

Infrastructure for effective change communications



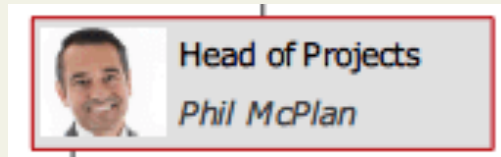
SocialNow 2024

Jaap Linssen
OrangeTrail



The briefing from Cablinc

We've had modern collaboration technology for years. We have a good strategy and training, but we are not reaching enough people to make the change stick.



What do you advice us to do?

What's OrangeTrail good at?



Employee engagement

We help leaders and communications teams innovate the way they communicate to engage and activate employees.



Working smarter

We help people to innovate the way they work and adopt smart technology. Think of working out loud, less time in meetings, less emails, and more speed and agility.



Creative change and communication

We design communication campaigns to drive change in organizations.

We design interventions like workshops to drive change in teams.

Recent work on change communications



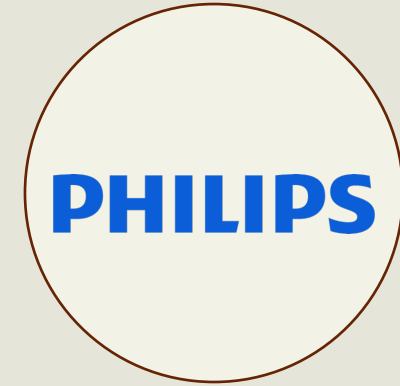
HEINEKEN

Collaboration strategy and long-term commitment to follow through. Long-term view on infrastructure.



ABB

Collaboration strategy, 3 campaigns, build infrastructure.



Royal Philips

Collaboration strategy, campaign, building strategy



Only a few organisations have a collaboration strategy

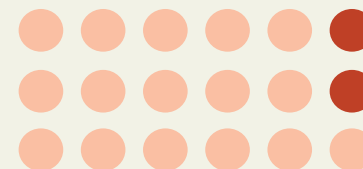
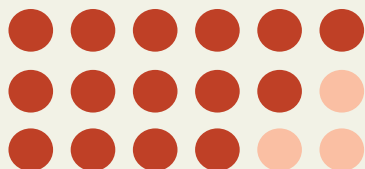
Collaboration



Strategy



vs.



Many multinationals list *collaboration* as one of their strategic pillars.

Only very few have a *strategy* to reach collaboration excellence.



It's the
infrastructure

IT Change communications problems



- Project approach
- Too few channels or instruments
- Not developing powerful channels because of short time horizon
- Change doesn't happen with just awareness
- Seeing the audience as homogeneous



Adoption infrastructure elements

These are elements of an infrastructure that make change successful

Network	Support channels (WiC)	Ambassadors and champions	Local Comms	Local trainers	Influencers	Other stakeholders
Channels	Viva Amplify to broadcast	Support communities on Engage	Viva Engage as adoption channel	Libraries on connections	Connections to share the story	
Instruments	Toolkits	Games	Technological solutions	Bots	Hero stories	
Training	Training Workshop Webinar	Train the trainer	E-learning	Viva Skills		
Employee event	Train on hire	M&A (when integrating)	On promotion	Engagement survey		
Data analytics	Adoption data	Viva Amplify	Viva Insights			

Build and Maintain



Fabio Nunes Frota
29 November 2023 · 🌐

Breaking the meeting cycle with async communication 🗨️

In our [last post](#) we talked about the problem with frequent status update meetings. **Now, let's look at one solution: asynchronous communication. More than just reducing meetings, it's about redefining the way you collaborate!**

With async, information sharing happens on each individual's schedule, respecting work rhythms and reducing unnecessary interruptions. One of the best ways to do async is by Working Out Loud (WOL), a simple, yet effective way of sharing updates about what you're working on. You can find more information about WOL [here](#).

So, imagine a day where, instead of back-to-back meetings, updates are smoothly shared and reviewed in a dedicated Teams channel, preserving time for focused work. This approach can give you and your team more control over your time, so that when you do have to meet, you can focus on what really matters: connecting and making decisions together.

Watch our video to start reducing unnecessary meetings and shift to async!

Shifting from meetings to async updates

The diagram illustrates a transition from 'Daily update meetings' to 'Deliverable update meetings'. On the left, a circular icon with three arrows and three document icons represents 'Daily update meetings'. On the right, a stack of three document icons represents 'Deliverable update meetings'. The background is a light purple gradient.

TechBase | HEINER

📌 Topics [#effectivemeetings](#)

👍❤️ 95 4 comments 7 shares Seen by 9.8K



Intranets are over-valued



Nobody goes there



They contain mostly old
stuff



But you need them to
serve the 'interested'
group



Social networks under valued



Communication and help



Champions and innovators



Train the trainer



Using 'other' communities to
drive awareness and traffic



Basic setup



Bang



Adoption
community



Long-form on the
intranet



Tools and
templates



Training



Traffic



Basic+

- Go local:
 - Local intranet
 - Local communities to drive traffic
 - Local comms
 - Train the trainer
- Hero stories
- Help desk support
- Tech solutions
- Bots