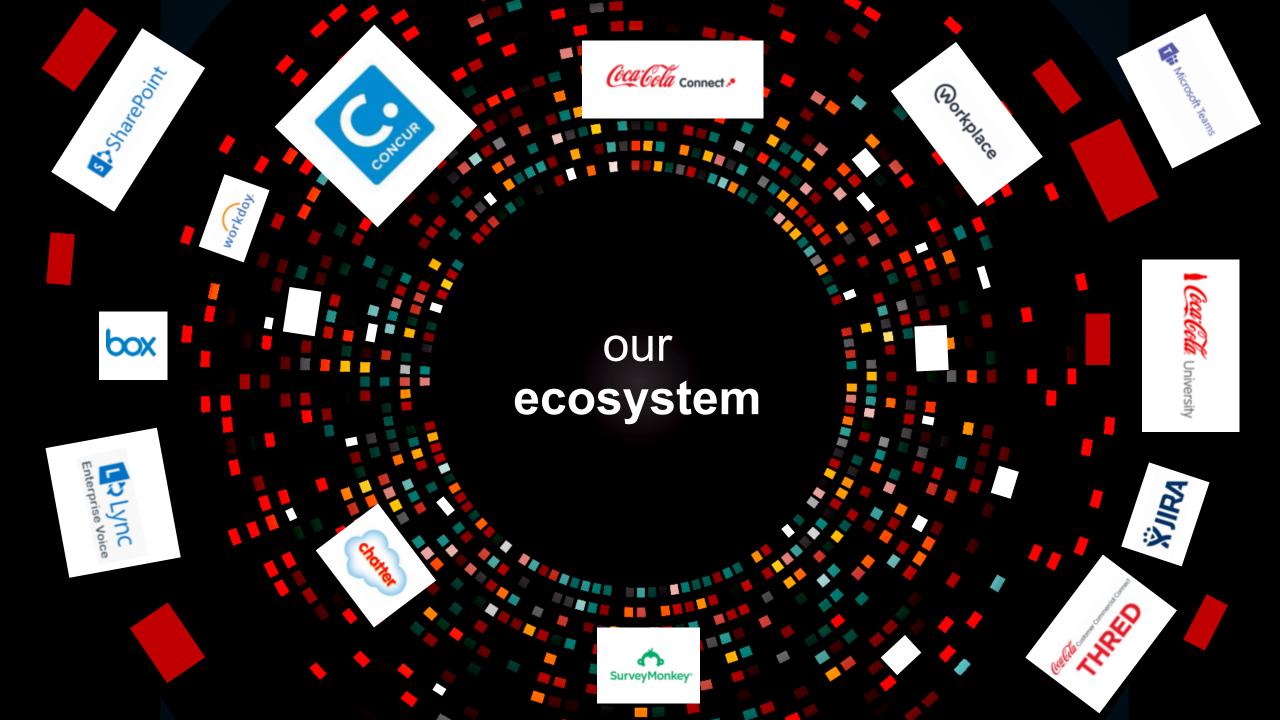


Ami Pierce

HEAD OF MARKETING & DIGITAL SERVICES



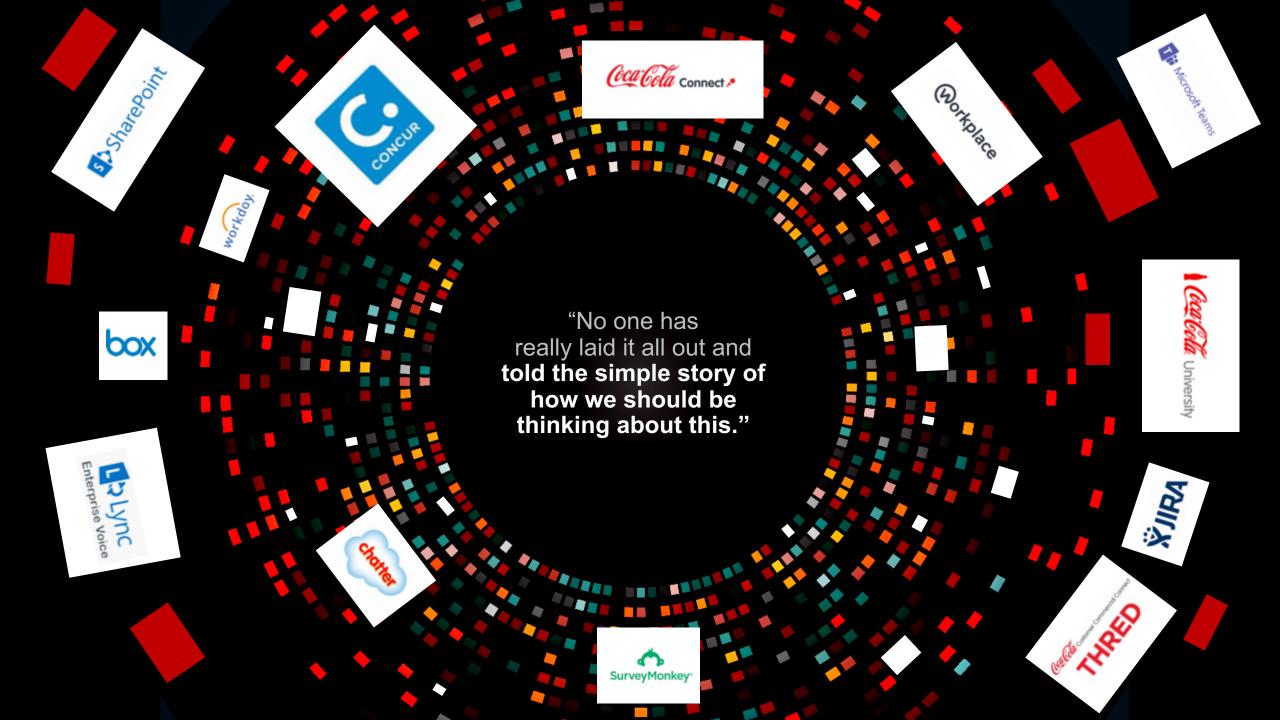






"With @workplace, we won't need all of these other things... do we even need an intranet anymore?" "One team wants to broaden access to our intranet among partners within our value chain. Another does not. What should we do?"





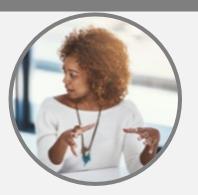
































The average amount of time an office worker enjoys between interruptions

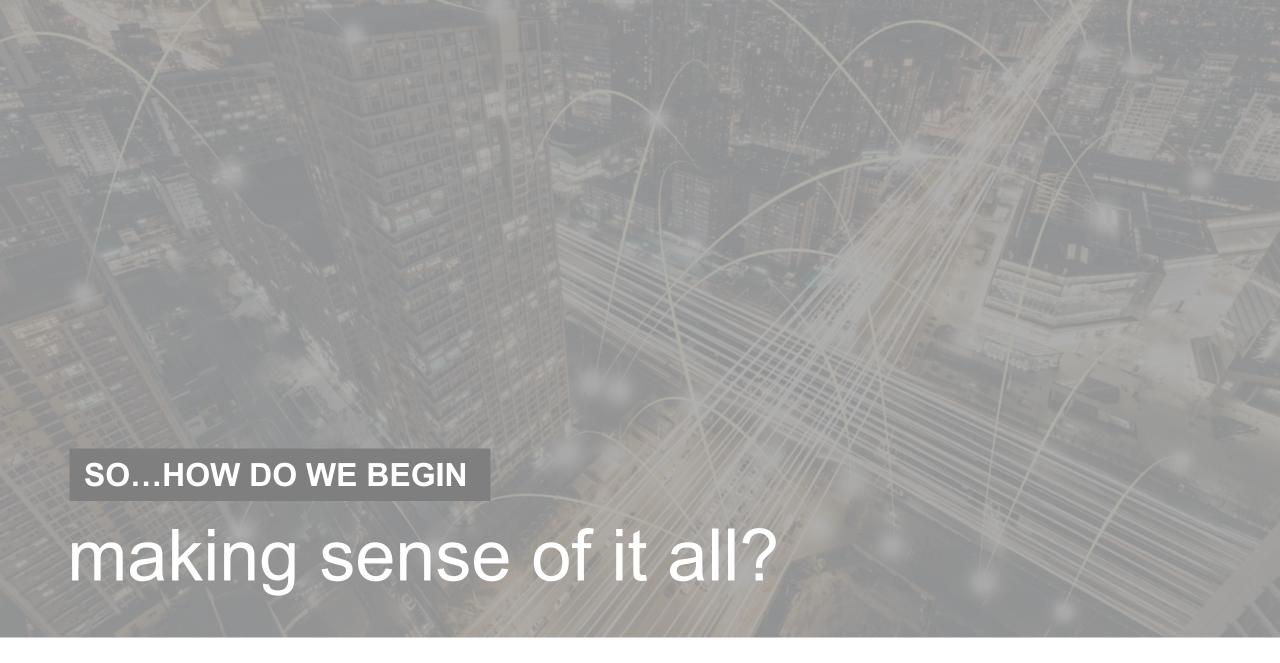
in the workplace













GREATER CONTROL

GREATER FREEDOM

EPHEMERAL





BROAD(ER) BROADCAST

SUSTAINING





NARROW(ER) BROADCAST

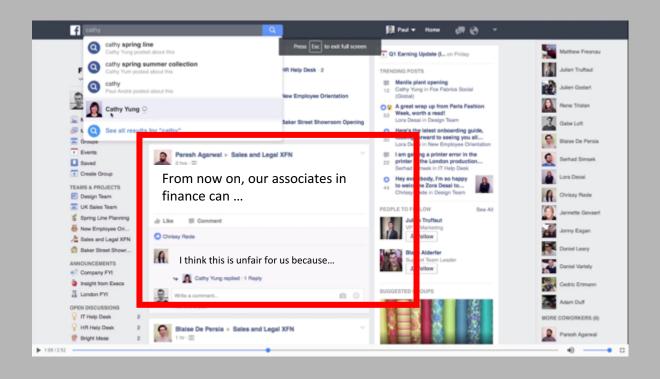


Control ladders to higher-order questions of resources & culture

GREATER CONTROL

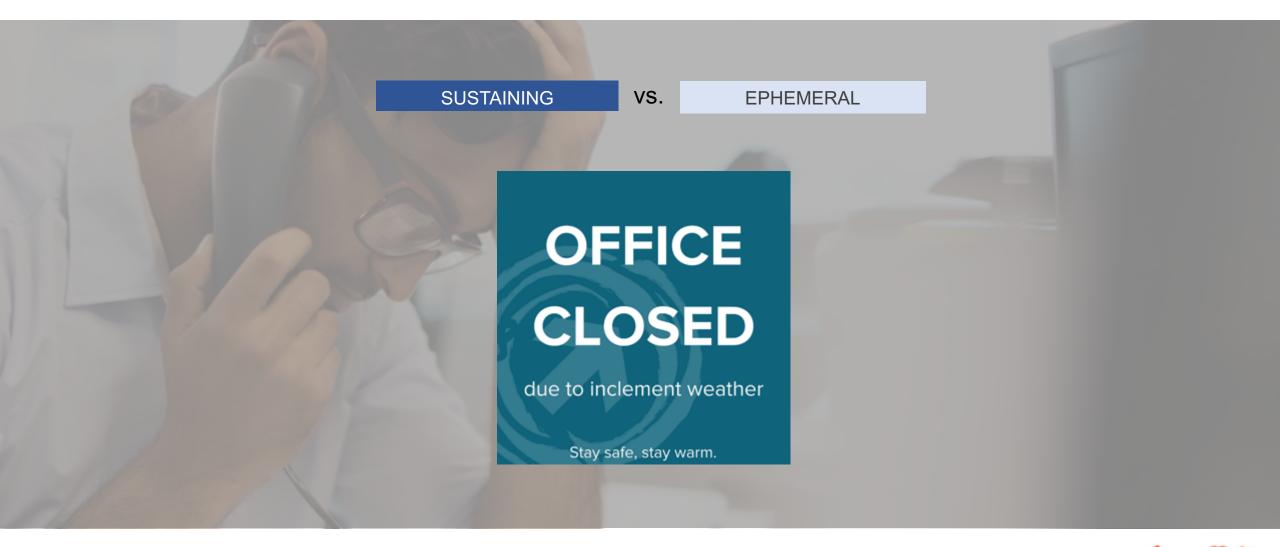
VS.

GREATER FREEDOM





Similarly, shelf-life impacts resources, usability, & productivity





of Communicators/Responders

Who's communicating?

- One
- Few
- Many
- All

To how many people are they communicating?

- One
- Few
- Many
- All

All Customers

Operational Considerations

Types of support required?

- End user support
- Publishing
- Product
- Technical
- Required

Publishing

- Self published/democratized
- Distributed but narrow
- Centralized

Time

In what time dimension?

- Real Time
- Asynchronous

Draft

Audience Attributes & Targeting

gencies

Across what types of stakeholders?

Internal As iates

Select Customers

kternal Stakeholders

Across what locales?

rket

arge

Other

Role (Manager, Individual

Contributor, NEW, Bottler)

Function (HR, Finance, IT)

All

Types

• Team

- Revision
- Final

info what freque

- Ever
- On a recurring basis (1x per month)
- Occasionally (1 x per quarter)
- Annually
- Rarely (1+ years)

or what tim A day Epher Tempo

- Long term (a year)
- "EVERGREEN" (1 year plus)
- Archived

Classified - Confidential

Communic rib on nunication re es - legally required

Level of customization?

Single version

Yes - senior

No - optional

- Adapted comms (a few versions)

/hat | Leis

- Want to know/share
- Mandated know/share
- Need an answer/expertise
 - ed an action (routing/workflow)
 - scuss/ideate
- Assign/set a task

Direction of Communication?

Outbound & inbound

- Outbound only
- Inbound only

Levels of Control

How is information controlled?

- Tightly (1-few control the message)
- Loosely
- Democratized information

What degree of security is needed?

- Open to the public
- Targeted based on lookalike data
- Authenticated
- Authenticated + targeted
- Secure
- Highly secure
- Uber confidential (Board Presos)

Expiration/deletion requirements

??

Level of Response

ured Incontrolled

e & Channels ite

edium:

- Long-form text
- Still image (Graphic, Pres., Picture)
- Moving image (Video)
- Live (Person to Person)

On what devices?

- Desktop
- iPad
- Mobile SMS
- Mobile Web
- Mobile App
- Conference Room System
- Phone
 - Voiceover Cellular
 - Voiceover IP

pur pose

/'pərpəs/

noun

 the reason for which something is done or created or for which something exists.
"the purpose of the meeting is to appoint a trustee" synonyms: motive, motivation, grounds, cause, occasion, reason, point, basis, justification More

verb formal

have as one's intention or objective.
"God has allowed suffering, even purposed it"

LET'S STOP TALKING FEATURES AND FUNCTIONS,

and start talking PURPOSE

Feedback

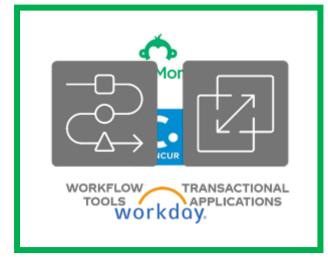


GREATER CONTROL

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BROAD(ER) BROADCAST

> NARROW(ER) BROADCAST



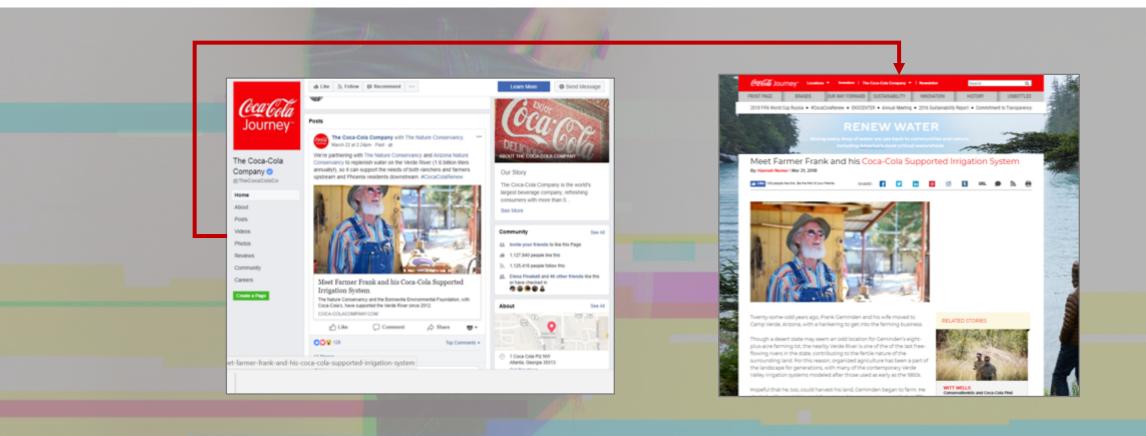
Streamlined focus = greater success

GREATER CONTROL GREATER FREEDOM SUSTAINING SUSTAINING **EPHEMERAL EPHEMERAL** BROAD(ER) BROADCAST NARROW(ER) BROADCAST **BROAD(ER) BROADCAST EVERGREEN** TRANSACTIONAL WORKFLOW **PROJECT** COLLABORATION COMMUNITY INFORMATION SITES APPLICATIONS TOOLS MANAGEMENT · Open dialog, community ← Team Based with a Common Goal → · Common information ←- Specific Inputs / Specific Outputs → · Likely supports viral ← Often organized around a project or collection of projects → · Controlled display promotion (sharing), · Broad(er) audiences commentary and response · Longer shelf life of content · Highly automated · Routes between people for · Focused on key · In addition to Algorithms drive what people · May be targeted/personalized Minimal human action document sharing documents. see rather than human-· Includes must-publish information · Based on a defined process involvement (budget, calendar, PMO collects fastadministered placement May create transparency in updates, etc.) paced dialog, near People connect organically who is responsible or what real-time step of the process we're in over common conversation interests/topics rather a specific goal





Near term, internal community platforms should amplify sustaining environments





Will evergreen environments persist?

YES! FOR

SUSTAINED MESSAGES

CONTROLLED COMMUNICATIONS

BROAD AUDIENCES



GREATER CONTROL

GREATER FREEDOM

EPHEMERAL





BROAD(ER) BROADCAST

SUSTAINING





NARROW(ER)



5 possibilities...

3

EXISTING ECOSYSTEM

- 1. Rationalize
- 2. Be choice-ful
- 3. Set Boundaries

2

FUTURE ECOSYSTEM

- 1. Pilot with the end in mind
- 2. Envision our future



