

enterprise digital



Ami Pierce
HEAD OF MARKETING & DIGITAL SERVICES



our ecosystem

Coca-Cola Connect

Microsoft Teams

@Workplace

Coca-Cola University

JIRA

Coca-Cola Customer Commercial Connect
THRED

SurveyMonkey

chatter


box

Lync
Enterprise Voice

workday

SharePoint

CONCUR



“Where should
the content live?”

“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?**”

“No one has
really laid it all out and
told the simple story of
how we should be
thinking about this.”

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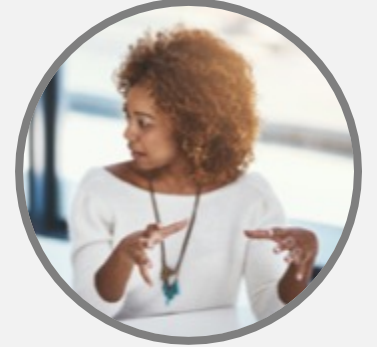
distilling the message **matters most**

COMMUNICATOR

CONTENT TYPES

CHANNELS

AUDIENCE(S)



COMMUNICATOR

CONTENT TYPES

CHANNELS

AUDIENCE(S)





3 MINUTES

The average amount
of time an office
worker enjoys
between interruptions
in the workplace



Coca-Cola

23 MINUTES

The number of minutes (on average) it takes a an office worker to **fully return** to a task



Coca-Cola



“We are so
accessible, we’re
inaccessible.”

LINDA STONE

<https://lindastone.net/qa/continuous-partial-attention/>

Coca-Cola



FACT

we all see the
cultural
transformation
that technology
can ignite

An aerial photograph of a dense urban area, likely New York City, with numerous skyscrapers and a complex street grid. Overlaid on the image is a network of thin, light-colored lines that connect various points across the city, suggesting a data or communication network. The lines are more concentrated in some areas, particularly on the right side of the image.

SO...HOW DO WE BEGIN
making sense of it all?

GREATER CONTROL

GREATER FREEDOM

EPHEMERAL



BROAD(ER)
BROADCAST

SUSTAINING

Coca-Cola Customer Commercial Connect

THRED

Coca-Cola Connect

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NARROW(ER)
BROADCAST

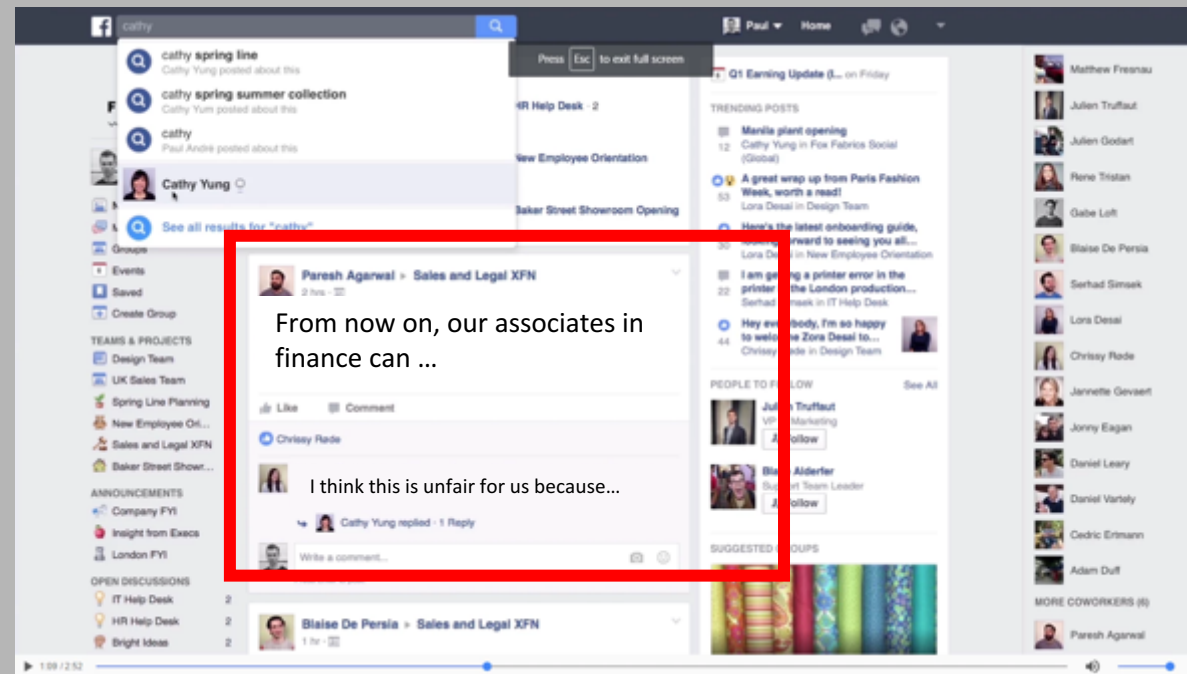


Control ladders to higher-order questions of **resources & culture**

GREATER CONTROL

VS.

GREATER FREEDOM



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

SUSTAINING

VS.

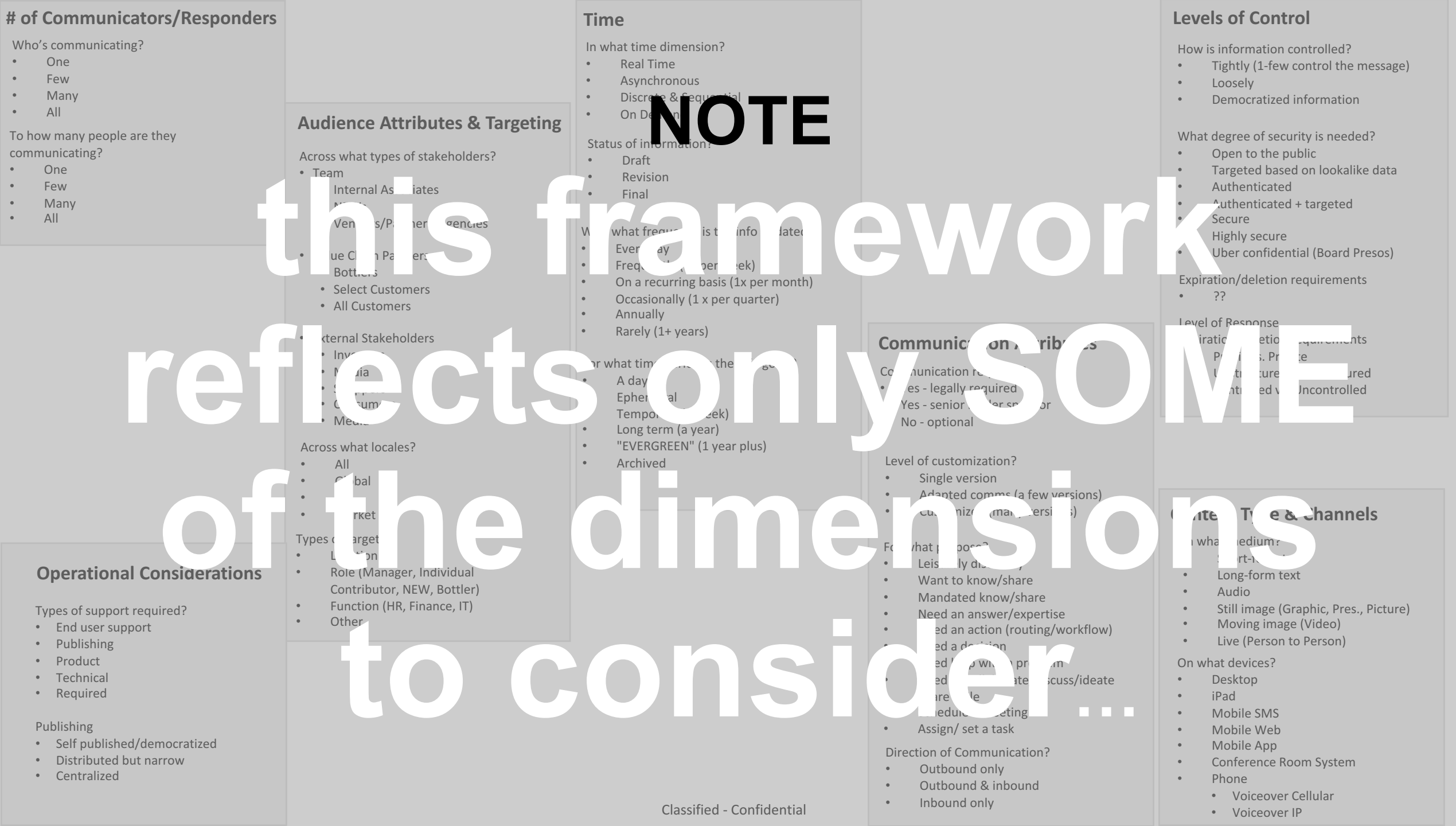
EPHEMERAL

OFFICE
CLOSED

due to inclement weather

Stay safe, stay warm.





pur·pose

/ˈpərpəs/ 

noun

1. 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

1. 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

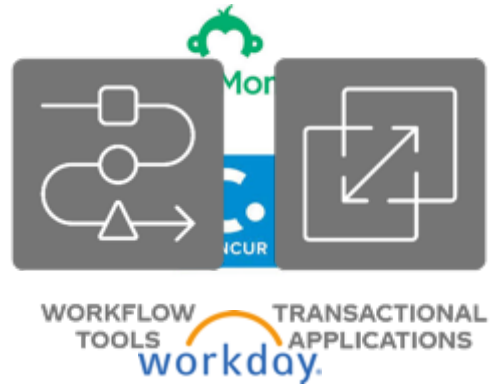
Feedback



GREATER CONTROL

GREATER FREEDOM

EPHEMERAL



COMMUNITY



COLLABORATION



PROJECT
MANAGEMENT

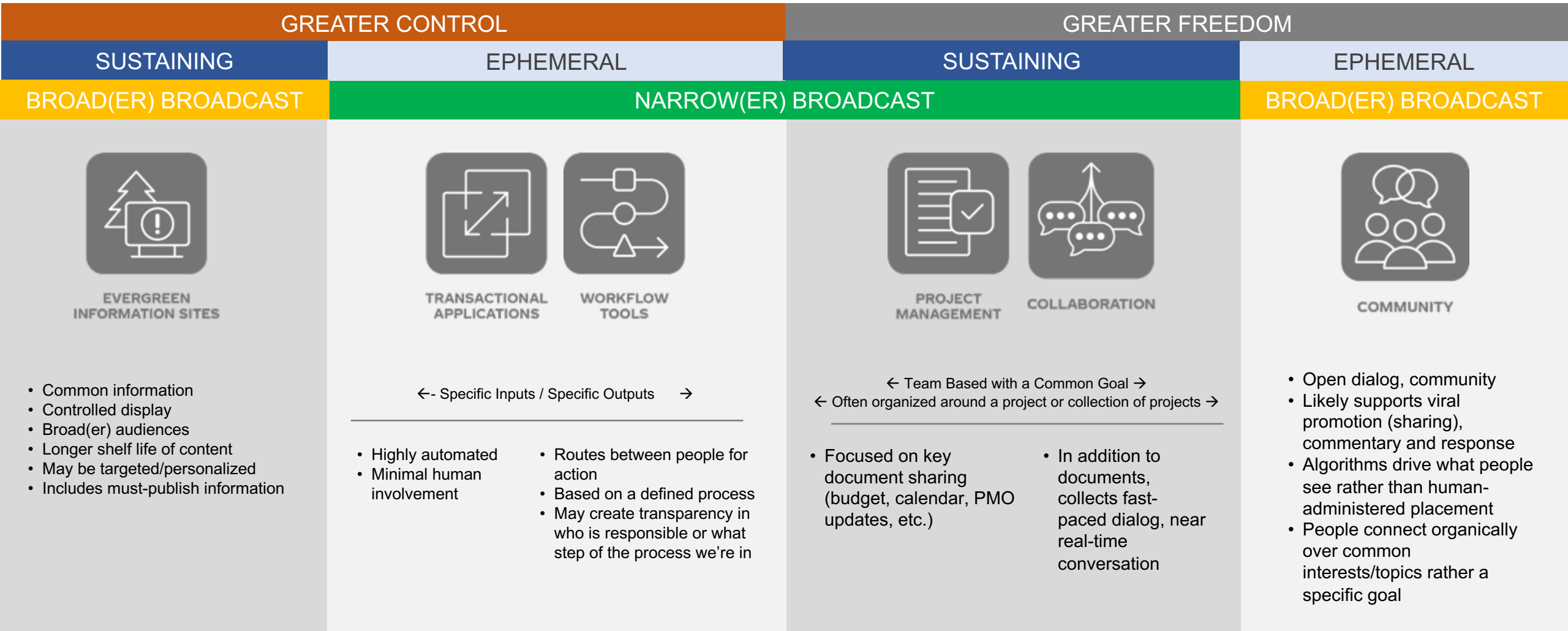
BROAD(ER)
BROADCAST

NARROW(ER)
BROADCAST

SUSTAINING



Streamlined focus = greater success

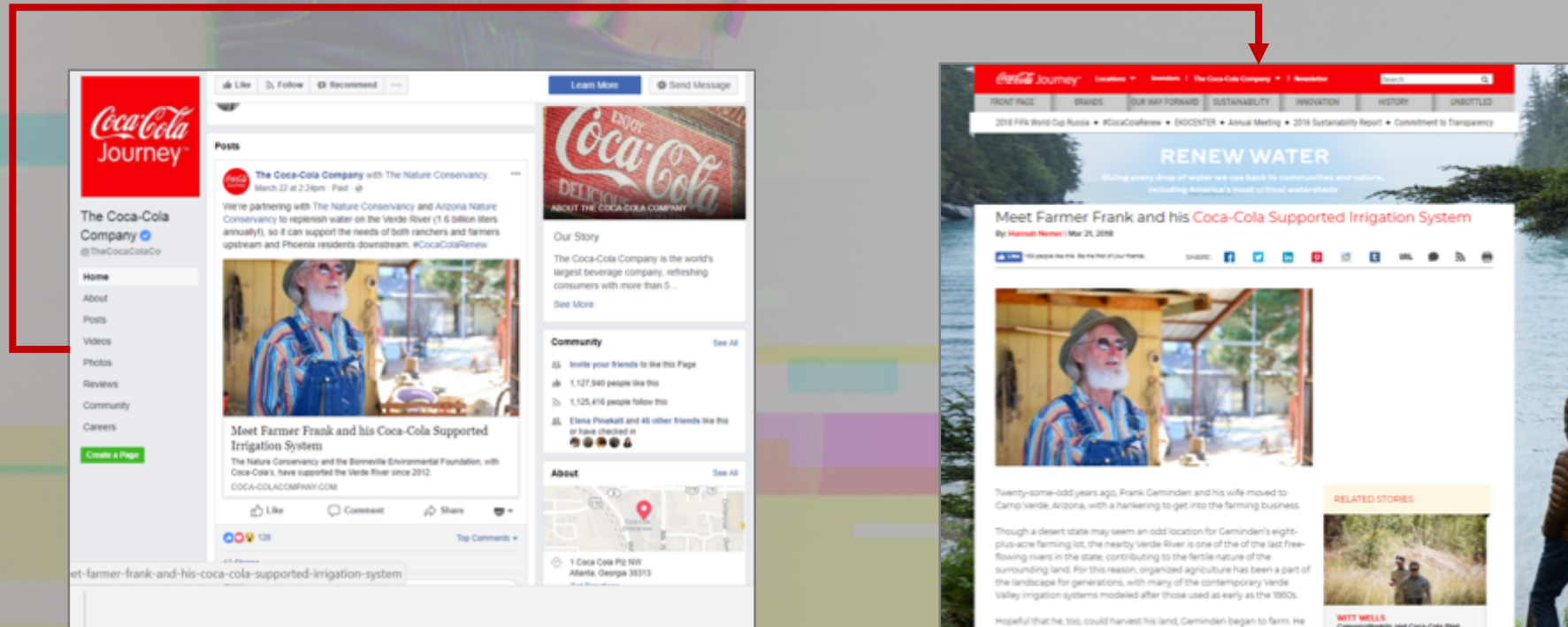




THE CHALLENGE

balancing choice
against chaos

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

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NARROW(ER)
BROADCAST



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





EXISTING ECOSYSTEM

1. RATIONALIZE

unpack dimensions of
tools with similar
purpose to rationalize
our offerings and
investment



EXISTING ECOSYSTEM

2. BE CHOICEFUL

help associates pick
FEWER of the **RIGHT**
tools for their specific
PURPOSE.

EXISTING ECOSYSTEM

3. SET BOUNDARIES

set clear strategies
and boundaries

FUTURE ECOSYSTEM

1. PILOT

with the end
in mind

2. ENVISION OUR FUTURE

define how
our ecosystem
will evolve

thank
you

