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Expertise, community and insights
for digital workplace success

Digital Workplace Group

2019 Research Programme

Of the world's
top companies...

20%

are **dwg** members

Over

150

**detailed case
studies**

11.700+

**intranet sites
benchmarked**

www.digitalworkplacegroup.com

2019 Research Programme

DWG members have exclusive access to our extensive research library, including reports on key topics such as collaboration, strategy and governance, future trends, and many more.

Our members regularly use our research for decision making, as a source of ideas and as the basis for rich interactions and knowledge sharing.

We publish around six research papers a year, most available exclusively to members. Recently published research includes hugely popular reports like “Digital Workplace 2030”, “Digital workplace adoption strategies” and “Knowledge management lessons for digital workplace practitioners”.

- You can download free reports and executive summaries in the **Resources** area of our website.
- To take advantage of this rich knowledge, **contact us** to join DWG today.

In 2019 we will investigate six core areas of intranet practice via our best-practice research programme and also cover a wide range of other topics through online and face-to-face meetings.

2019 Topics

Digital workplace management: Programmes, products and people

DWG's digital workplace management reports – covering topics such as roadmaps, governance, UX, and more – combine to form a playbook for digital workplace and intranet teams wanting to fast-track the programme. This year we'll be adding to this robust collection with new insight into how to manage wide-scale digital workplace programmes, approaches to product management, as well as the team structures, roles and relationships needed to be successful.

Related research:

- Digital workplace integration: Key approaches to drive benefits
- How mature is your digital workplace? What leading organizations discover from the DWG Digital Workplace Maturity Benchmark
- Digital workplace roadmaps: From strategy to implementation

The role of the digital workplace in employee experience

Employee experience (EX) is the new customer experience! In other words, organizations of all kinds are waking up to the positive impact that a great EX can have – and the drag on key indicators like engagement and productivity if it's bad. As employees increasingly work digitally, the digital workplace has become crucial to the overall EX. This research will build on our diverse work on building a human-centred digital workplace, to explore the practices and priorities for digital workplace teams looking to deliver on digital EX.

Related research:

- Setting up a user experience programme: The path to a user-centred digital workplace
- Digital workplace integration: Key approaches to drive benefits
- Understanding the relationship between organizational culture and the digital workplace



DWG RESEARCH QUICK FACTS:

- Exclusive library of 75+ reports
- Around 6 new reports per year
- Member-led topics
- Basis for decision making
- Rich source of ideas and case studies

How to drive innovation in the digital workplace

Over 90% of executives think innovation is key to their business success. Digital workplaces are maturing – although there's still a long way to go for many – and the opportunities are growing for them to be pivotal in how the organization innovates. This research will explore the opportunities to enable innovation by embedding it into the digital working lives of employees – helping to catalyse fresh and imaginative thinking, making it easy to share and foster ideas, encouraging experimentation, and facilitating the process of refining ideas and bringing them to fruition.

Related research:

- The art of collaboration: Optimizing online collaboration for success
- Knowledge management lessons for digital workplace practitioners: How to avoid reinventing the wheel
- Social intranets in action: 21 great examples of social intranets

Office 365 search: How to get the most out of it now and moving forward

Search remains a key challenge for digital workplace teams, with many still striving to implement a holistic and effective approach to search management. With our previous research on search and Office 365 as a foundation, this project will take on the complexities of modern search in Office 365. It will paint a clear picture of its value and benefits, the opportunities and potential pitfalls, and provide a blueprint for how digital workplace teams should prepare for and approach Office 365 search in order to get the most out of it for their organization.

Related research:

- Office 365: What digital workplace teams need to know
- Intranet search: A holistic approach to management

Communicating in real-time in the workplace

Real-time communication tools have become central to how people work and communicate inside organizations. This research will explore how the capabilities to communicate in real-time in the workplace are changing the way we work. It will delve into the current state of such tools, the benefits and challenges of how we use them, and present approaches/tactics on how to optimize their implementation, adoption and use by employees.

Related research:

- The changing role of internal communications
- Digital channel matrix: Creating employee-focused internal communications
- Success with enterprise mobile: How tools for frontline employees drive value



How organizations are innovating at the interface between the physical and digital workplaces

Exciting new possibilities are continually emerging at the interface between the physical and digital workplaces as technologies advance and our collective notions of what work is and where it can happen become increasingly fluid. From security and energy solutions through to how people work and collaborate, this research will inquire into the latest evidence, trends and examples from the world of the smart workplace and Internet of Things. For digital workplace teams with a rapidly expanding vision and remit, this thought-provoking paper will help them engage stakeholders and have informed discussions.

Related research:

- Digital workplace 2030: Preparing now for the digital worlds of work to come
- Measuring the digital workplace: The power of metrics in the connected workplace

DWG Research Team

The DWG Research Programme is run by Elizabeth Marsh, Director of Research across Digital Workplace Group. The DWG Research Team includes a range of industry experts and thought leaders. Regular contributors to the programme include:

- Steve Bynghall
- Louise Kennedy
- Ed Taylor
- Nicole Carter
- Andrea Lewis
- Chris Tubb
- Shimrit Janes
- Kevin Olp
- Stella Watts

Find out more about the **DWG Team** on our website.

DWG Membership

DWG research is available exclusively to DWG members.

Find out more about **membership options** on our website or contact **Nancy Goebel**, Managing Director, Membership and Strategic Partnerships: nancy.goebel@digitalworkplacegroup.com

Research Library

DWG's research library is available exclusively to members via the member extranet.

2018 Research Programme

- Collaborating in the digital workplace: How to have and to measure impact
- Office 365: A detailed look at the wider suite
- Digital literacy in the workplace: How to raise the organization's digital IQ
- Successful intranet migrations: Strategies, approaches, tactics
- The intelligent DW assistant: What teams need to know now about artificial intelligence

2017 Research Programme

- Digital Workplace 2030: Preparing now for the digital worlds of work to come
- Knowledge Management lessons for digital workplace practitioners: Avoiding reinventing the wheel
- Digital workplace integration: Key approaches to drive benefits
- Digital workplace content strategy: What practitioners need to know
- The Inside-Out Digital Leader: Digitally transforming your organization from within
- Evolving the employee mobile experience: Six key approaches for success
- Adoption strategies

2016 Research Programme

- Is your organization ready for the digital workplace?
- How mature is your digital workplace? What leading organizations discover from the DWG Digital Workplace Maturity Benchmark
- The personalized intranet: Using personalization and customization to optimize user experience
- Measuring the digital workplace: The power of metrics in the connected workplace
- Setting up a user experience programme: The path to a user-centred digital workplace

2015 Research Programme

- Evidence-based intranet success: Best practices revealed by benchmarking analysis
- Understanding the relationship between organizational culture and the digital workplace
- Digital workplace roadmaps: From strategy to implementation

- Digital workplace governance: Key components for getting it right
- The new role of Internal Communications
- Documenting intranet management practices: A guide to the key elements

2014 Research Programme

- Digital channel matrix: Creating employee-focused internal communications
- Successful social intranets: Creating business value through strategic alignment and adoption planning
- Change management for the intranet and digitalworkplace: Bringing the organization with you
- Becoming a digital workplace leader: The big shift from intranet management
- Success with enterprise mobile: How tools for frontline employees drive value
- Intranet search: A holistic approach to management

2013 Research Programme

- Intranet employee directories: Adopting a strategic approach
- The art of collaboration: Optimizing online collaboration for success
- The SharePoint 2013 intranet
- From intranet to digital workplace: How to evolve your strategy
- Developing a user-centred intranet information architecture
- Measuring internal communications: Targeted metrics that demonstrate impact
- Digital workplace fundamentals: The integrated approach
- Managing intranet content: A good practice guide
- Social intranets in action: 21 great examples of social intranets

2012 Research Programme

- Strategy and Governance: A good practice guide
- Measuring intranets: A guide to intranet metrics and measurement
- Managing enterprise search (authored by Martin White)
- Intranet video: Now playing on an intranet near you
- Digital workplace user experience: Designing for a flexible workforce
- Digital workplace business case: What is the financial value of investing in digital working?

Members

DWG's members include some of the world's leading companies and public organizations from a wide spectrum of sectors. A full list of our current members, many of whom have been part of DWG since its 2002 launch, can be found on the secure member extranet.

Among DWG's members are:

3M

St. Paul, United States

Adobe

San Jose, United States

BT Group plc

London, United Kingdom

Con Edison

New York, United States

CVS Health

Rhode Island, United States

European Commission

Brussels, Belgium

EY

Massachusetts, United States

ExxonMobil

Texas, United States

Fujitsu

Tokyo, Japan

HAVI

Illinois, United States

IKEA Services AB

Leiden, Netherlands

ING Bank

Amsterdam, Netherlands

Koch Industries

Kansas, United States

Liberty Mutual

Boston, United States

McKesson Corporation

California, United States

MetLife

New York, United States

PNC Financial Services

Pennsylvania, United States

Southwest Airlines

Dallas, United States

Standard Life Aberdeen plc

Edinburgh, Scotland

The Coca-Cola Company

Atlanta, United States

Thrivent Financial Services

Minneapolis, United States

Travelport

Georgia, United States

UNHCR

Geneva, Switzerland

Vattenfall

Stockholm, Sweden

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