

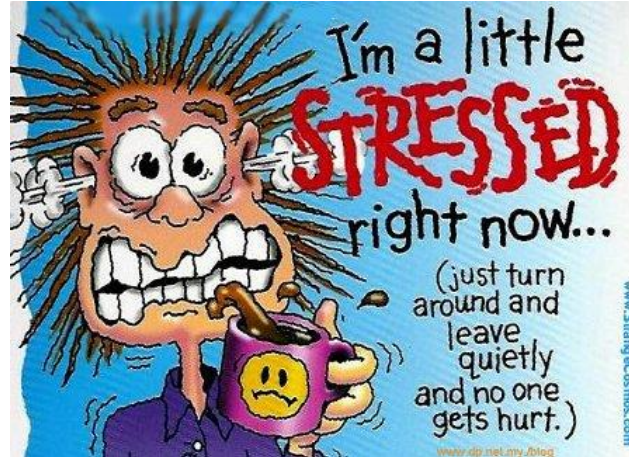
Intranet 2.0

How to move from publishing to collaborative communication

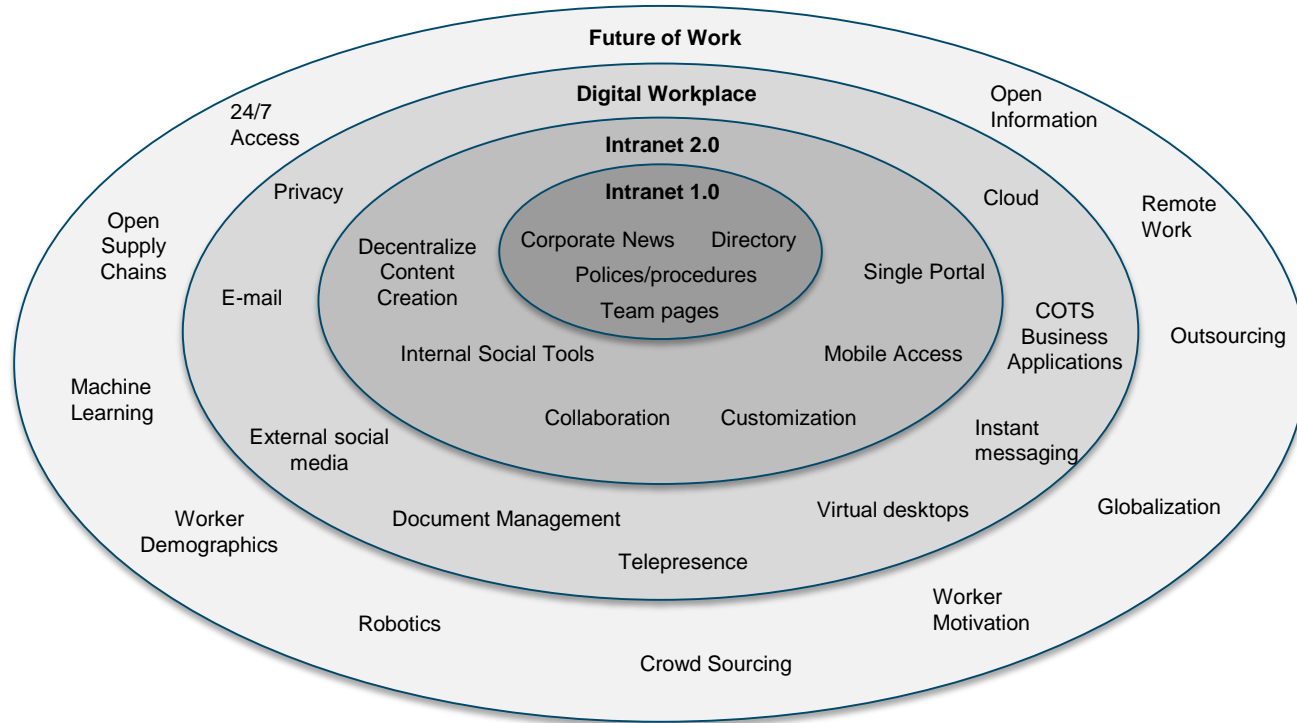
April 21, 2016

Step one: Understand the real opportunity

The goal is to maintain high levels of productivity and employee fulfillment



Step one: Understand the real opportunity



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Organizational structures are flattening

Leadership styles are changing

Work happens anywhere

Work hours are less defined

The nature of work has changed

Step one: Understand the real opportunity

Information is shared openly

Technology is a commodity

Emerging communication tools are increasing in use

Societal value is a greater factor

Employee motivators are more complex

Step one: Understand the real opportunity



Step one: Understand the real opportunity

Collaboration

Today's challenges cannot be solved by individuals

“work out loud”

Step one: Understand the real opportunity

Community

Relationships must still be made for people to be successful

“be a part of it”

Step one: Understand the real opportunity

Flexibility

Work happens anywhere anytime

“true balance is blending”

Step one: Understand the real opportunity

Individualization

All workers add value but may require individual methods to deliver it

“there are lots of ways to be successful”

Step one: Understand the real opportunity

Take away #1

Describe the value of your intranet in terms of the bigger business goals and risks

Speed - connect people and ideas faster and easier

Quality - increase collaboration and promote innovation

Cost - avoid duplication of effort and mistakes

Step two: Establish your intranet design goals

A central starting point for all employees

An effective communications tool that delivers content in a meaningful and user centric manner

A powerful environment for collaboration and relationship building

A work enabler allowing easy access to all applications and content

Highly accessible regardless of location or device

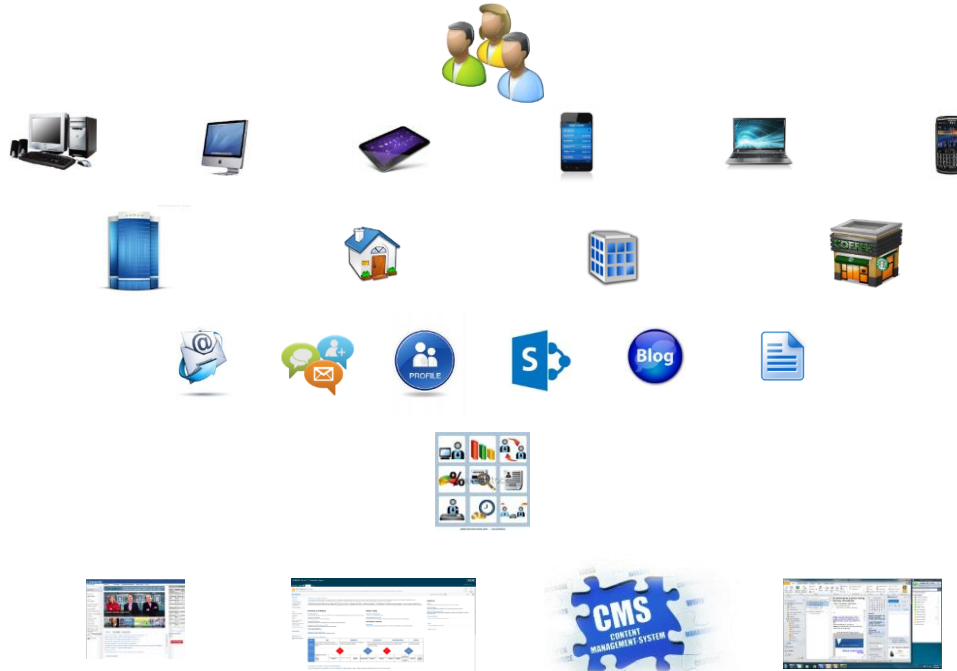
Step two: Establish your intranet design goals



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Step two: Establish your intranet design goals

Take away #2

Create a succinct list of design goals before you do anything else.

This allows you to refer back to your “north star” whenever you feel like you or your team are losing their way

Step three: A central starting point for all employees

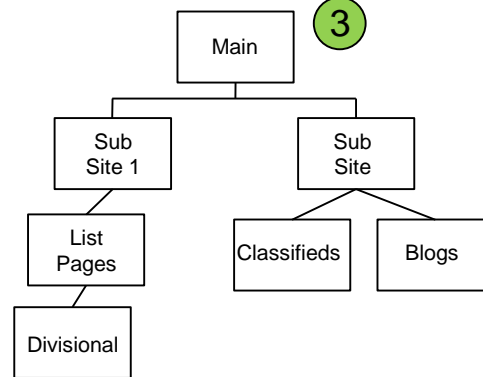
Full inventory of all sites, features, and links

1

Establish site types

2

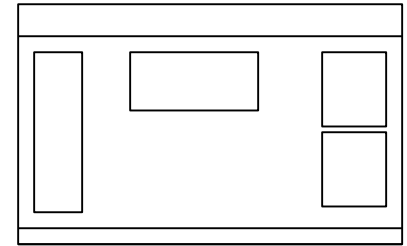
High level structure



3

Wire frame designs

4

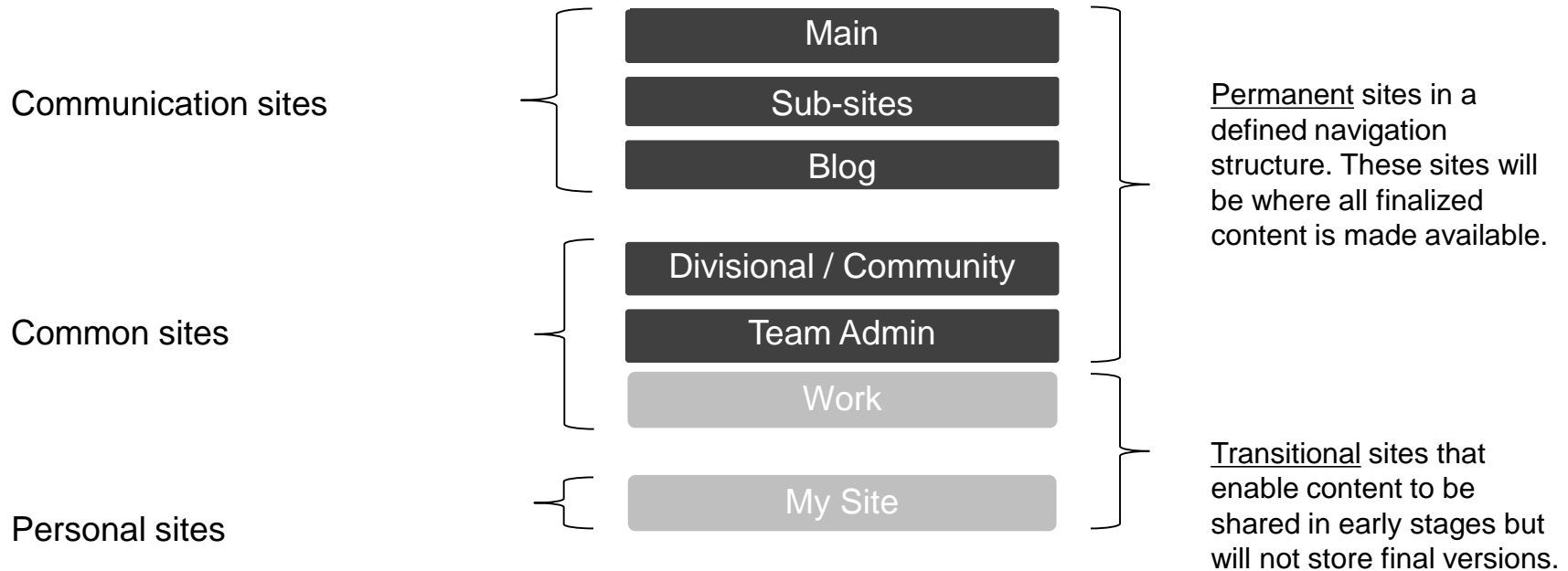


Identify all the pieces of valuable content and functionality, prioritize them, reduce them, and organize them.

Step three: A central starting point for all employees

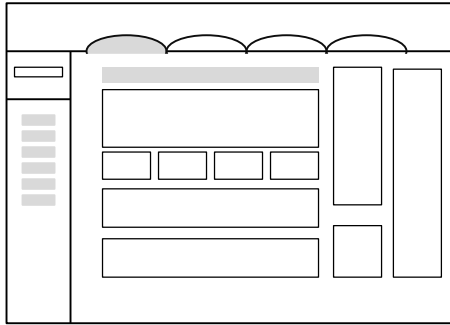


Step three: A central starting point for all employees

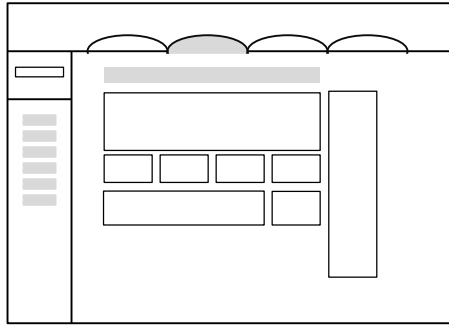


Step three: A central starting point for all employees

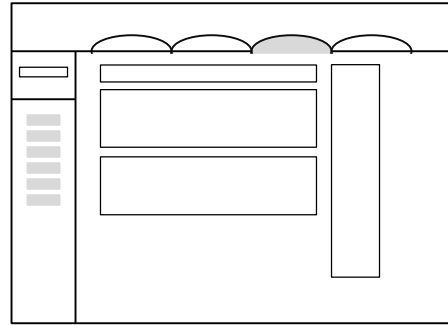
Corporate News



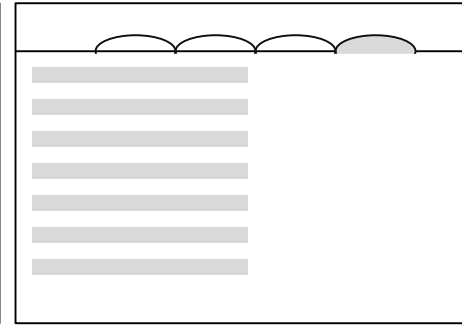
Employee Life



Tools



My site



Step three: A central starting point for all employees

Take away #3

Focus on design, it is essential to meeting all your goals

Test your information architecture with end users in the simplest way possible

- Paper prototypes
- Card sorting
- Scenarios

No colour, no pictures, no distractions

Step four: Navigation

Take away #4

Navigation should be static, and intuitive

Navigation is never right

5-7 elements is ideal, but really difficult

Every role is different

Step five: Mobility

Take away #5

Mobile is an essential requirement

Not all content is equally valuable, identify what is

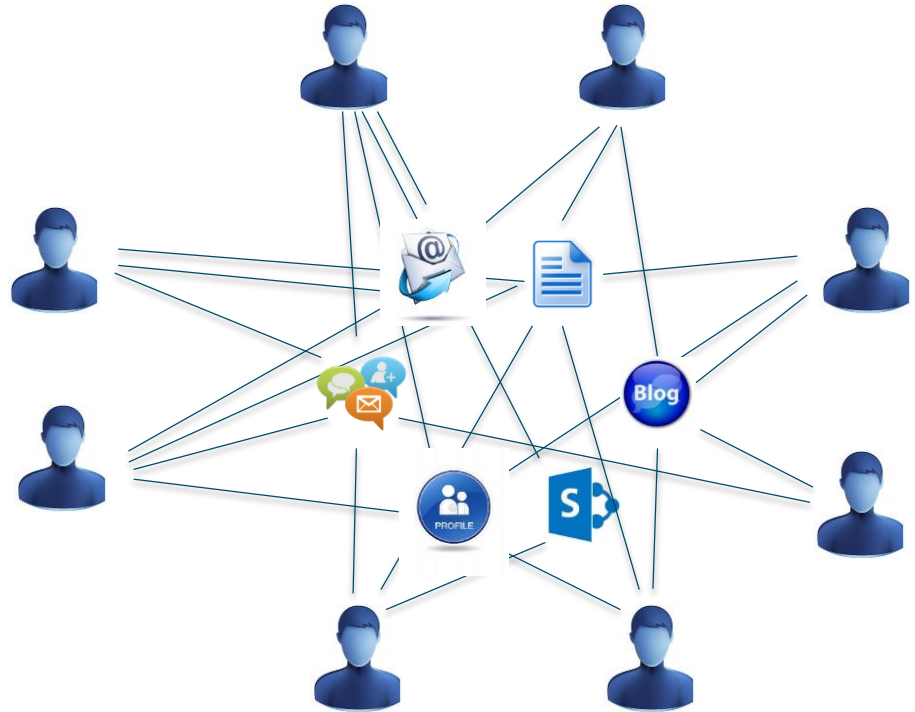
Consider how the content will be accessed - findability vs. discoverability

Consider secondary access - email links

Step six: Social features

Take away #6

Create many loose connections



Step seven: Information management

Take away #7

Position the intranet as a information management enabler

Even with great information architecture users will still complain they can't find things easily, so rely on search to help

Create a central search that searches all repositories

Trust the tool, search is excellent, the common weak link is users

Step eight: Content publishing

Take away #8

Remove the need for IT to publish content

SharePoint has a very robust effective content publishing capability

Decentralize content creation

Trust your publishers

Step nine: Analytics

Take away #9

Measure business goals wherever possible

Speed, connect people and ideas faster and easier

Quality, increase collaboration and promote innovation

Cost, avoid duplication of effort and mistakes

Step nine: Analytics

Collaboration - planned and unplanned connections

Community - visits to online environments

Flexibility - access by location or device

Individualization - user feedback on methods used

Step ten: Ongoing support

Take away #10

Simplify your system and separate the roles

Utilize the simplest technology architecture

Do not allow customizations to site types

Ensure your content creators are self sufficient

Predefine metadata to ensure effective content management