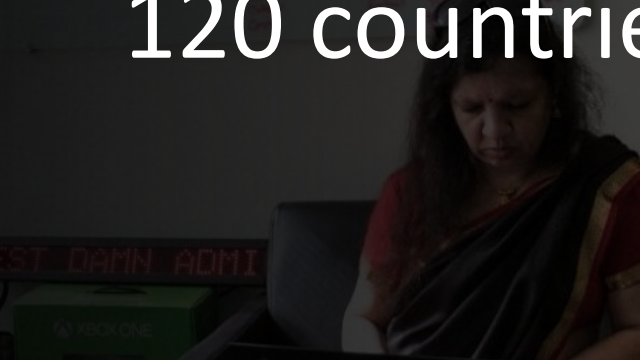
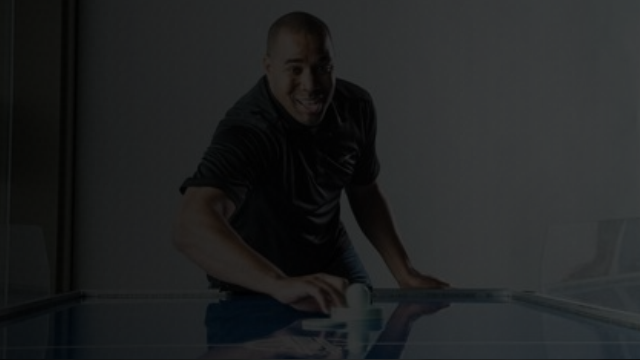




The New Loop: Culture + Technology in the Workplace

MICRO
SOFT





\$110 billion
140,000 people
120 countries

We make products people love



Xbox



Cortana



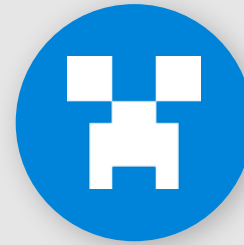
Azure



Office



Windows



Minecraft



How it started

Customer solutions



Gaming



Modern life



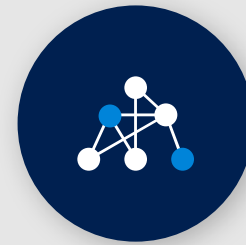
Modern
workplace



Business
applications



Applications &
infrastructure



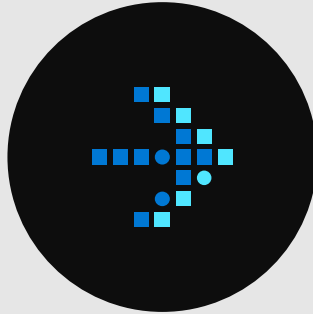
Data & AI

Changing & Building Culture

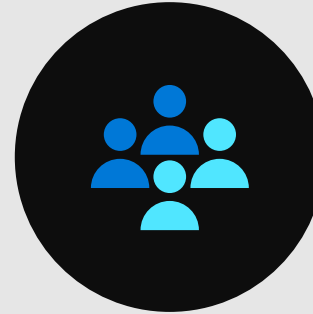


Organizations today are rapidly evolving. With changes come new challenges.

How can we create alignment across distributed teams?



How can we create a more inclusive culture?



How do we help employees find knowledge and information faster?



How can we foster better employee engagement?



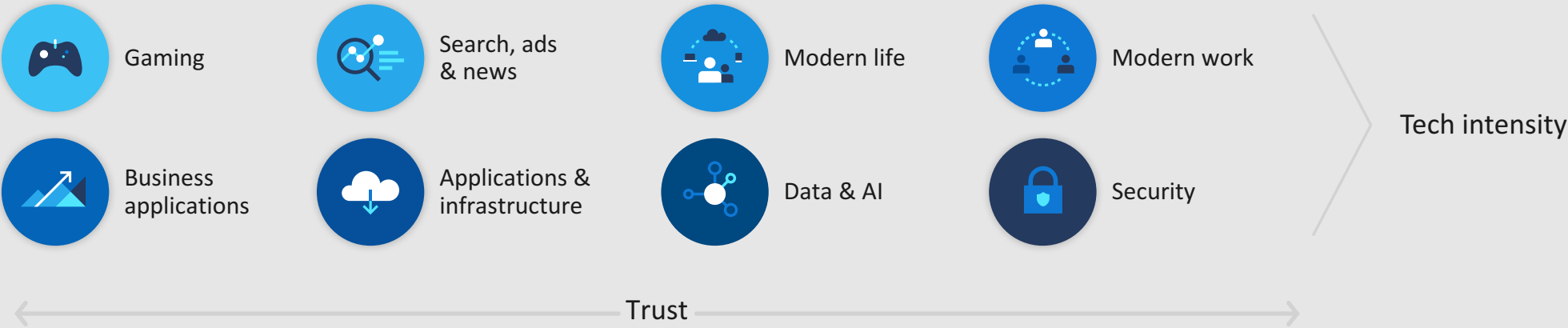
Mission

Empower every person and every organization on the planet to achieve more

Worldview

Intelligent cloud and intelligent edge Ubiquitous computing | Ambient intelligence | People-centered experiences

Solution Areas



Culture

Growth mindset | Values | Manager expectations | Leadership principles

Culture

Growth mindset





Customer obsessed
Diverse & inclusive
One Microsoft



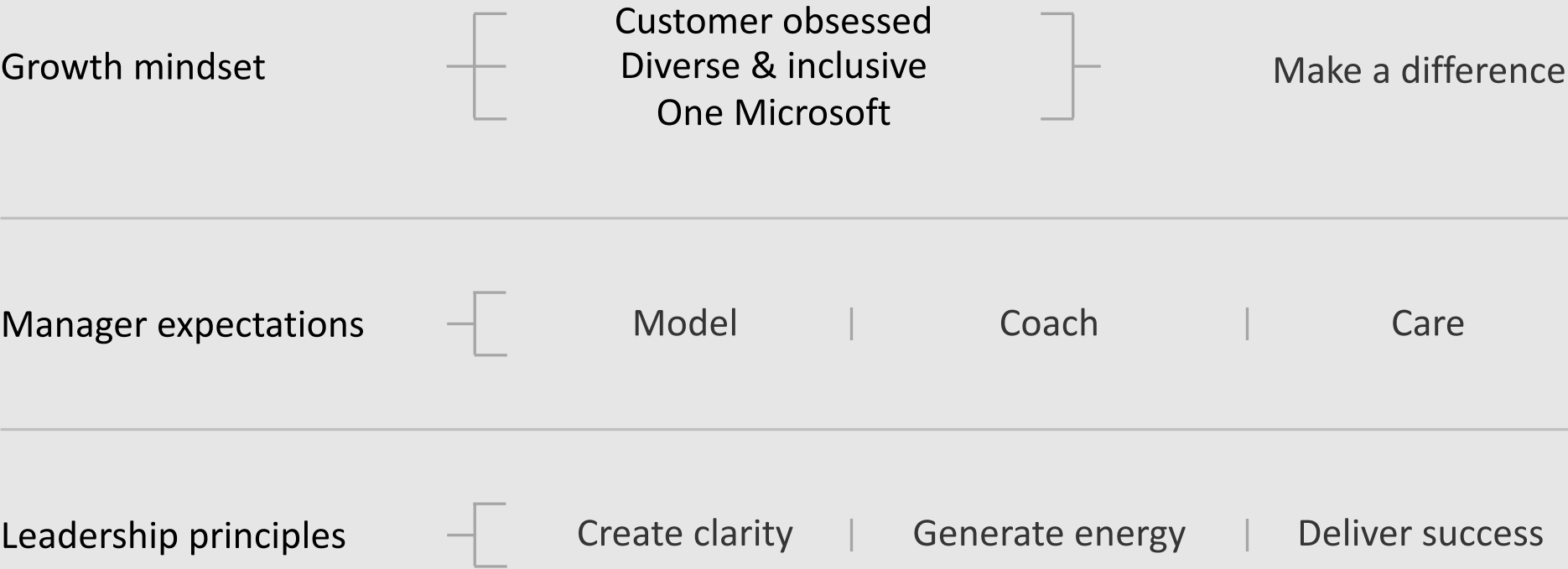
Make a difference

Culture

Growth mindset  Customer obsessed
Diverse & inclusive
One Microsoft  Make a difference

Leadership principles  Create clarity | Generate energy | Deliver success

Culture



Culture

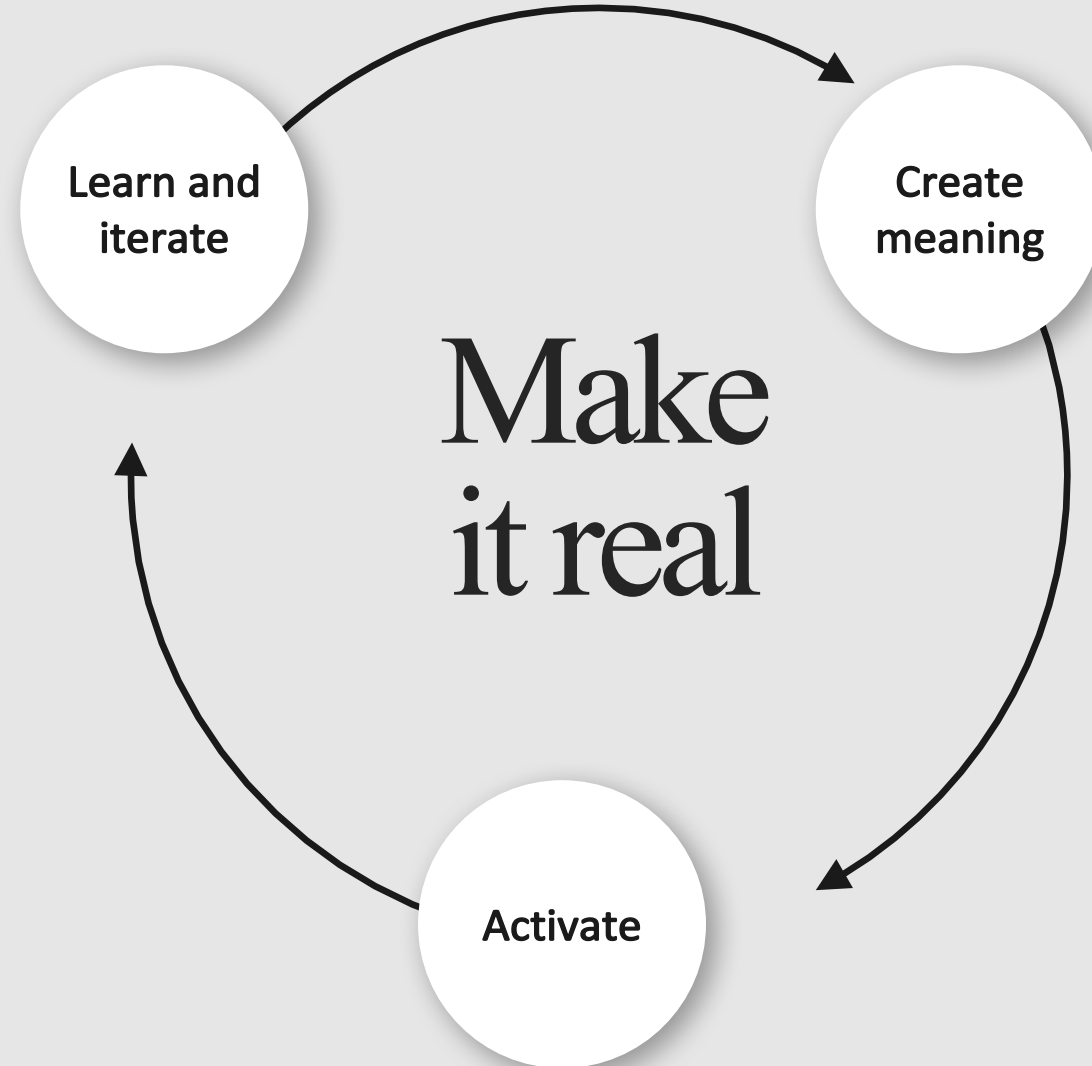
Growth mindset	[Customer obsessed Diverse & inclusive One Microsoft]	Make a difference
----------------	---	---	---	-------------------

Values	[Respect		Integrity		Accountability
--------	---	---------	--	-----------	--	----------------

Manager expectations	[Model		Coach		Care
----------------------	---	-------	--	-------	--	------

Leadership principles	[Create clarity		Generate energy		Deliver success
-----------------------	---	----------------	--	-----------------	--	-----------------

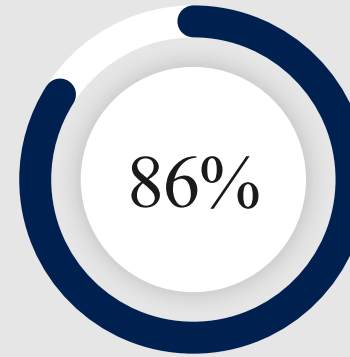
Evolving will take time



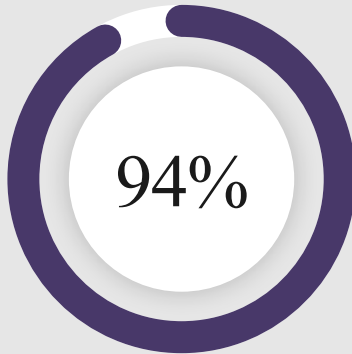
The driving force for any business is its people.



Organizations with highly engaged employees have
21%
greater profitability.⁴



of top-performing companies reported that digital training programs boosted employee engagement and performance.²

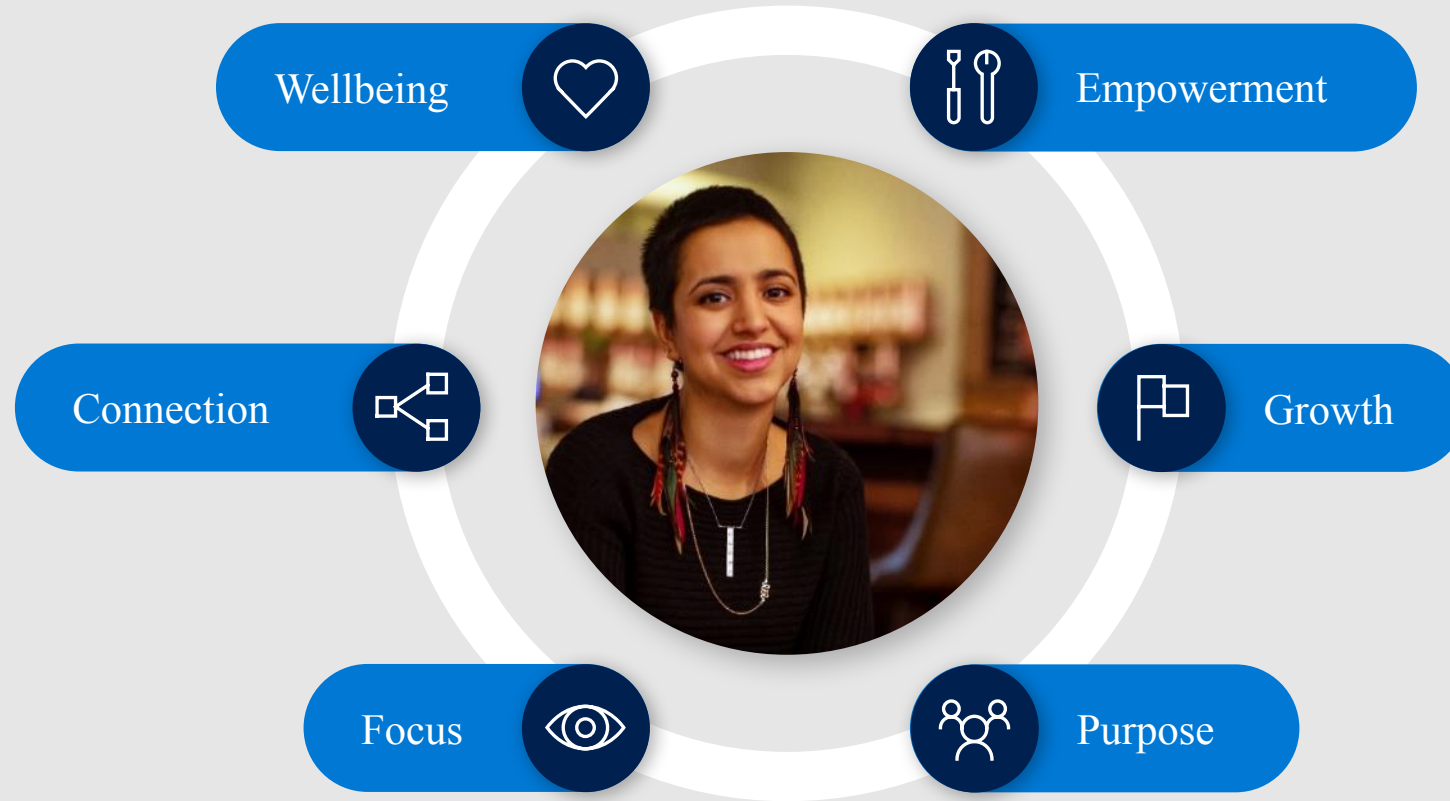


of employees say they would stay at a company longer if it invested in their learning and development.³

Highly engaged employees are
12x
less likely to leave their company than those who are not engaged.¹

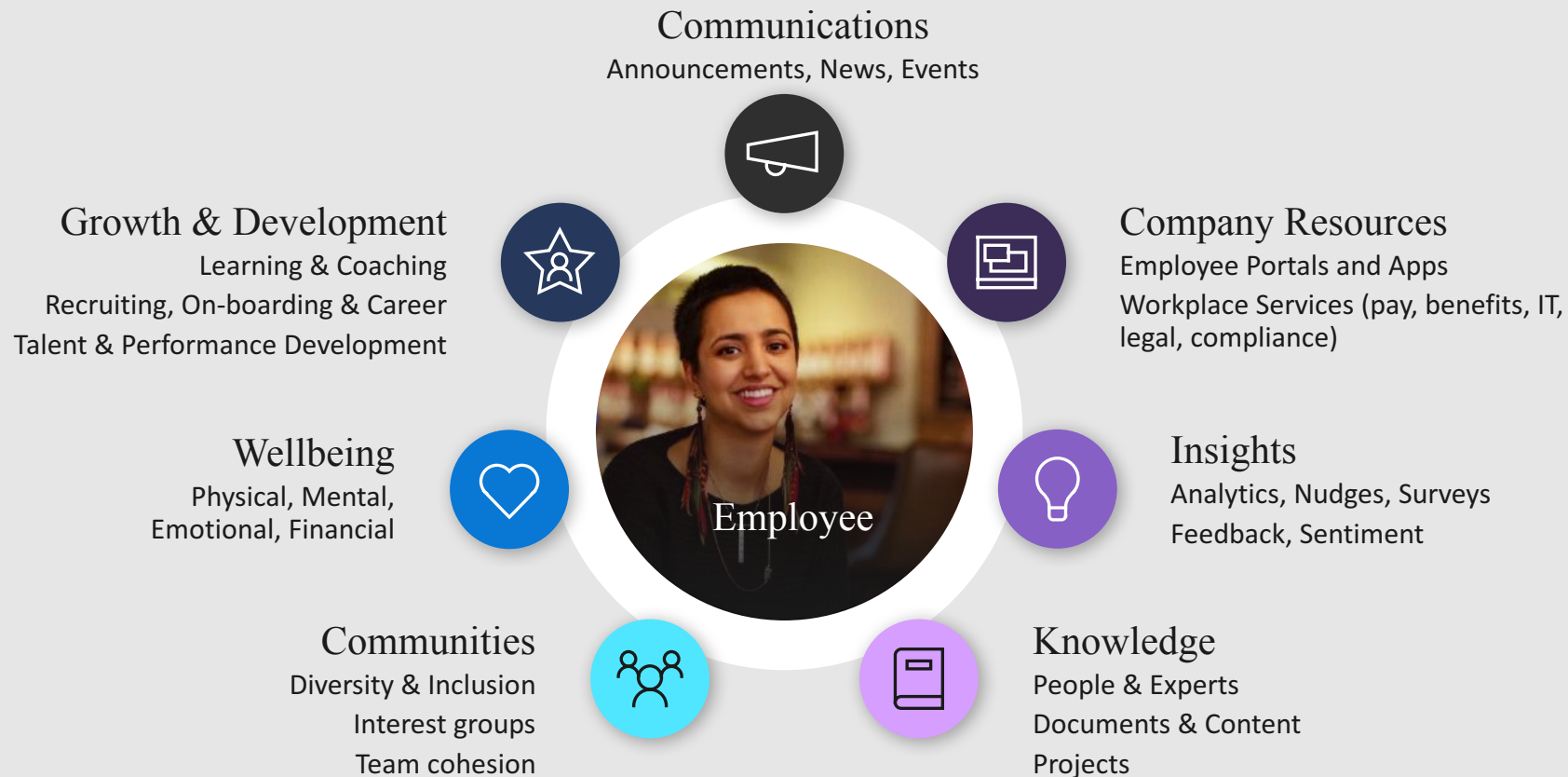


Six key elements of a great employee experience



What is an Employee Experience Platform (EXP)

A system of experiences that help organizations create a thriving culture with engaged employees and inspiring leaders



Trends in Employee Engagement

“Make it so.”

What people expect

Inspire me with good storytelling

Be quick and relevant with content

Make it easy to get info anywhere, anytime

Talk with me, not at me



Trends in employee engagement



More listening, less sending

Continuous listening, feedback is valued and encouraged



Measurement translated into action - fast

Continuous listening only makes sense if you value quick action



More peer to peer, not just top down

Build and foster communities



More personalization

Target comms by org, geo, role, tenure and more



More visuals and video. Less text.

Use a multimedia approach to engage and inspire employees

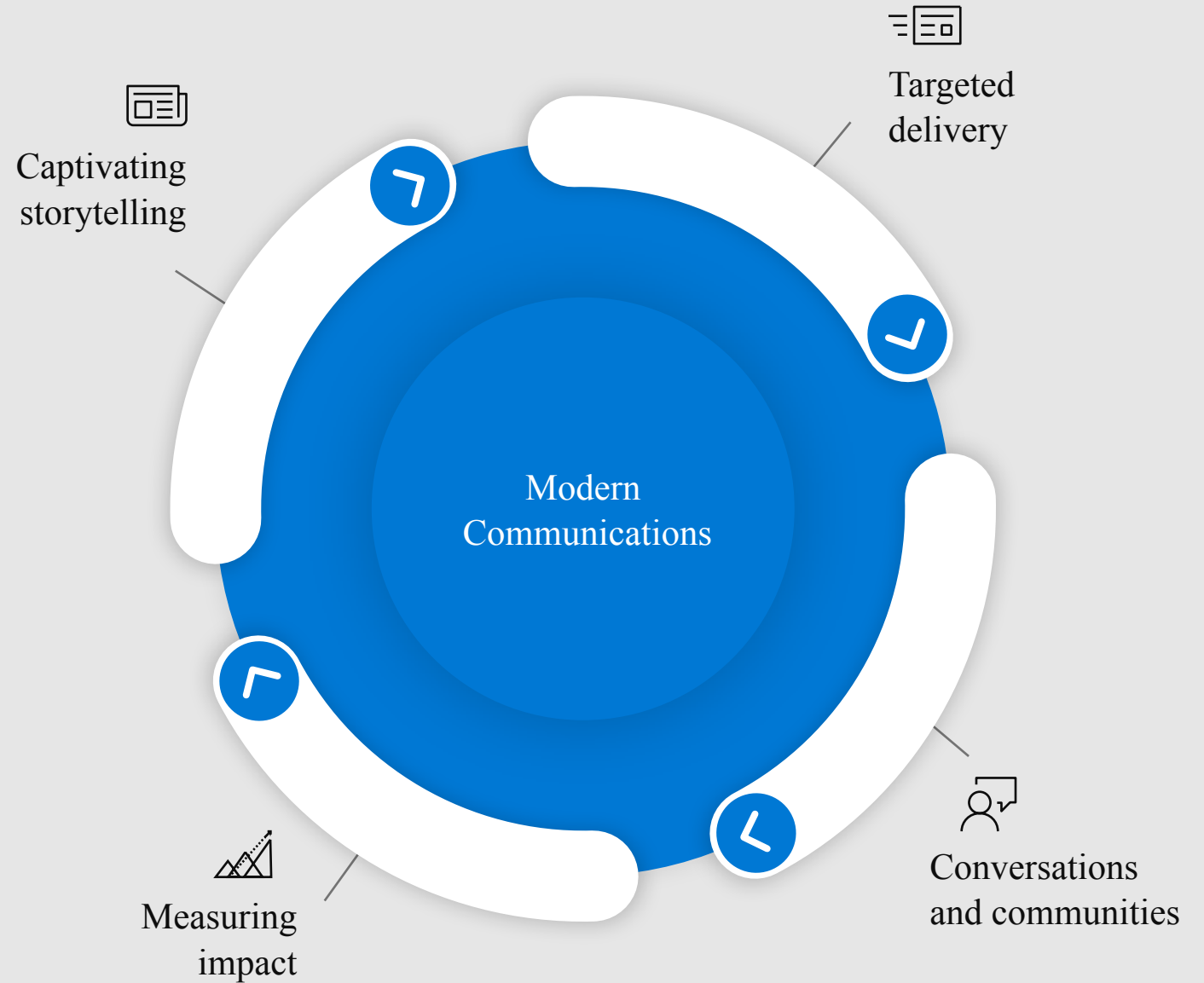


Focus on remote work

Lead, engage and utilize technology for targeted communications

Modern communication

engages and inspires people



Modern communication pillars

Leadership connection

Culture of Inclusion

Workplace communication



Employee Engagement in Microsoft 365

Social

Join and create communities

Communicate at scale with announcements & Live Events

Engage with colleagues in open conversations

Share knowledge and learn from others



Intranet

Use communication sites to share news and updates widely.

Build intelligent, mobile ready sites with out of the box templates

Use webparts to build customized pages



Teamwork

Chat and collaborate on projects in Teams & Channels

Schedule and attend meetings with calling

Host public Live Events and webinars

Add in 1st and 3rd Party apps for hub.



Video

Create and share videos within your organization

Build training playlists

Integrate video across the suite

Leverage AI to unlock content



Culture + Technology



Know your employees

Focus on skilling

Support dynamic teaming

Elevate diverse, global perspectives

Drive innovation & creativity

Deepen growth mindset



Channel portfolio

Digital



Videos
We use Stream for livestreaming, VOD, and snackable video clips resharing.



Intranet
MSW serves as a company-wide information hub, and teams can create their own microsites.



Email
Primarily newsletters, leader email cascades, and event promotions



Sway
For trackable interactive reports, presentations, personal stories, etc.



Teams
Used to bring project teams together and communicate EMEA-wide messages via The Loop.

Social



Social Media
Leaders' LinkedIn profiles can be a versatile channels to reach internal and external audiences. Content can include articles, videos, etc.



Elevate
Supports employee advocacy and executive thought leadership with through curated content.



Yammer
Our internal social network, where employees can share knowledge, ask questions, and engage with leadership.

Leadership



Satya Employee Q&A
Every month Satya hosts a live Q&A to share what's top of mind and answer employee questions from both the audience and Yammer.



Strategy Memos
Bespoke guidance and content to help leaders support the business-wide comms strategy over a 12-month period.



Live Events/All-Hands
Whether in the room or online, all-hands and other leadership events are an opportunity to hear directly from your executive.

Environmental



Digital Signage
Video screens across campus can act as digital billboards for campaigns, promotional videos, and more.



Print/Physical Assets
Assets include posters, yard signs, coffee cups, and window clings.

Employee Events



Outside in
Our visitor speaker series hosts luminaries to inspire and share their stories with our employees.



Summer of One
Our summer line-up of on campus events to engage and delight employees, friends, and family.

Be present and personal at scale

Enable leaders to share mission, purpose, strategy

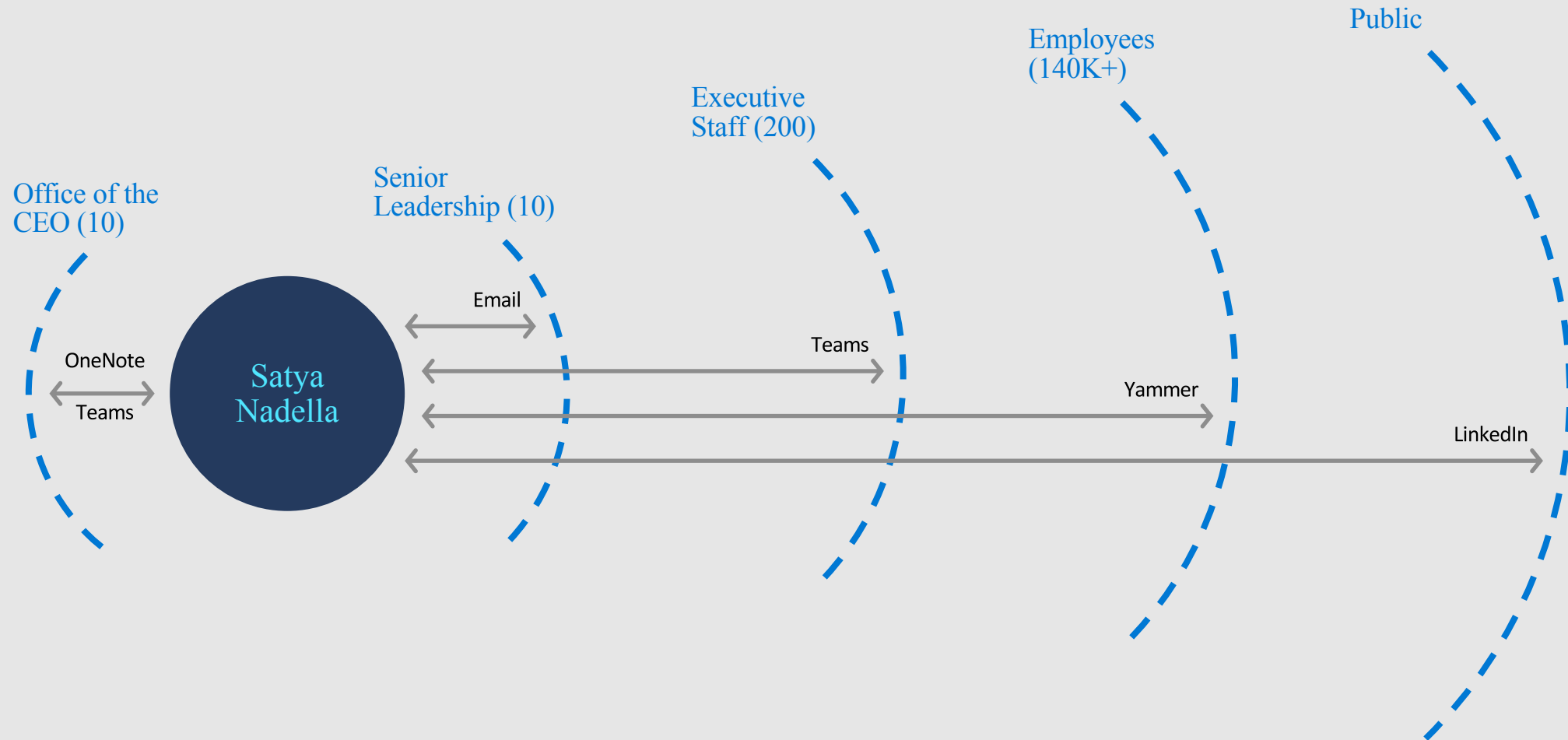
Allow all voices to be heard

Create two-way dialogue

Use stories to drive desired behaviors



Managing communications at the CEO level



The role of MSW

Help employees quickly complete common tasks, find information, and stay informed

Showcase the power and extensibility of the SharePoint product

Provide valuable Communications perspective back to the SharePoint team

The screenshot displays the Microsoft SharePoint My Site Web (MSW) interface. At the top, there's a navigation bar with the Microsoft logo and 'SharePoint' label, followed by a search bar and links for 'MSW', 'Who we are', 'What's happening', 'Find it', and 'Edit'. Below this, a secondary bar says 'MSW Discover, engage, share Edit'. The main content area is divided into several sections: 'Stories to share on social' with video thumbnails and text; 'My highlights' with a grid of featured items; 'Join the #MicrosoftLife conversation' with a grid of social media-style images; 'Events' featuring a large 'CES' logo and details about the Consumer Electronics Show; 'Microsoft corporate glossary' with a search bar; 'Stock ticker' showing Microsoft Corp. at 151.70; and 'Daily Pulse' with a line graph and text about employee involvement.

Empower employees and keep score

Enable self-service

Offer flexible, accessible experiences

Empower employees to carry the messages

Check back and measure sentiment

Track trends

Provide ongoing leadership visibility



Shift from external to internal influence

2013

Sources

External media coverage

Analyst reports

Stock Price

Family and Friends

Communications from **Steve Ballmer**

Tools

Top-down communication

Email

All Hands meetings

Sharepoint sites

Today

Emails from **Satya Nadella**

Communications from **senior leaders in my group**

My **co-workers**

My **manager**

Communications from **senior leaders in other groups**

2-way dialogue

Yammer

Microsoft **Teams**

Stream

Social Listening

Microsoft Viva

Empower people and teams to be their best

Culture & communications

Productivity & wellbeing

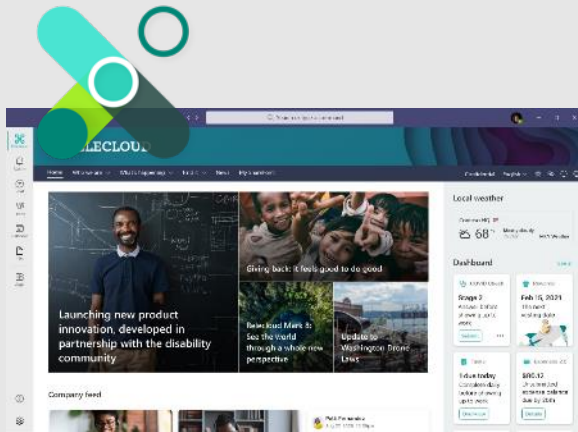
Knowledge & expertise

Skilling & growth

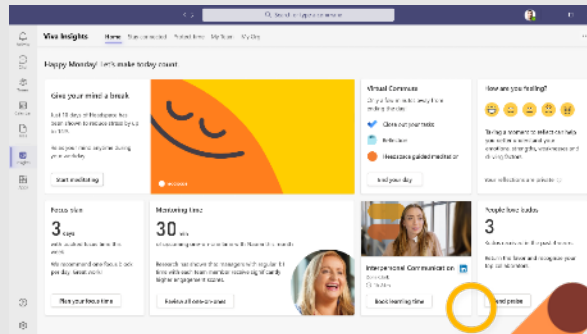


Microsoft Viva

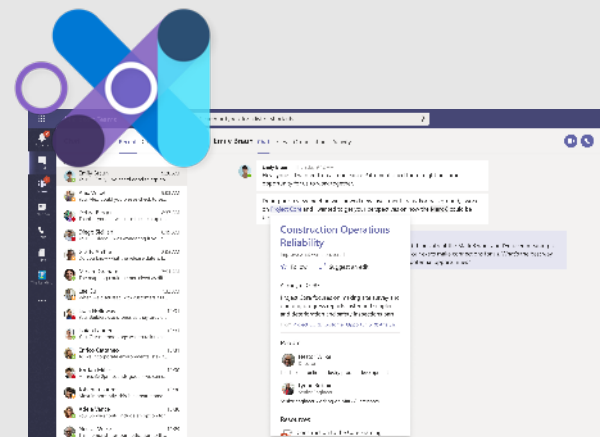
Empower people and teams to be their best



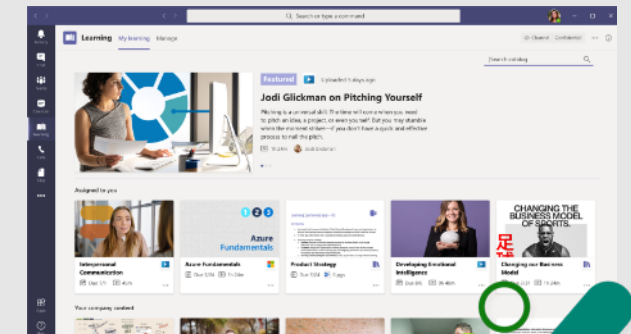
Connections
Culture and
communications



Insights
Productivity and
wellbeing



Topics
Knowledge and
expertise



Learning
Skill and growth



“I always say this to any student who is joining Microsoft or looking to join Microsoft. I say to them, look, if you want to be cool go look for someplace else. But if you want to join a company that is committed to making others cool, join Microsoft.”

– Satya Nadella



Thank you



<https://www.linkedin.com/in/laureldzn/>

