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Internal Communication – Staying Strategic in the Digital Workplace

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What we're covering today

1. 3 key areas businesses are using to define the digital workplace
2. Changing behaviours of employees and what it means going forward
3. How companies are changing their internal communication strategies accordingly

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“By 2020, digital natives, digital immigrants and the digital exiles will need to work in harmony and be fully enabled by technology if they are to deliver on shared business goals, against a backdrop of new working habits.”

Google 2018 Workplace 2020 report

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"Microsoft's Teams clocks 2.7 billion minutes of meetings in a single day"
The Register

Microsoft Teams Worldwide
Active Daily Users

32m
March 11
2020

32% increase

in just one
week.

44m
March 18
2020

Venture
Beat →

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Internal Communication Challenges

Digital Workplace

Systems
i.e. how do I log on, where do I go for IT support etc.

Forming ✓

Ways of working
i.e. flexible working schedules, projects running remotely

Storming ✓

Engagement
i.e. how to keep engagement at team and company level

Norming

Support
i.e. where do I go for support related to the current situation

Performing

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Challenges for internal communicators

Preparing for the return to work (whatever that looks like)

Adoption of new tools

Shifting leadership styles

Maintaining energy/focus

Employee wellbeing

Fixing gaps/lack of accountability

Reinventing communication plans

Reverse engineering the digital workplace strategy

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3 key areas businesses are using to define the digital workplace

Deloitte - The digital workplace: Think, share, do

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Technology
Connectivity
Productivity
Collaboration
Communication
Mobility
Messaging
Business apps
Crowdsourcing
Connect
Collaborate
Communicate

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Compliance
Technology
Connectivity
Productivity
Connect
Collaborate
Crowdsourcing
Collaboration
Business apps
Communication
Communicate
Messaging
Mobility
Governance
Risk

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Business drivers
Compliance
Technology
Connect
Collaborate
Communicate
Connectivity
Productivity
Crowdsourcing
Collaboration
Business apps
Communication
Messaging
Mobility
Governance
Risk
Improved employee experience
Increased revenue
Stronger talent recruitment and retention
Reduced operating costs
Higher productivity and effectiveness
Faster time-to-market
Increased agility and flexibility
Improved customer experience
Greater innovation

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Microsoft Teams

Search

Activity
Chat
Teams
Calendar
Calls
Files
Communities
Apps
Help

Teams

Your teams

Consumer Retail
- General
- Customer Service
- Product Display
- 5 hidden channels

Corporate Communications
- General
- **Sentiment Analysis**
- **Town Hall Prep**

Mark8 Project Team
- **General**
- **Design**
- Digital Assets Web
- Go to Market Plan
- Research and Development
- WebDex
- 2 hidden channels

Customer Service
- **General**
- **Readiness Program**
- **Staff Training**
- 1 hidden channel

Join or create a team

General Posts Files Wiki Contoso Retail Participating Locations Home COMPANY NEWS

Org Meet

Home

Reply

December 19, 2019

Megan Bowen 12/19/19 8:53 AM
Let's chat more about this...

Adele Vance
Last reply Dec 12

See more

Megan Bowen 12/19/19 8:53 AM
this questions is coming up quite ofte..

Reply

February 20, 2020

Unknown User has been removed from the team.

March 29, 2020

Isaiah Langer 3/29 12:31 PM
In depth tutorial of microsoft teams

How to use Microsoft Teams
Friday, April 3, 2020 @ 10:00 AM

Reply

April 10, 2020

Meeting in "General" ended: 5m 21s

Reply

Start a new conversation. Type @ to mention someone.

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Search
Knowledge Library
Home
Categories
Create Category
Getting Started
At Work
Career
Compensation
People Insights
Time Off
Upload cover photo
Welcome to Knowledge Library
Find useful company content, all in one place
PRIORITY
Meet our Leadership
Updated 8 hours ago
Mission & Values
Updated Yesterday
Benefits
Updated 24 Feb 2020
CATEGORIES
Getting Started
At Work
Our Offices
Travel & Expenses
Career
My Career
Internal Mobility
DRAFT
Global Mobility
Quick Links
Global Security FYI
World Health Organis
ICAS International M
Concur (SSO)
Foxy Perks (SSO)
Building Internal Com
Benefits Portal
Calendar Tool
Workday (SSO)
2:04
Company Mission & Values
Last updated 17 Jan 2020
Company Mission & Values
Overview
Subcategories
At Fox Fabrics, the way we do business and treat one another and customers is based on our mission, our values, and our principles.
Our Mission
Give people the power to build community and bring the world closer together.
Our Values
Our five values are the signposts that guide how we work at Fox Fabrics, regardless of what team you're on or what office you're in. Our values are what guide all our behavior at Fox Fabrics as we work to achieve our mission together. They are the core of Fox Fabric's culture.

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Changing behaviours of employees

9-5 is over
Productivity rules

No one-size-fits-all

Expectation of
culture change

Seamless
experiences

New take on trust

Digital overload

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How are companies updating their internal communications strategy?

Timelines have shifted

- Long and convoluted sign-off processes or corporate inertia stifling plans are gone
- Communication must be frequent and immediate
- Leaders are placing their trust in communicators to advise and act at speed

Truth starts at a company level

- Businesses are stepping into the void with responsible actions and information from credible sources
- Regular briefings for employees by your chief scientist or medical officer
- Expectation for accurate and reliable information post crisis

New style of leadership comms

- Impersonal and bland communication styles are out
- Empathy, vulnerability and honesty is the new expectation for leadership comms
- Colleagues are looking for reassurance, guidance and solutions from leaders

Fresh take on planning

- Both BAU and crisis communication plans are being reinvented
- Audience insight, air traffic control and translating the new business strategy into comms objectives high on the agenda
- All needs to be done in a collaborative way that leaves no-one behind

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Vicky Johnson VJ

Plans & Communications

PLAN: Choose from list...

OWNER: JS John Smith × Choose from list...

TEAM: Choose from list...

LOCATION: Americas × Choose from list...

AUDIENCE: Choose from list...

CHANNEL: Email × Choose from list...

STATUS: Choose from list...

TAGS: Choose from list...

BUSINESS AREA: Choose from list...

STRATEGIC PRIORITY: Choose from list...

Analytics

Plans & Communications

Calendar

Communication: Invites to conference

3 TASKS — Create Task

To Do — 2 TASKS

Doing — 1 TASK

Confirm final delegate list — 16.10.2019 — JS

Done — 0 TASK

CFO communications

NAME	OWNER	TEAM	START DATE	END DATE	CHANNEL	AUDIENCE	STATUS	TASKS
Accelerator output	DP	DP	25.09.2019	25.09.2019	-	-	In Progress	0
London HQ announce...	DP	DP	26.09.2019	26.09.2019	-	-	In Progress	0
Q2 results announcem...	JS	JS	24.07.2019	24.07.2019	Workpla... (+2)	All Company	Complete	0
This week in finance	JS	BJ	01.10.2019	01.10.2019	Email	Finance Coll...	Planned	0
View from the top	DP	DP	15.10.2019	15.10.2019	-	-	In Progress	0

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Questions?

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Get in touch to find out more!

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