

# IGLOO

GUIDE

The building blocks  
for an inspiring  
digital workplace.



# Charting the correct path for your digital workplace strategy is no easy task.

Get it right, and you'll have a more engaged and productive workforce. Get it wrong, and you'll end up with frustrated employees and few — if any — efficiency gains. To build a purposeful digital workplace that your employees will love to use, you need to tailor it to the specific business challenges they confront every day.

**Start by asking these 5 key questions, and be sure to consider the perspective of all levels of your organization.**

1. What do employees feel is missing, or dysfunctional, in your digital workplace?
2. What are employees' biggest frustrations in their daily work experience?
3. What are the central obstacles to peak productivity?
4. What are the stumbling blocks to open and efficient communication?
5. What does your corporate culture need to increase employee satisfaction?

With these answers in hand, you can start your digital transformation by deploying purpose-built solutions that address your biggest challenges. Focusing on functionality is key. Practical digital workplace solutions — customized to your organization's unique needs — will unify, engage, and educate your employees.

## Digital workplace solutions

To align employees around a digital workplace, you need to show them it can make their daily work life better, and you need to do it fast. The best digital workplace solutions sell themselves to employees by:

- Making it easy to find the information they need when they need it
- Connecting them to the right people at the right time
- Centralizing corporate news and events
- Plugging them into the organization's social scene
- Putting updated policies and best practices in one place
- Simplifying access to key technical resources

# Problem solved

Successful companies have seen dramatic increases in productivity, innovation, and engagement by deploying some of the following solutions to solve these common business challenges.

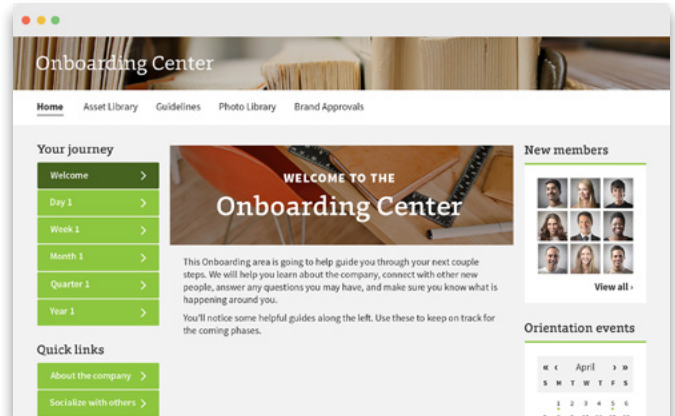
## CHALLENGE

*Your company is growing, and getting the new hires up to speed is draining your resources.*

## SOLUTION

*An onboarding center.*

From a welcome space to on-the-job training and FAQ forums, an onboarding center can accelerate time to productivity and promote early buy-in among new employees. In high tech, for example, where turnover is high and competition is fierce, this solution can get your new employees up and running at full pace in a fraction of the time of more traditional onboarding processes.



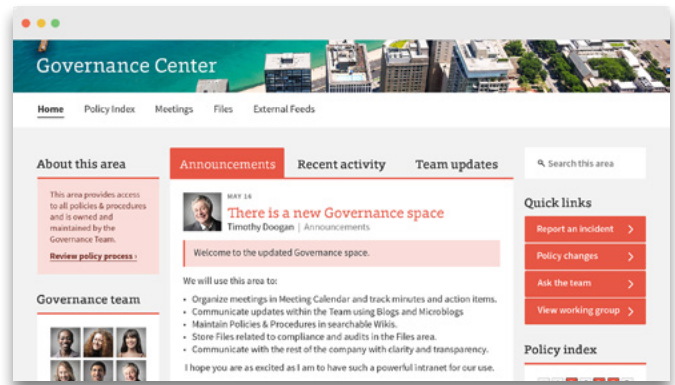
## CHALLENGE

*Your employees waste far too much time searching for policies and procedures.*

## SOLUTION

*A governance center.*

Having a dedicated space in your digital workplace where everyone can find business-critical information helps to mitigate risk and ensure employee accountability. It's a great way to manage issues that affect the bottom line – imagine a shoplifting policy index in retail, for example.



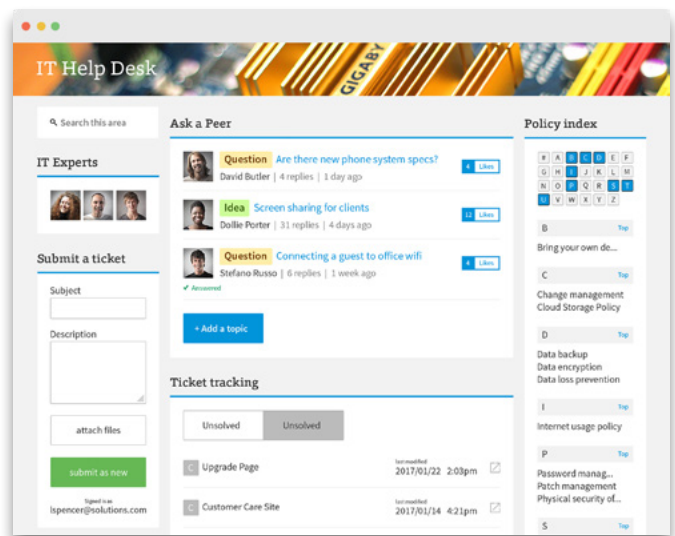
## CHALLENGE

*Your IT team is overwhelmed, and your employees are frustrated by technical problems.*

## SOLUTION

*An IT help desk.*

Locating a self-service IT help desk in your digital workplace helps employees help themselves (and others) faster, and provides IT with a venue to manage common requests efficiently. This solution can not only build a knowledge base of IT policies, but also create an outlet for community-based support.





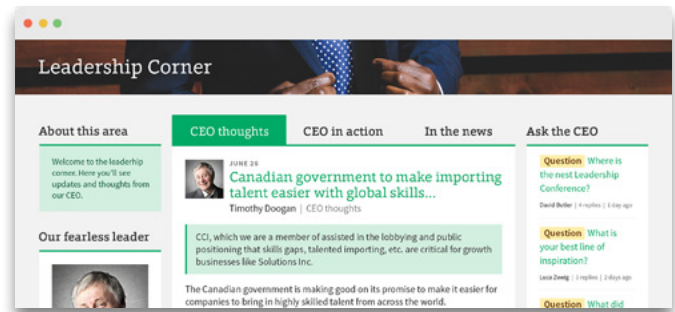
## CHALLENGE

Your employees feel disconnected from the company leadership.

## SOLUTION

A leadership corner.

A leadership corner can put a human face on the executive team by surfacing what they're thinking, saying and doing. You can include everything from bios and blogs to presentations and media appearances.



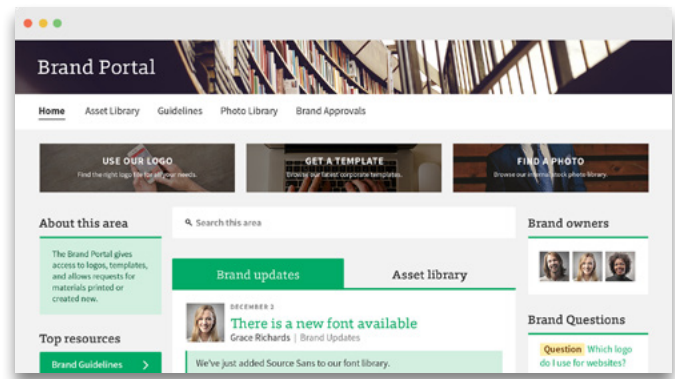
## CHALLENGE

Your brand consistency is weak because employees can't find the guidelines and assets they need.

## SOLUTION

A brand portal.

By creating a digital hub for creative resources, identity guidelines, and brand experts, you can empower your employees to get on brand and stay there. When commonly asked questions – from color palettes and logos to photography – are answered in one place, you'll save time and improve consistency.



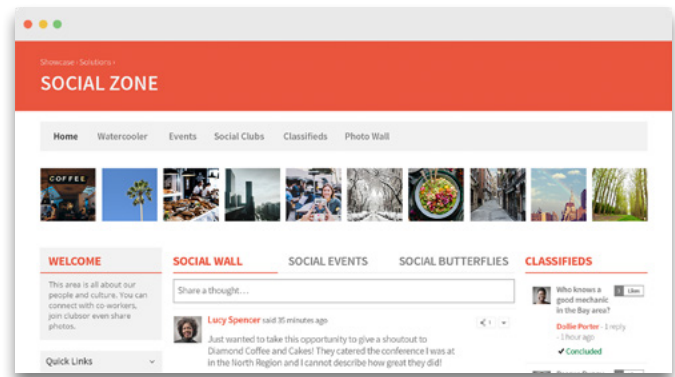
## CHALLENGE

Your company culture is suffering because employees have no easy way to connect.

## SOLUTION

A social zone.

A digital focal point for company events, clubs, and activities can help employees feel a personal and professional sense of belonging. Community classifieds, polls, photo walls, and microblogs help unite employees across geographic and departmental divides.



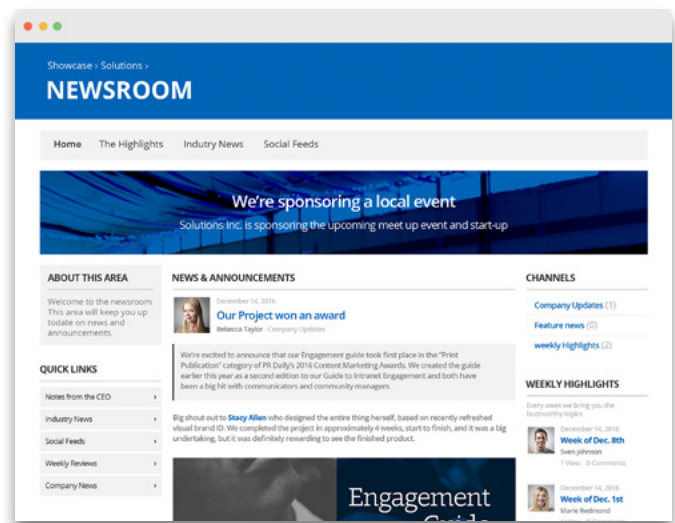
## CHALLENGE

Your employees can't keep up with company news because it's scattered across multiple sources.

## SOLUTION

A newsroom.

A one-stop destination for critical company and industry news makes it easy to keep employees informed and aligned. Bringing together weekly updates, blog channels, market news, and social feeds also promotes a culture of transparency.



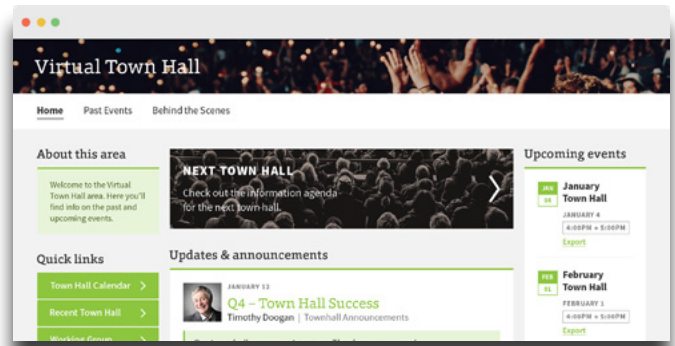
## CHALLENGE

Your company-wide events and announcements have low visibility and sporadic attendance.

## SOLUTION

A virtual town hall.

When you have a digital home for town halls, people from across your organization can shape the agenda, ask questions, and view the highlights from these important forums. You can also have a separate “behind-the-scenes” area for organizers.



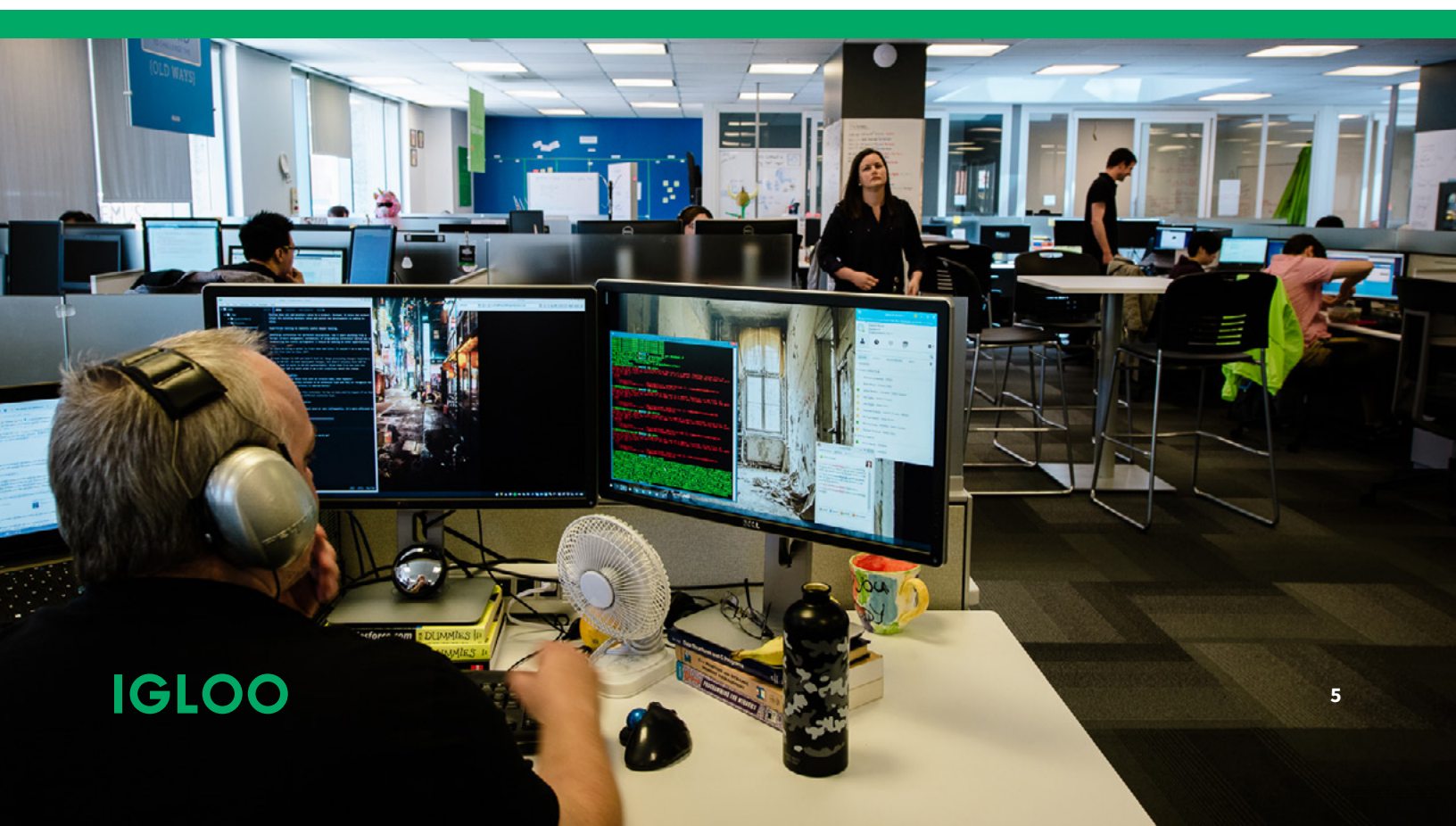
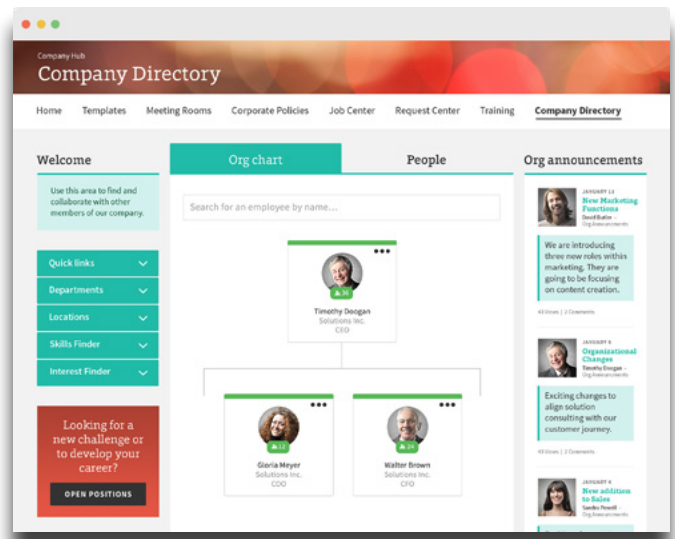
## CHALLENGE

Your company structure is complex and fragmented, and people don't know where they fit.

## SOLUTION

A company directory.

A centralized directory makes it easy for employees to navigate the organizational structure, find the right people and expertise, and understand their roles. For projects that demand input from across an organization where the workforce is dispersed, a company directory is vital.



# 3 tips for successful solutions deployment

There are a lot of digital workplace solutions out there making big claims. Follow these simple rules and you'll see the greatest value from your investment.

## 1 Trust the experts.

You're the expert on your organization's business challenges, but building a cohesive digital workplace requires a whole other skill set. Find a digital workplace expert that's worked with thousands of organizations to configure solutions that deliver efficiency and employee satisfaction. With a partner and a platform you can trust, you'll build a thriving destination for your organization.

## 2 Don't reinvent the wheel.

Trying to design and build solutions for your digital workplace from scratch is complex, expensive, and time-consuming. Look for a platform that offers ready-built solutions combining key product features into customizable channels, and you'll be up and running in no time.

## 3 Get your feet wet before you jump in.

Don't try to deploy too many solutions at once. It will slow down the building and employee-alignment process, and your digital transformation project will soon lose meaning and interest. Start with two to four key solutions that address your most urgent business needs, and build up from there.

### The digital workplace in action

Your digital workplace will quickly prove its value when you focus on deploying solutions that tackle specific business challenges. By enhancing employee engagement and productivity, these purpose-built solutions will earn the support of leaders from across your organization. You'll gain critical momentum to keep you moving forward on your digital transformation journey.



#### About Igloo

Igloo is a leading provider of digital workplace solutions, helping companies build inspiring digital destinations for a more productive and engaged workforce. Offering a suite of modern features and solutions for today's evolving workplace, Igloo partners with customers to address challenges related to communication, collaboration, knowledge management, employee engagement, and culture.

#### Learn more at:

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