The New Intranet Model:
How the modern intranet is evolving with the new distributed workforce
Your Host Today

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Employee engagement suffering of U.S. employees not engaged at work

70%
What engages knowledge workers?

Trends impacting the digital workplace

How intranets help the engagement mix

How to accelerate intranet engagement
Mechanical Work

The higher the pay, the better the performance

Cognitive Work

Higher incentives actually lead to poorer performance

See YouTube > Drive: The surprising truth about what motivates us
Daniel H. Pink

**The Surprising Truth About What Motivates Us**

"Provocative and fascinating." — MALCOLM GLADWELL

**Drive**
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How to accelerate intranet engagement
Remote workforce is growing at a rapid pace
12+
Average number of locations for a 500 Employee company

115%
Increase in work-at-home telecommuters since 2005

34%
Percentage of Gig Economy workers
Tomorrow’s workforce

2020
72%†
mobile workforce

2025
75%‡
millennials

2027
58%¶
freelancers

†IDC: U.S. Mobile Worker Population to Surpass 105 Million by 2020
‡Brookings Data: Now: 75 Percent of 2025 Workforce Will Be Millennials
¶MBO Reports: Looking Forward - What Will The Independent Workforce Look Like in 2027
Priorities are different

- **Good work/life balance**: 16.8%
- Opportunities to progress/be leaders: 13.4%
- **Flexibility i.e. remote working, flexible hours**: 11.0%
- Sense of meaning from my work: 9.3%
- Professional development training programs: 8.3%
- The impact it has on society: 6.8%
- The quality of its products/services: 6.4%
- Strong sense of purpose: 6.2%
- Opportunities for international travel: 5.9%
- Fast growing/dynamic: 4.4%
- A leading company that people admire: 4.3%
- **Invest in and uses the latest technology**: 4.1%
- The reputation of its leaders: 3.1%

Source: The 2016 Deloitte Millennial Survey - Winning over the next generation of leaders
Four generations of employees in workforce

Trend #2
We have too many systems
NEW AGE OF COUNTER-PRODUCTIVITY

Productivity tools are exacerbating the problem.

11 systems employees need to access to do their jobs.

20% of time spent looking for information or colleagues.

$1.3 Trillion Calculated lost productivity annually.
Making it harder to: Connect, Communicate, & Get Work Done
The technology we use in the workplace is changing right in front of our eyes.
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How to accelerate intranet engagement
Employee Engagement Software

Engagement Surveys
*Diagnose but don’t fix*

Incentive Mgmt
*Money and spiffs are only part of the equation*

Talent Mgmt/HRIS
*Systems of record don’t engage*

Modern Intranets
*Systems of engagement*
intra·net (intrə·net/)
Multiple generations at work

Aligns communication & transparency

Distributed workforce

Creates the virtual watercooler

Advancing technology

Improves speed, productivity, & connections

Information explosion

Creates a hub for the digital workplace
Autonomy
Function of my tools and access

Mastery
Friction creates frustration

Purpose
Communication is the lynchpin
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What intranets fail

• Poor UI, search & information architecture
• Technical bottlenecks
• Unclear ownership & governance
• It becomes a dumping ground
• Executives not engaged
What to look for in an intranet

- Consolidator of the digital workplace
- Distributed administration
- Strong, intelligent capabilities
- Purpose-built in the today’s world
- Consumer-grade look-and-feel