Infrastructure for effective change communications

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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
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

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Build and Maintain

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!
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