

Who are the hidden experts in your organization? On what topics? How are you recognizing and rewarding them? Did you know only 25 percent of employees are truly engaged in their work? According to the Society for Human Resource Management, employees with the highest level of commitment perform 20% better and are 87% less likely to leave the organization - linking engagement to organizational performance.

Spotlight for Social Sites 2010 provides companies with a powerful combination of expertise discovery and a badging and recognition solution. Driven by meaningful, measurable participation, users can shine as subject-matter experts and earn merit-based, electronic badges, while organizations can quickly locate, recognize, and motivate top performers.

Organizations can:

- Assess your talent pool. Create an agile organization no longer bound to organizational structures and geographical boundaries.
- Make informed talent decisions. Internal teams can source the right talent for your initiatives.
- Quickly locate, recognize, motivate, and reward top performance and connect it with your company culture.
- Create a culture based on transparency and appreciation that promotes emergent leadership, meritocracy, and employee retention.

Your workforce can:

- Understand their individual performance goals and how they contribute to your company's success.
- Be recognized for their expertise based on implicit and declared authority.
- Earn merit-based electronic badges based on meaningful contributions and other's reactions to them.
- Quickly tap into the collective intelligence of your organization to hasten decision making and boost innovation.
- Feel empowered and engaged, and thus more satisfied and productive.



Expertise Discovery

Spotlight's expertise discovery tool creates digital maps that display subject matter experts according to their authority on given topics.

Spotlight Weight Management

Available Weights

Use the controls to the right to change the weights for the various scoring elements.

Name	Type	Weight	Actions
Ask Me About	Profile Property	20	<input type="checkbox"/> <input checked="" type="checkbox"/>
Skills	Profile Property	15	<input type="checkbox"/> <input checked="" type="checkbox"/>
Interests	Profile Property	10	<input type="checkbox"/> <input checked="" type="checkbox"/>
Microblogging	Internal Activity	3	<input type="checkbox"/>
Questions	Internal Activity	3	<input type="checkbox"/>
Answer	Internal Activity	10	<input type="checkbox"/>
Marked Answer	Internal Activity	10	<input type="checkbox"/>
Like	Internal Activity	1	<input type="checkbox"/>
Comment	Internal Activity	3	<input type="checkbox"/>
Receive Comment	Internal Activity	3	<input type="checkbox"/>
Tag SharePoint content	Internal Activity	3	<input type="checkbox"/>
Recieve tag on your SharePoint content	Internal Activity	10	<input type="checkbox"/>
Your SharePoint content was rated	Internal Activity	3	<input type="checkbox"/>
Past projects	Profile Property	1	<input type="checkbox"/> <input checked="" type="checkbox"/>

Add Expertise Scoring Input

Click the link to the right to include a new profile property in Expertise scoring, or to create activity names for external systems to use to identify when an activity that should be scored has occurred in that system.

[Add Expertise Scoring Input](#)

Spotlight recommends people as authorities around particular topics by automatically assessing their behavior and other users' reactions to them. User activity is collected from across Social Sites, SharePoint, and other external systems (e.g., skill repositories) in order to assess this authority. Spotlight applies configurable scoring rules to generate authority rankings (e.g., Brian scored five points for posting a document on SharePoint). A Silverlight browser is used to visually navigate the expertise data.

Searching based on a keyword helps users find top-scoring individuals and compare their overall expertise. Top expertise terms are displayed on user profiles, and employees are prompted to add terms to their profiles when they demonstrate expertise on a new topic.

Badging and Recognition

Spotlight's badging capability takes expertise location to the next level by letting organizations distribute merit-based electronic badges to recognize individuals for meaningful contributions to business success. Spotlight lets you provide timely acknowledgement to top performers using a rules-based earning process or a manual awarding process. Although it has its roots in game theory, badging is an effective way to spotlight, reward, engage, and motivate employees for the actions you want to reinforce, including their own performance goals.

Administrators can create customized and flexible badging designations and graphics in Spotlight, as well as define the activities and actions that earn those badges. Badges can be publicly displayed and viewed on employee profiles, in the activity stream, and on leaderboards. For example, at NewsGator, employees get a red stapler (see below) when they reach their five-year anniversary with the company (an amusing "Office Space" reference!).

As with our expertise scoring, badging activities can be assessed across Social Sites and other external systems (e.g., SharePoint, CRM). Social participation and collaboration can be identified and tracked as contribution measures. Individual behavior can then be mapped and aligned to key performance outcomes and bottom line results.

Administrators can also manually award badges as needed, as well as pull activity and tracking reports for both expertise and recognition progress.

Learn More

To learn how NewsGator can enable your organization with social collaboration, learning, and knowledge management tools, contact us at 800-608-4597 or at insidesales@newsgator.com. For outside the US and Canada, please contact us at +31 (20) 561-7038 or at eu-info@newsgator.com.

About NewsGator Technologies

NewsGator, a Microsoft Gold-Certified and Depth-Managed Partner, offers award-winning enterprise social computing solutions. Direct integration with SharePoint's business collaboration platform means NewsGator Social Sites runs hassle-free on thousands of organizations' existing computing infrastructures. Capabilities familiar to consumer-oriented social software, such as microblogging, activity streams, social profiles, video, mobile clients, badging and recognition, and expertise location, ensure users extract real business value from collaboration and knowledge management activities. Founded in 2004 and with over 2.5 million paid users, NewsGator serves Fortune 200 and government knowledge workers across the globe - including Accenture, Biogen Idec, Charles Schwab, Deloitte, Edelman, Fujitsu, General Mills, JPMorgan Chase & Co., Kraft Foods, Novartis, Unisys Corporation, the United States Air Force, and the United States Army. Together, SharePoint and Social Sites are propelling the future of productivity - www.newsgator.com.

Leader Board

Badge:



For adding and enhancing content

Leaders

- 1) Cameron Barrett (Score: 72)
- 2) Beth Gyurovits (Score: 60)
- 3) Ronnie Gilbertson (Score: 53)
- 4) Jennifer O'Neil (Score: 48)
- 5) Brian Kellner (Score: 44)
- 6) Mike Jacobanis (Score: 42)
- 7) Jeremy Woods (Score: 35)
- 8) Jennifer Abdulla (Score: 30)
- 9) Gabe Moncada (Score: 30)
- 10) Walker Fenton (Score: 25)

Last updated 31 minutes ago

RECOGNITION

Anita Taylor has earned the badge: 5 Years of Service - Awarded to employees who have been with the company for 5 years or more

about 3 hours ago | Like | Comment | Share | Follow-up

Brian Kellner likes this.

Jennifer Abdulla: Love the new badge!
about 2 hours ago

