

# DWG Member Benefits Annual

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The benefits delivered to DWG  
member organizations in 2024.





## Digital Workplace Group (DWG) Membership

DWG Membership brings together a community of more than 900 digital workplace and intranet leaders and practitioners, with their collective wealth of experience.

It is designed to help large organizations improve their digital workplaces through expert advice, peer connections, research and insights to guide and support organizations globally on their journey towards digital workplace success.

All year round, our community is sharing experiences, insights and opinions in a confidential setting, either in person or online. Whatever challenges you are facing, there'll be someone in DWG who's been there already and can steer you in the right direction.

DWG Membership is an essential resource that provides members with:

- ▶ **1. Business resilience**
- ▶ **2. Confidential connections with household-name organizations**
- ▶ **3. A digital workplace 'insurance policy'**



"It's phenomenal the amount of information and insights you get at a DWG Member Meeting - and it's a really relaxed, informal setting. You're able to share where you're at and which areas you need more help in. I really enjoy the networking these bring."

**Priya Thummalapalli, Director, People Experience Solutions, Intuit**

## Why is membership essential?

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

As a digital workplace practitioner, you can't simply 'Google' what your competitors are doing, as you might a website.

That's why DWG created a confidential community where digital workplace, intranet, corporate communications, HR and IT practitioners can openly share experiences, see inside other digital workplaces, ask questions and learn from each other.

It enables the sharing of industry insights and knowledge that can help your organization make faster, well-informed decisions that save on time and money, and help unlock the highest level of digital workplace success.

**Why journey alone**, when you can benefit from the insight, advice and support of a network of digital workplace experts and industry peers?

### 1. Business resilience

Business resilience now means digital workplace strength.

DWG gathers and shares real-time global best practices and specific examples of all aspects of the 24/7 digital (and now essential) workplace.

If you have a digital workplace question or challenge, AskDWG.

DWG is by your side to support you, by tackling specific challenges and sharing experiences through our AskDWG Q&A engine, Insider Insights and Live Tour events, and research programme.

Our research programme publishes six research reports on digital workplace topics driven by member needs each year. In addition, members can tap into our extensive libraries, including over 100 research reports and more than 500 hours of recorded video tours, along with benchmarking league tables, external research and expert blogs.



“The DWG in-person Member Meeting in NYC was an incredible gathering of top thought leaders from a varied collection of companies spanning many industries with worldwide reach. The mixture of speakers, presentations and thought-provoking activities was invaluable for anyone leading in the digital workplace field.”

**James Krick, Director, Digital Workplace Services, The Campbell's Company**

## 2. Confidential connections with household-name organizations

We connect you with organizations that are tackling the same challenges and questions as you – confidentially, securely and quickly.

With over 20 years of confidential support and trust across our diverse range of large member organizations, we can get you into direct conversation with the right peers in ways that save you time, money and mistakes.

In addition, DWG hosts around 50 online events each year, including digital workplace tours, research-driven webinars and live Q&As.

DWG Member Meetings are a key part of Membership, and while online events are an effective and efficient use of time, nothing can replicate the magic of being in person.

We hold 3–4 Member Meetings annually, either in-person or online.

## 3. A digital workplace ‘insurance policy’

The future is uncertain, so treat DWG Membership as an insurance policy to make sure you keep your digital workplace risk to the bare minimum, no matter what the future brings.

Considering a technology change, new structure or accelerated remote working? Then let DWG quickly sense-check your plans.

This has steered many members away from dangerous waters and made sure mistakes were avoided. We actively engage with every member organization through regular one-to-one hub chats to discuss the challenges they are facing or any new topics they are keen to explore.

We provide support through real-time problem-solving as well as by collating relevant resources and connecting members with experts within DWG and the wider membership.

[Find out more about membership](#)



900+

Confidential network of digital workplace leaders and practitioners

Join a range of online and in-person meetings. Plus, access a Video Library of over 164+ meeting recordings, slides, screenshots and recaps.

60+

Member list of global organizations

Access insights from global organizations across a range of industries through regular online knowledge-sharing sessions and Member Meetings, facilitated by DWG.

# Your journey starts here.

Expertise, community and insight for digital workplace success

[Find out more about membership.](#)

## Peer connections

Network with more than 900 like-minded practitioners who manage digital workplaces for global brands

## Curated research

Access insightful research and events that enable digital workplace teams to remain aware of latest trends and thinking

## Insights from global digital workplaces

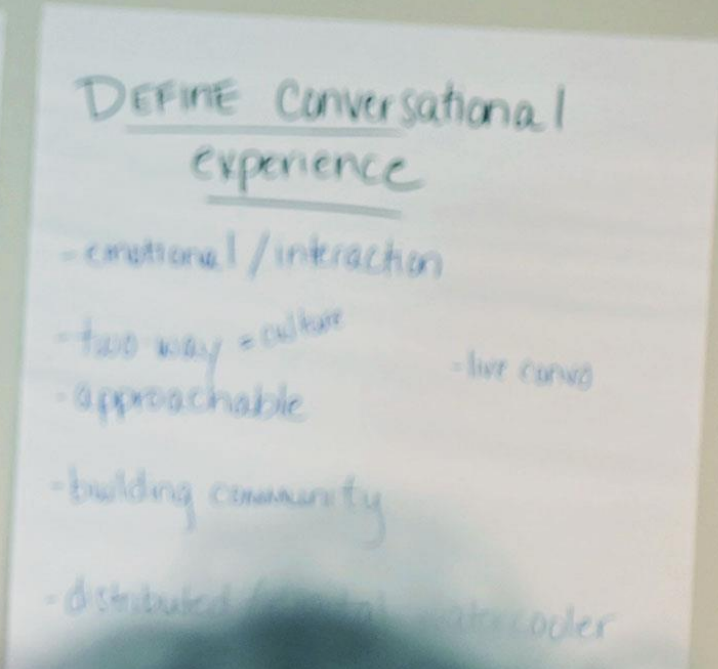
Get a unique perspective on real examples of world-class digital workplaces

## Expert advice

Validate your thinking about the direction of your digital workplace to ensure you can establish an optimal service for your end-users

Supporting organizations on their journey towards digital workplace success

Don't journey alone.



40+

### Online and in-person events a year

Join a range of exclusive online and in-person meetings. Plus, access a Video Library of over 164+ meeting recordings, slides, screenshots and recaps.

70+

### Research reports

Our research programme publishes six reports on digital workplace topics each year. In addition, members can access our exclusive library of research reports and resources.

# Confidential network

Since 2002, DWG members have been part of a community with access to:

[Apply for membership](#)



## Secure network

A global, secure, confidential, perpetual network of like-minded Fortune 1000 and equivalent organizations.



## Structured knowledge sharing

Regular online and in-person meetings, facilitating knowledge sharing across the network and collaboration on challenges.



## Knowledge base

Online knowledge base curated over the last 15 years, providing insights from DWG members' digital transformations.



## Original research

Annual research programme designed to address the network's priority challenges through original research.



## Benchmarking and scorecards

Benchmarking of digital workplaces, including recommendations and access to consulting services.



## Expert advice and support

Vendor-neutral, expert advice and practitioner-led support, helping organizations to tackle specific challenges on their digital workplace journeys.



# Connect with global leaders

DWG's members include some of the world's leading organizations and public institutions from a range of sectors.

[View our full members list](#)





**90%**

of DWG members  
renew each year, with  
membership lasting  
on average 6.1 years.

**45%**

of current DWG  
members have been  
with us for more  
than 5 years.

**18%**

of current DWG  
members have been  
with us for more than  
10 years.

# What our members say:

Our members include some of the world's leading organizations and public institutions from a range of sectors.

[Read member case studies](#)

“The quality of the resources is impeccable. I think it is very important for every organization to have a perspective from outside of their own organization. And this is where DWG comes into the picture.”

Shailesh Kumar | Schneider Electric

“It is the chance to speak to others that do what you do. You're hearing real-life stories about real-life things that are going on. It's not a presentation from a vendor. It's not a consultancy trying to tell you the answer. It's other people sharing. So, you're only going to learn from it. So, I definitely recommend it to anyone that's trying to build a digital workplace.”

Andrew Neilson | Marks and Spencer

“It's difficult to share information in what we do in a safe environment, where we can learn and understand from other groups and other companies. It's great that you can phone somebody up with an immediate problem, or you want an immediate opinion of something, and you just get really world-class advice.”

Ken Padmore | Executive Director | J.P.Morgan

“As a senior executive with a technical background, I already know what [large consulting firms] will recommend.

The distinction DWG has is that I don't know what they – or my peers in DWG Membership – will recommend. This is a huge advantage: to collect information I wouldn't have thought of myself.”

Confidential | Global Organization

# Why choose DWG?

Digital Workplace Group (DWG) is an essential resource covering all aspects of the evolving industry.

[Apply for membership](#)

## We are a boutique consultancy

DWG focuses solely on digital workplace services. Unlike large consulting firms who are prevented (due to client confidentiality) from sharing anything they have learned from their other clients, our members have specific confidentiality agreements with DWG that explicitly permit and encourage us to share insights gained from within the member community of more than 60 other large organizations.

## We are technology independent

DWG provides vendor-neutral, unbiased advice and practical support to digital workplace and intranet practitioners. Our expertise is rooted in strategy, people and processes, and allows us to work alongside your technology provider.

## We dig deeper and make connections

DWG can get you into conversation with the right peers in ways that will save you time, money and mistakes. We dig deeper to understand your challenges and make connections – confidentially, securely and quickly.

## Our expertise is rooted in experience

The DWG team is refreshingly approachable, responsive and knowledgeable, and composed entirely of former digital workplace practitioners. Each consultant comes with real experience of managing digital worlds of work inside household-name organizations across many sectors, such as Adobe, Boots, JPMorgan Chase, Northwestern Mutual and T-Mobile.

In 2024, DWG achieved an 'excellent' Net Promoter Score (NPS) of 66, a metric that measures customer experience and loyalty.

## We've been in this business for a long time

DWG (previously known as Intranet Benchmarking Forum (IBF)) was founded in 2002, to benchmark intranets and enable peers to connect and share best practice in a confidential setting. Since then, we've gone from strength to strength, developing a wide range of knowledge hubs including topical research reports, live tours and benchmarking league tables.

# 2024 full year snapshot

In 2024 DWG provided members with a plethora of resources that enabled digital workplace teams to keep abreast of the latest insights, trends and thinking.

[Browse our resource library](#)



5

Member Meeting events



12

Live Tour events



7

Insider Insights events



6

Research Spotlight events



3

Trailblazer events



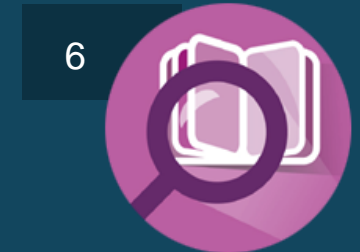
11

AskDWG discussions



15

Podcasts



6

Research reports



# Member Meetings

We held 3 online and 2 in-person Member Meetings.

[Browse our events](#)

1. Online Member Meeting: Digital journey insights, including initial goals, latest learnings and roadmap, hosted by Michelin
2. Online Member Meeting: The compelling business case for digital workplace investment, with Nancy Goebel and guests
3. In-person Member Meeting: When physical meets the new digital, hosted by BT Group – London
4. In-person Member Meeting: How emerging technology and a principled approach are helping the team deliver an engaging employee experience, hosted by Koch – New York
5. Online Member Meeting: The future of digital workplaces: Trends and predictions, with Nancy Goebel and guests



Guest hosts for DWG Member Meetings in 2024 have included:

**Koch** | New York

An inside look at Koch's digital workplace to learn how emerging technology and a principled approach are helping the team to deliver an engaging employee experience.

**BT Group plc** | London

Exploring 'When physical meets the new digital', including an in-person tour and hands-on demos of BT Group's 'Future Zone'.

**Michelin** | Online

Presentation and live tour, digging into insights from Michelin's digital journey, including initial goals, latest learnings and outline roadmap.



# Live Tours

We delivered 12 Live Tour sessions.

[Browse our events](#)

1. Impactful Live Tours of 2023 and looking ahead to 2024
2. MetLife – Modern Intranet of the Year 2023
3. Kaiser Permanente’s virtual assistant 'Kai'
4. PNC shares its new Digital Workplace Resource Center
5. 'Getting personal' with Duke Energy
6. Join us on a journey: Northwestern Mutual’s search experience
7. Impactful Live Tours showcasing AI and Copilot
8. Unisys – 3 lessons learned (plus 1 secret ingredient) to achieve ROI with Gen AI
9. Sky's new SharePoint Online global intranet – born from three legacy platforms
10. How Verizon is dialling into the future with content discoverability through search and GenAI
11. Scottish Funding Council – Unlocking communication networks and leadership insights with Viva Engage
12. Live Tour with Fragomen’s award-winning Knowledge Library with new search





# Insider Insights

We held 7 Insider Insights sessions.

[Browse our events](#)

1. Technology Insight – Innovation in digital workplace AI and automation
2. Increasing data fluency with The Coca-Cola Company
3. EBSCO – Digital Workplace Team of the Year 2023
4. Amplifying digital inclusion for ESG with Capgemini and Digital Unite
5. Reaching the frontline with John Deere
6. How Vodafone increased adoption of its digital workplace tools and employees' digital dexterity
7. Unlocking the power of GenAI and Microsoft 365 Copilot: Kellanova's story



# Research Spotlight

We delivered 6 research Spotlights.  
Reports excerpts are available to  
[download on our website.](#)

1. Harnessing insights that shape the digital workplace
2. Navigating the digital workplace: Strategies for effective employee communication
3. Product management in the digital workplace
4. ESG and the digital workplace
5. Ready or reluctant? Navigating AI readiness in the digital workplace
6. 20/20 foresight: Envisioning the future workplace



# Trailblazers

We held 3 Trailblazer sessions.

[Browse our events](#)

1. Activating your digital workplace team with EY (by invitation only)
2. AI: Augmenting the workplace with Avanade (by invitation only)
3. Imagining the future digital workplace (by invitation only)



Guest hosts for DWG Trailblazer events in 2024 have included:

**Avanade** | Online

'Exploring AI: Augmenting the workplace': we discussed and shared insights on harnessing artificial intelligence and took a deep dive into Avanade's thinking and practices around AI.

**EY** | Online

Under the banner of 'It takes a village: Activating your Digital Workplace team', we discussed the challenges, successes and emergent practices relating to impactful digital workplace teams.



# AskDWG

We held 11 AskDWG sessions, where we answered hundreds of questions.

[Browse our events](#)

1. Discussion on leveraging tyGraph for meaningful metrics
2. Discussion about early experiences with MS Copilot
3. Discussion about channels to engage frontline workers
4. Discussion about how HR is enabling the digital employee experience
5. Discussion about the mobile digital workplace: benefits, challenges and approaches
6. Discussion about structuring digital workplace teams
7. Open discussion
8. Discussion about product management for an effective digital workplace
9. Discussion about metrics and analytics
10. Discussion about Copilot
11. Open discussion



# Digital Workplace Impact podcasts

We published 15 podcasts.

[Browse our podcasts](#)

1. Digital Workplace Impact's 2023 highlights reel
2. DWG's 2024 predictions for the digital workplace
3. Unboxing DWG's 2024 Research Programme
4. MillerKnoll on empowering intentional, inclusive and playful workplaces
5. How digital workplace teams can thrive in a VUCA world
6. GEEKing out on employee experiences at LinkedIn
7. Ripples of change: Managing complexity in the new digital era
8. The role of the digital workplace in supporting ESG



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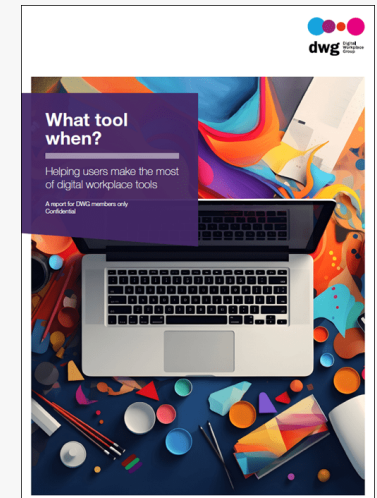
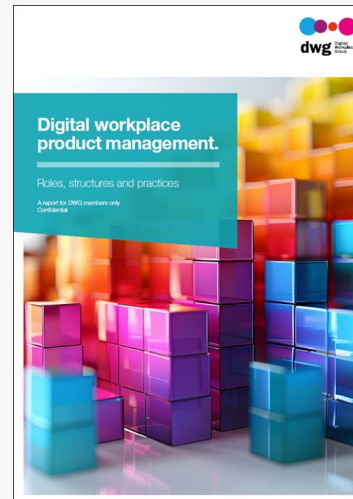
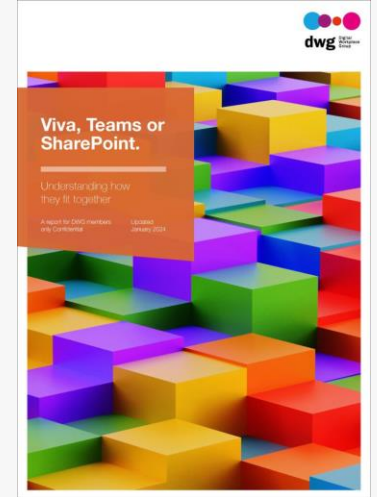
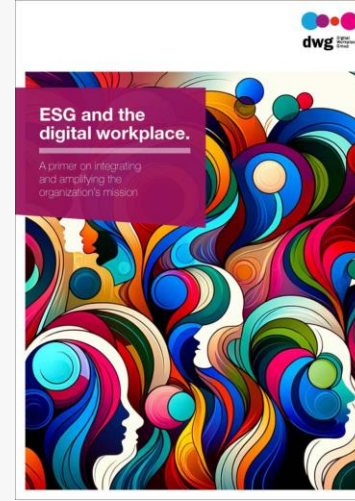
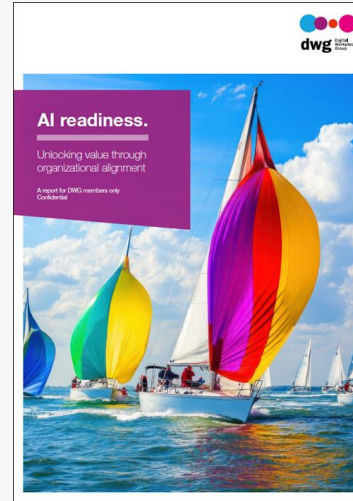
[Browse our podcasts](#)

- 9. AI readiness – a strategic imperative?
- 10. Year one with Microsoft Copilot – an MVP’s perspective
- 11. Beyond intranets: LumApps’ take on the future of DEX
- 12. The AI powered workplace: Insights from a Google data transformation expert
- 13. ‘Baseline to Breakthrough’: Leaning into the future digital workplace
- 14. How Adobe’s DEXecutive unleashes inclusive, high-performing teams
- 15. Gen AI’s take on Nancy Goebel’s 2025 predictions for the digital workplace



# Research reports

We delivered 6 research reports.  
 Reports and excerpts are available to [download on our website](#).





# Stepping back: DWG's bigger picture



Benchmarking evaluations completed



Online and in-person events each year



Peers in an exclusive, confidential network



Live site tours in the member video library



Research reports from our exclusive library



New in-depth research reports each year

# Thank you

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For more information visit:  
[digitalworkplacegroup.com](https://digitalworkplacegroup.com)

