

Globally transforming the way we work with a hybrid workspace

New equilibrium



Silos

On-premise work

Communication rules

Influencers

Corporate communications

Freelancers

Openness

In-house technology

Remote work

Cloud computing

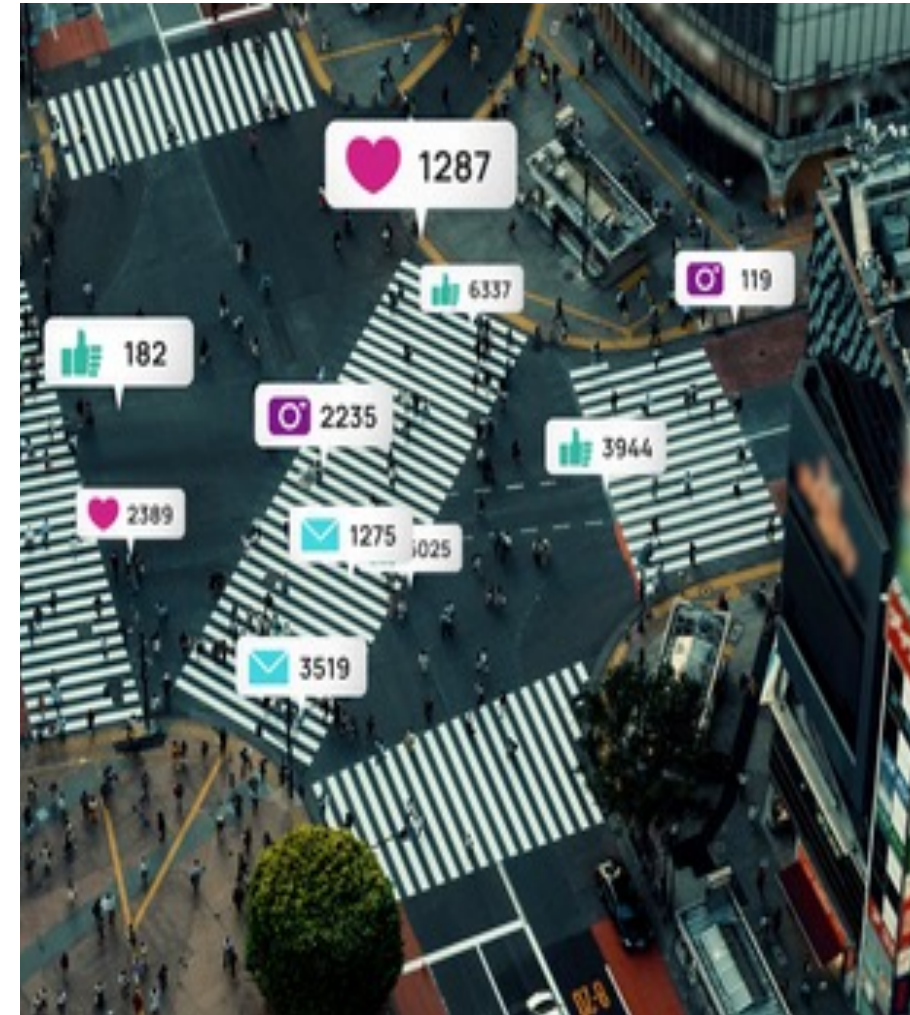
Intranet

Internal social platforms (ESNs)

Total security

What's the new collaboration and communication reality?

- The world and our environment is overflowing with information,
- Expectations toward internal communication and collaboration platforms to be as easy to use as social media platforms.
- Mobile first is no longer nice to have approach,
- BYOD – trend that is on rise and expected by new generations of employees,
- Security concerns – dilemma of balance between securing corporate data and do not negatively impact UX,
- Collaboration processes – between standardisation and total freedom – how to build corporate standards,
- Collaboration platforms polarisation - Google vs Microsoft,
- Difficulties with adoption of new cloud-based collaboration approach by more experienced employees,
- Home office, hybrid working model requires corporate culture adjustment and new HR policies.

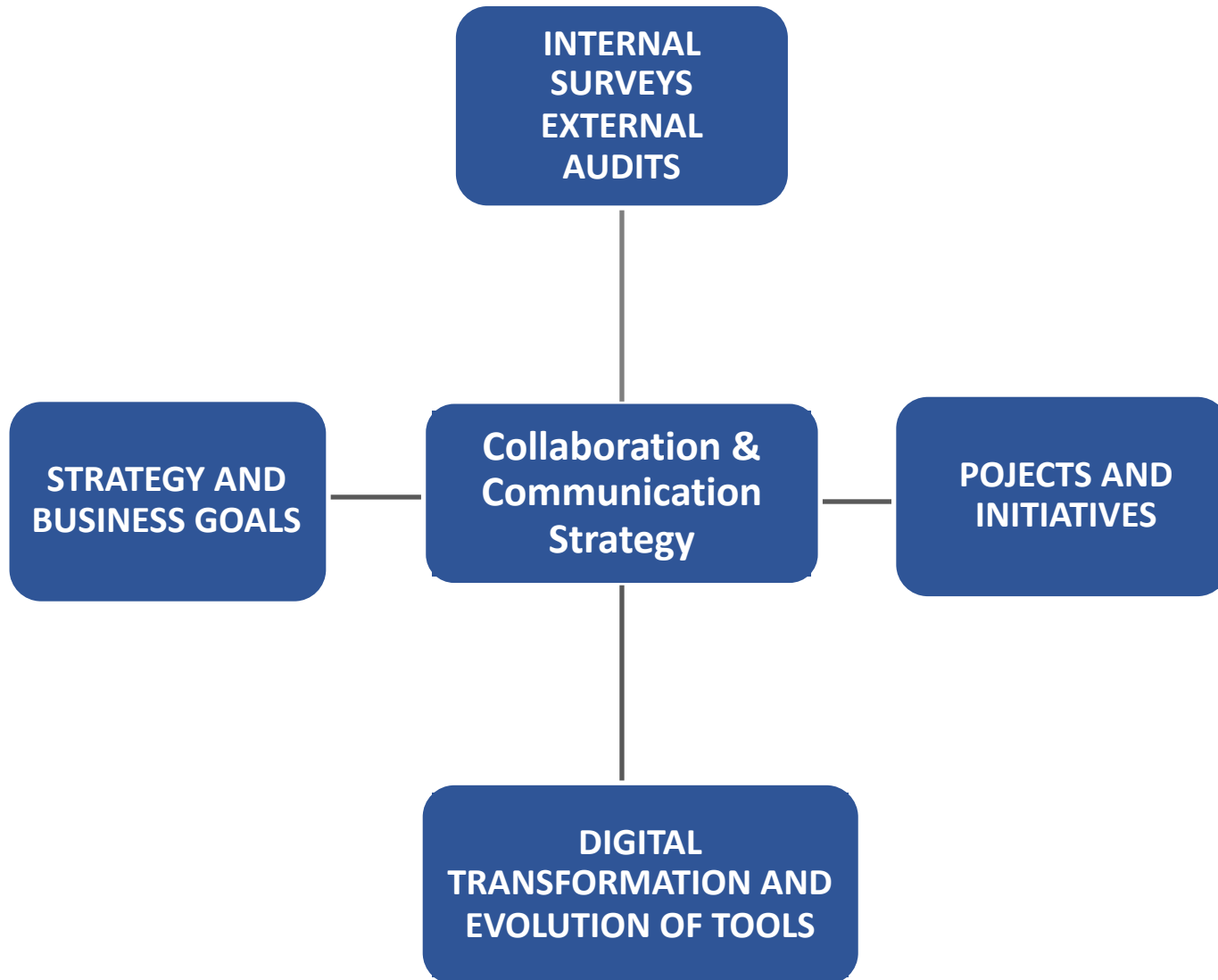


What's the new collaboration and communication reality?

- Each party/function in collaboration and communication has its own goals and expectations - understanding these is key to being effective with designing solutions,
- Time is a precious resource, which can be used as an asset – effective search function is essential in collaborative systems,
- Quality of internal processes, content, collaboration culture and tools are increasingly important - 'what's in is out',
- Personal relationships play a key role, however, shaping them is extremely complex in hybrid mode – new approaches are needed regarding team building processes,
- Collaboration processes go beyond organisation and designing collaboration and communication platforms should take that fact into account,
- Future of intranet and collaborative tools?
- Technology is changing in an unprecedented pace, so change management processes are playing crucial role in shaping company's competitive advantage.



Collaboration and Communication strategy design



- In addition to enabling the flow of information and supporting collaboration, **internal communication** in a company also fulfils additional roles. Among other things, it integrates and engages teams to act/cooperate. It is thanks to it, that employees know what decisions are made, why and for what purpose, which gives them the feeling that they are not excluded from the company as a whole and are an integral and important part of it.
- **Collaboration** - is the harmonious interaction of individuals, groups of teams, for which an effective flow of information and the use of tools to support the workflow is needed.

Summary

When designing new collaboration and communication platform always pay attention to company culture,

Take a chance and redesign some internal collaborative practices to make them more efficient and then support them with right tools,

Set KPIs for collaboration and collaboration platform in order to improve it over time – „nobody is perfect”,

Implement solution in phases – that will help people to accommodate to changes – not everyone is „tech geek”,

„Good solution/product will defend itself” – take care of proper marketing and communication to answer questions WHY, WHAT, HOW,

Make cultural framework and rules simple and understandable – take example from safety card from airlines.



summary