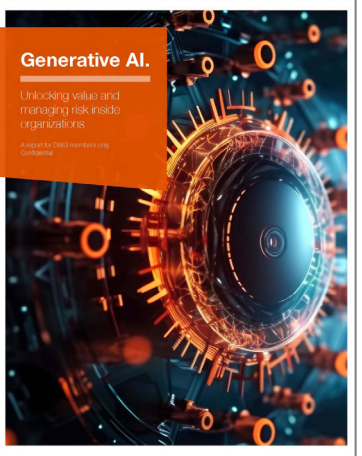
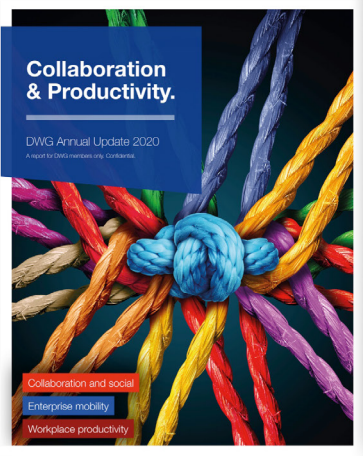
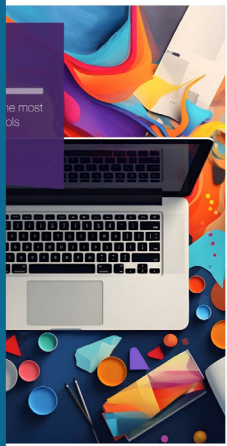


Digital Workplace Group

2025 Research Programme



2025 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 2024, 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 AI readiness, futuring, product management and ESG.

- 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 2025 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



2025 topics.

2025 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:

Intranet futures 2025–2030

Intranets are at a critical juncture in their evolution. Intranet professionals, perhaps more than ever before, are trying to understand the role of the intranet both now and in the near future. In the context of AI and other digital workplace advances, will the intranet continue to flourish as a critical 'front door' to the digital headquarters and 'one-stop-shop' for resources and more, or recede as other technological affordances render it less important?

This report will explore the current situation as well as what will come next for intranets, by first briefly taking stock of how intranets and intranet practice have evolved up until now. Considering both the present and looking forward to the 2025–2030 horizon, the report will bring together 'signals' apparent in the industry to understand the direction of travel for intranets. It will build on DWG's recent '[The road ahead: A practical guide to futuring](#)' report to help intranet teams integrate futuring into their strategic planning process.

AI-ready workforce

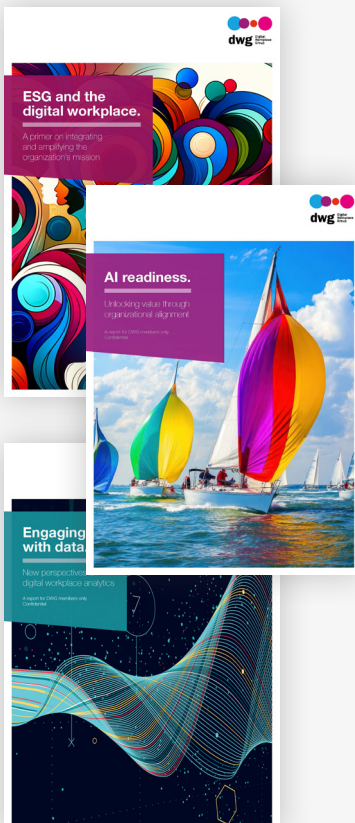
The rapid advance of AI capabilities in workplace technologies is raising concerns among digital teams about the readiness of the workforce to understand and adopt them safely and optimally. Inadequate AI literacy may be a significant barrier to organizations realizing potential benefits in productivity and innovation.

This research will investigate the current state of AI literacy in the workforce, explore the specific skills and competencies needed, and set out approaches to addressing gaps and weaknesses. In doing so, it will use a broad understanding of literacy that encompasses confidence and mindset, as well as attitudes and behaviours. Building on DWG's earlier research on [raising the organization's digital IQ](#), the report will investigate how AI literacy fits into a bigger picture of digital and data literacy, and the need for organizations to support staff across these skills areas.

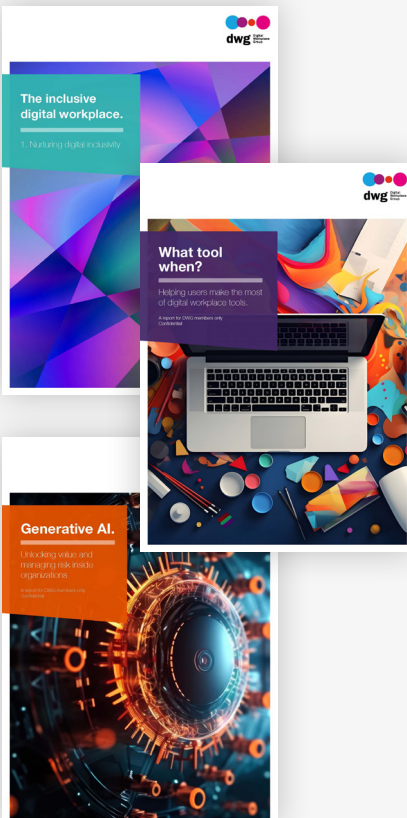
Digital workplace teams and careers

High-performing digital workplace teams are critical to delivering successful digital employee experiences. In this research we will focus in on the evolution of the digital workplace team and the professionals that lead these teams. It will highlight progress and patterns for establishing and growing the team as well as promoting it successfully across the organization. The report will delve into the skills needed for the digital workplace team, especially in the context of AI developments, as well as the unfolding career paths for digital workplace professionals.

This report will build on insights from previous research we've done into leading and managing the digital workplace effectively, most recently in '[Digital workplace management: Teams, structures and methods](#)'.



2025 topics.



Digital workplace business cases

This critical examination of how to build a robust digital workplace business case will fold in both data-driven decision making and powerful storytelling for digital workplace leaders. It will be the latest in DWG's measurement and analytics research track, most recently represented by papers on 'Engaging with data: New perspectives on digital workplace analytics' and 'How to demonstrate digital workplace impact: Crafting a story from the data'.

Executive selling is identified as a weak spot for many digital workplace leaders and teams, and an area where a comprehensive 'playbook' would be highly beneficial. The research will consider the optimal use of data and analytics to power strategic decisions, as well as the increasing reliance on data analytics for strategic planning and operations. It will also provide practical guidance on using the power of stories to engage hearts and minds of stakeholders/staff, bolster the business case and demonstrate impact.

New approaches to change management

In this report we'll investigate the latest techniques in the digital workplace change manager's toolkit. It will build on existing DWG research on [digital workplace adoption](#) and [engaging employees](#). Approaches to enhancing change agility, especially in light of rapid adoption of AI, will be under the spotlight. The report will draw on insights from areas such as adaptive learning, behavioural science, storytelling, cultivating champion networks – and more – with a view to developing resilience and engagement as the digital workplace evolves at speed.

Toolkit for creating human-centred digital experiences

Building on previous DWG research on [setting up a UX programme](#), this paper will provide a compendium of tools and techniques that place the employee at the centre of the digital workplace strategy. It will cover the approaches that help teams to minimize friction and road bumps in the employee digital experience, such as user research techniques, journey mapping and personalization approaches to radically enhance the experience. Illustrative examples and vignettes will bring these practices to life, signposting useful resources to explore them in greater depth.

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

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

Research library.

2024 Research Programme

- AI readiness: Unlocking value through organizational alignment
- The road ahead: A practical guide to 'futuring'
- Digital workplace product management: Roles, structures and practices
- ESG and the digital workplace: A primer on integrating and amplifying the organization's mission
- Viva, Teams or SharePoint: Understanding how they fit together
- What tool when: Helping users make the most of digital workplace tools

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

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



Our members.

Contact DWG



Elizabeth Marsh

Director of Research

Call: +44 7815 107231

[> Email](#)

London

2 Leman Street, London, E1W 9US
Tel: +44 20 7374 8061

Malmö

Mindpark Malmö City, Carlsgatan
12A 21120 Malmö, Sweden

New York

230 West 41st Street, 15th Floor,
New York, NY 10036
Tel: +1 (866) 903 0232

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

Barclays

London, United Kingdom

BCD Travel

Utrecht, Netherlands

BC Public Services

Victoria, Canada

BT Group plc

London, United Kingdom

Campbell's

New Jersey, United States

Charles Schwab

Westlake, United States

Coca-Cola Company

Atlanta, United States

EBSCO

Massachusetts, United States

EY

Massachusetts, United States

Fidelity International

London, United Kingdom

Jones Lang LaSalle

London, United Kingdom

JP Morgan

New York, United States

Kellanova

London, United Kingdom

Liberty Mutual

Boston, United States

McKesson Corporation

California, United States

Michelin

Clermont-Ferrand, France

Nestlé S.A.

Vevey, Netherlands

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

London, United Kingdom

Southern Company

Atlanta, United States

Southwest Airlines

Dallas, United States

TD Bank Group

Toronto, Canada

Thrivent Financial Services

Minneapolis, United States

Vattenfall

Stockholm, Sweden

Verizon

New York, United States

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.

United Kingdom:

Digital Workplace Group
2 Leman Street
London E1W 9US
Tel: +44 (20) 7374 8061

Sweden:

Digital Workplace Group
Mindpark Malmö City, Carlsgatan
12A 21120 Malmö, Sweden

North America:

Digital Workplace Group
230 West 41st Street 15th Floor
New York, NY 10036
Tel: +1 (866) 903 0232

info@digitalworkplacegroup.com
www.digitalworkplacegroup.com

