Creating a People-Centric Digital Workplace

5 Proven Strategies for Transformation

LISTEN

KNOW

UNDERSTAND

CONNECT
A Tale of Two Cities

1850’s: Chicago installs first comprehensive sewage system in US.

1915: Baltimore is the last US city to install a comprehensive sewage system.
Meet Your Presenter

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2015 < 1% of CEO’s believe digital will disrupt their industry

2017 > 75% of CEO’s believe digital will have a transformative impact

Amazon buys Whole Foods
Airbnb more valuable than Hilton
Tesla more valuable than Ford + GM + BMW
Volkswagen, Uber, Wells Fargo, Samsung values crisis
Twitter disrupts political outcomes
60%-80% of Digital Workplace Projects Fail

63% of CRM Projects Fail.

Gartner

DM News
5 INSIGHTS FOR
PEOPLE-CENTRIC TRANSFORMATION
Employee Satisfaction

87% for 2 or Fewer Enterprise Systems
72% for 3 or More Enterprise Systems
Listen in More Places

Legacy Channels
- In Person
- Paper

Modern Channels
- Web
- Instant Message
- Text
- Mobile

Evolving Channels
- Big Data
- IoT
- Bots
- Cloud
- Social
- Intranet
- E-mail
- File Share
- PC
Remember in Fewer
UNDERSTAND
LISTEN
ORGANIZATIONS WITH THE FASTEST REVENUE GROWTH ARE:

108%
Better at accessing and drawing insights from data.

84%
Better at translating insights into action.

- IBM Research
Who is your DATA STEWARD?
“Employees connected to a wide range of colleagues generated $83,000 more in revenue per year than employees with an average number of connections.”

- MIT Research
Rigid Core

Corporate metadata, retention policies, auditing, Intranet homepage content, published articles, social moderation, etc.

Flexible Edges

Collaboration, team, and project sites, personal locations, check-in/out, keywords, ratings, personal views, social communities, etc.
Reinvent How You Think About Process

Rigid Core

Flexible Edges
86% “Collaboration is critical.”

79% Gap!

7% “We are effective at collaboration.”

- Boundary Spanning Leadership
Employees engage when they can improve the customer experience.

— The LUCK Principle
Period of Focus on SQAG
Good LUCK
Character driven leaders and their teams deliver as much as 5x greater returns for their organizations.

- Return on Character

The boost in margins that can be explained by creating an effective culture.

- The Culture Cycle

The boost in operating profit performance for customer-facing employees that can be explained by culture.

- The Culture Cycle
“Change always starts with an individual, and rarely at the top.”

— The LUCK Principle
81% of organizations are weak in Digital Management, Digital Leadership or both.

Of the 19% that are strong in both – they are more likely to show:

• Revenue growth of > 10%
• Presence of a digital coach
• A clear digital vision
Good LUCK

Digital Advisor
VP, Employee Engagement
Chief People Officer
Customer Experience Director

LEAD
THE
LEADERS
LISTEN
#BigData
#Content
#Integration
Listen to people and remember what they say.

UNDERSTAND
#ROTII #BI
#Search
Distribute and analyze knowledge to discover insights.

CONNECT
#CX #UX #Process
#Adoption
#Governance
People-centric processes and experiences.

KNOW
#Collaborate
#Innovate #KPI
#Engagement
Know, share and improve the score together.

GOOD LUCK
#Leadership, #Culture – Use digital workplace tools to create a more people-centric LUCK-based culture.
“If profit is the pulse of an organization, then people are the heart.” — The LUCK Principle
Questions and Resources

Customer and Employee Experience
CRM, Intranet, Digital Workplace

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7 Digital Leader Tips
Digital Leadership Tips

The LUCK Principle
Bookstore or Amazon.com
gotluck.link/book

e-Book: Business Case
Infographics for building a Digital Workplace
Business Case