How to ensure failure in your digital workplace programme

Prepared by Lithos Partners
May 2024
About Lithos Partners

We are a Bristol, London and Amsterdam consultancy founded in 2016.

We help create effective digital communications, powerful digital workplaces and engaging digital experiences.

100+ projects delivered
10+ awards won
50+ clients
5 continents

Brilliant team of two partners and 20+ associates
Why fail?
Why fail?

Personal gain
A warning from history

Anne McClear
Head of Marketing Communications at Cablinc.
Greater London area
254 connections

John McChief
Intranet Manager
March 2006 – March 2007     1 year

Head of Marketing and Communications
April 2016 - Present     8 years 1 mo

Head of Internal Communications
January 2013 - April 2016     3 years 3 mo

Intranet Manager
November 2010 – January 2013     2 years 4 mo
Don’t listen to end users
Don’t listen to end users

Good
- Surveys
- Focus groups
- Analytics

Great
- Qualitative user research

Better
- What YOU think
Have a singular vision
Devolve decision-making
Content is King
Content is everything
Get your metrics right
Get your metrics right

- User engagement
- Content effectiveness
- Adoption and usage
- Collaboration and interaction
- Technical performance
- Business impact

- Time on site
Build excitement – not features
Design! Redesign!
Never settle
... except when it comes to budget
The triple constraint model

- Scope
- Time
- Resources
Wheels are there to be reinvented
Save yourselves
My so-called career

- 2005: First intranet
- 2006: New intranet
- 2010: Global intranet
- 2014: Freelance intranetting
- 2017–2024: Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet Intranet
- 2070: Probably an intranet
Good luck.

sharon@lithos.partners
@sharonodea on all the socials

Scan here to get a free assessment of your digital workplace