From Intranet to Digital Workplace
Assembling the essential building blocks

SOCIAL NOW
10th edition | 16 & 17 May 2024 | Lisbon, Portugal
Meet Anne

Anne McLear
Head of Marketing & Internal Comms
What challenges are we dealing with?

- Plethora of tools, myriad of channels
- Reliance on email for communication and collaboration
- "Too much noise" - FOMO
- "No time, no place" for knowledge management
- ISO 9001 certification non-compliance
- (Un-)collaborative culture, behaviours & blame games
- Ongoing org changes
- Opening a new factory
Anne, you can’t do this alone....
Who’s intranet is this, anyway?
What are we looking to achieve?
How do we do that today?
What if we do nothing?
Where to start?
Create and communicate

A regular cadence to releases and updates
Plethora of tools, myriad of channels

Internal Comms - messenger or enabler?

Start a conversation around the channels, tools, their strengths and purpose

Build a tools directory and matrix

Empathise before consolidating
Email + Attachments ≠ Collaboration

Hey, did you consider doing it this way?

Push back!

Take the initiative - demonstrate better ways of working

Encourage and educate through stories - include time and costs!

Remember, not everyone is at the same stage towards mastery!

https://thesafetybus.com/blog/the-4-stages-of-learning/
Turn FOMO into JOMO

“Joy of Missing Out”

Leaders, your message isn’t as important to everyone else!

Timing and context are key

It is ok to manage your notification settings!

Educate on the options
“No time, no place” for knowledge management

Start where it’s happening

Communities FTW

This is work - we have the time!

Safe spaces for transparent conversations
It’s “the soft stuff that’s the hard stuff.” EX is not about tools, processes, or efficiency, but the culture and the mission of a company and the way leaders act.
Thank You!

level up your intranet

simonscullion.com