

Reinventing the intranet: A community and culture experience



Your intranet CMS needs to support **personalized, engaging employee experiences to foster the right company culture** whether it's for in-person or remote teams.

Introduction

In our new normal born out of the COVID-19 pandemic, company culture and collaboration has never played a more important role. As employees across organizations had to quickly embrace remote work, finding ways to still connect and communicate with one another effectively moved to the top of businesses' priority lists.

Now, with **80% of company leaders** saying they will allow employees to work remotely at least part of the time after the pandemic—and 47% agreeing they will allow employees to work from home full-time—remote collaboration is here to stay. With this, recognizing the nuances of what keeps every person engaged needs to be the foundation of any enterprise collaboration platform or app.

Before the pandemic, the up-and-coming millennial workforce recognized company culture as among the most important aspects of a job. Now, **more than half** (51%) of Americans say they feel less connected to their company culture while working from home.

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Today and into the future of the work-from-home era, bringing people together and keeping them connected will not only be important for things like recruiting and promoting work effectiveness, but also for general well-being. A key part of building the right ‘community and culture experiences’—as we like to think of it at Brightspot—are company intranets. Community and culture experiences provide greater personalization and foster closer human connection at a time when employees are looking for new ways to connect with their companies and their coworkers.

At the end of the day, your employees are your most important stakeholders—a fact that’s even more

critical in a remote or hybrid-remote world. With **one in four employees** wanting to quit their jobs because of poor business processes exacerbated by the pandemic, businesses need their best digital experience to drive the right engagement, messages and brand loyalty with this most critical group. As we work through the challenges brought on by COVID-19, organizations must be transparent and get in front of their people in order to steadily and confidently remind them why they have chosen to work for you.

The place where this engagement and connection starts is your company intranet.

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To bridge the gap between the desire to continue working remotely and the benefits of an office environment, today’s organizations need to recognize what keeps employees engaged virtually and understand how to foster community and culture among their people no matter where they are located. A key part of integrating remote work with in-person advantages will be the successful use of intranets, better thought of as ‘community and culture experiences.’ These experiences provide greater personalization, bringing company culture to life at a time when employees need it most and giving them new ways to connect with their work and each other.

David Gang

CEO & Co-founder, Brightspot

Hurdles in building organizational community and culture

Today's businesses face unique challenges in building organizational community and culture—some brought on directly by the pandemic, while others are accentuated by its effects.



Information overload is more prevalent than ever, especially within companies

Many people can likely relate to this first challenge on a personal level. Think of the multiple different subscriptions and digital services you currently pay for and manage. Ironically, some people may have found they now need another application to manage all of those subscriptions from one place, simply because it's become too overwhelming to remember where everything is.

Sometimes, these technological advancements in all the ways we can now connect are to a fault. We're now seeing more people seek out "digital cleanses," where they can have one login, profile or virtual destination to go to for everything they need.

This digital fatigue and information overload is exactly what today's organizations are facing in light of remote working. Smaller teams and larger enterprises alike are experiencing more channels than ever through which internal communications and important business updates are being shared, including employee chat rooms, collaboration documents and drives, emails, video calls and more.

What's more, changes are happening internally at companies quicker than ever to keep up with our evolving world, making timely news and information all the more important and frequent across channels.



Onboarding remotely means less face-to-face time for new employees

In a work-from-home environment, new team members are starting jobs with the added challenge of not being able to meet or see anyone face-to-face.

Simple benefits like meeting your direct supervisors in person, having the ability to lean over your desk and ask a question, or hosting new clients in an office setting to build rapport now aren't as readily possible. From the start, this makes new and veteran employees alike feel less connected to their peers, not knowing when they'll be able to collaborate and meet in person.



More meetings lead to lost information

Unsurprisingly, **studies show** people have more meetings now during the pandemic than they did beforehand. While the numbers reveal the time spent in each meeting has gone down, the need to prepare for and join calls still serves as a disruption in anyone's workflow.

All of this is to say, people have less ability and headspace to catch up on missed announcements or information. Going back to point number one about information overload across channels, employees also have less time and motivation to search, find and read missed updates.

Each of these challenges underscores the fact that building community and culture has been made more difficult for today's organizations due to the pandemic. However, with the right content and technology, these challenges can be mitigated.



Rethinking the intranet as a 'community and culture experience'

It's no secret that many people view intranets as antiquated (and oftentimes unhelpful) systems. With remote working, however, there's a resurgence in the use and need for effective intranets today, and ways in which we can start to see and utilize them differently.

Now and into the future of the work-from-home era, companies are going to have to get creative in how they bring an office environment to employees' screens. According to a **Gallup** survey, nearly two-thirds of U.S. workers who have been working remotely during the pandemic would like to continue to do so, while **PwC** also found 83% of employers now say the shift to remote work has been successful for their company.

Most traditional intranets use only the 'destination site' delivery model, whereas modern intranets offer various delivery options for diverse types of workers. Application leaders must create 'composable' intranets that enable 'multiexperiences' and form the center of digital workplace strategies.

Gartner



Couple these insights with the fact that people still think an office environment is important and necessary for company morale. In the same survey, PwC found 65% of respondents believe the office is “very important” to increasing employee productivity, while over half also consider the office “very important” for employee collaboration, providing spaces to meet with clients and enabling the company culture.

Herein lies the opportunity for intranets to be reinvented as community and culture experiences that, today, can help mitigate the absence of the physical office environment. Modern intranets that have features to truly foster community and culture provide the type of workplace people want to be a part of, improving retention in the long run. Ultimately, these community and culture experiences put employee engagement at the forefront, no matter where people are.

Employee engagement should not be relegated to the HR department, but instead, be featured as a central part of overall business strategy.

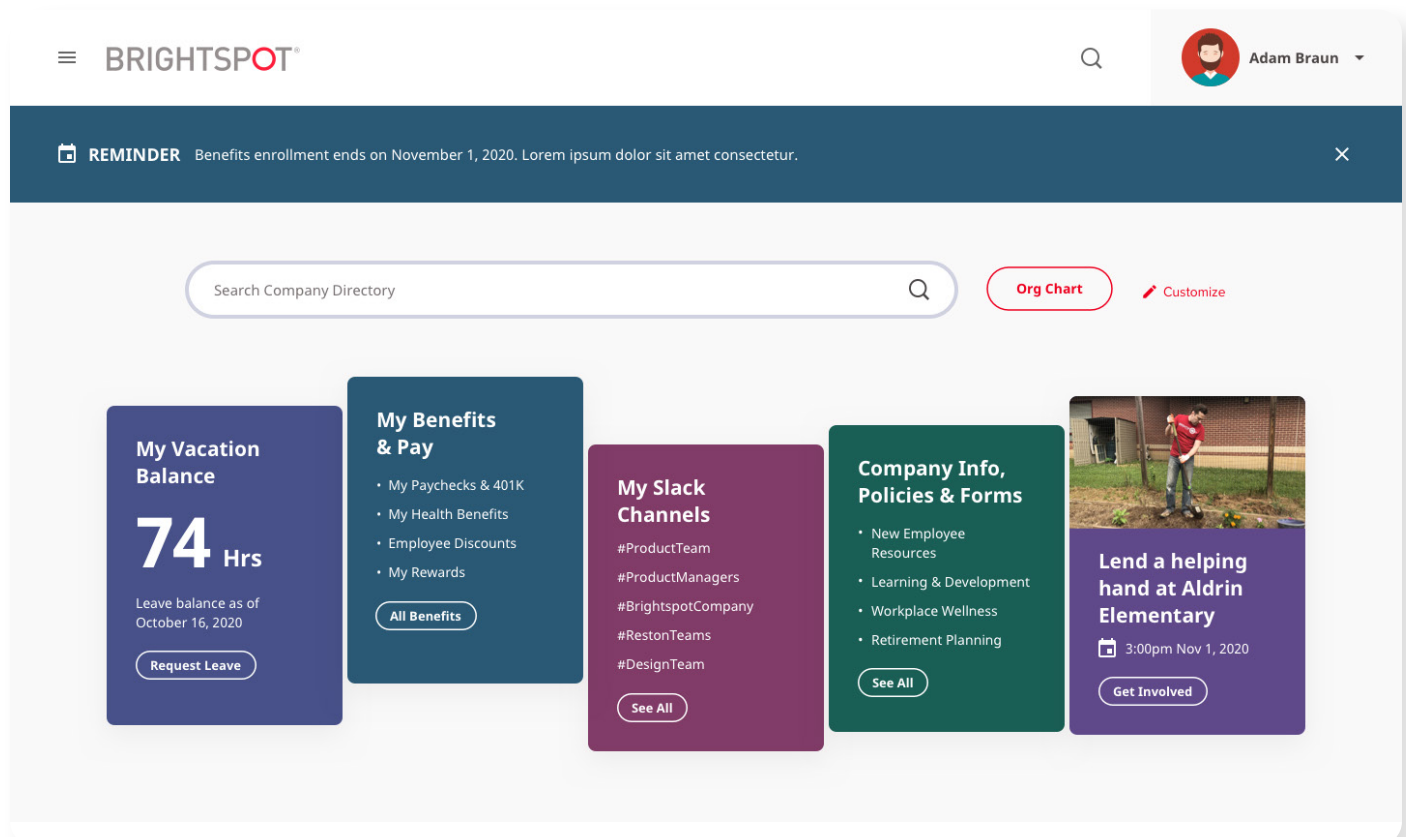
Globoforce



How Brightspot helps deliver community and culture experiences

Today, modern community and culture experiences offer specific features that support organizations in 1) delivering the right content at the right time to their employees, 2) mitigating task and information overload, and 3) creating effective communication channels that foster collaboration.

Let's look at each of these aspects along with how Brightspot's community and culture experience solution helps.



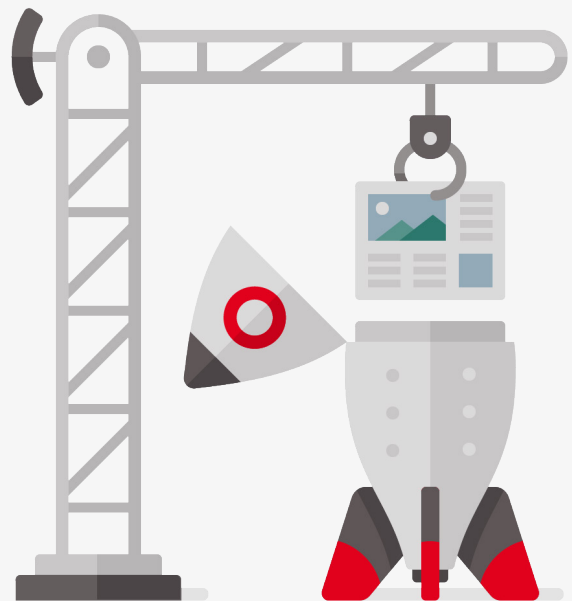
Ability to deliver timely news and tell the right stories

Hearing and understanding people's stories is at the core of what builds company culture and ultimately connects us to one another. Especially in remote working environments, people are eager to connect with others, share feedback and check in with colleagues more often. In fact, according to **Globeforce**, 89% of human resources leaders agree that ongoing peer feedback and check-ins are key for successful outcomes.



The Brightspot solution

- Brightspot provides a variety of different content types for storytelling, including articles, live blogs, live streams, galleries, videos and press releases.
- User-generated content capabilities also mean more employees' voices can be heard through content where readers have the ability to create and share directly with peers.
- With Brightspot Ready Made's article templates, publishing is quick and easy so timely news and information can be shared accordingly.



Task management and integrations to control information overload

Community and culture experiences today need to be one-stop shops for employees—not an added website or digital destination they’re asked to go to for piecemeal information. People care about and should have visibility into everything from important organizational policy updates and project action items to colleagues’ birthdays—all from one place.



The Brightspot solution

- Meaningful integrations mean businesses can connect their community and culture experiences to the tools that employees are already using, and reduce context switching.
- Brightspot is partner-agnostic, meaning everything from authentication managers to corporate calendars and event registration tools are easily integrated into the Brightspot platform.
- Important tasks and alerts are available in one place so employees can always stay up to date on what they owe and the latest status of projects.

Employees are nearly **two times as likely** to agree their company is a good place to work when they are very or somewhat satisfied with how life events are celebrated in the workplace (**64%**), compared to those who are very or somewhat dissatisfied with the celebration of life events (**35%**).

Globoforce

A communication hub where community can be built

The modern company intranet serves as a bridge between all levels of an organization. Junior-level staff and senior executives alike can collaborate and communicate freely in order to foster transparency and close the feedback loop.



The Brightspot solution

- Employee profiles help put faces to names, making remote onboarding easier and people more accessible across the organization.
- People have the ability to comment directly on content and share feedback.
- Defined modules help deliver content to specific groups based on their geographical location or team within the company.



Conclusion

An organization's people should be its number one priority. Before you can make external customers happy, your employees must feel connected, motivated and engaged with your mission.

With remote collaboration here to stay, today's workforce is still seeking access to these benefits, and those that in-person office environments more naturally provide. While information overload via multiple channels, remote onboarding new hires and hectic schedules due to too many meetings are proving challenging for today's businesses, they also support the need for solutions that can help bring community and culture back to the forefront of the employee experience—no matter if people are virtual or in person.

Fortunately, features like storytelling capabilities, simplified task management and seamless communication are transforming intranets into community and culture experiences to bridge the gap between virtual and in-person collaboration. With these solutions, your most important stakeholders—your people—can feel and recognize that they are part of a bigger purpose.



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Want to learn how Brightspot is the perfect solution for reinventing your company intranet? Schedule a demo with our product team today.

