Powell Software

Internal comms trends 2024

The impact of AI on work

THIS ISSUE

FROM THE EDITOR

A message from Esther Daga, CMO at Powell Software, to our loyal ecosystem, customers, and partners.

Buckle up, communicators and changemakers, because 2024 promises to be a year of rapid evolution in the digital workplace. As technology reshapes our professional landscape, we find ourselves at a critical juncture – a crossroads where human connection, strategic communication, and innovative tools hold the keys to unlocking success.

"Don't fear the digital shift, embrace its potential. Let's use technology to bridge gaps, ignite inspiration, and empower our voices to shape a workplace that thrives, not just survives."

This first edition of the Powell Software magazine dives headfirst into this dynamic environment, equipping you with insights and guidance to navigate the exciting frontiers of work. We'll explore the trends shaping internal communications in 2024, from harnessing the power of AI to foster deeper engagement to crafting compelling narratives that bridge physical and virtual divides.

But our exploration doesn't stop there. We'll delve into the impact of AI on our everyday work experiences, examining its potential to streamline tasks and its ethical considerations. We'll share inspiring stories from real-world organizations embracing digital transformation, showcasing how they connect their teams, boost productivity, and drive innovation.

So, whether you're a seasoned communication professional, a leader navigating change, or simply curious about the future of work, this magazine is your invitation to join the conversation. Let's explore the crossroads together, sharing ideas, learning from each other, and discovering the best ways to thrive in this ever-evolving digital landscape.

Ready to begin your journey? Turn the page and let the exploration commence!

Esther Daga

CMO Powell Software

INTERNAL COMMS TRENDS TO WATCH IN 2024

Trend N°1: Artificial Intelligence (AI) at the service of internal communication

Hyper-personalized content:

Communications managers can harness AI to analyze employee preferences, behaviors, and communication patterns, facilitating the creation of tailor-made content that resonates deeply with diverse audiences.

This level of customization ensures that each message lands effectively, fostering increased engagement and a sense of connection among employees.

Content creation:

AI will unlock a realm of possibilities, enabling comms teams to generate new and innovative content seamlessly. AI algorithms will assist in conceptualizing, drafting, and even refining content across various mediums.

By utilizing AI to sift through colossal amounts of data, communications managers can uncover valuable insights, trends, and themes, allowing for the generation of fresh, compelling content that captivates and engages employees effectively.

This symbiotic relationship between communications managers and AI is set to redefine content creation, offering an exciting avenue for crafting impactful and relevant messages in the fast-paced internal communication landscape.

The integration of AI into internal comms will redefine how companies interact, engage, and empower their workforce in 2024 and beyond.
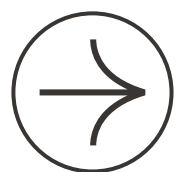
Trend N°2: The rise of video communication

Get ready for an explosion in video communication throughout 2024.

Video content is slated to become the star player, redefining how companies share messages. This shift marks a turn toward captivating, attention-grabbing content effectively delivering information.

Embracing this trend won't just boost employee engagement; it'll weave stronger bonds among team members across different places. Video communication isn't just a trend; it's a powerful tool for enhancing internal communications.

Adding video content to your digital workplace will make it an engaging hub of connection and productivity.

Companies hopping on the video train lead the charge in fostering teamwork, openness, and a united work culture.

Trend N°3: The employee experience at the heart of internal communication

In 2024, brace yourself for a transformation where the employee experience takes center stage in internal communication strategies. It's all about zooming in on what employees truly need and aspire to achieve while ensuring their well-being remains a top priority.

This laser focus on the employee journey isn't just a trend; it's a game-changer. Tailoring communication efforts to elevate the overall employee experience will be the secret sauce for nurturing a workforce motivated and driven by a shared sense of purpose.

Picture a workplace buzzing with positivity, where collaboration flows effortlessly, and where the company culture is a magnetic force that keeps everyone united.

However, it's not just about the positives; there are hidden costs to bad communication at work.

Miscommunication breeds confusion and demotivation. Internal communication must incorporate transparency, active listening, and open dialogue to counter this.

Trend N°4: Mobile communication and remote working

Remote working remains, propelling mobile communication to the forefront of internal strategies. Companies are gearing up, investing heavily in user-friendly platforms tailored for mobile devices, and arming themselves with innovative tools designed to bridge the gaps among geographically scattered teams.

The emphasis here is not just about adapting to remote work but about thriving in it. It's about breaking down barriers and ensuring that communication remains as fluid and efficient as if everyone were in the same room.

Imagine a scenario where a team member miles away can seamlessly collaborate in real-time, contributing fresh ideas to a project's brainstorm, all through the convenience of their smartphone or tablet. That's the power of mobile communication in action.

In remote environments, tools like SharePoint for internal communication become the guiding stars. They pave the way for a digital ecosystem where documents, updates, and conversations flow effortlessly, ensuring that every employee, regardless of location, remains in the loop.

It's more than just convenience; it's about fostering a sense of togetherness despite physical distances. The company's vision, goals, and ethos become threads binding together a tapestry of remote workers through SharePoint and similar platforms.

It's not just about working remotely; it's about thriving together, breaking the barriers of physicality, and evolving into a unified force.

Trend N°5: Inclusiveness & diversity

In the year ahead, embracing inclusivity and diversity within our internal communication is essential. It's all about ensuring everyone's voice, regardless of background or perspective, is heard and celebrated.

Companies are rightfully spotlighting this aspect, giving it the attention it deserves. By doing so, they're ensuring that communication speaks to every single member of the team, making each person feel valued and respected.

Think of it this way – a workplace where different ideas, experiences, and viewpoints collide, creating a vibrant mix of creativity and innovation. That's the power of embracing inclusivity. It's not just about ticking off a diversity checklist; it's about creating an environment where everyone feels they belong, where their thoughts matter, and where they can truly thrive.

However, there's more to it than just a feel-good factor. It's about making business sense too! When a company embraces inclusivity, it becomes a hotbed for fresh ideas, varied perspectives, and solutions that cater to a broader audience. This diversity of thought translates into innovation and problem-solving that's far-reaching and impactful.

Companies are exploring new ways to improve internal communications to harness the potential of inclusivity and diversity truly. They're fostering open dialogues, encouraging feedback from all corners, and providing platforms that amplify the voices that were once in the background. It's about creating a culture where everyone feels comfortable sharing their thoughts, knowing they'll be valued and considered.

This approach brings everyone to the table and ensures that each voice adds a unique flavor to the mix, creating a workplace tapestry that's colorful, vibrant, and resilient.

Trend N°6: Security in internal communication

With more emails sent, files shared, and online discussions, safeguarding our communication becomes paramount. So, in the upcoming year, companies are doubling down on fortifying the protection of their internal exchanges.

The game plan? Heavy investments are directed towards tightening the digital fortress. Encryption, the shield that renders messages and data unreadable to prying eyes, takes center stage.

But it doesn't stop there. Companies also turn to secure platforms, creating virtual safe havens where conversations happen behind digital, fortified walls. And that's not all – comprehensive training sessions are in the playbook, too.

It's about arming employees with the know-how to identify potential risks, ensuring they're the first line of defense against cyber threats.

Why all this fuss about security, you ask? Well, it's not just about safeguarding sensitive company information (although that's crucial). It's also about fostering trust among the workforce. When employees know their digital interactions are shielded and secured, it breeds a sense of confidence and assurance. And that's the bedrock of a healthy and robust workplace environment.

This is why so many organizations rely on robust platforms like Microsoft 365. Tools like Microsoft Teams for internal communication have features designed to ensure encrypted conversations and protected file sharing.

Internal communication trends in 2024 are more than just forecasts; they're opportunities to reshape workplaces.

Bonus tips & trends

N°1 Prioritizing well-being: Mental health takes center stage

Work can be demanding, and companies are taking notice. The focus on employee well-being is gaining traction, with initiatives like mindfulness resources, flexible work arrangements, and encouraging open conversations about mental health. Internal communication is crucial in promoting these initiatives and fostering a supportive and understanding work environment.

N°2 Data-driven decisions: measuring what matters

Gone are the days of guesswork in communication strategies. Today's teams leverage data and analytics to track the effectiveness of their efforts. This allows them to understand employee sentiment, identify areas for improvement, and continuously refine their approach.

N°3 Building bridges in the digital age: virtual team-building

With an increasingly dispersed workforce, fostering connection and collaboration becomes even more crucial. Companies are embracing virtual team-building activities and events. From escape rooms to online game nights, these initiatives boost morale, combat isolation, and build strong working relationships across geographical boundaries.

N°4 Gamification: making learning fun and engaging

Remember the thrill of earning badges and rewards in your favorite games? Companies are incorporating similar gamification elements into learning and communication initiatives. This makes training and knowledge sharing more engaging and memorable for employees, leading to better knowledge retention and fostering a culture of continuous learning.

Internal communication in 2024 is personalized, data-driven, and focused on fostering well-being, connection, and a culture of continuous learning.
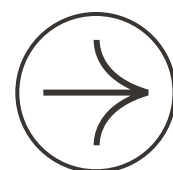
CLEARBOX CONSULTING

SUZIE ROBINSON   01

Suzie Robinson
Intranet and Comms Consultant,
ClearBox Consulting Ltd.

Suzie is an intranet and digital employee experience consultant and manages the renowned ClearBox intranet reports. Suzie has worked with intranets since 2008 and has practical experience with all aspects of an intranet lifecycle, from research to implementation to ongoing governance and overall strategy. Suzie's intranet experience has grown out of the roots of internal communication, so she has a focus on employee experience and engagement, plus strong content. Remote and difficult to reach users were often the core user-base for the intranets Suzie managed, so she has extensive experience at finding ways to engage and connect a broad audience range.

Powell Software was delighted to talk to Suzie and get some insight into the ever-evolving intranet and internal communication trends. Read on for trends — past and present — and practical strategies for improving your internal comms today.

How has internal communication changed over the past decade?

Social media:

Suzie: "A decade ago, I was an IC practitioner and had just seen Microsoft purchase Yammer, which led to the emergence of social features in associated tools.

The increasing popularity of different social media channels in our private lives has meant that these social features remain important, particularly for those businesses that want to portray a friendly and collaborative culture.

For some organizations, this means dedicated community spaces, while others may just want a light touch, like activity feeds or the ability to react in different ways to content".

Mobile technology:

Suzie: "While the ever-increasing usage of mobile phones has perpetuated the popularity of social media, workplace technology was a little slow to catch up with user habits.

It also took a while for people to become more comfortable with workplace technology being on personal devices.

In the past few years, though, we've seen big developments in mobile offerings provided by intranet vendors and dedicated employee mobile apps that show how well frontline worker needs can be addressed.

'Mobile' is therefore both a current trend and an area we expect to see continue to develop in future."

What other key trends are you seeing in internal comms?

Multichannel communication:

Suzie: "Another change I've seen is an increase in the volume of channels available to internal communicators, such as digital signage, newsletters, and employee advocacy.

We're seeing intranets and other employee experience tools develop in this area, allowing communicators to create something once, yet reach more employees via preferred channels.

This is a huge time saver and could lead to a reduction in cost as technology landscapes are simplified. There is still much potential here, and I expect to see this develop even further in coming years."

Artificial intelligence (AI):

"Of course, the biggest trend at the moment is AI.

Although 'generative AI' immediately springs to mind, a few different types of AI are emerging. For example, news stories are presented to an employee at the best time for them, and the article—Bob sees the story at 10 am CET on a Monday, while Vanessa sees it at 5 pm EST on a Tuesday.

The best AI approaches support communicators and employees, providing improved experiences and improving business tools. There is a huge amount of potential here, an area technology vendors focus on.

Personally, I'd like to see AI introduced to analytics so that it can make recommendations to admins/content owners. We'll see whether that happens or not!"
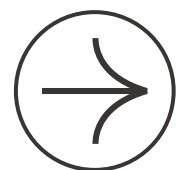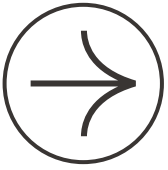
What challenges do companies face with internal communication today?

Suzie: "We often hear employees say that there is "too much" communication, while at the same time, they feel under-communicated to on key topics. This indicates a lack of clarity around channel purpose, potentially with unnecessary duplication and dilution of messages.

Understanding which channels work best for each news type and for which employee audiences is key to planning a communications strategy. It's important to understand which are primary channels and where messages might be 'boosted' or where conversations may want to take place. Making sure all communicators across the business understand the purposes of each channel will then help, as will repeat and simple employee communication campaigns".

How can companies with deskless workers overcome these challenges?

Suzie: "When it comes to frontline teams, technology has evolved well enough that mobile apps are viable tools.

Unfortunately, communications may not be enough to encourage people to download business tools to their personal devices. Practical, useful features are the 'hooks' that will draw them in, allowing them to see comms as a secondary activity.

As long as the communications format works well on mobile (short, snappy text updates, photos with small commentary, video updates, etc.), then the frontline will be more tempted to engage with comms".

Key takeaways

- Mobile-first approach: Employees increasingly use mobile devices, so communication channels and content need to be optimized for mobile.

- Personalized communication: Leverage AI to personalize content delivery based on employee preferences and needs.

- Focus on channels: Use a variety of channels (social media features, mobile apps, digital signage) but strategically to avoid overwhelming employees.

- Content is king: Use AI to improve content creation and delivery efficiency.

- Analytics are key: Utilize data and analytics to understand what content resonates with employees and tailor communication strategies accordingly.
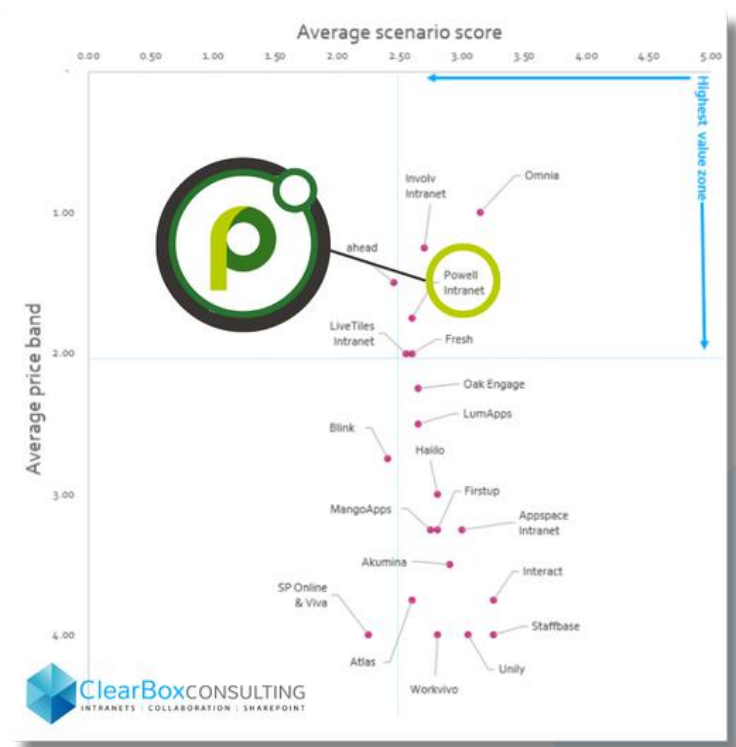
SOPRA STERIA

FROM FRAGMENTED TEAMS TO A
UNIFIED ECOSYSTEM: SOPRA STERIA'S
DIGITAL TRANSFORMATION JOURNEY

MATTHIEU SILBERMANN 01

Matthieu Silbermann
Chief Product Officer, Powell
Software

ERIC RENAUD 02

Eric Renaud
Digital Workplace & Social Network Director,
Sopra Steria

Imagine a global organization with diverse teams scattered across continents. Streamlining collaboration and communication seems like a daunting task. That's precisely the challenge faced by Sopra Steria, a leading tech consultancy. But they didn't just dream of a solution; they transformed their digital workplace with Powell Software, achieving remarkable results.

Eric Renaud, a seasoned veteran at Sopra Steria, shares his experience in this exclusive interview. He describes their journey, challenges, and the impact Powell Intranet had on their organization.

The need for change:

Sopra Steria's multinational presence demanded a unified digital infrastructure.

They needed a solution that could:

Bridge the gap between teams:

Foster seamless collaboration across diverse locations.

Simplify workflows:

Streamline processes and boost efficiency.

Harness the power of Office 365:

Leverage its vast potential in a user-friendly way.

Enter Powell Software:

Powell Intranet became the missing piece in their puzzle. Built on Office 365, it offered a user-friendly interface and seamless integration. This transformed Office 365's features into a cohesive digital ecosystem accessible to everyone.

Challenges and triumphs:

The migration wasn't easy. Moving existing content to SharePoint Online took two years, testing the team's resilience. But collaboration and unwavering determination paved the way for success.

"For Sopra Steria, the adoption of Powell Intranet was nothing short of a game-changer. From increased usage rates and higher employee satisfaction to a newfound sense of community and collaboration, the benefits were tangible, quantifiable, and deeply transformative"

Eric Renaud
Digital Workplace & Social Network Director, Sopra Steria

The impact:

The results speak for themselves:

Increased usage rates:

Employees actively engaged with the platform.

Improved employee satisfaction:

Collaboration and communication flourished.

Stronger sense of community:

A more connected and engaged workforce emerged.

Looking ahead:

Sopra Steria's journey is ongoing. They continue to innovate and embrace change, using digital collaboration as their guiding principle. Their story is a testament to the power of finding the right solution and collaborating effectively.

For HR, Internal Communications, and IT managers seeking to unlock the power of digital collaboration, Sopra Steria's experience offers valuable insights and inspiration.

"The journey towards digital excellence is far from over, but with innovation as our compass and collaboration as our guiding principle, we stand ready to conquer whatever challenges lie ahead."

Matthieu Silbermann
Chief Product Officer, Powell Software

SOPRA STERIA

Eric Renaud
Digital Workplace & Social Network Director,
Sopra Steria

COMMUNICATION

COLLABORATION

ESSENTIAL TOOLS & APPS

TEAM & PROJECT CENTRAL
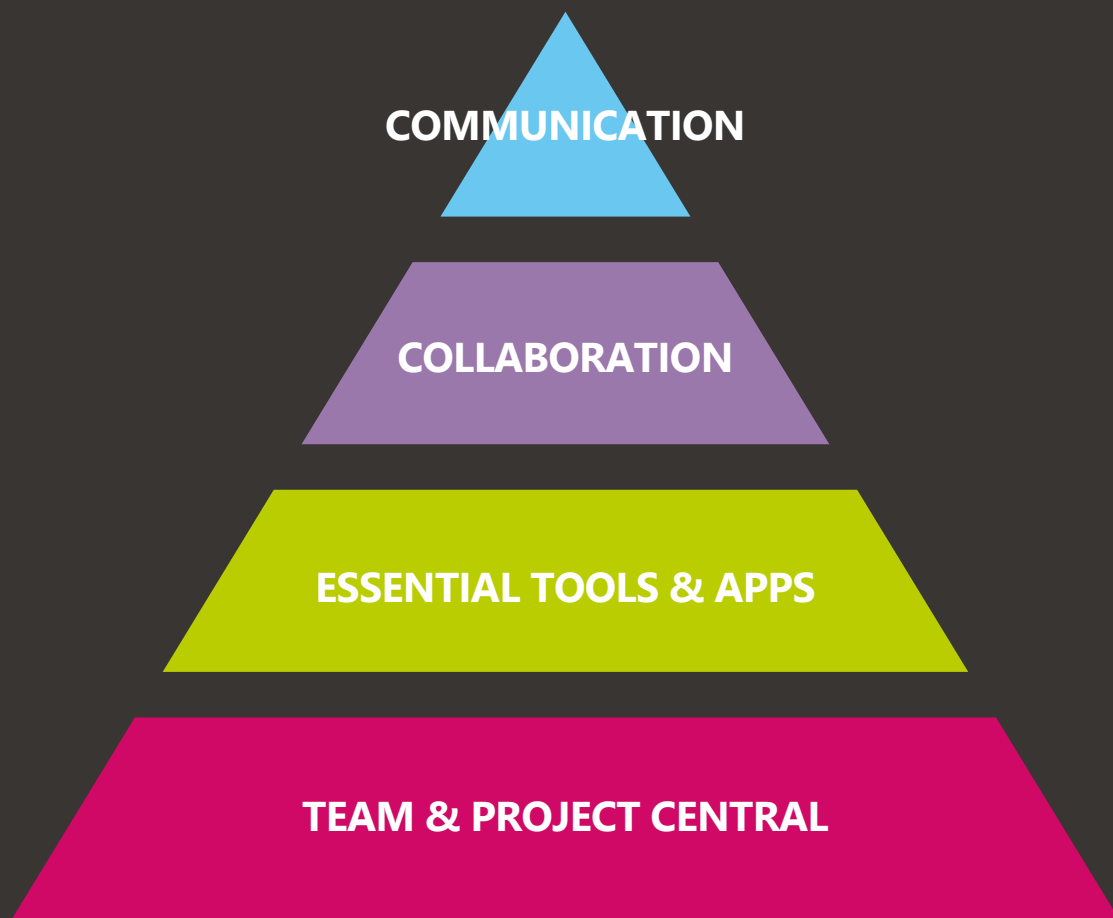
Remember that pyramid of needs from psychology class? Maslows hierarchy of needs. Well, we use a similar concept to organize our employee portal!

Instead of basic needs like food and shelter, our pyramid focuses on what matters most to our employees when using the portal. This helps us prioritize features and information placement.
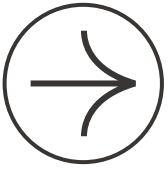
The base: team & project central

Just like people crave belonging and purpose, our employees prioritize easy access to their teams, projects, and related information. This includes things like team calendars, project documents, and collaboration tools. They need this information fast and conveniently to be productive.

Building up: essential tools & applications

Next come the essential tools everyone needs to get things done. Think business applications, reporting tools, and application catalogs. These tools are crucial, and we make sure they're easily accessible for all employees.

Communication: tailored to your location

People are naturally interested in what happens around them. So, when it comes to communication, we prioritize local updates first. This includes news about your specific site, events, and even fun stuff like food trucks! We use tools like Yammer to keep these local updates flowing.

Beyond the base: broader communication needs

Of course, there's also corporate communication to consider. We use tools like SharePoint to deliver traditional news and announcements, but these are positioned lower on the pyramid as they cater to a broader audience.

The secret sauce: putting needs first

By understanding and prioritizing employee needs through our unique "Maslow's Pyramid," we've been able to create a highly adopted and valuable portal. This user-centric approach is key to any successful portal strategy, and it might seem surprising to some communicators, but it works!

When you think about your portal, remember: it's all about serving the needs of your employees first and foremost. By doing so, you can create a powerful tool that truly empowers your workforce.

Powell Software

Connecting your employees through our award-winning intranet.

Powell Intranet is not just a platform; it's a pathway to stronger connections within your organization, all seamlessly within the Microsoft 365 ecosystem.
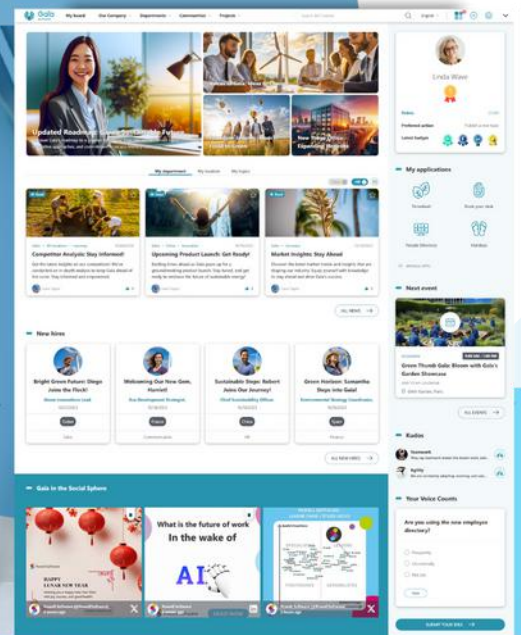
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State of the art in internal transformation 2024

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Intranet & Employee Experience Platforms Review 2024

Gartner®

2023 Gartner® Magic Quadrant™ for Intranet Packaged Solutions

THE IMPACT OF AI ON WORK

What does the future hold for the world of work in the wake of artificial intelligence?

Artificial Intelligence (AI) is changing how we work in a big way. It's not just about getting things done faster; it's about freeing time for people to focus on tasks that need human skills, like understanding emotions, thinking critically, and being creative. AI helps by taking care of repetitive jobs, so we can spend more energy on the things that require our unique abilities.

AI isn't just a time-saver; it's also a super tool for handling information. It helps us quickly process vast amounts of data through AI-enabled information retrieval. That means we can make smarter decisions faster. Platforms like Powell Intranet and Powell Teams are great examples of how integrating AI into tools makes processes inside companies much smoother. They use AI to help people share knowledge and work together more efficiently.
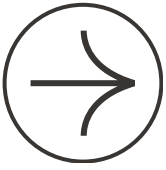
But AI isn't just about making current tasks easier. It's also changing how whole industries work. It's so intelligent that it can predict things and solve problems before they happen. This isn't just about making things faster; it's creating new ways for businesses to do their thing, from improving supply chains to giving customers more personalized experiences.

Will artificial intelligence replace all of today's professions?

The concern about AI entirely replacing human jobs is a common narrative. And in truth, AI will displace a significant number of jobs. The World Economic Forum estimates that AI will replace 85 million jobs by 2025. On the flip side, AI could generate 97 million new jobs.

It's essential to recognize that AI's impact isn't solely about job replacement.
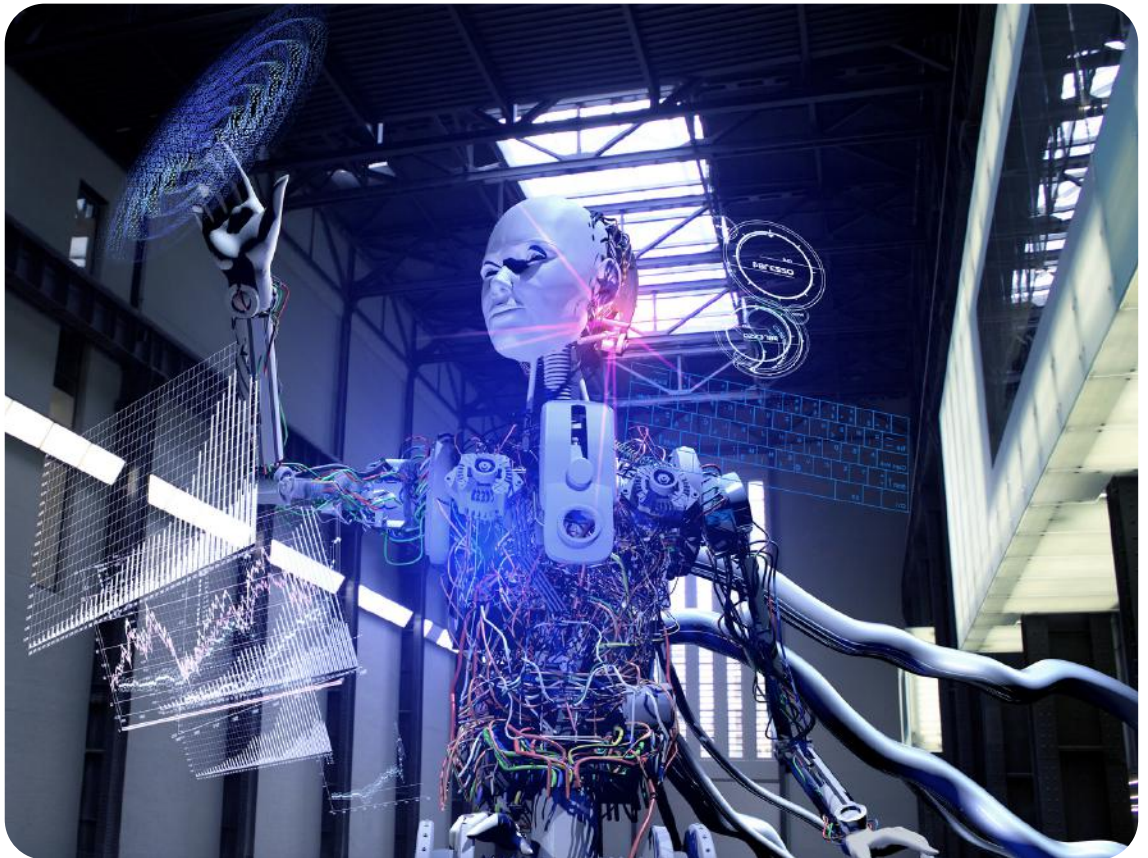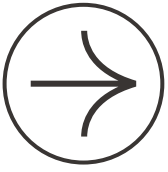
Task automation, not job replacement

AI is adept at automating specific tasks, but it doesn't necessarily mean complete job elimination. It targets repetitive and mundane tasks, freeing time for humans to focus on higher-value work that requires emotional intelligence, critical thinking, and creativity. According to McKinsey, by 2030, an estimated 30% of the tasks performed in the US workforce could become automated, with Generative AI likely to speed up this transition. In a survey conducted by the Harvard Business Review involving 250 executives, the primary advantages of AI were identified as process optimization and task automation. Notably, headcount reduction ranked lowest on the list, with only 22% acknowledging it as a beneficial outcome.

Creation of new job opportunities

Interestingly, AI generates fresh job roles that rely on human skills that machines can't replicate. Professions demanding empathy, adaptability, and complex problem-solving are emerging due to AI's integration. These roles complement AI technology, emphasizing the importance of human qualities.

Augmentation of human capabilities

Rather than acting as a replacement, AI often acts as a supportive tool, enhancing human capabilities. Handling routine tasks allows workers to concentrate on tasks that necessitate unique human skills, thus making the workforce more efficient and proficient in their roles.
I
n essence, AI doesn't simply erase jobs; it reshapes them. Its impact lies in the augmentation and evolution of human roles, creating a synergy between technology and human capabilities. This symbiotic relationship between AI and human skills opens up new avenues and enriches the workforce in previously unexplored ways.

While AI and its impact on jobs can be worrisome, it's important to remember that careers constantly evolve.
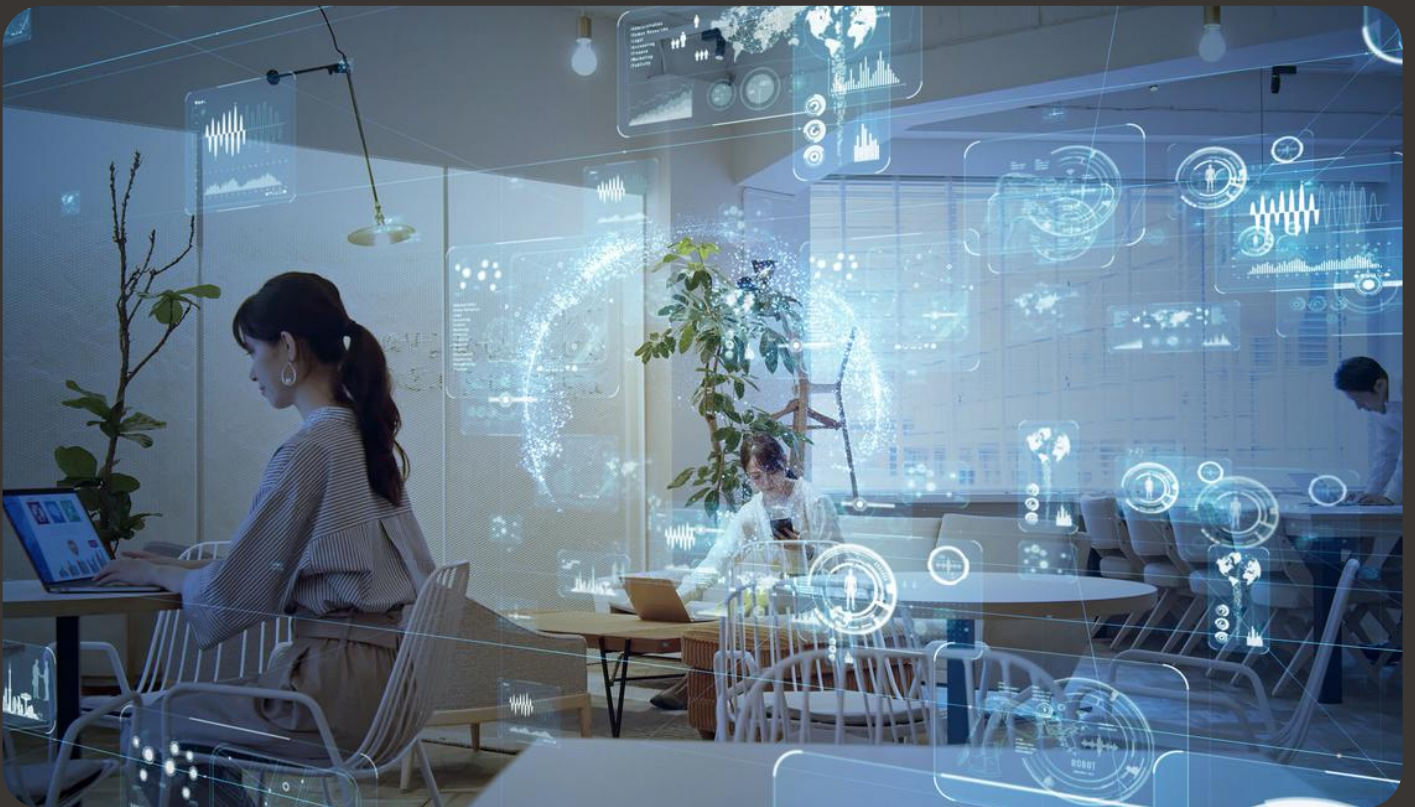
For many of us, the jobs we have today did not exist in our grandparent's era. A report from MIT suggests that 60% of jobs today were not around in 1940.
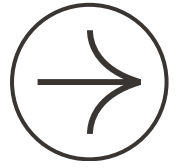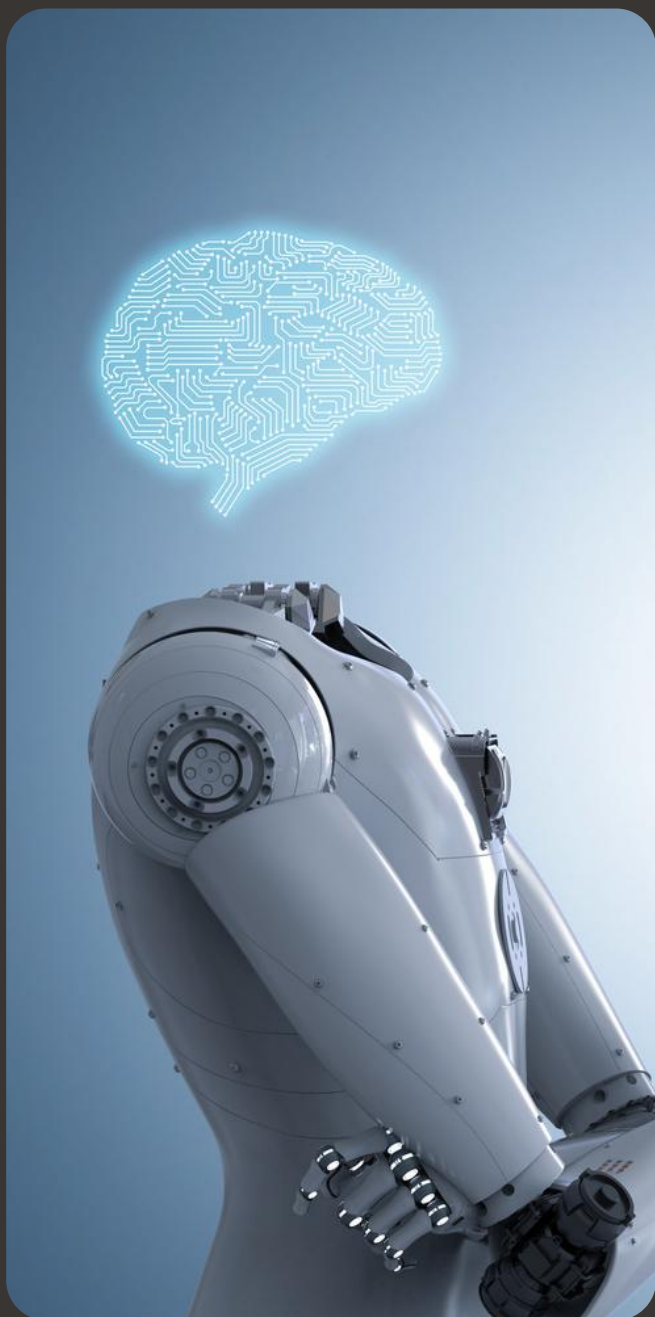
THE FUTURE OF AI

Has artificial intelligence reached its peak, or will it continue to impact our industries?

The evolution of Artificial Intelligence (AI) is an ever-changing journey that knows no limits. It's not static; instead, it's in a constant state of development, consistently pushing the boundaries of innovation across various sectors.

As AI progresses, its impact extends far beyond specific industries. In fields like healthcare and customer service, AI's ongoing advancements are transforming how services are delivered, enhancing efficiency and improving outcomes.

Generative AI, an exciting frontier in the AI landscape, showcases its prowess in generating content autonomously. This streamlines processes, amplifies creativity, and tailors personalization to unprecedented levels.

The power of OpenAI for the digital workplace exemplifies the potential for AI to optimize operations, enhance decision-making processes, and streamline complex tasks. Its integration fosters a more efficient and seamless work environment, paving the way for a future where AI augments and complements human efforts, leading to unparalleled productivity and innovation.

Is artificial intelligence an advantage or a threat?
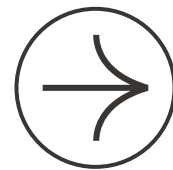
The AI debate often centers on whether it's a blessing or a curse. In reality, its impact is nuanced. While AI offers unparalleled efficiency and innovation, job displacement and data privacy concerns persist. However, when harnessed ethically and responsibly, AI can be a powerful tool that complements human skills, transforming industries for the better.

AI as an advantage

Increased accessibility:

AI technologies, such as live captioning, automatic transcriptions, adaptive interfaces, and robotic assistance, significantly enhance workplace accessibility. These innovations cater to diverse needs by providing real-time support for individuals with hearing, visual, and physical impairments.

Source:
"How AI Will Impact The Next Generation Workforce"
(Forbes)

Enhancing decision-making:

AI can analyze large data sets more efficiently than humans, providing insights that aid in better decision-making.

Source:
"Artificial Intelligence for the Real World"
(Harvard Business Review)

Job creation:

New technology sectors and roles related to AI, such as AI specialists and data scientists, create new job opportunities.

Source:
"Jobs of Tomorrow: Mapping Opportunity in the New Economy"
(World Economic Forum)

AI as a threat

Job displacement:

AI and automation may lead to the displacement of workers in certain sectors, particularly in routine and manual jobs.

Source:
"Jobs lost, jobs gained: Workforce transitions in a time of automation"
(McKinsey & Company)

Ethical and privacy concerns:

The deployment of AI in the workplace raises concerns about security, privacy, and decision-making biases.

Source:
"Great promise but potential for peril"
(Harvard Gazette)

Skill gap and inequality:

There's a risk of increasing inequality, as AI demands higher-skilled workers, potentially leaving behind those with fewer skills.
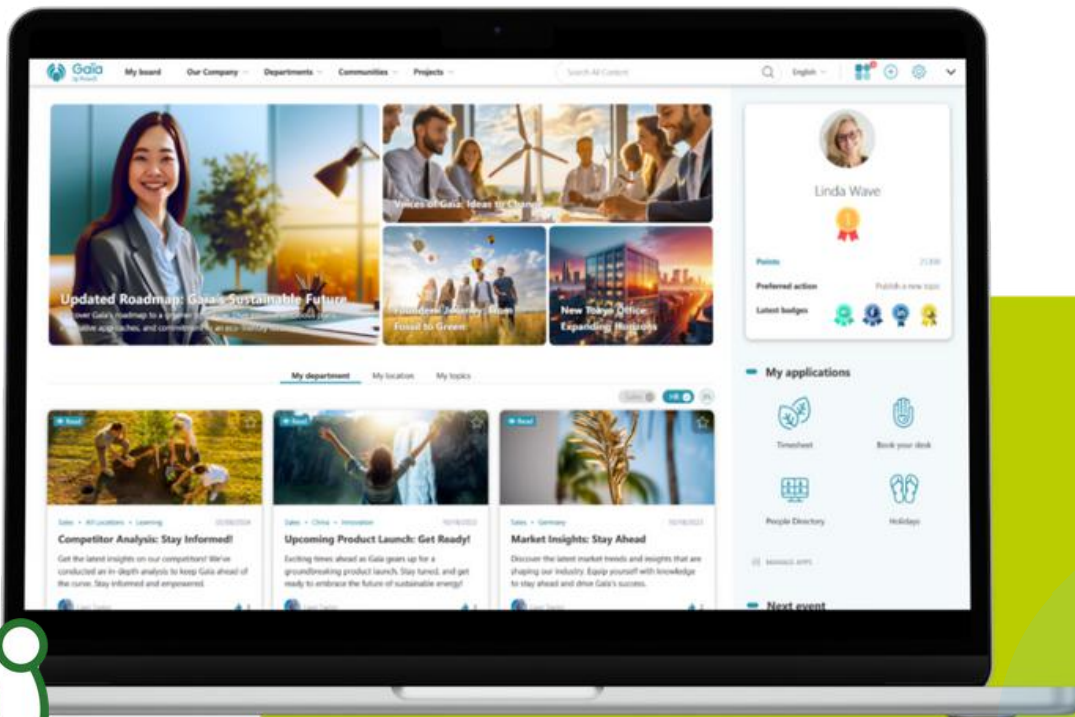
Source:
"The Future of Jobs Report 2023"
(World Economic Forum)

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SAFRAN

PENELOPE RAULT   01   BEATE LIPPOLD   02

Pénélope RAULT
Director of Internal Digital Communications,
SAFRAN

Beate Lippold
Director of Digital Communications,
SAFRAN

In an increasingly digitalized and geographically dispersed world of work, internal communication has become a crucial issue for companies. Powell Software spoke to Penelope Rault and Beate Lippold, internal communications experts at SAFRAN, an international high-technology group, operating in the aviation, defense, and space markets with over 92,000 across 27 countries. This interview explores the evolution of internal communications, the challenges to be met and the strategies to be put in place to foster employee commitment.

What do you see as the major trends in internal communications?

- **Employee-focused**

Internal communication increasingly focuses on employees, creating a more visible balance between management and staff voices.

- **Digital reigns supreme**

Most of us have moved away from paper magazines to digital solutions that allow more interactivity and give users a voice (likes, comments, content sharing). Intranet platforms must offer gamification features to encourage this type of engagement.

- **Multichannel**

Internal communication is increasingly based on multichannel campaigns combining intranets, newsletters, and internal and external social networks that support employee advocacy (collaborative spaces, digital signage, mobile apps...).

- **Influencers**

As with external communication, there is also a growing need to give employee influencers a voice and the possibility of "following" them.

"On the contribution side, artificial intelligence will help produce written content (translation, summaries) or visuals (photos, videos) with greater efficiency and creativity."

Penelope RAULT
Internal Digital Communications Manager,
SAFRAN
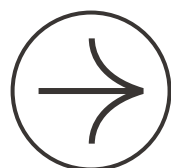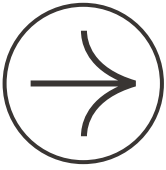
What challenges have you identified in internal communications?

One major issue identified by Safran is the amount of digital channels available, each with different content formats, contributing to 'digital overload'.

1 Digital overload

Too many digital channels bring four challenges: multi-contribution, information overload, impersonal interactions, and data handling.

a Multi contribution

Multi-contribution means producing the same content or message for publication on different media. A technical solution such as 'headless' platforms is interesting to explore. The idea is to produce content once and then push it to the various channels in the appropriate format.

However, we can also talk about multi-contribution when several contributors are involved. In this situation, the solution is not technical but organizational. We need to set up cross-functional editorial committees, as Safran has begun to do.

b Information overload

Information overload is a consequence of multi-contribution and communication that's all over the place, with no prioritization. Better coordination between all contributors is essential, but technology should enable better targeting. The intranet should recommend content to employees based on what they like and how they use it.

c Impersonal interactions

It's also important not to rely solely on digital communication. When times are busy or major changes occur, reaching out to employees is essential to raise their awareness, reassure them, and create real human links.

d Data handling

Finally, it's time to analyze the impact of our communications. The challenge is tracking our audience, their behavior, and engagement by campaign or theme and across all channels. On the intranet, we're counting on the editor to provide data that can be exported to data lakes and dashboards filtered by visitor attributes, content, and functionalities. This is essential for adapting our communications and improving the user experience.
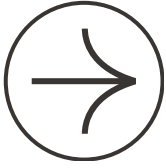
How can we leverage social platforms to boost employee engagement?

Penelope and Beatrice consider modern social platforms to be a real engagement booster. Employees already know how to use them in their personal lives, so there's no need for extra training.

However, launching a company social platform requires a plan. Here's the key: find employee champions who can get others involved. You'll also need a system to track how well things are going. Let's face it: companies have a lot of internal tools, and it can be difficult for anyone to find their way around the digital ecosystem.

Ideally, new hires should get a proper introduction to all these platforms. This will show them how it all connects to the company culture, the resources available to learn about the company, and, most importantly, their colleagues who can offer support.

The champions—the people who lead these online communities—need to curate engaging content. This means finding the right topics, using a casual and friendly tone, and keeping things fresh. Think of fun challenges and interactive discussions about social responsibility—you get the idea.

What impact does AI have on internal communication?

Safran is still testing the waters with different AI experiments. These include automatically generating meeting summaries and action plans from recordings, creating concise articles from multiple texts, and producing visuals or videos. While it's too early to say, the potential applications in editorial work seem very promising.

Imagine this: just like AI can assist intranet contributors with preparing content for publishing, it could one day help employees navigate the overwhelming amount of information available, including published content, reference materials, and even collaborative documents.

How can internal comms promote diversity, equity, inclusion & sustainability initiatives?

Shifting cultural mindsets is a gradual process. While crises can spark immediate recognition of an issue, lasting change requires sustained effort. When it comes to CSR communication, tailoring messages to the local context is key. Regularly celebrating successes through short campaigns reinforces company values and showcases concrete actions. Ultimately, global progress hinges on promoting achievements at the local level.

Takeaways for your internal comms strategy

Finding the sweet spot: The key to success is achieving a balance. You want to personalize content for employees while still delivering important company-wide messages. It's about striking harmony between top-down announcements and fostering a network for employee-driven sharing. Finally, find the right mix of corporate-level information and local, site-specific updates.

Relevance is king: Understanding your employees goes a long way. Cater content to their specific needs. Think location, department, and company level. Employees feel connected when they see themselves reflected in the content offered.

For example, create an intranet page dedicated to the company's big picture, strategy, and structure. But don't forget to create another page focusing on life at their specific work location. Plus, empower employees to subscribe to topics they care about and curate their own "favorites" list.

Personalization should be your ultimate goal – deliver the most relevant experience possible.

Meeting your employees where they are: Technology is a tool, not a magic bullet. What matters is tailoring it to your workforce and integrating it seamlessly into their existing work environment. The ideal approach is to "meet them where they are."

Think multichannel! Use a combination of intranet, mobile apps, internal social networks, push notifications, internal events, on-site TV screens, and more. Don't forget format variety! Articles, summaries, newsletters, blog posts, micro-updates, employee profiles, video interviews—the options are endless.

The goal is to reach as many employees as possible through their preferred channels and formats.

Staying agile: Employee needs and preferences aren't static. Your internal communication systems should be flexible enough to adapt. Regularly gauge employee sentiment through surveys, large and small, and provide ongoing opportunities for feedback. This ensures your communication stays relevant and continues to resonate with your workforce.
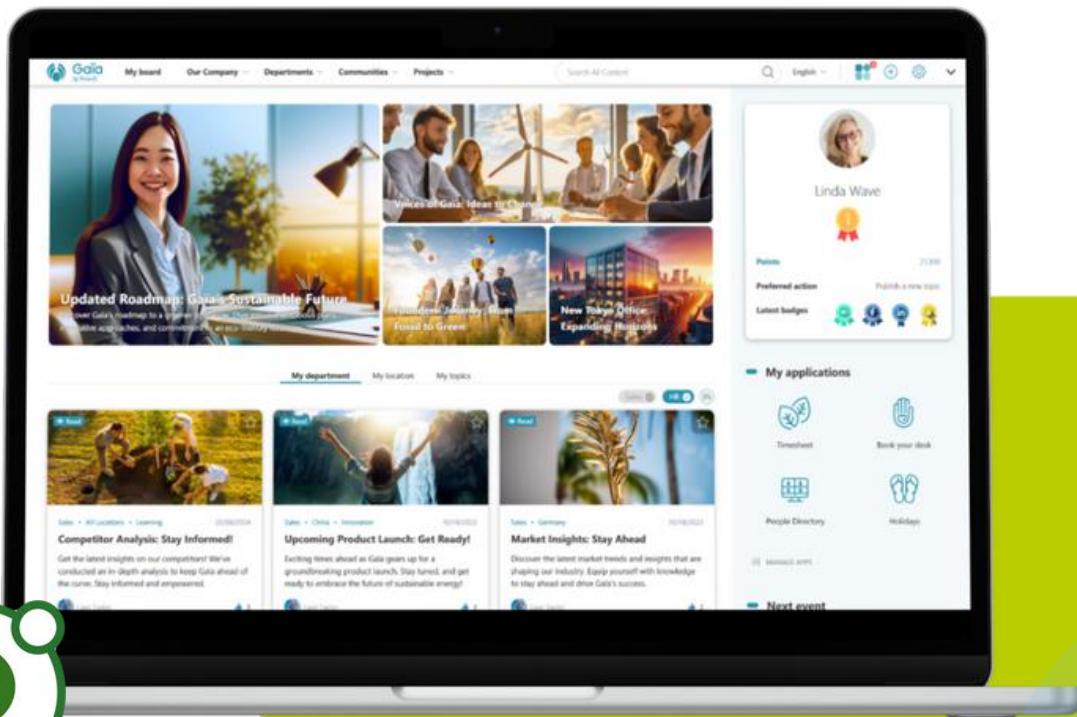
Powell Software

An intranet that works for you: Connect, inform, engage

From creating content & publishing company news to hot desking, expansive search capabilities, and a comprehensive people directory, Powell Software has every aspect mastered for you.

Discover more at powell-software.com

DUANE MORRIS

Duane Morris stands as a paragon in the legal world, with a long history (more than one hundred years) and a reputation for legal prowess across various specialties (like litigation, corporate law, and intellectual property). With more than 900 lawyers and extensive professional staff operating globally, they have established themselves as a standard setter among the largest law firms.
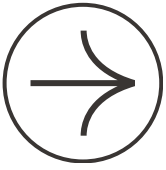
The challenge:

Even with their renowned status, Duane Morris encountered modern-day challenges. Their intranet modernization goals were driven by the need to improve site navigation, how information was presented, and employee engagement throughout their extensive network. Their integration with Microsoft 365 required an approachable and efficient interface for their staff to access and share vital information, no matter their location.

However, Duane Morris had two main obstacles: migrating to a cloud-based system and upholding the individuality of their various departments. They required a sophisticated digital solution to streamline communication while fostering a cohesive yet adaptable community.

The solution:

With a deep understanding of Duane Morris's challenges, Powell Software crafted a custom intranet solution rooted in Microsoft 365 and SharePoint. We aimed to revitalize their internal communications system and create a centralized hub for information on firm resources and initiatives.

Outcomes and enhancements:

The adoption of our solution marked a turning point for Duane Morris. The staff now enjoyed instantaneous access to news and resources through an intuitive and accessible portal. For the IT department, the transition resulted in a more straightforward setup process and an optimal utilization of Microsoft 365, facilitating a smoother transition to cloud technology.

Conclusion:

Duane Morris's journey with Powell Software shows the transformative potential of digital tools in the legal sector. We strengthened their internal processes by deploying a tailored intranet system, highlighting the importance of precise and structured communication within the organization.

The initiative led to a vibrant, well-informed workforce that could readily share and access pertinent information. The IT department's experience mirrored this operational triumph, showcasing quicker deployments and a newfound ease in digital management. This story of progress is a testament to our commitment to pushing the boundaries of digital innovation and empowering our clients to excel in the evolving digital landscape.
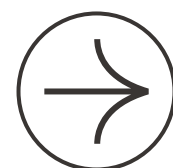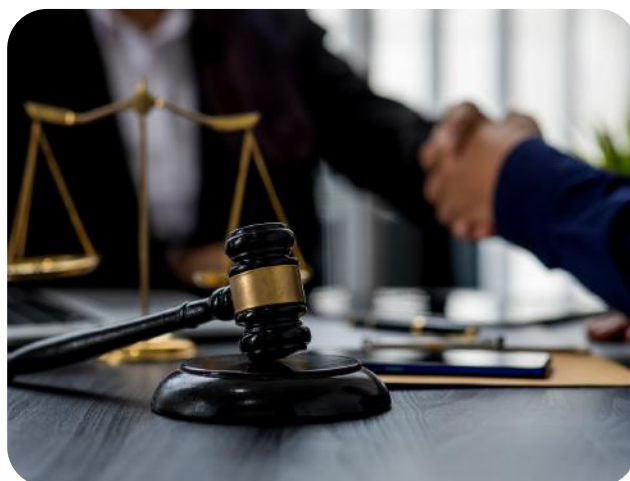
BASS COAST SHIRE COUNCIL

NICOLA GLASSEY   01

Nicola Glassey
Coordinator Communications
Bass Coast Shire Council

JOHANNA RADFORD   02

Johanna Radford
Coordinator Engagement
Bass Coast Shire Council
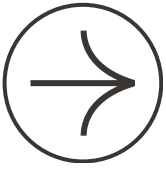
The challenge:

Like many organizations grappling with the realities of hybrid work models, Bass Coast Shire Council in Victoria, Australia, found its existing intranet, "Austin," increasingly inadequate. The platform, as Project Manager Nicola Glassey explains, "served us well, but was outdated in terms of technology and content." This presented challenges for all employees, especially those onboarding remotely.

The solution:

The council embarked on a digital transformation project to bridge this communication gap, collaborating with Prometix and Powell Software to develop a new intranet solution – TORI (Trusted Organization Resource of Information).

Built for Collaboration:

Powered by Powell Intranet, TORI boasts a user-friendly interface, making information readily accessible to all employees, regardless of their tech expertise. Beyond information access, TORI fosters collaboration through features like:

Centralized document storage:
Streamlining access to essential resources.

Employee directory:
Facilitating communication and connection.

News and announcements:
Ensuring consistent and transparent communication from leadership.

Content creation tools:
Empowering employees to contribute and share knowledge.

"We had an old intranet... which served us well but was outdated... The hybrid workplaces post-COVID necessitated something different, especially for new employees who started during that period and had never set foot in the office."

Johanna Radford
Engagement Coordiantor, Bass Coast Shire Council
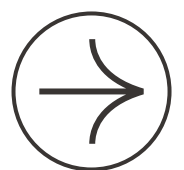
The outcome:

The results have been overwhelmingly positive. Employee adoption has surpassed expectations, with high engagement in content creation and information sharing.

As Trevor, the host from Prometix, shared during a recent fireside chat, "It's been a very successful project so far."

More importantly, TORI has fostered a stronger sense of connection among the workforce, both in the office and working remotely. Additionally, the council has seen a significant improvement in information accessibility, leading to increased productivity.

The Takeaway:

Bass Coast Council's success story with TORI underscores the importance of modern and user-friendly intranet solutions in fostering effective internal communication and collaboration, particularly in today's hybrid work environment. This case study serves as valuable inspiration for communications, IT, and HR managers across various organizations, showcasing the positive impact such solutions can have on employee engagement, productivity, and overall organizational culture.

"The only trap to avoid when building a new intranet is to think of an intranet as just a top-to-bottom communication platform. That is something that users are not after."

Nicola Glassey
Communications Co-ordinator, Bass Coast Shire Council
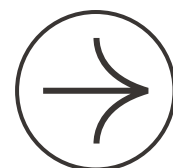
Powell Software

We build tailor-made intranets for organizations operating on Microsoft 365

At Powell Software, we're all about empowering IT and Comms teams. Our tailor-made intranets, deployed on SharePoint, revolutionize how your team works. We make communication smoother and streamline everyday tasks. With our solutions, IT, Comms, and HR professionals can focus on what they do best, fostering a more connected, secure, and efficient workplace.
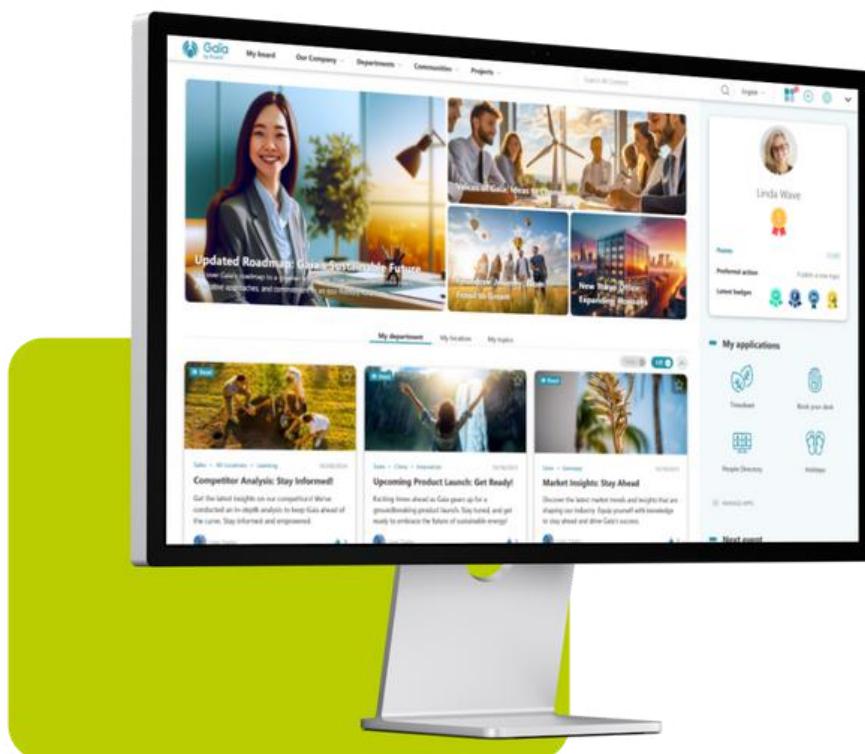
EXCELLENCE AWARDS

THE POWELL INTRANET AWARDS RECOGNIZING INTRANET EXCELLENCE

The Powell Intranet Excellence Awards serve as a platform to recognize and honor the exceptional projects undertaken by Powell Intranet customers and partners. These awards highlight their dedication to transforming the digital workplace and acknowledge the innovative strides made within their organizations.

The response from Powell Intranet customers and partners has been overwhelming, showcasing a diverse range of groundbreaking projects that have significantly enhanced the digital workplace landscape. Our esteemed panel of judges had the challenging task of evaluating numerous outstanding submissions, reflecting the commitment and dedication of participants in driving innovation through their intranet initiatives.

MOST ENGAGING INTRANET
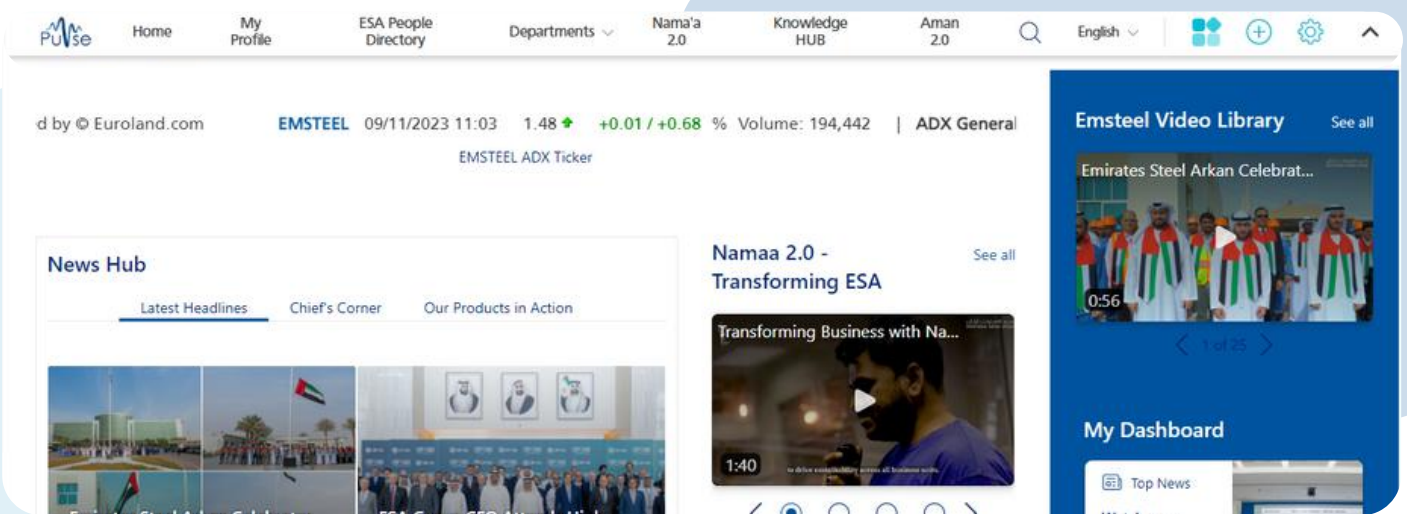
Emirates Steel LLC won the 'Most Engaging Intranet' award for its standout features and design, including seamless navigation, innovative features like Kudos and Discussion Forums, gamification elements, inclusivity of user opinions, compatibility with various business apps, and appealing design.

MOST COLLABORATIVE INTRANET

Endress+Hauser

Endress+Hauser won 'Most Collaborative Intranet' for their innovative 'Digital Home.' Highlights include engaging social features, internal event promotion, intuitive content-sharing tools, and collaboration initiatives. Notably, their 70th-anniversary celebration featured activities like the 'Water Challenge: Around the World in 70 Days'.

BEST SUSTAINAILITY INITIATIVE

Angers Loire Metropole won the 'Best Sustainability Initiative' by leveraging their intranet for ecological transition. Engaging 4600 agents, they used Powell's tools for idea collection, contests, and seminars to drive sustainability efforts. These initiatives fostered engagement, creativity, and awareness.

MOST INCLUSIVE INTRANET

SMS Group won the 'Most Inclusive Intranet' award with their initiative "SMS Moments." Engaging 14,400 employees globally allowed them to share personal experiences, creating a vibrant timeline of the company's 150-year history. This initiative fostered camaraderie and celebration across the organization.

BEST INTRANET PROJECT NON-PROFIT
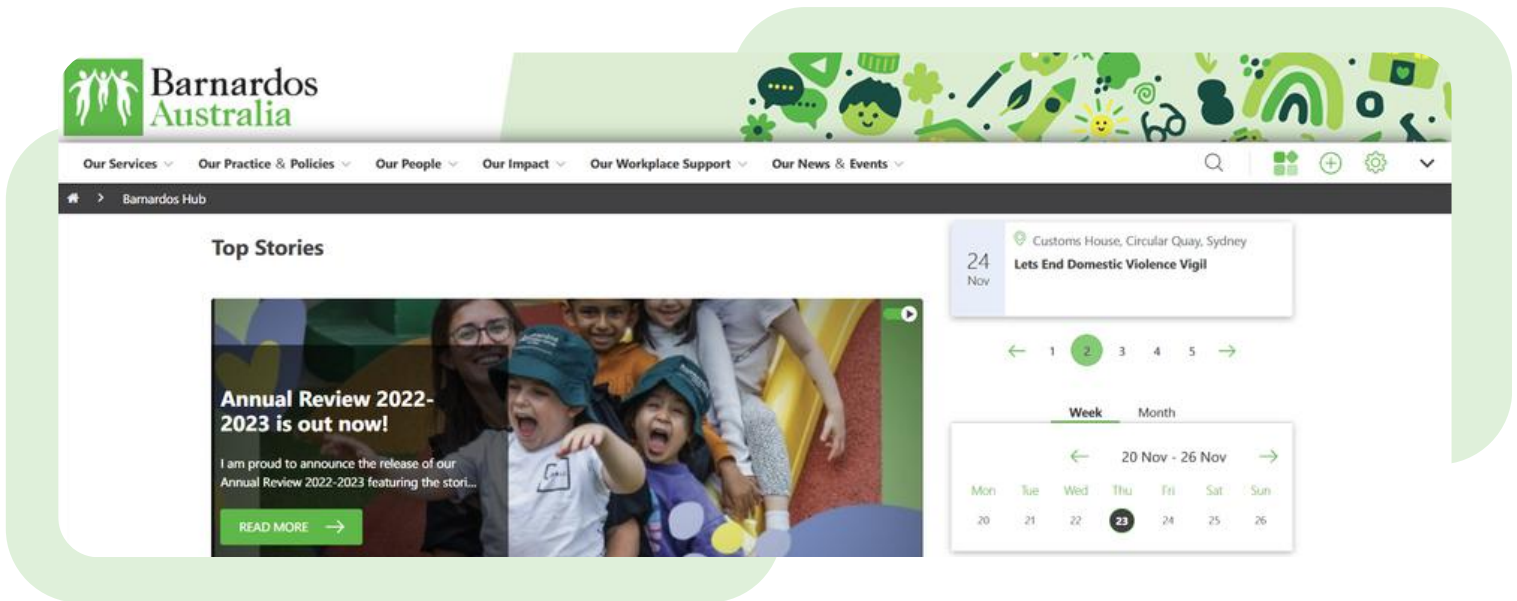
Barnardos Australia won the 'Best Intranet Project Non-Profit' award for 'Barnardos Hub'. The Hub has become vital for seamless communication and engagement. Key factors for its success included a dedicated Intranet Champions Community and a compelling user adoption campaign.

## MOST INNOVATIVE USE OF THE INTRANET

Avril won 'Most Innovative Use of the Intranet' for its 40th-anniversary celebration, "Avril in the Metaverse," which bridges physical and virtual exhibitions. This platform offers captivating themed rooms, testimonials, and gamification for an immersive experience. Positive feedback reflects how it transformed internal communication.

BEST EXAMPLE OF MIGRATING FROM PUBLISHING TO MODERN
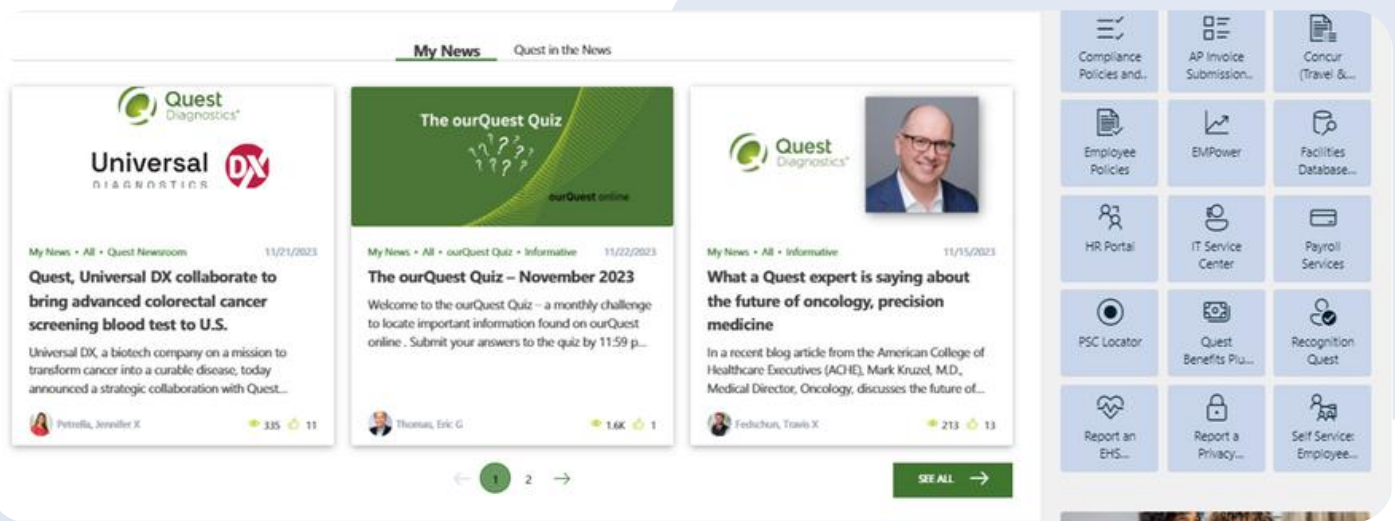
Quest Diagnostics is the recipient of the award for their exceptional transformation in migrating from SharePoint publishing to Modern. Serving a global workforce of 46,000 employees, Quest Diagnostics aimed to simplify the process of locating specialized doctors within their organization.

BEST GOVERNANCE IN TEAMS EDUCATION
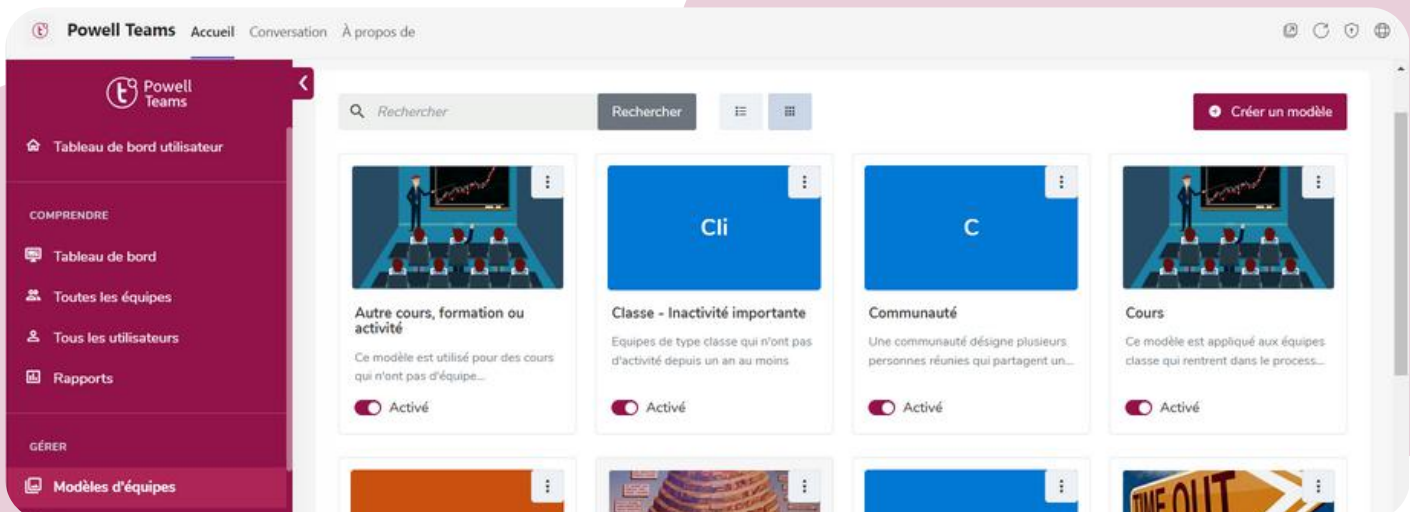
Université de Namur implemented Powell Teams to manage over 14,000 teams, creating a system for creating, archiving, and managing them efficiently. This included creating specialized templates for different uses and ensuring proper training for staff. Overall, this project improved governance and streamlined collaboration for the university.

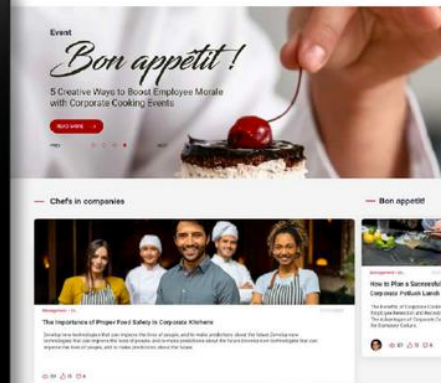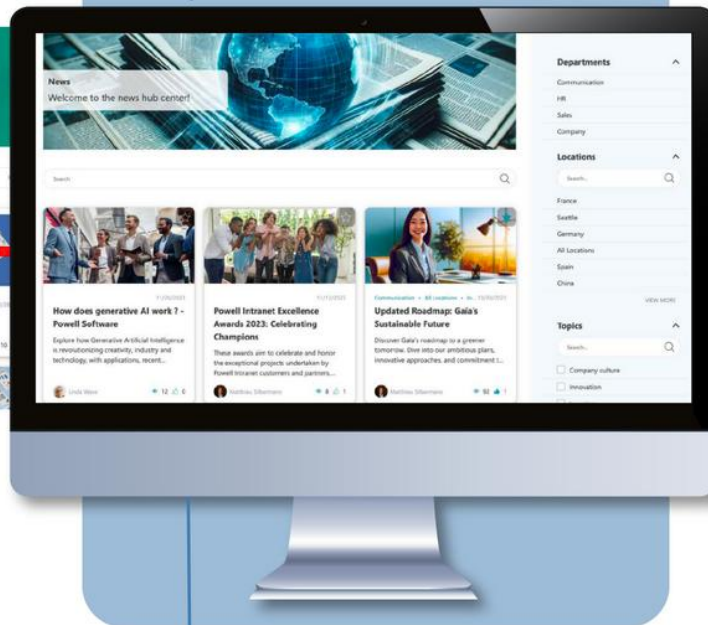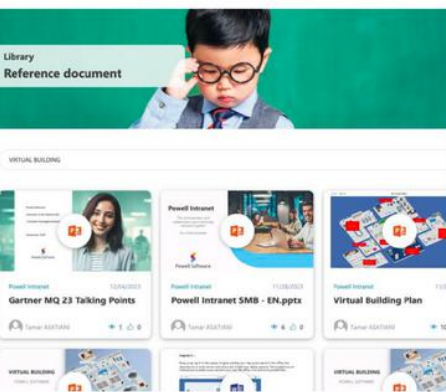## LARGEST INTRANET DEPLOYMENT

With 80,000 users Safran is the Largest Intranet Platform deployment in 2023 for Powell Intranet!

LARGEST INTRANET PLATFORM

With 107,000 users La Poste is the Largest Intranet Platform in terms of active users for Powell Intranet!

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THE FIRST ISSUE