

Harnessing the power of many,  
making Social Business a reality...



Knowledge  
Dimension

“As a vital part of an overall business strategy, top CEO’s recognize the need to make organizational changes to support collaborative innovation and derive profit from valuable ideas, no matter where they originate”  
IBM – The Power of Many.

### So how do you embark on the journey to become a Social Business?

As the world becomes more interconnected and intelligent, and people embrace social networking, today’s enterprises face the dawn of a new era. Becoming a Social Business isn’t simply a matter of deploying tools that will allow you to collaborate internally, externally and to cross the generation gap as you seek to innovate, with measurable results. Becoming a Social Business involves a long term, strategic approach, focusing on building and shaping a business culture and underlying technology.

Organisations must adapt and embrace new opportunities and ideas.

Let the Knowledge Dimension team assist in developing your roadmap to becoming a Social Business.

#### Keynote Speakers:

Keith Coats, tomorrowtoday

Dr. Peter Tobin, Innovation Specialist

Gary Swale, Social Business Specialist

Join us on Monday, 28th March  
14h30 for 15h00 followed by  
cocktails and entertainment

Blue Valley Golf & Country Estate, Midrand



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