

# A Boostzone Institute research on internal corporate directories, the backbone of Corporate Social Networks, in a World 2.0

## Corporate directories are becoming "enhanced"

### THE STUDY

An **enhanced corporate directory** is much more than a directory. It's a potential network enabling the identification of internal experts and partners, a better appreciation of the layout of the organization, and the recommendation of internal contacts or groups. It's the first step toward **internal social networks**, toward management by community, and toward modern knowledge management.

However, the research undertaken by the Boostzone Institute between June and October 2010 **among 32 international groups** (22 online and 14 face to face) on internal directory best practice shows that almost no company today has a truly enhanced directory. What's more, very few know how to go about creating one, while employees would really like to have at their disposal an internal tool "along the lines" of the public social networks (LinkedIn, Viadeo, Facebook...).

### THE AUTHORS



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### THE INSTITUTE

The Boostzone Institute – created in 2004 – is a center for research, training, and consulting dedicated to understanding the impact of economic, technological, and social issues on corporate strategy. The Institute has both a public website, [www.boostzone.fr](http://www.boostzone.fr), and a private site, *Le Cercle*, reserved for its members. It publishes research, other documents, delivers training and lectures, and organizes work seminars.

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## Research

The Boostzone Institute 's principal aim is to spread knowledge of the impact on management of the latest economic and social issues.

