

LIKES

EASY TO USE
(PUBLISHING)

CONSISTENT LOOK/FEEL
NAVIGATION

NEW

NAVIGATION

PERSONALIZATION

AMOUNT OF THINGS
YOU CAN DO

CONSISTENT, RELIABLE
EASY TO USE

EASY TO ~~FEED~~ SEE
WHAT'S HAPPENING

NOTHING!

DISLIKES

INFLEXIBLE STRUCTURE

NOT CLEAR ON PUBLISHING

NOT INTERACTIVE

DISCOVER NEW THINGS,
CHANGES (CAN'T DO THIS)

DULL

SO BIG, HARD TO FIND
THINGS

EVERYTHING!

HUNDREDS OF INTRANETS

DIFFERENT NAVIGATION

ORG-CHART BASED

WHY ARE YOU HERE?

- MAKE COMMS. MORE EXCITING
- MAKE HR CONNECT MORE
- CLOSE GAP WITH STAFF
- ENGAGE WITH STAKEHOLDERS
- WHAT ARE THE APPROPRIATE TOOLS
- ADDRESS ORG. CONCERNS RE SOCIAL MEDIA
- HOW TO MAXIMIZE BENEFIT OF SOCIAL MEDIA
- DIFFERENT WAYS OF COMMUNICATING
- HOW TO USE NEW MEDIA
- ENGAGE EVERYONE
- HOW TO USE IN CONTEXT OF INTRANETS
- GIVE INTRANET BACK TO HR COMMS.