FRAMEWORK OF AN EFFECTIVE INTRANET

Workvivo is on a mission to redefine the intranet.

Successful intranets must be useful and engaging. But many traditional intranets are neither. We believe every organization deserves a modern, successful intranet that is well adopted and adds value.
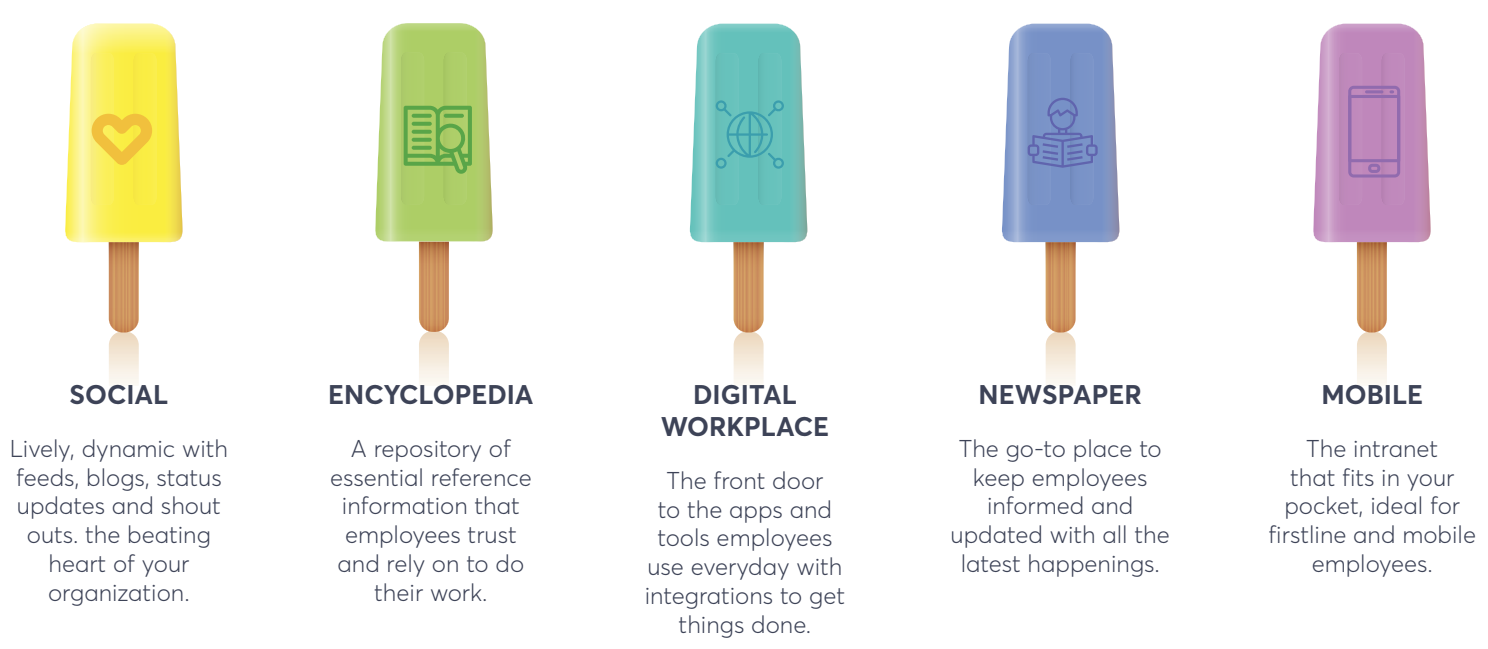
11

1 2 3 4 5 6 7 8 9 10 11

Eleven essential **characteristics**
of a successful, modern intranet

1. Supports **complex internal and digital comms** across the organization
2. Provides an **essential reference** for company information
3. Supports **personalization and content targeting** for relevance
4. Includes **social tools to drive engagement** and amplify culture
5. Groups and **spaces drive team collaboration** and communication
6. Acts as a **digital workplace** launchpad to reach apps and get things done
7. Forms and workflow to **digitize manual processes** and approvals
8. Includes a great **search** so employees can find what they need
9. Accessible from a **mobile app** available on all devices
10. Intuitive and **attractive design** with an essential homepage
11. **Easy to administer** for intranet teams, admins and site owners

5

Five intranet **flavors**
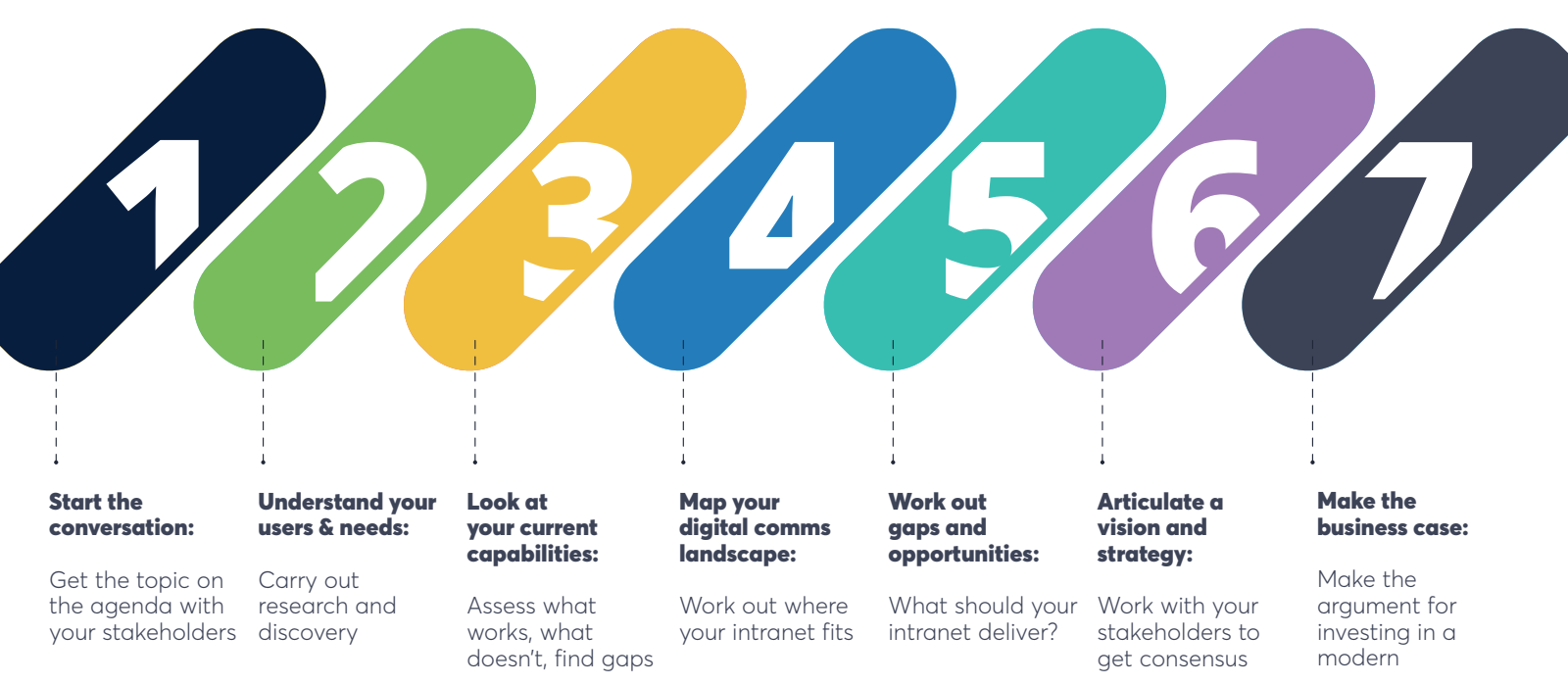### Which intranet flavor or flavor combo is right for your organization?

SOCIAL
Lively, dynamic with feeds, blogs, status updates and shout outs. the beating heart of your organization.

ENCYCLOPEDIA
A repository of essential reference information that employees trust and rely on to do their work.

DIGITAL WORKPLACE
The front door to the apps and tools employees use everyday with integrations to get things done.

NEWSPAPER
The go-to place to keep employees informed and updated with all the latest happenings.

MOBILE
The intranet that fits in your pocket, ideal for firstline and mobile employees.

Eight elements
of a social intranet

8

Everyone has a **voice** and can publish

Everyone can **like, comment** on and **share** news

Breaks down hierarchy with senior and junior staff interactions

Employees can **create blogs**

Community **spaces** support work and non-work interests

Social networking **connects** the workforce

Senior leaders deliver **authentic comms**

Polls and surveys **gather opinions**

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Seven steps
to define the intranet you actually need

1 2 3 4 5 6 7

Start the conversation:
Get the topic on the agenda with your stakeholders

Understand your users & needs:
Carry out research and discovery

Look at your current capabilities:
Assess what works, what doesn't, and gaps

Map your digital comms landscape:
Work out where your intranet fits

Work out gaps and opportunities:
What should your intranet deliver?

Articulate a vision and strategy:
Work with your stakeholders to get consensus

Make the business case:
Make the argument for investing in a modern

Four interesting social intranet stats

39%
Research suggests 85% of companies have an intranet, but only **39% say it improves engagement**

77%
77% of companies **moving** to a social intranet report **increased engagement** compared to 33% for traditional intranets

25%
McKinsey suggests social tools can **increase the productivity** of knowledge workers by 20 to 25%

90%
Customers using Workvivo's social intranet usually have employee **use rates of over 90%**

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Communicate. Connect. Engage