



11 LESSONS LEARNED FROM DEPLOYING A SUCCESSFUL INTRANET



#1 Understand your primary purpose

Define the goal of your intranet and what it is intended for. Is it for:

- Communications
- Content and Collaboration
- Insights and Analytics
- Process Workflow
- Task Management
- A Blend, or Other Reasons

#2 Understand the platform's capabilities

Know what's possible with today's platform before you begin. Don't base your ideas on what your last intranet could do, because the latest tools offer a far more dynamic and collaborative digital workplace experience.



#3 Involve your users and seek their feedback

Executives work differently to the rest of the staff, so make sure you seek feedback and input on requirements from staff on the front line as well as management.



#4 Think modern!

By the time you get a budget, decide on a solution, execute the implementation and manage the change, it will likely be a while before you transform your Intranet on mass again. Don't make the mistake of thinking "baby steps" and that your organisation is more conservative than everyone else's, that only propagates that culture. Think modern, think mobile, believe in innovation.



#5 Plan a long-term vision

Plan for the future, even if you execute the short term needs first. This will create greater excitement and engagement from all those involved and continuous results will be achieved. There is nothing worse than a static and stale content platform.

#6 Remember, it's your project

Consultants provide the guidance, insights to what's possible, and the hands-on skill to configure. You provide the wants, the content, and ability to coordinate your people. There will be work for you to do to get the new platform running.

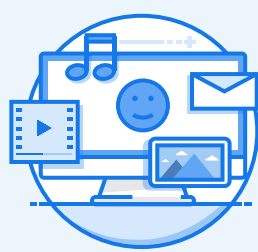


#7 Define ownership of the platform

Establish a clear governance model to determine the overall ownership of the site including the roles and responsibilities of contributors, the decision making process and the policies and standards to apply.

#8 Prepare a perpetual training resource

We've all been there. Organised a training session for our teams, only to need to re-train new employees throughout the year. Start thinking digital across your workplace. Prepare digital content, slides or walk throughs, or record training sessions and embed the video into your Intranet's home site or training site.



#9 Actively manage change

Change fast, change strong, lead change from the top down. If you're using document management – don't accept attachments in an email. If people share knowledge in email – ask them to post on a newsfeed. If people ask where to find something – direct them to Search. If people are having a phone conference – encourage an online meeting with video turned on. Change doesn't happen at a point in time, but over time and it needs your support.

#10 Engage a continuous optimisation plan

Monthly, bi-monthly, or quarterly optimisation days with a consultant who can help you work better will keep the platform evolving and the user experience improving.



#11 Good design matters

A good intranet design not only personifies the unique identity of your brand but it also enhances user experience and promotes user adoption. Do not make the mistake of setting it aside as part of your deployment plan.

For more information

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