



Content creation is a team sport

Creating inclusive narratives

Global Intranet Forum

New York, NY

October 26, 2017

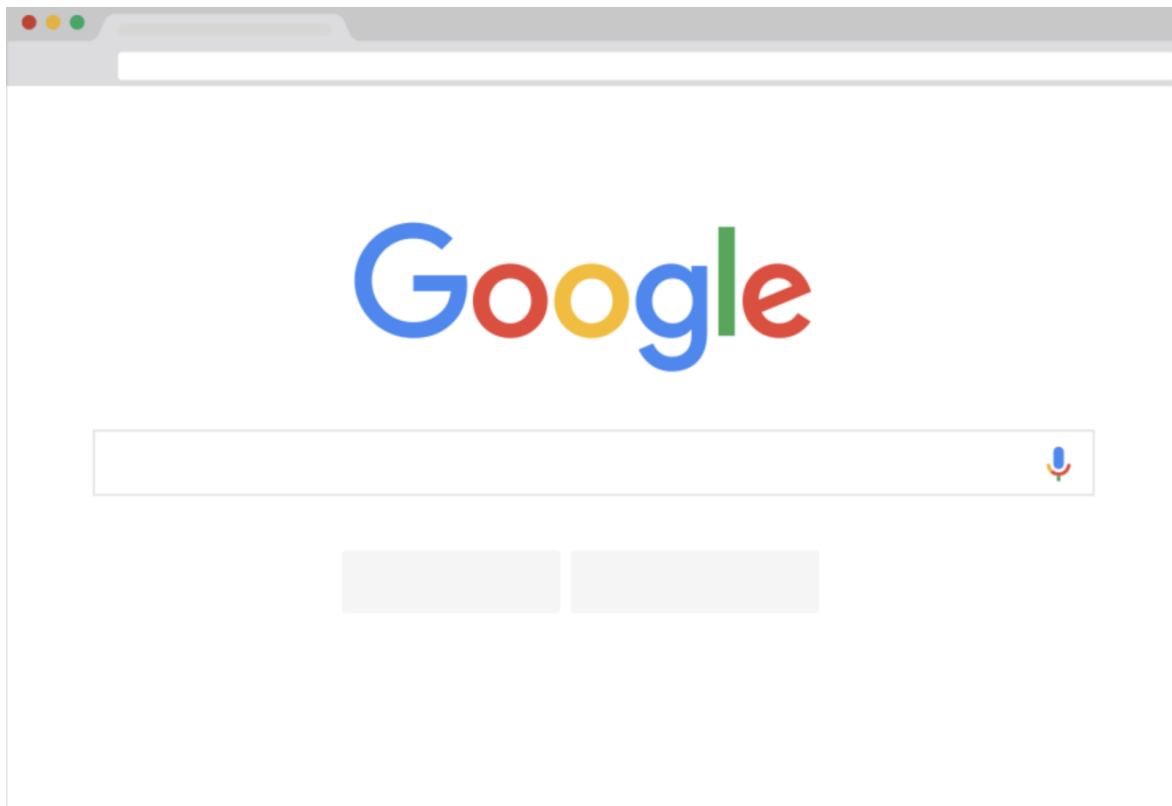


How do you get “on the same page”?

Start on a page.

The image shows the Google Docs web interface. At the top, the document is titled "Untitled document" with a star icon and a folder icon. The menu bar includes File, Edit, View, Insert, Format, Tools, Table, Add-ons, and Help. A status bar indicates "All changes saved in Drive". The user's email, "rmjana@google.com", is in the top right corner. Below the menu bar is a toolbar with icons for undo, redo, print, zoom (100%), text color (Normal text), font family (Arial), font size (11), bold (B), italic (I), underline (U), text background color (A), link, insert, and list. The main editing area contains the text "This is a sample" with the word "sample" highlighted in yellow. On the right side, a comment box is open for "Reena Jana", showing her profile picture, a text input field with a plus sign, and "Comment" and "Cancel" buttons. At the bottom right of the interface is an "Explore" button with a star icon.

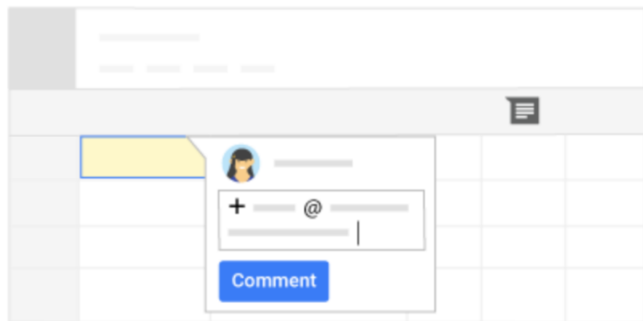
Explore what exists.



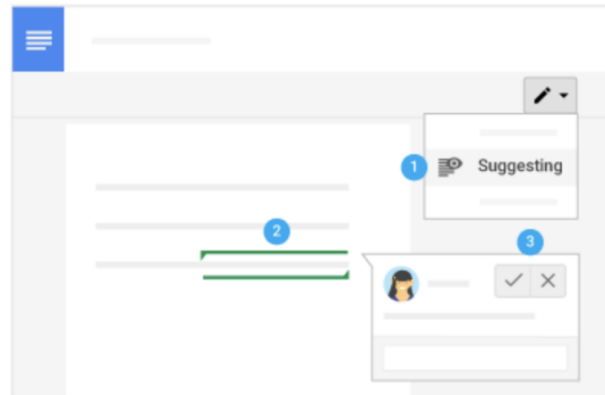
Search for unexpected sources.

The screenshot shows a Google Docs interface. The main document area contains the text "This is a sample of a shared doc". The right sidebar is open, showing an "Explore" panel. The panel lists search suggestions: "storytell", "storyteller", "data storyteller", "storyteller hi", "storyteller vp", and "storyteller new". Below these suggestions is a section titled "Create smarter documents" with the text "To see suggestions based on your document, try adding more content" and a link "Learn more".

Open up to comments and suggestions.



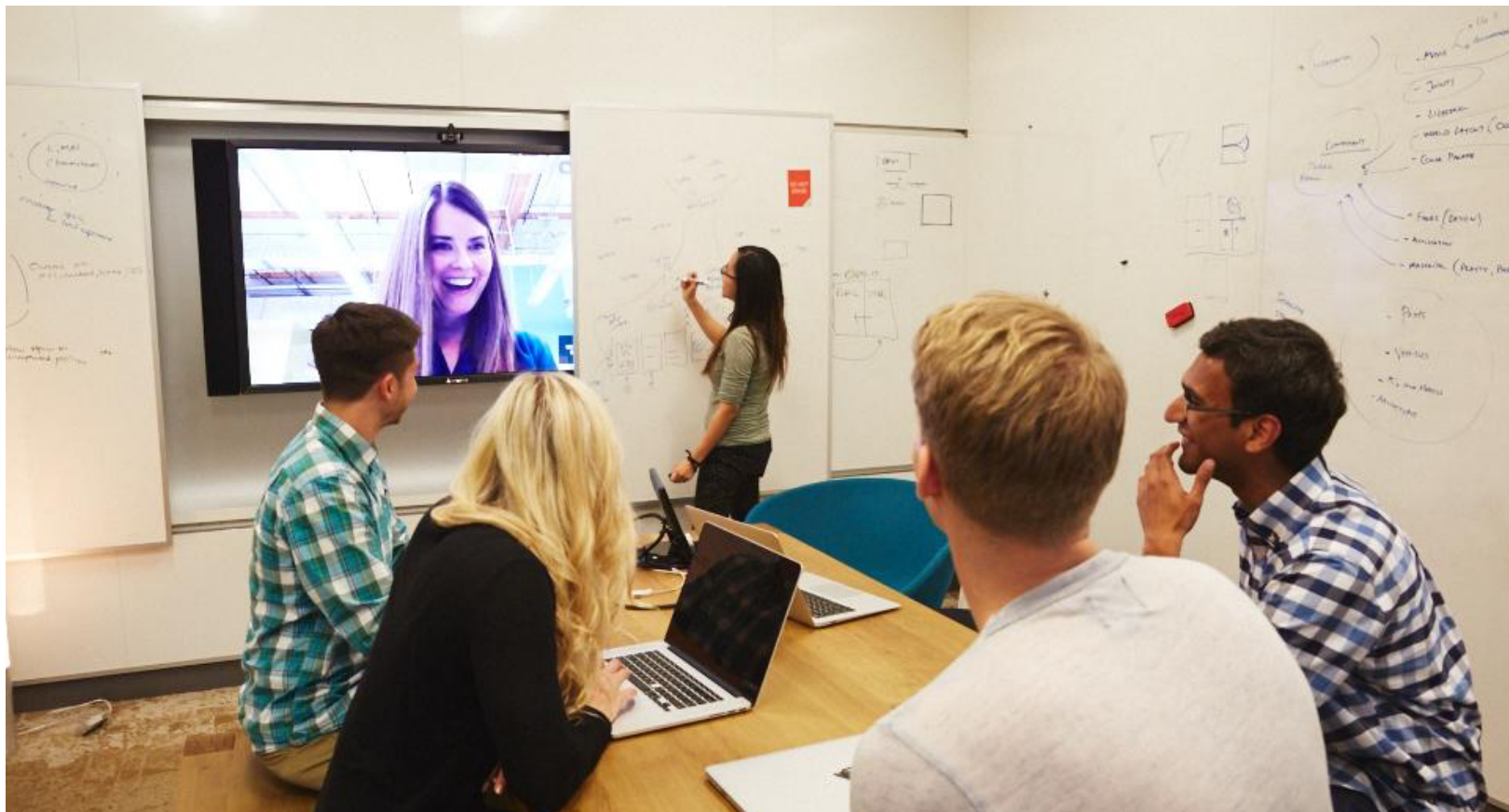
+



How can we apply an inclusive lens?



Give everyone an equal voice.



Use spreadsheets to manage content.

← Template gallery

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✓	Date	Task
	7/9	Type anything into column A to complete an item
	8/9	Change the styling of completed items under Format > Conditional Formatting (on the web)
	9/9	Sort items using the drop-down arrows next to the heading name (on the web)

To-do list

Annual budget tracker

Plan and track your monthly spending for the entire year.

How to use this template

- Get started by entering your starting balance in Row 13 (B13).
- Then, fill out the 'Expenses' and 'Income' tabs.
- Feel free to rearrange or delete categories in these tabs. Your changes will automatically be reflected in the 'Summary' tab, which shows an overview of your projected annual spending.

Configure

Starting balance: \$5,000

Annual budget

Monthly Budget

START BALANCE: \$1,000 | END BALANCE: \$1,500

Expenses: \$1,000 | Income: \$1,500

+50% Increase

\$500 Difference

Monthly budget

2017 Calendar

January, February, March, April, May, June, July, August, September

2017 Calendar

DAILY SCHEDULE

Date	Time	Activity
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Schedule

Trip Title

9/5 Airline and Flight #

Hotel name: 110 Hotel New, Arlington, VA 22204

Travel planner

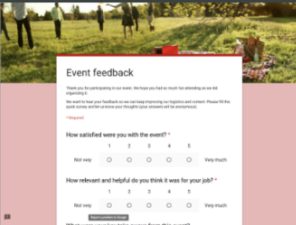
Use forms to manage Q&As and templatize content.

← → ↻ 🏠 🔒 Secure | <https://docs.google.com/forms/u/0/?ftv=1&tgif=c> 🔍 ☆ 📁 📄 🔍 📄 🔍

← Template gallery

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Work



Event feedback

Thank you for attending our event. We hope you found the evening a real learning experience.

We would love your feedback on your experience to help us improve our future events. Please fill in the details below and return your thoughts your personal and confidential.

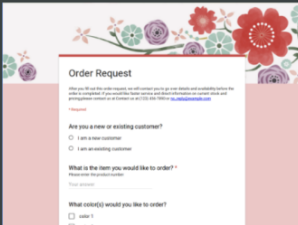
How satisfied were you with the event?

Not very 1 2 3 4 5 Very much

How relevant and helpful do you think it was for your job?

Not very 1 2 3 4 5 Very much

Event Feedback



Order Request

Dear Sir, We are a company that sells various products to your business and we are looking for the order to complete. You will find the order form and the order form on the order form and the order form on the order form.

Are you a new or existing customer?

☐ I am a new customer

☐ I am an existing customer

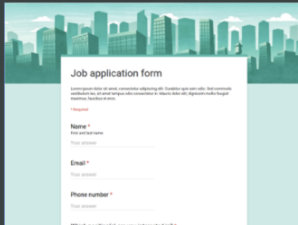
What is the item you would like to order?

Please enter the item name.

What order(s) would you like to order?

☐ None

Order Form



Job application form

Dear Sir, We are a company that sells various products to your business and we are looking for the order to complete. You will find the order form and the order form on the order form and the order form on the order form.

Name *

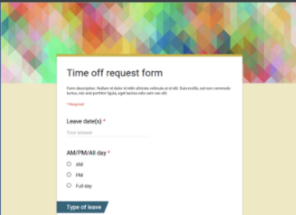
First name: _____

Last name: _____

Email *

Phone number *

Job Application



Time off request form

Dear Sir, We are a company that sells various products to your business and we are looking for the order to complete. You will find the order form and the order form on the order form and the order form on the order form.

Leave date(s) *

Amount of time *

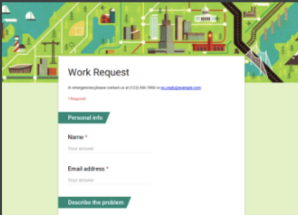
☐ 1 day

☐ 2 days

☐ Full day

Type of leave *

Time off request form



Work Request

Dear Sir, We are a company that sells various products to your business and we are looking for the order to complete. You will find the order form and the order form on the order form and the order form on the order form.

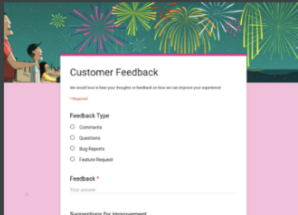
Personal only

Name *

Email address *

Describe the problem

Work Request



Customer Feedback

Dear Sir, We are a company that sells various products to your business and we are looking for the order to complete. You will find the order form and the order form on the order form and the order form on the order form.

Feedback Type

☐ Comments

☐ Questions

☐ Bug Reports

☐ Feature Request

Feedback *

Suggestions for improvement

Customer Feedback

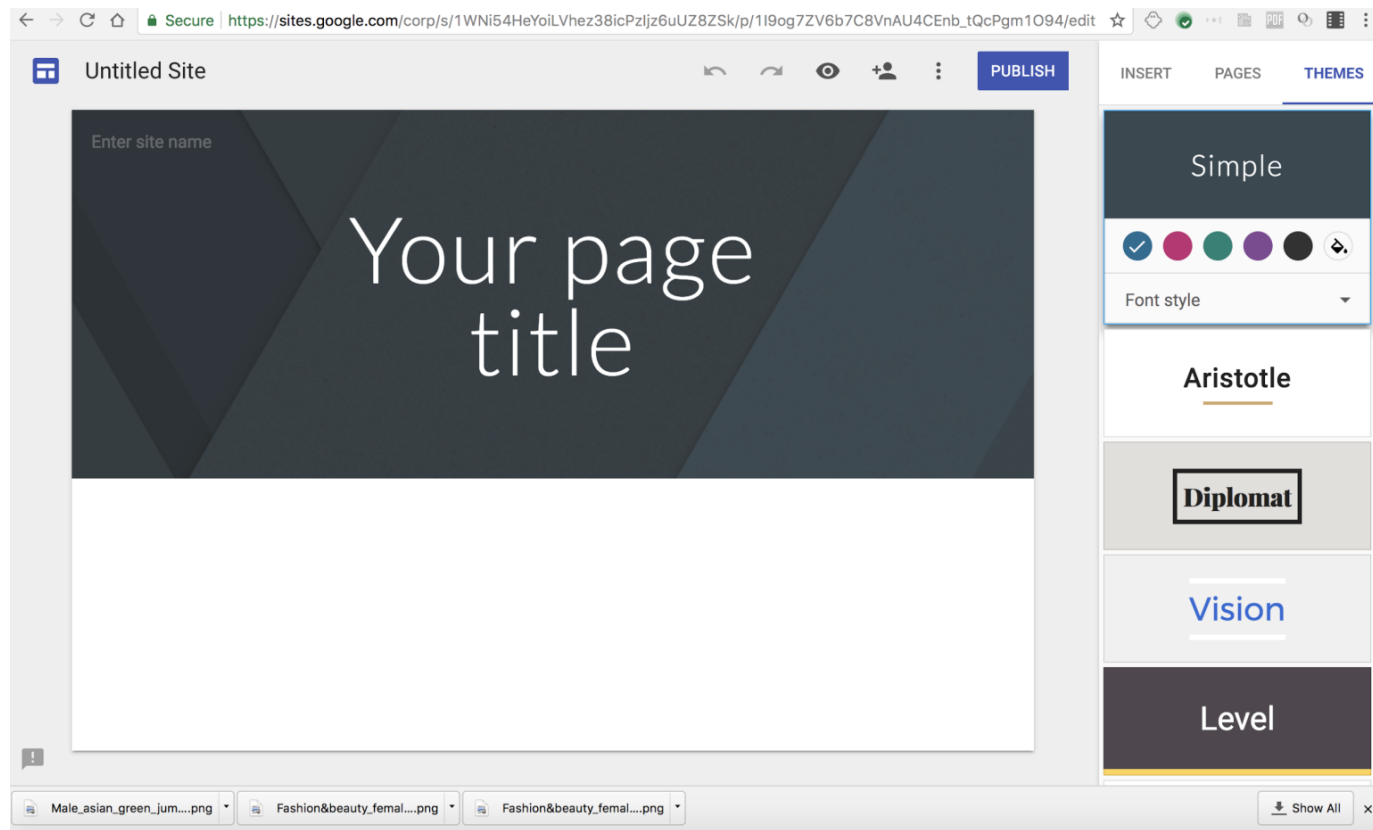
Invite everyone to a deadline.



Try using the same content in various formats.



Create a site from a template.



Test with inclusive groups of people.



How do we know what success looks like?

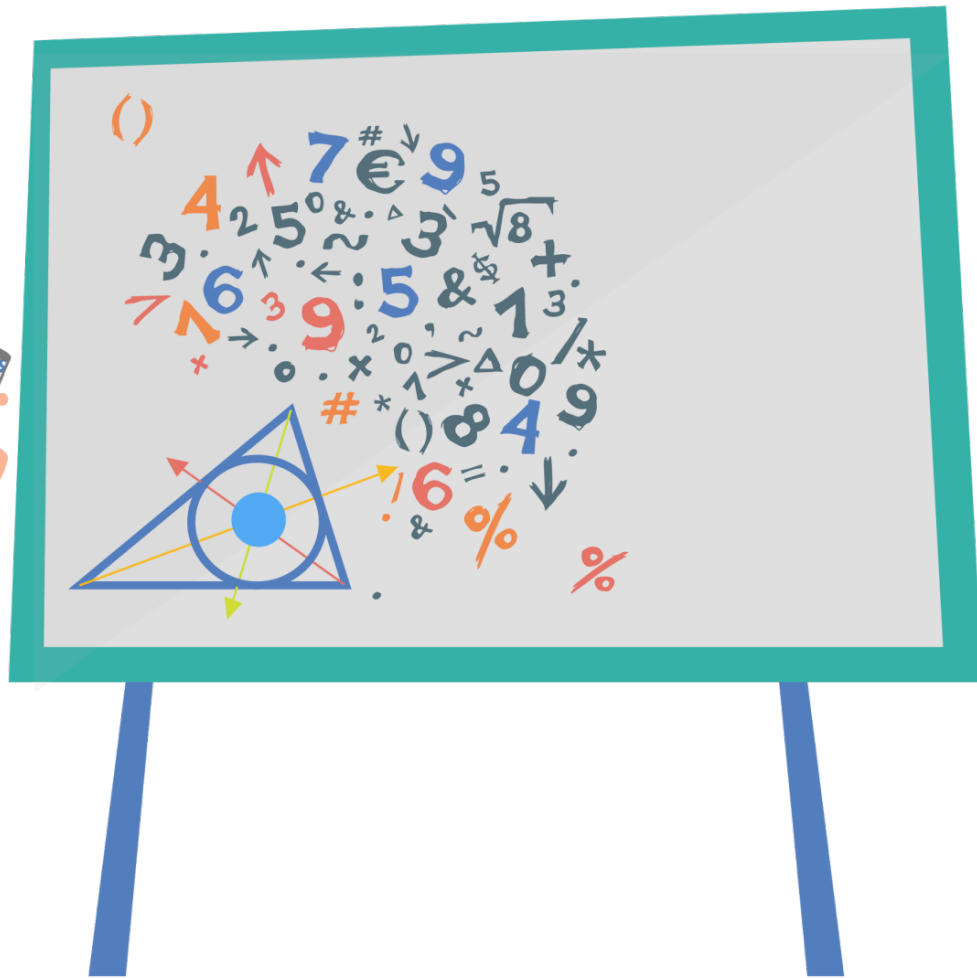
Think like consumer-facing site producers.



Make feedback easy.



Capture data.



Understand user behaviors and keep adjusting over time.



How can we get more creative?

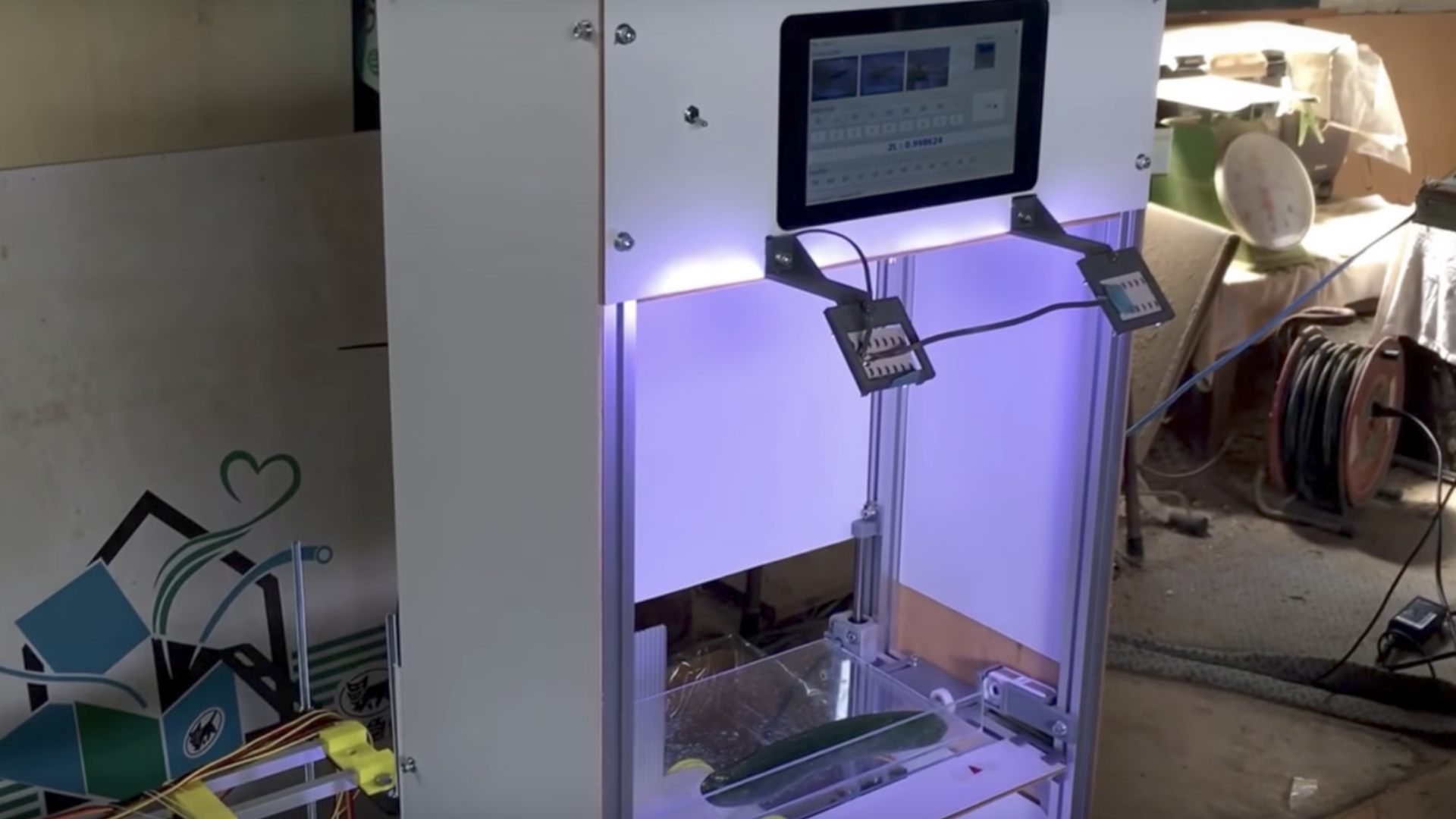
Experiment with formats.



“Bank” stories.







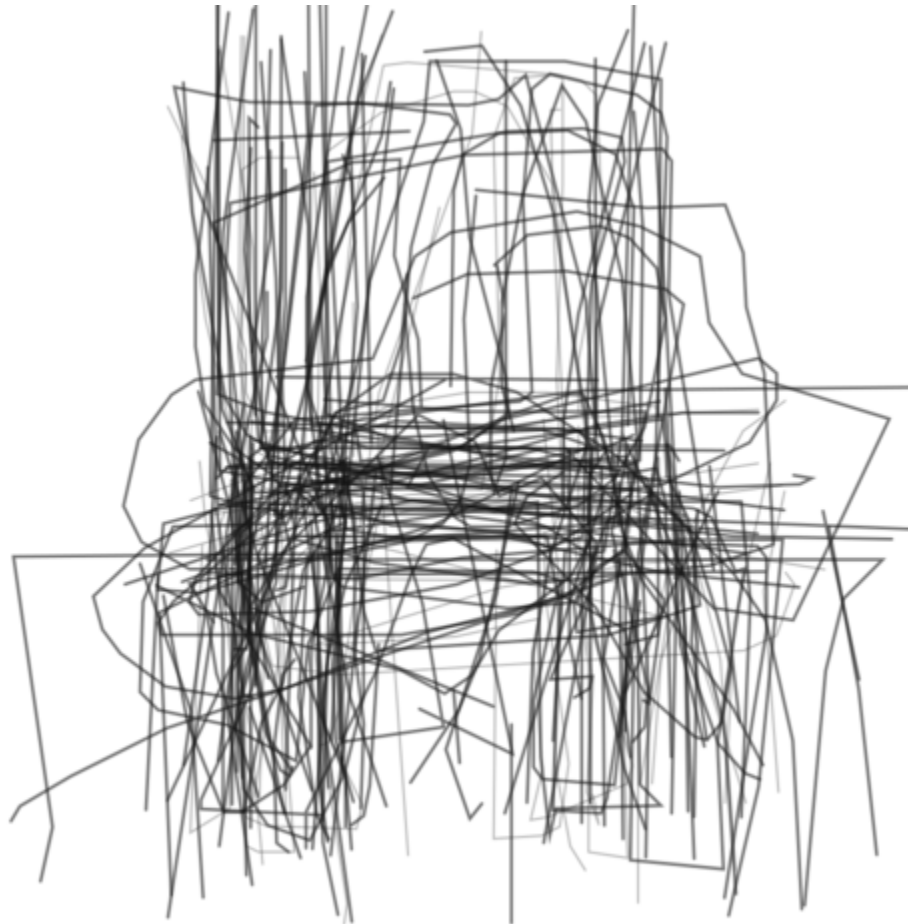
Meet Natasia. She's the founder and CEO of Wyzerr, a small business that makes survey software.



- **Cloud Natural Language API** helps the Wyzerr team create summaries of customer behaviors to cluster feedback and create “topics” based on patterns
- **Cloud ML Engine** helps the Wyzerr team predict what customer experiences companies need to focus on for improvement

Look for new, inclusive tools & data for inspiration.







Can a neural network learn to recognize doodling?

Help teach it by adding your drawings to the [world's largest doodling data set](#), shared publicly to help with machine learning research.

Let's Draw!



<https://youtu.be/X8v1GWzZYJ4>

Tell universally useful, accessible stories.



Thank you!