

# WHAT THE HECK AM I MEASURING?

## *Evaluating Your Company's Intranet*

PROPRIETARY & CONFIDENTIAL

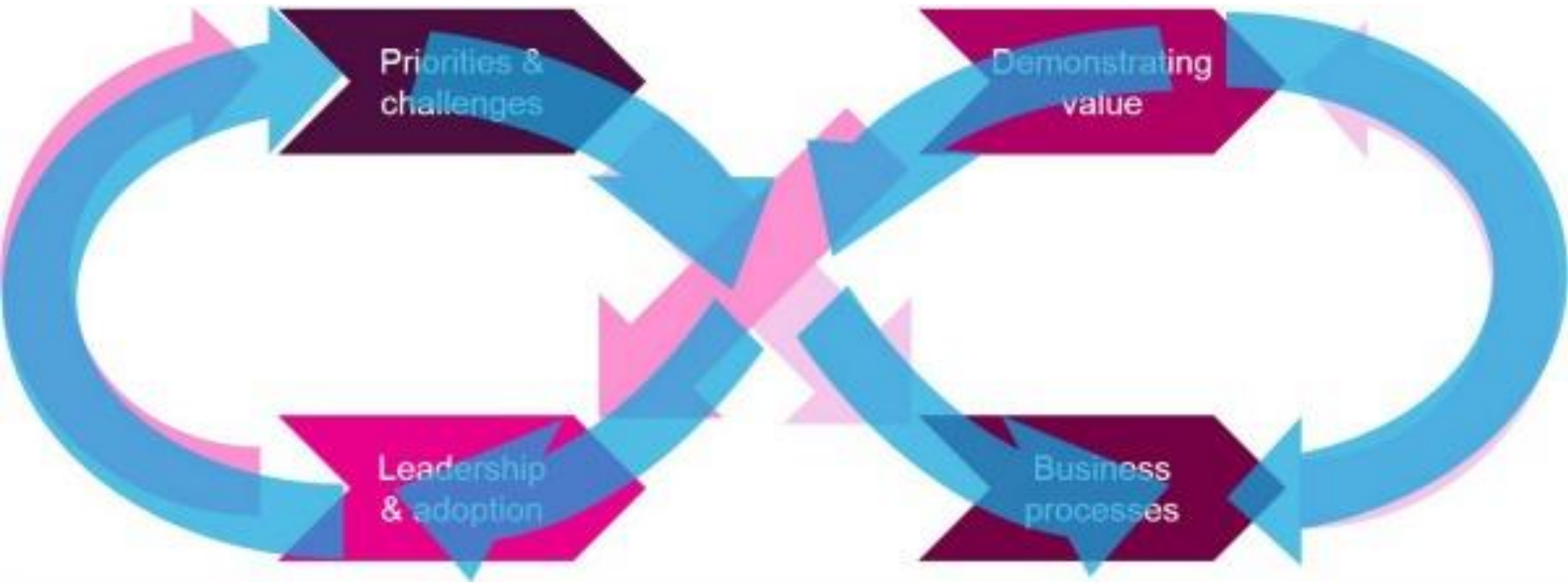
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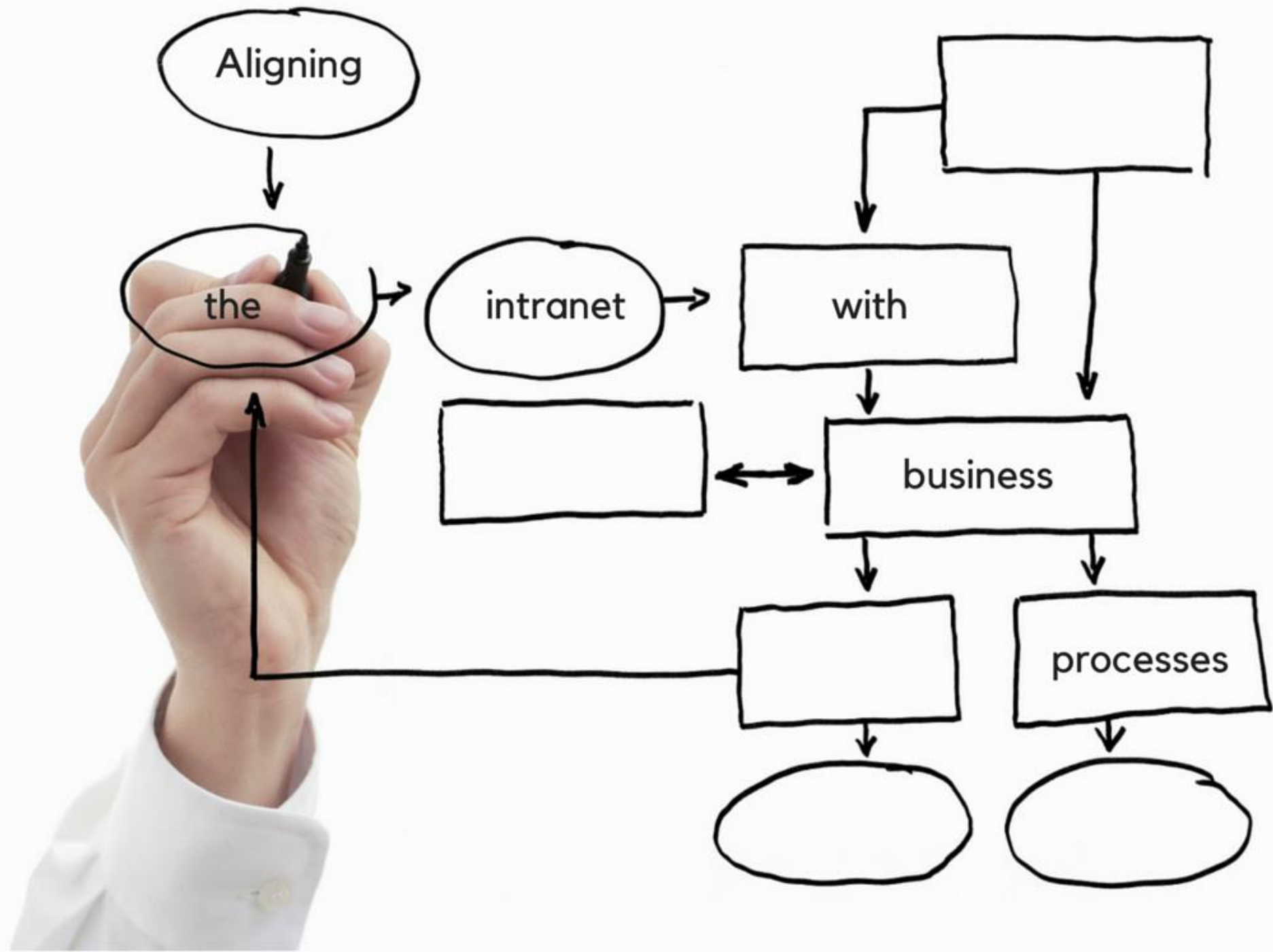
**SUCCESS**

# CREATING BUSINESS VALUE THROUGH STRATEGIC ALIGNMENT AND ADOPTION PLANNING



# Priorities & Challenges





Leadership adoption drives success



Business Value



Today



Tomorrow



# EXAMPLE KPIS



- + Log-ins
- + Content Contributors
- + Unique visitors
- + Page views
- + Originating pages
- + Departing pages
- + Minutes per page
- + Average user session (time on site)
- + Click stream analysis
- + Number of posts
- + Number of comments
- + Engagement Survey Results



A person wearing a purple dress shirt and a blue patterned tie is holding a rectangular piece of light brown cardboard. On the cardboard, the words "I love my Job" are written in black marker. The word "I" is a simple vertical line. "love" is written in a cursive style with a red heart symbol in the middle. "my" and "Job" are also written in a cursive style. The person's hands are visible holding the edges of the sign.

I love my Job