

5 trends that will make your intranet a strategic tool

Until a few years ago, Internal Communications was perceived as a separate entity from Communications. The pandemic and "new ways of working" have changed this. A company's intranet has become a strategic investment. Let's discover how we can use it to its full potential.



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In recent years, the world of the intranet has experienced improvements and significant innovations that make it easier for employees to do their job effectively. Social features, workflow and other functions that involve employees are fundamental for the management of a successful digital work environment.

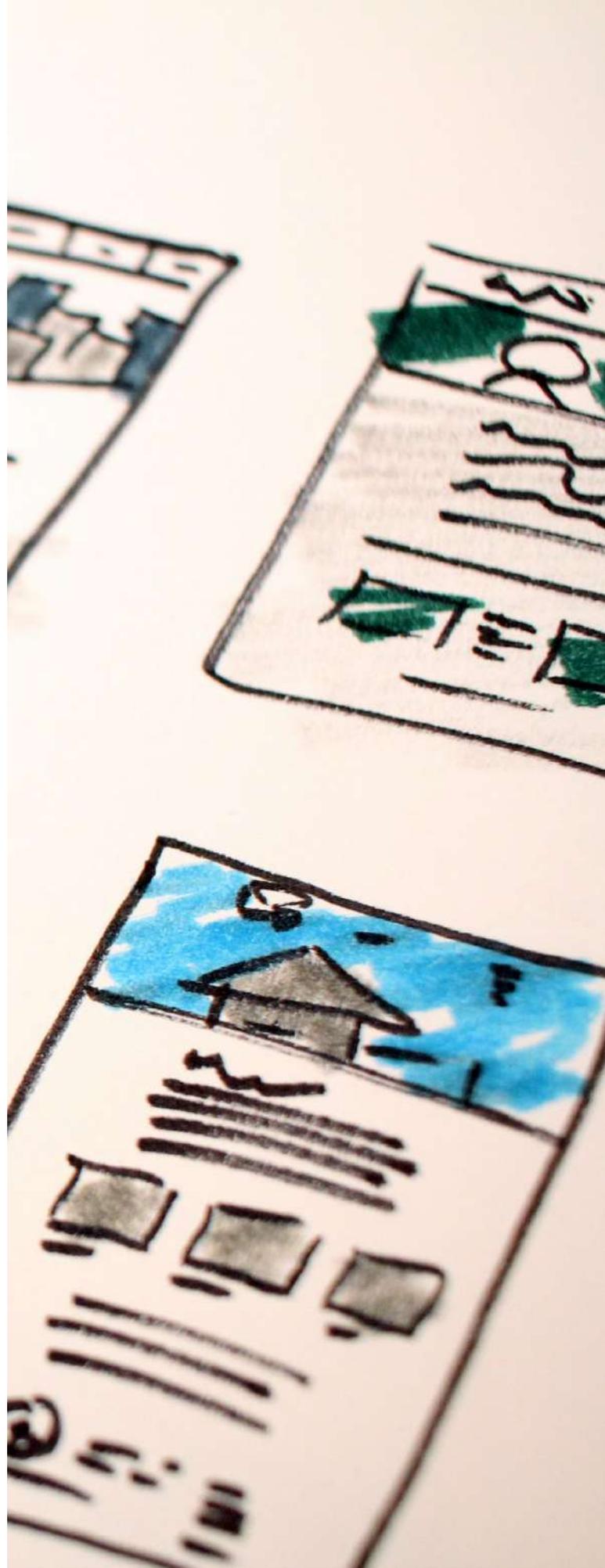
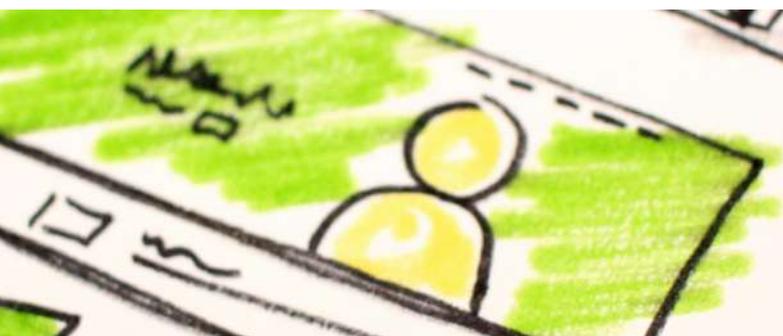
Here are our predictions for the emerging trends and developments in intranet in the coming years:

1 THE DIGITAL WORKPLACE

The digital workplace is one of the most important trends of recent years and will become increasingly popular as companies discover the advantages of migrating to digital.

Moving from an intranet with informational features and often with push communication methods to a digital workplace based on the collaboration and sharing of ideas and projects will become an essential part of engaging the workforce on the one hand and driving business on the other.

A variety of tools will be essential on intranets to allow employees to complete processes and streamline tasks. As an access point to these tools, an intranet offers numerous advantages, such as facilitating team work, engagement and productivity. It is an effective tool for companies who want to implement “new ways of working”.





2 INTEGRATING SYSTEMS

No system can manage all of a company's needs. The secret is to have an ecosystem of platforms and support tools that can help employees with their daily work.

Intranets are still often the beginning of the internal journey for users and can be used to access other systems that help complete tasks, such as CRM systems (Client Relationship Management), real-time communication systems (e.g. Slack), email, reservation tools (car, cafeteria, assistance, etc.), training platforms and so on. These tools can be integrated and make a difference in improving productivity.

3 INTERNAL AND EXTERNAL

The internal user experience is now just as important as the external user experience. Those who work at a company, at all levels, are both recipients of communication and ambassadors of messages and company values.

Their involvement is indispensable. The increase in using social media features (e.g. likes, sharing, comments) is already helping to promote participatory communication within companies, which is reflected in the external communication tools (e.g. LinkedIn).

4 CONTENT STRATEGY

The old intranet model with its top-down communication is disappearing in favour of more interesting content. People expect personalized content that directly relates to their tasks.

We will see an increase in storytelling, especially from various work teams and leadership to create content that employees find engaging and meaningful. A wide-ranging training approach to corporate storytelling will be fundamental in creating coherent, relevant, easily recognizable and uniform content.

Likewise, it will be important to establish the tone of voice and guide the adoption process of the intranet, providing people with context and clarifying their role within a larger system.

The digital workplace, therefore, would benefit from a wider range of editorial staff, ambassadors and figures who are focused on engagement.

They will run it with user-generated content and an organizational culture in which everyone has a voice. It will also lean heavily on the empowerment of employees, encouraging them to communicate openly. Good navigation experience is essential for maintaining relevant content. When there's a push for content, it's important that the system can accommodate growth.

"Coherent and relevant communication combined with easy access to tools and resources are two of the greatest factors of satisfaction for employees."



5 CO-DESIGN

Participatory design is an approach to design strategy that includes clients in the design phase.

Also known as "co-creation", "co-design" or "cooperative design", it includes useful techniques in both the initial "research & discovery" phase and later phases of concept and design. In this way, the end users of a product, service or experience have an active role in co-designing solutions that they themselves will use. Understanding how direct users face a design challenge often brings about new insight into their experiences.

These insights help designers understand where to focus their efforts, and the ideas users propose serve as inspiration for solutions. Co-designing with users, those of the intranet in our case, allows us to achieve more innovative results focused on the needs of the user.

HOW CAN WE HELP YOU

At Lundquist, we do strategic communications. Never has internal communications held such a strategic role for companies as it did during and, to a greater extent, after the pandemic. It's about reassuring people, getting them on board, taking care of them, motivating them and engaging them.

Through co-design sessions held with all the internal stakeholders, from top leaders and middle management to end users, we have helped many companies set-up their new strategy, starting with the needs of the business and integrating them with the needs of the people.

We started with the why, and alongside our clients, we asked some fundamental questions: Why an intranet? What are the goals? What needs does it serve? What do users want? What experience can we offer? How long will it take? What tools should be included?

With a Design Thinking approach, we used Service Design techniques to listen to needs, find creative solutions and create prototypes of the new service, whether it's a Digital Workplace or communicating themes in the "Career" section in a consistent way internally and externally.



Case studies →

Estra & Listed company in energy sector

Estra

The intranet with people at its heart

THE CONTEXT

Estra is an Italian multi-utility group operating in the natural gas and electricity sector. Its Industrial Plan includes growth, technological evolution and network efficiency. It draws from their corporate values which are based on care and empathy for people, accessibility and proximity (in terms of digital infrastructure), as well as sustainability.

THE CHALLENGE

Restyling their intranet was part of the implementation process of the industrial plan. Estra needed to build a new platform in which people could easily communicate among themselves and organize work tasks, get to know colleagues and the company environment, share information and skills, and stimulate a sense of belonging. The new intranet had to be not only a useful and necessary work tool but also a means for sharing identity, ambitions and company values.

THE SOLUTION

Through two co-designing sessions, we identified the goals and mission of the new intranet, thanks also to the involvement of the company's top management, then, in a workshop that involved employees from various offices and functions/roles, we investigated their needs and figured out what features were most important for their work and personal lives. All these ideas have converged in an ambitious prototyping process and the development of new features.

THE RESULTS

The workshop helped develop the new intranet project as a «user-centred» Digital Workplace that is responsive and captivating, technologically advanced, and enables innovative communication tools that support the engagement of users. Communication on the new platform thrives thanks to the contributions of many and the presence of a remote editorial staff that facilitates communication at the group and office level, increasing the sense of belonging.



Listed company in energy sector

The hidden potential of inclusion

THE CONTEXT

DE&I, sustainability and welfare are becoming an increasingly central part of company strategy. They are no longer relevant only to employer branding but are also crucial for positioning, value structure, purpose and mission.

THE CHALLENGE

These topics have become a priority, and initiatives are a good starting point. Based on the above, the company assessed that there was a need to find greater value in these topics and decided to hold a workshop to involve even more colleagues who work with these themes. The objective was to highlight DE&I as a distinctive element of the purpose and mission of the group.

THE SOLUTION

Through a workshop that involved External Communication and HR, we discussed the topics of DE&I in terms of the strategic objectives of the company related to purpose and mission, talent acquisition and retention, innovation and the growing demand for reporting from investors.

THE RESULTS

The workshop, in addition to raising awareness of the main issues of inclusion among participants. Allowed everyone to understand, reflect, design and prototype their future, identifying what steps are fundamental and necessary to continue down a path of growth, foster commitment and value inclusive leadership.

