Intranet Activity Streams, Engagement and Internal Communications

Shel Holtz, ABC



Solutions

- Executive support
- Pilot group
- Integration
- Culture change
- Soft launch

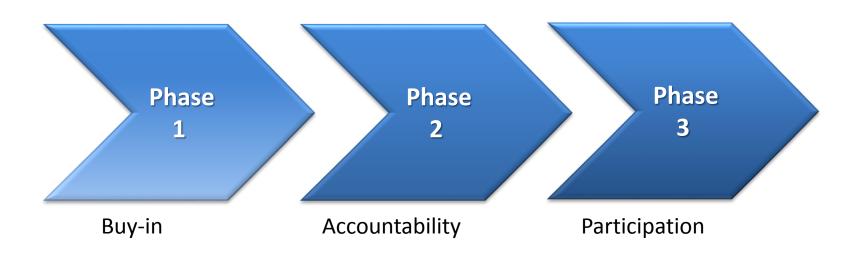
- Marketing
- Training
- Ongoing case studies and recognition
- Gamification
- Measurement

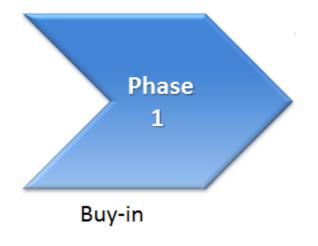
Executive Support

Yeah. This guy.



Three phases of support

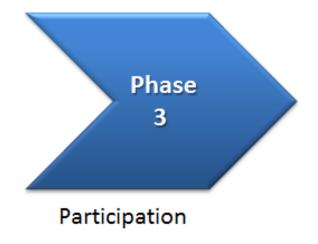




- Rationale and ROI
- Investment
- Culture change



- Subordinates' behavior
- Reward and recognition
- Routine reports



- Not optional
- Adoption depends on developing emotional capital

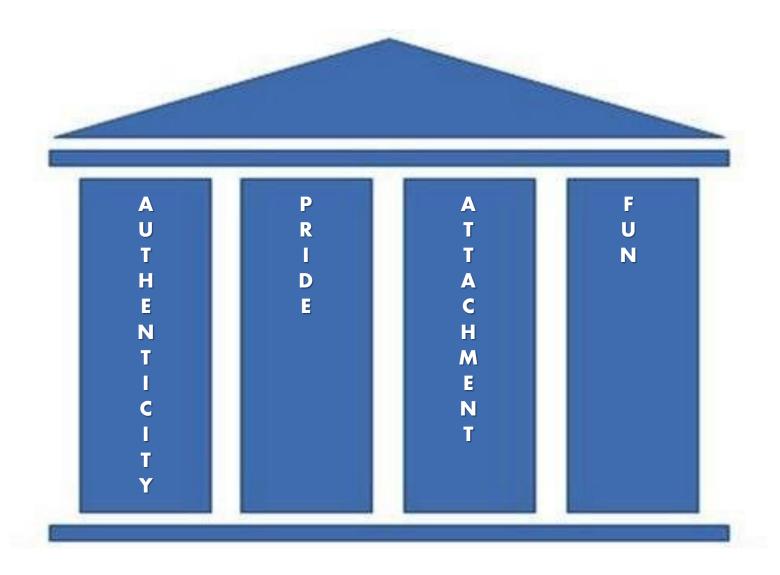
Emotional Capital



 ISM initiatives must first focus on development of emotional capital, a dimension of social capital:

The aggregate feelings of goodwill toward a company and how it operates

Four Pillars of Emotional Capital



Employees perceive that what their company and its leaders say and what they do are aligned. P R I D E

Employees perceive that the company values and publicly recognizes their achievements, supporting desire for *intrinsic* rewards..

(Includes *peer* praise and and appreciation.)

ATTACHMENT

Employees perceive that they belong to a community with shared values and interests.

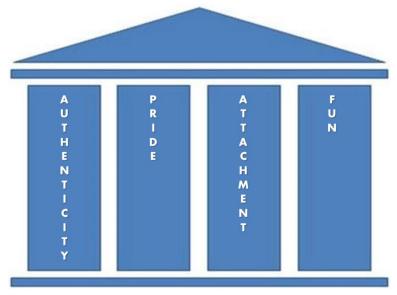
(Includes non-work-related discussions, which forge bonds and lead to work-related exchanges.)

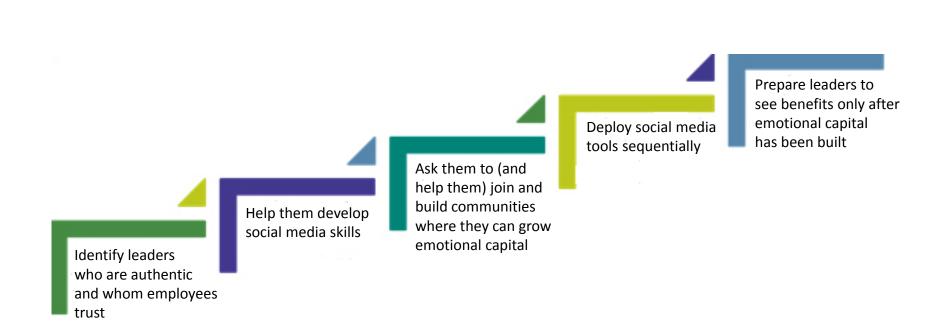
F U N

The feeling of playfulness employees experience when experimenting with new things at work.

When executives use ISM to build emotional capital...

- Workflows and collaboration improve
- Turnover drops
- Employees are more motivated
- Communication improves
 - Horizontally
 - Vertically





Pilot Group(s)



Integration



Some context

Worldwide, Actively Disengaged Employees Outnumber Engaged Employees by Nearly 2-1

2011-2012 results among employed residents, aged 18 and older, in 142 countries and areas

	2009-2010	2011-2012
Actively disengaged	27%	24%
Not engaged	62%	63%
Engaged	11%	13%

GALLUP'

Engaged employees

- Psychologically committed to their jobs
- Feel a profound connection to the company
- Likely to be making positive contributions
- Work with passion
- Make discretionary effort



Not-engaged employees

- Lack motivation
- Unlikely to make discretionary effort
- Essentially "checked out"
- Sleepwalk through their days
- Put in the time but bring no energy, passion



Actively disengaged employees

- Unproductive
- Not just unhappy; they act out their unhappiness
- Undermine what colleagues have accomplished
- Spread negativity

Why does engagement matter?

- Link between...
 - Engagement levels
 - Job performance
 - Market share growth
- Correlation: high engagement, operating income growth
- Productivity is higher
- Turnover is lower



"Good morning, Human Resources. How may I demean you?"

Poor Communication

A cause of disengagement

Good Communication

Always cited in highly-engaged firms

Communication and engagement

- Improved interactions
- Greater trust
- Greater understanding
- Improved efficiency
- Better performance
- Enhanced gratification

Companies that communicate effectively are



more likely to have high levels of engagement

The Communications Disconnect

We're not communicating with engagement as a goal





Team peers







Line manager relationship



Employees define membership in a group based on role and work, not on issue or interest



Activity Streams

- Context and connection
- Filtered and searchable
- Interactive















Katie Carr @ about 3 hours ago



Re: Complete Streets Implementation - Funding (Complete This might seem a bit unorthodox, but why don't you try crowd funding

some of the improvements with dollars from the co... Reply

Corey Connors (3) about 6 hours ago



CO Staff pages (Corporate Services (CO))



Matt Benjamin @ about 7 hours ago Re: July 23, 2013 meeting - YTD Financial Summary (Corporate Services (CO)) The three "Revenue by Project Type" slides seem to be missing some contextual info (legend,etc). Maybe because I'm vie... Reply

TDM+ Promo Video



New in the DAM

(must be in network to see)

R 130725.jpg: Discipline Group Meeting 2013



R_130715.jpg: New York City, United States - May 10, 2012: Large group of taxis on 7th Avenue at Times Square in rush hour. Vast number of vehicles hit the streets and avenues of Manhattan every day. Almost half of cars are yellow taxis (well recognized city icon). Taxis are operated by private companies, licensed by the NYC Taxi Commission.



R 130621 N4.jpg:



R 130522 N3.jpg:



Excellent. This is fresh validation for our use in differentiating Fehr &

Peers from our competitors on land use/trans... Reply

TDM+ Promo Video



New in the DAM

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(must be in network to see)

R_130725.jpg: Discipline Group Meeting 2013



R_130715.jpg: New York City, United States - May 10, 2012: Large group of taxis on 7th Avenue at Times Square in rush hour. Vast number of vehicles hit the streets and avenues of Manhattan every day. Almost half of cars are yellow taxis (well recognized city icon). Taxis are operated by private companies, licensed by the NYC Taxi Commission.



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More

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Corey Connors

Create



...



Watching the Bay Area softball team at war against BKF. Soleman had a nice in-park homer.

① 16 Apr

Clear

Corey Connors



C.Connors@fehrandpeers.com



x1107

Company



Corporate Communication Director



Corporate Communication



Corporate Office (Walnut Creek, CA)

O Personal Space

Activity



- Meet Bertha
 - updated yesterday at 03:15 PM
 - · view change
- Welcome Daniel Jurczyk commented Jul 29, 2013
- Internal Webinars, External Marketing ...? created Jul 29, 2013
- Corporate Communications (COMM) updated Jul 24, 2013 • view change

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Status Updates



Watching the Bay Area softball team at war against BKF. Soleman had a nice in-park homer.

Tuesday, April 16, 2013

Following

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Activity

Followers

You have 7 followers

















Culture Change



Corporate culture: The way we do things around here



Exercise:

What are the key elements of the required culture change in your organizations?

Soft Launch



- Target engaged employees
- No marketing yet
- Mechanisms for feedback and input

Marketing



Exercise:

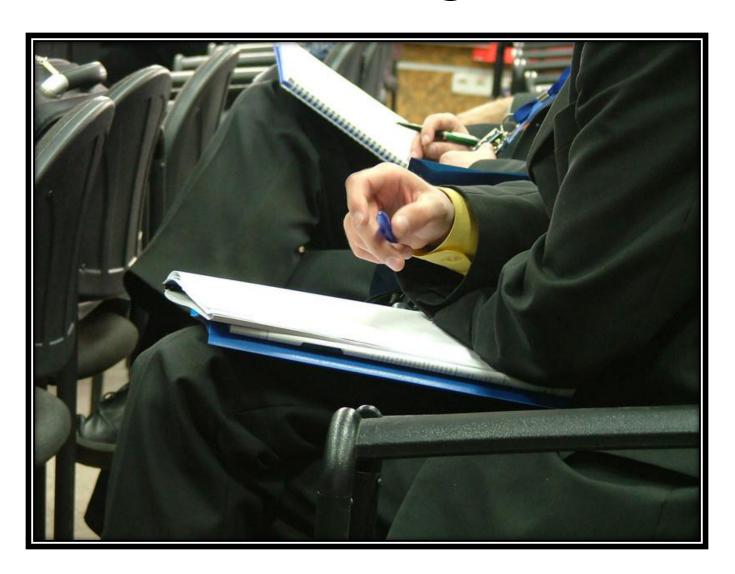
We're good at creating awareness.
What channels and techniques would you consider for the "consideration," "conversion," "loyalty" and "advocacy" levels of the funnel?



Ongoing Case Studies and Recognition



Training



Training Considerations

Audiences

- All employees
- Targeted teams
- Ambassadors
- Executives

Formats

- Classes
- Online training modules
- Videos
- One-on-one
- Phone support

Gamification



SEPHORA

MAKEUP SKINCARE

FRAGRANCE

BATH & BODY

HAIR

TOOLS & ACCESSORIES

MEN

GIFTS

SEPHORA TV



•

SEARCH

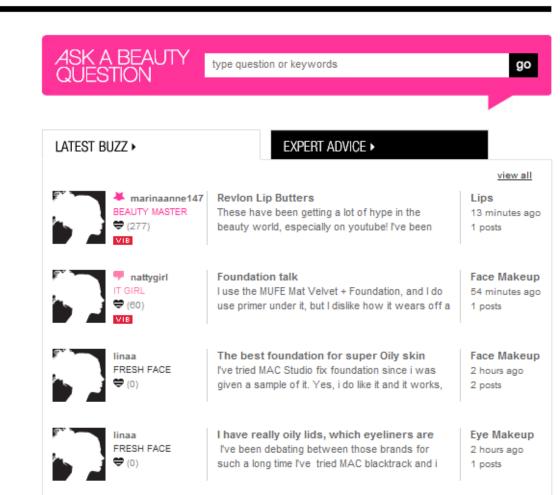
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ABOUT KIMMI1115

Go To ▼



immi1115
HALL OF FAMER

(2247)

VIB.

location: Greeneville, TN birthday: November 15 hair color: brunette eye color: green

skin type: combination

skin tone: light

about me

I'm a college student who enjoys playing around with makeup. Aside from makeup, I also enjoy volunteering with local animal organizations.

Welco

Ask a

type q

sign in (

MY TOP 10 FAVORITE PRODUCTS

Why I love these

- They work amazingly well and are fun to experiment with.
- 1 One 'n Only Argan Oil Shampoo
- 2 One 'n Only Argan Oil Conditioner
- 3 Urban Decay Eyeshadow Primer Potion

- 6 Kat Von D Eyeshadows
- 7 TheBalm TimeBalm Concealer
- 8 China Glaze Nail Polish

Conta

ADD TO

SEND P

my activity

CONTRIBUTOR	SUBJECT	VIEWS	POSTED
kimmi1115 HALL OF FAMER	Re: What are you wearing today? BEAUTY CONFESSIONS	5	3 hours ago
kimmi1115 HALL OF FAMER	Re: How has your makeup collection chang OFF-TOPIC	9	3 hours ago
kimmi1115 HALL OF FAMER	Re: I only use one lip liner, and it's t LIPS Q&A	6	3 hours ago
kimmi1115 HALL OF FAMER	Taming Eye Lashes?	33	3 hours ago
kimmi1115 HALL OF FAMER (2247) VIB	Re: How has your makeup collection chang OFF-TOPIC	41	12 hours ago

view all





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emand... Another SBB Webinar Workshop June 23 on rams & Grants >

ized Someone Today? (>)

ou!

s we appreciate TD customers 👀

More 🕑

e News

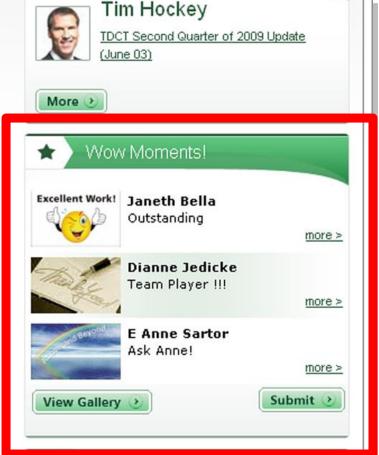
ation Celebrations Continue ③

① Update ③

iscount Brokerage continues to grow ③

iation Week — Off to a great start ③

orts progress for Aboriginal Canadians (>)



? Quiz Poll

PREFERRED RATES

Did you know that TD employees get preferred group rates on home and auto insurance products?



It was lunch time and I was craving a burger like you o believe. So I ventured off to a local area Fast Food Re There was a group of Highschool kids lined up teasing other. One of the kids asked his friends how are you p your lunch, they replied with our Scotia Bank Debit Car Almost everybody in the group had one, with the exce one young man who had pulled out his TD Canada Trus Card. One of the group picked him up and carried him back of the line saving "Sorry but you don't belong he US." They were just clowning around, I know, but I did the young man from coming in with his parents from tig and wanted to help him out. So when one of the Alpha the group asked, "What's so great about TD? Eh, why have a Scotia Bank card?" I replied, "because TD Car buys you lunch and Scotia Bank doesn't. It's too bad y don't have your TD Cards because your going to have your own lunch". It was then that the kids noticed my nametag and button. I purchased the young man a bu combo. He laughed and said I didn't have to really buy

luch, but greatly appreciated the fact that I was able to put such a great spin on his situation. When I left all the kids were talking to him about about how cool it was that a banker had bought him lunch. They then started to say "Heck, we're moving over to TD!"

WOW*MOMENTS

Add comment Replies (66) Print Wow Moment

From: Tim Hockey Mar 4, 2009 4:01pm A

Great story, Steven. Nice to hear.

You make us all proud.

From: Jen Neilans

Mar 4, 2009 4:30pm

Steven, your story was amazing to read. I also want to thank you for stopping the 'bullying' that the young TD cardholder was undergoing in line. You sure showed the other boys!!

From: Lori Chartier

Mar 4, 2009 5:27pm

Such a COOL story Steven! I literally smiled while reading this whole story!
Thanks for making my day:)

From: Jason McCoy

Mar 4, 2009 7:20pm

Steven! Awesome job...actually WOW!!!......I just printed your story off for

everyone at our branch to read...Cheers, Jason

Exercise:

Brainstorm ideas for how gamification might aid adoption in your companies



Measurement





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