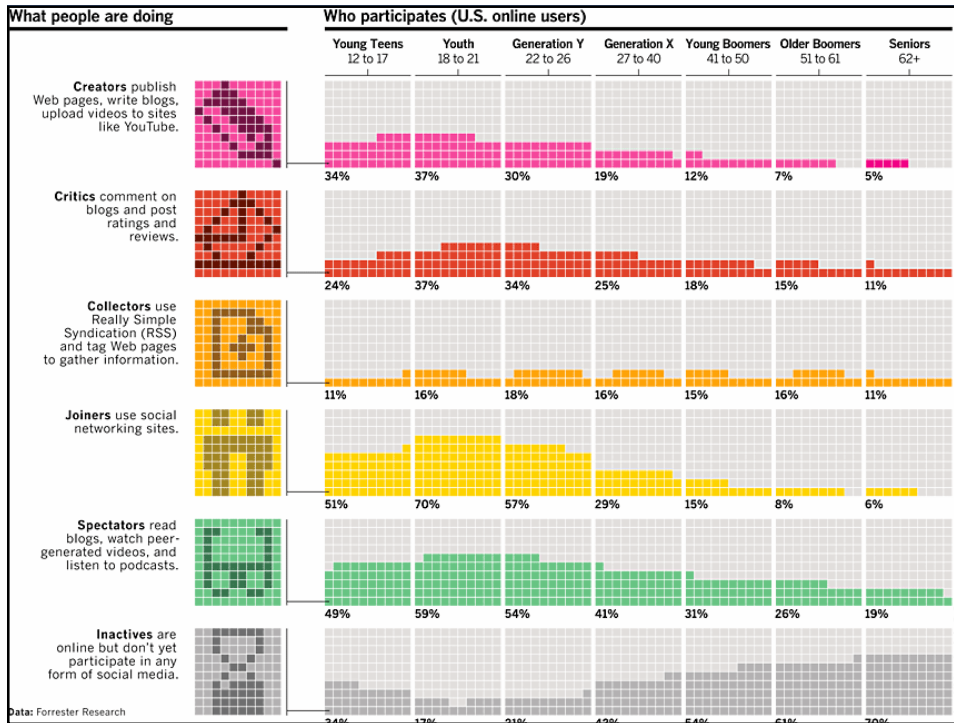
Government must transform itself to be less hierarchical and more collaborative and transparent.

The Millennial Generation Thinks, Works Differently

- *Optimistic, civic-minded*
- *Competency and contribution trump position and authority*
- *Peer-to-peer networks*



Source: Winograd and Hais, *Millennial Makeover*, 2008



Technology is transforming business models

New business models are evolving:

- Market-based*
- Aggregations*
- Value Chains*
- Peer Production Communities*



“Embedding collaborative technology and processes into the way people get their work done” will transform organizational cultures.

Source: Donald Tapscott, “Wikinomics” 2006

Surprises are happening more frequently



A government designed for efficient, routine operations is increasingly expected to deal with unexpected, non-routine events.

Opportunities

- *Greater agility, responsiveness*
- *Greater personal control*
- *Better target resources*



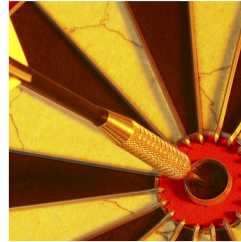
Challenges



- *Institutional*
- *Accountability*
- *Authentication*
- *Information Overload*
- *Career*

What's Next?

- *The revolution will start inside*
- *Role of government will evolve*



Additional Resources

- ***Ten Challenges Facing Public Managers*** (2008)
- Available from the IBM Center for The Business of Government
www.businessofgovernment.org
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