

Digital Workplace Group

2022 Research Programme



2022 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 2021, 82% 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 on managing the digital workplace and partnering with HR to digitally enable the employee journey – as well as the latest practices for communication and collaboration.

- 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 2022 we will investigate six core areas of intranet practice via our best-practice research programme and also cover a wide range of other topics.

Quick facts:

- Exclusive library of 90+ reports
- Around 6 new reports per year
- Member-led topics
- Basis for decision making
- Rich source of ideas and case studies



2022 topics.

2022 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:

Modern intranets in times of Microsoft Viva/Teams: How it all comes together

The unveiling of Microsoft's Employee Experience Platform (EXP), Viva, early in 2021, along with burgeoning use of Microsoft Teams following the pandemic, means a shifting landscape for modern intranets. While these developments offer an array of new functionality and possibilities, they also present intranet (and digital workplace) teams with challenges in terms of understanding where the intranet optimally fits within this ecosystem and how it best interconnects with the various elements within it. This report will help intranet and digital workplace teams ensure that Viva/Teams/intranet come together in an optimal way to deliver the best possible digital employee experience with multiple front doors that help employees get what they need within the flow of their work. (It will focus on Viva Connections primarily from the Viva platform.)

This research builds on previous DWG papers such as [Office 365: Making use of the extended suite of products](#) and [Digital workplace integration: Key approaches to drive benefits](#).

The Findability Playbook: Bringing together all the critical elements

In DWG's 2021 survey, search and findability was the top-rated strategic priority among our members, yet the reality for many organizations is that they struggle to get this right. Over the last decade, the DWG Research Programme has regularly covered a range of aspects of findability, including insights into enterprise search and content management. This new, in-depth report will be our broadest look yet at the topic of findability and the elements that are needed to get it working optimally; for example, navigation, information architecture, enterprise search, taxonomy, content targeting (etc.). It will take a look at the elite performers in the industry and how they have prioritized and programmed the critical ingredients to enable end-users to find what they need when and where they need it.

This in-depth guide will add to DWG's ongoing research in this area including [Office 365 Search: A guide for digital workplace teams](#) and [Intranet search: A holistic approach to management](#).

Getting content and information right: User-centric content and design practices

At the heart of high-performing modern intranets is relevant, up-to-date and engaging content, designed around employees. This underpins findability and drives successful outcomes for intranet users. Yet, for many organizations, content practices lag behind – and the promise of smart, AI-powered features and intelligent search cannot be realized without getting content and information right. This research report will provide DWG members with an overview of the key user-centric content and design practices – including how and when to best use them, illustrated with examples from the field.

This report builds on DWG's content management research, which includes recent papers, [The eight phases of content migration: How to make the move](#) and [Digital workplace content strategy: What practitioners need to know](#).



2022 topics.



DWG membership

DWG research is available exclusively to DWG members.

Find out more about membership options on our website.

[> Contact us](#)

Enterprise social network evolution: Intranet 2.0 a decade and a half on

What happened to enterprise social networks (ESNs)? A decade and a half on from the dawn of 'Enterprise 2.0' this report will examine how ESNs have been adopted (or not) by organizations, the extent to which they've changed how we work, and how they've continued to evolve. It will dig into whether early expectations have been realized and what barriers have stood in the way. Taking a step back to view progress in this area will allow us to furnish practitioners with the most important learnings and advice for creating and sustaining a thriving ESN.

DWG first published on this topic in 2006 and has regularly extended its thought leadership in this area with recent papers including [Collaboration & Productivity update](#) and [Collaborating in the digital workplace: How to have and measure impact](#).

The inclusive, ethical digital workplace: How to promote accessible, diverse, inclusive experiences

Heightened awareness of issues related to diversity, inclusion and belonging, the climate crisis and digital overload are bringing a new focus to the nature of our digital workplaces and how we deliver them. Previously viewed as 'nice to haves', these areas are now in the spotlight: promoting accessibility and access for all; fostering cultures of psychological safety and belonging; minimizing digital clutter; ensuring that platforms and practices are based on strong ethical standards – and more. This report will look at approaches to promote accessible, diverse, inclusive digital workplace experiences that foster the flourishing and wellbeing of all employees. It will consider real-world examples and practical advice for getting started, providing digital workplace practitioners with a primer on key elements.

The human aspects of the digital workplace have long been central to DWG's research, with recent papers on [Digital workplace anthropology: Making sense of how humans work digitally](#) and [Employee experience: How digital workplace teams can enhance the employee journey](#).

What digital workplace teams can learn from the DWG awards: 5-year trends

Launched in 2017, DWG's Digital Workplace of the Year and Digital Workplace Leader of the Year celebrate those organizations and practitioners that have excelled at creating well-executed, high-performing digital workplace environments. Learnings and insights from these winning organizations and professionals are invaluable for supporting good practices across the industry. This report will surface highlights and trends from 5 years of DWG's awards, sharing best practice knowledge of what it takes to create a successful digital workplace and be a great digital workplace leader.

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
- Agnes Molnar
- Chris Tubb
- Nicole Carter
- Kevin Olp
- Lauren 'L' Vargas
- Shimrit Janes

Find out more about the [DWG Team](#) on our website.

Research library.

2021 Research Programme

- Organizational readiness: What digital workplace teams need to know
- Digital workplace resilience: Key practices in a (post) pandemic world
- Digital workplace anthropology: Making sense of how humans work digitally
- Decade of Courage Manifesto Season 2: The year of change that matters
- Low-code and no-code solutions: What digital workplace teams need to know
- Hybrid work reimagined: Advanced practices for connected workplaces
- Connected learning: The role of the digital workplace in the learning organization (coming soon)
- Understanding business intelligence: An introduction for digital workplace teams (coming soon)

2020 Research Programme

- Employee experience: How digital workplace teams can enhance the employee journey
- Remote working 2020: Distributed working in times of disruption
- Communicating in real-time at work: The promise and the perils
- Digital workplace overload. How to reduce employee technostress
- Partnering with HR to digitally enable the employee journey: An integrated view
- Digital workplace management: Teams, structures and methods
- AI and automation today and tomorrow: What digital workplace teams need to know
- Communications & Content: DWG Annual Update 2020
- Collaboration & Productivity: DWG Annual Update 2020

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

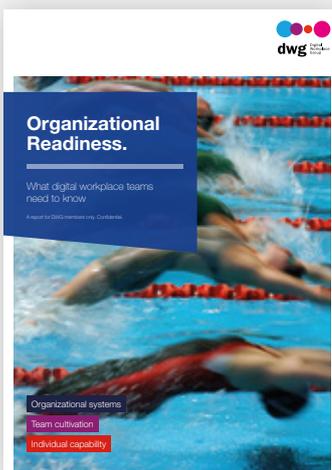
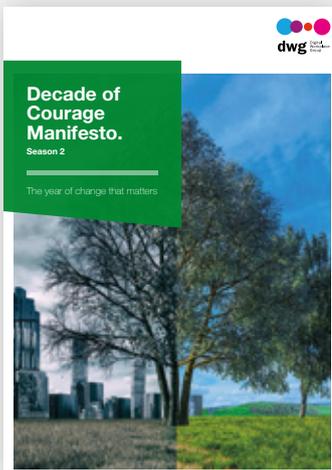
- Digital Workplace 2030: Preparing now for the digital worlds of work to come
- Digital workplace integration: Key approaches to drive benefits
- Digital workplace content strategy: What practitioners need to know
- The Inside-Out Digital Leader: Digitally transforming your organization from within
- 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



Our members.

Contact DWG



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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

Minnesota, United States

Amway

Michigan, United States

Barclays

London, United Kingdom

Campbell Soup Company

New Jersey, United States

EBSCO Information Services

Massachusetts, United States

European Central Bank

Frankfurt, Germany

European Commission

Brussels, Belgium

EY

Massachusetts, United States

Fidelity International

London, United Kingdom

HAVI

Illinois, United States

JP Morgan

New York, United States

Lloyds Banking Group

London, United Kingdom

MassMutual

Massachusetts, United States

Nestlé S.A.

Vevey, Netherlands

Northern Trust Corporation

Illinois, United States

Northwestern Mutual

Milwaukee, United States

McKesson Corporation

California, United States

Michelin

Clermont-Ferrand, France

PNC Financial Services

Pennsylvania, United States

PwC US

New York, United States

Range Resources

Fort Worth, Texas

Scottish Government

Edinburgh, United Kingdom

Southwest Airlines

Dallas, United States

Syngenta

Basel, Switzerland

Thrivent Financial Services

Minneapolis, United States

Vattenfall

Stockholm, Sweden

Vodafone

London, United Kingdom

Wells Fargo

San Francisco, United States

About Digital Workplace Group

Digital Workplace Group (DWG) is a strategic partner, covering all aspects of the evolving digital workplace industry through membership, benchmarking and consultancy services.

DWG provides expert advice, peer connections, research and insights to guide and support organizations globally on their journey towards digital workplace success.

Don't journey alone.

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