

Intranet 2.0 and enterprise social networks

How they've changed the way we work

A report for DWG members only
Confidential



The integrated digital workplace.

Creative approaches to weaving together tools

A report for DWG members only
Confidential



Digital Workplace Group

2024 Research Programme



What tool when?

Helping users make the most of digital workplace tools.

A report for DWG members only
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Celebrating the best digital workplaces.

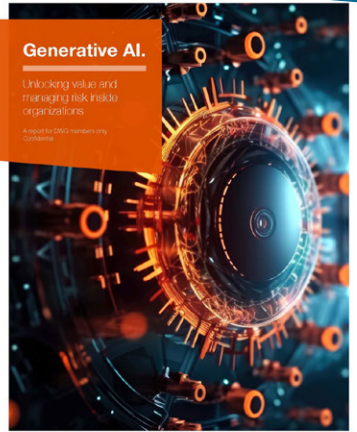
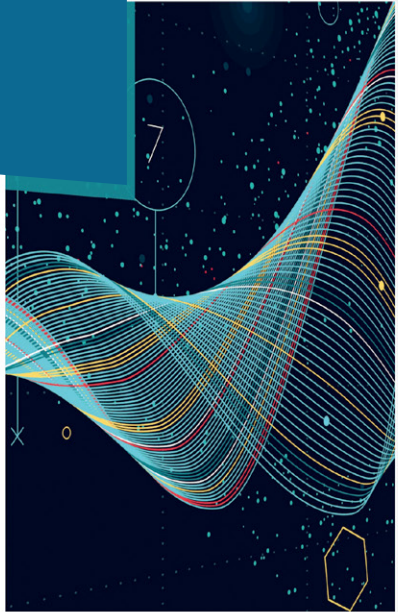
5-year trends from DWG's awards



Generative AI.

Unlocking value and managing risk inside organizations

A report for DWG members only
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Employee engagement.

Harnessing insights that shape the digital workplace

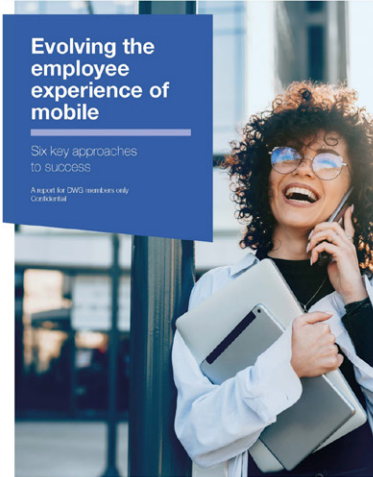
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Evolving the employee experience of mobile

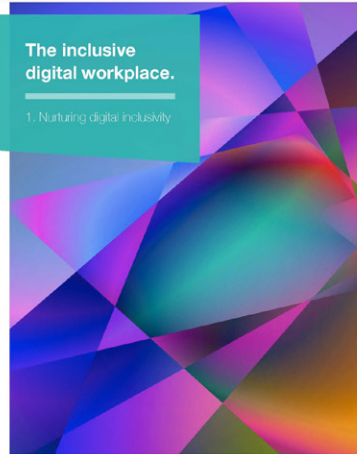
Six key approaches to success

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The inclusive digital workplace.

1. Nurturing digital inclusivity



How to demonstrate digital workplace impact.

Crafting a story from the data



Digital channel matrix.

Omnichannel approaches to employee-focused internal communications

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2024 Research Programme.

DWG members have exclusive access to our extensive research library, including reports on key topics such as AI and automation, strategy and governance, engagement, future trends, and many more. In 2023, 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 papers on generative AI, omnichannel communications, demonstrating impact and delivering integrated experiences.

- 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 2024 we will investigate six core areas of digital workplace practice via our best-practice research programme and also cover a wide range of other topics.

Quick facts:

- Exclusive library of 100+ reports
- Around 6 new reports per year
- Member-led topics
- Basis for decision making
- Rich source of ideas and case studies



2024 topics.

2024 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:

The AI readiness report

In light of fast-moving developments in artificial intelligence, this research will focus on how digital workplace teams can lay solid foundations for AI-powered digital workplace tools and features. It will cover a range of aspects such as culture and enablement of the workforce; skills and expertise for the digital workplace team; evolving approaches to data, knowledge and content management; and appropriate ethical frameworks.

This report builds on DWG's artificial intelligence and automation research stream in which our most recent publication was [Generative AI: Unlocking value and managing risk inside organizations](#).

The role of the digital workplace in supporting ESG

This report will serve as a 'primer' for digital workplace teams on Environment, Social and Governance (ESG) considerations. The research will provide digital workplace practitioners with a clear understanding of what ESG is and how it relates to their work. In addition, it will show them how the digital workplace strategy can align to wider ESG goals. The research will cover specific examples of practices and approaches to promote ESG enablement via digital workplace transformation.

This will represent a valuable addition to previous [DWG research on the environmental and ethical considerations for the digital workplace](#).

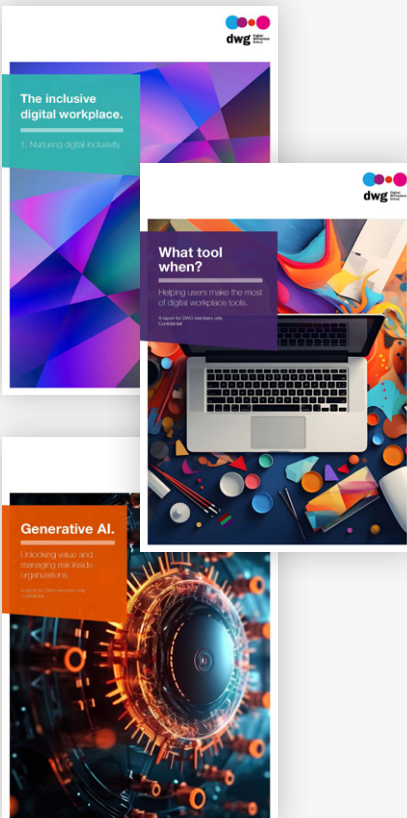
Digital workplace product management

This research will investigate best practices for managing products across the digital workplace throughout their lifecycle and will include approaches to engaging and managing stakeholders involved in the digital workplace product ecosystem. It will look at effective processes and governance structures, development and implementation methodologies, how to practically explore and test new technologies, as well as measuring success in the product landscape.

Here we look to tackle a challenging area for digital workplace teams, building on previous DWG research on managing the digital workplace effectively and creating an integrated digital experience. Our most recent publication in this area was [The integrated digital workplace: Creative approaches to weaving together tools](#).



2024 topics.



Evolving the digital workplace team

Here the research team will highlight progress and patterns for establishing and growing the team as well as promoting it successfully across the organization. The digital workplace team is a relatively new entity inside organizations. This research will check in with progress on how digital workplace teams are evolving, provide an overview of areas such as team composition, location, patterns of growth, challenges and solutions in building and scaling teams, branding and promoting the team, measuring success.

With the launch of the 'Digital Workplace Team of the Year' award in 2023, DWG acknowledged the importance of the high-performing teams responsible for delivering the digital employee experience. This report will build on insights from the new award as well as previous research we've done into leading and managing the digital workplace effectively, most recently in [Digital workplace management: Teams, structures and methods](#).

'Futuring' for digital workplace teams

This research will draw together principles and frameworks for understanding and exploring unfolding trends and potential future scenarios for the digital workplace. It will guide digital workplace teams to think systematically about the future in order to understand signals of coming trends, identify emerging opportunities or threats, navigate uncertainty, and anticipate actions that will lead to desired future outcomes. It will draw on 'futuring' and 'visioning' frameworks and models to provide practical tools to frame thinking and planning.

In previous research we've thought forward to understand possible futures for the digital workplace, but this report represents a new departure for the research programme in which we support members with a 'playbook' on how to go about this themselves.

Low friction, no friction digital workplace

User research techniques, employee listening, journey mapping and personalization approaches to reduce friction and radically enhance the experience. This paper will provide a compendium of tools and techniques that place the employee at the centre of the digital workplace strategy. Illustrative examples and vignettes will bring these approaches to life, signposting useful resources to explore them in greater depth.

The report will bring together and build on previous DWG research that has explored how to set up a user experience programme, engage and listen to employees, and draw on user-centred approaches to deliver a more integrated digital employee experience.

DWG membership

DWG research is available exclusively to DWG members.

Find out more about membership options on our website.

[> Contact us](#)

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
- Shimrit Janes
- Kevin Olp
- Mirsad Capric
- David Lucas
- Chris Tubb
- Nicole Carter
- Agnes Molnar
- Lauren 'L' Vargas

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

Research library.



2023 Research Programme

- How to demonstrate digital workplace impact: Crafting a story from the data
- The integrated digital workplace: Creative approaches to weaving together tools
- Engaging with data: New perspectives on digital workplace analytics
- Employee engagement: Harnessing insights that shape the digital workplace
- Generative AI: Unlocking value and managing risk inside organizations
- Digital channel matrix: Omnichannel approaches to employee-focused internal communications
- What tool when: Helping users make the most of digital workplace tools

2022 Research Programme

- Celebrating the best digital workplaces: 5-year trends from DWG's awards
- Creating user-centric content: 6 principles for digital workplace teams
- Viva, Teams or SharePoint: Understanding how they fit together
- The inclusive, ethical digital workplace: How to promote accessible, diverse, inclusive experiences
- Evolving the employees experience of mobile: Six key approaches to success
- Intranet 2.0 and enterprise social networks: How they've changed the way we work
- The Findability Playbook: Bringing together all the critical elements

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
- Understanding business intelligence: An introduction for digital workplace teams

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

Our members.

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UK'S LEADING
MANAGEMENT
CONSULTANTS | 2020 - 23

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

Adobe

San Jose, United States

Amway

Michigan, United States

BCD Travel

Utrecht, Netherlands

Campbell Soup Company

New Jersey, United States

Charles Schwab

Westlake, United States

Coca-Cola Company

Atlanta, United States

EBSCO

Massachusetts, United States

European Central Bank

Frankfurt, Germany

EY

Massachusetts, United States

Fidelity International

London, United Kingdom

HAVI

Illinois, United States

JP Morgan

New York, United States

Koch Industries

Kansas, United States

Liberty Mutual

Boston, United States

Malmö stad

Malmö, Sweden

McKesson Corporation

California, United States

Michelin

Clermont-Ferrand, France

Nestlé S.A.

Vevey, Netherlands

Play'n Go

Växjö, Sweden

PNC Financial Services

Pennsylvania, United States

PwC US

New York, United States

Range Resources

Fort Worth, Texas

Schneider Electric

Rueil-Malmaison, France

Scottish Government

Edinburgh, United Kingdom

Sky UK Limited

London, United Kingdom

Southern Company

Atlanta, United States

Southwest Airlines

Dallas, United States

TD Bank Group

Toronto, Canada

Thrivent Financial Services

Minneapolis, United States

UNHCR

Geneva, Switzerland

Vattenfall

Stockholm, Sweden

Verizon

New York, United States

Vodafone

London, United Kingdom

Wells Fargo

San Francisco, United States

Workday

California, 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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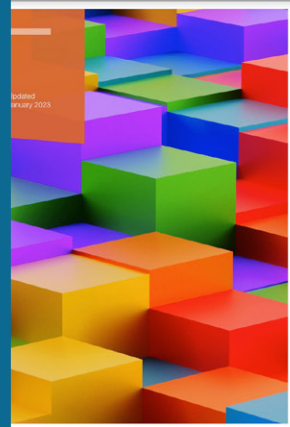
info@digitalworkplacegroup.com
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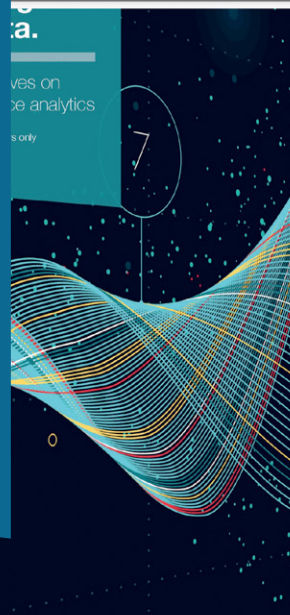
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