



Don't journey alone

Expertise, community and insights
for digital workplace success

Digital Workplace Group

2020 Research
Programme

Of the world's
top companies...

20%

are **dwg** members

Over

150

**detailed case
studies**

1,700+

**intranet sites
benchmarked**

www.digitalworkplacegroup.com

2020 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. In 2019, 88% of members told us that access to research and case studies is one of the best things about DWG membership.

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

Recent additions to the library include new papers in our popular Office 365 series – on search and the extended suite of products – as well as thought leadership on impactful collaboration and designing at the interface of the physical and digital workplaces.

- 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 2020 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.

2020 Topics

In 2020, we're introducing a new annual updates format, in response to member feedback, as well as exploring three new niche topics.

2020 Annual Updates

Starting in 2020, we're introducing annual updates for key digital workplace topic areas. Eventually there will be seven of these a year, covering all the important aspects of digital workplace practice. In 2020, we're getting the ball rolling with three annual updates on:

- Collaboration and productivity
- Organizational readiness
- Content and communication.

2020 Research Papers

As well as keeping members abreast of core practice areas, we also know they want to explore new topics and niche areas of practice. That's why we'll be diving into the following topics this year:

A practical guide to automation and AI: What digital workplace teams need to know

In this year's member survey, there was a big appetite for more know-how on automation and AI – so we'll be taking a "deep dive" into this area and producing a practical guide for digital workplace teams.

It will build on some of our existing research in this area, such as the FREE to download **'The Intelligent Digital Workplace Assistant: An introduction for digital workplace teams'**.



DWG RESEARCH QUICK FACTS:

- Exclusive library of 80+ reports
- Around 6 new reports per year
- Member-led topics
- Basis for decision making
- Rich source of ideas and case studies

Overcoming information overload: Key principles to help employees work optimally in the digital workplace

Information – and more broadly, technology – overload is a real phenomenon for many employees grappling with sprawling digital workplace environments. Even as the experience is getting better, dealing with the demands of modern workplace technology can be challenging. We'll look through the psychologist's lens in this paper, to help teams understand and address the issues.

This paper extends our organizational readiness series, in particular **a recent paper on helping employees gain the skills to work effectively** in the digital workplace.

Partnering with HR to digitally enable the employee journey: An integrated view

Here we'll be looking to build on previous research on HR intranets and employee experience, giving digital workplace practitioners the know-how and examples to partner with HR in delivering exceptional employee experience.

Our employee experience research is in the pipeline, so look out for upcoming announcements to learn more about what we're thinking in this area!

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
- Agnes Molnar
- 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**, Member Services: nancy.goebel@digitalworkplacegroup.com

Research Library

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

2019 Research Programme

- Collaborating in the digital workplace: How to have and measure impact
- Nature of Work: Designing at the interface of the physical and digital workplace
- Office 365: Making use of the extended suite of products
- Office 365 Search: A guide for digital workplace teams
- Harnessing the creativity of your workforce: How digital workplaces facilitate innovation

2018 Research Programme

- Digital workplace adoption strategies: Proven approaches to bring users on board
- Knowledge Management lessons for digital workplace practitioners: How to avoid reinventing the wheel
- The eight phases of content migration: How to make the move
- 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
- 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

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 digital workplace: 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

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

Britvic PLC

Hemel Hempstead, United Kingdom

CVS Health

Rhode Island, United States

European Central Bank

Frankfurt, Germany

European Commission

Brussels, Belgium

EY

Massachusetts, United States

Fujitsu

Tokyo, Japan

HAVI

Illinois, United States

IKEA Services AB

Leiden, Netherlands

Koch Industries

Kansas, United States

Liberty Mutual

Boston, United States

McKesson Corporation

California, United States

Methanex Corporation

Vancouver, Canada

MetLife

New York, United States

PNC Financial Services

Pennsylvania, United States

Southwest Airlines

Dallas, United States

The Coca-Cola Company

Atlanta, United States

Thrivent Financial Services

Minneapolis, United States

Travelport

Georgia, United States

Ubisoft Entertainment SA

Montreuil, France

UNHCR

Geneva, Switzerland

University of Leicester

Leicester, United Kingdom

Vattenfall

Stockholm, Sweden

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