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Intranets2014

Building Trust in Digital World

April 2014
Simon Lillis
Digital Senior Manager,
PwC Australia



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How Often

.... do you work remotely?

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3

How Often

.... do you work on a virtual team?

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4

Contents

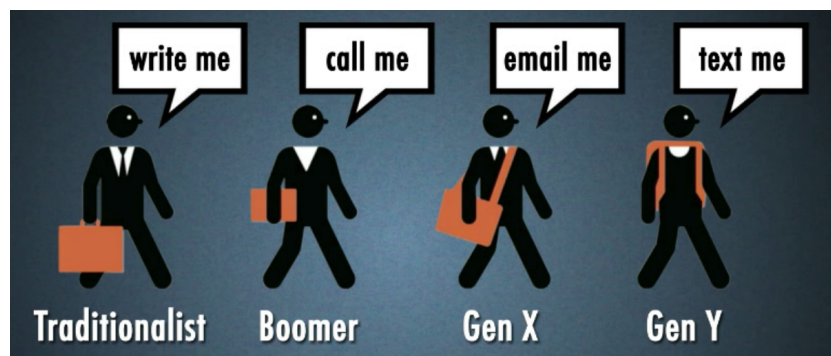
- 1** *What has changed?*
- 2** *The research*
- 3** *How can you build trust online?*



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5

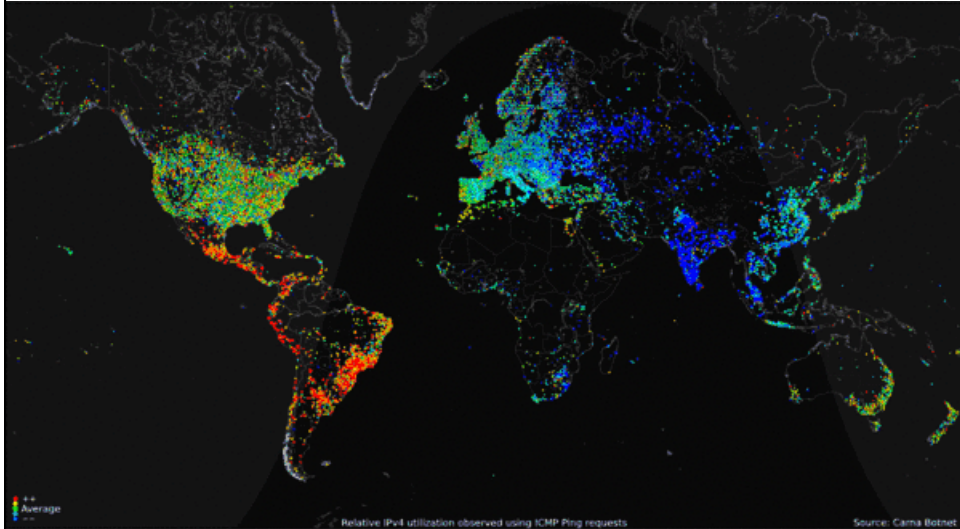
For the first time in history, we have 4 generations working side-by-side



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6

Technology has fundamentally changed how we live and work



The opportunity

By understanding the nature of trust in digital relationships, we can create;

- *meaningful relationships*
- *in complex environments*
- *at a much greater scale*


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Slide 9

At PwC, our old intranet just didn't cut it ...

The collage displays a variety of digital assets and platforms:

- pwc.com.au**: The main corporate website.
- Twitter, facebook, youtube**: Social media profiles.
- Alumni: PwC Connect**: A platform for alumni engagement.
- mypwc.com.au**: An employee portal or intranet.
- whatwouldyouliketogrow.com.au**: A website related to business growth.
- Intranet: KCurve**: An internal communication or performance tool.
- Phone Directory**: A directory listing for employees.
- Client Stream**: A platform for client interaction or feedback.
- Databases**: Internal data management systems.
- Wikis**: Internal knowledge bases.
- Microsites**: Specialized websites for specific campaigns or topics.
- PwC Noticeboard**: An internal communication board.

pwc  Welcome **Katie A Reid** All Powered by Google

PwC Australia Intranet ▼

Home Market Insight Working Together About PwC Spark a Conversation Me@PwC

LATEST View the latest PwC news < >

A not so secret way to save time

Mr Daniel Ang
Make sure you're not missing out on how PwC Online can help you work smarter and not harder...

Mr Daniel Ang
Grader Senior Accountant/Exec
BU: Risk and Forensics
Group code: 200457
Office address:
200 Sussex Street
Sydney NSW
AU
Fax: +61282861337
Value delivered:
Strategic Marketing Advisor (3 month, Assurance Client Experience Secondment)

Alternate contact:
PwC Client Experience - Amanda McCauley
amanda.mccauley@pwc.com.au
PwC Exchange - Ali Allan,
ali.allan@pwc.com.au

Profile Completeness 76%

1 2 3 4

Active projects

- Bruce's Taco's Franchising Model
- Matt and Liz's collaboration space
- Production Test Project
- PwC Online development collaboration space
- PwC Online UX Team
- Demo Team Site
- Online - Collaboration Portal Integration
- PwC Online
- PwC Online Phase 2
- PwC Online: Williams Lea engagement

< 1 2 > | All

Change theme Firm ▼

Vision and values

Read the *Tale of Potential*
Find out more about our vision and values
Share your thoughts on Spark

Moving on to Spark

You've put the Grow Wall to great use, from giving each other simple real-time recognition to influencing firm policy changes. Now **Spark** has given us a more powerful version, so we're farewell the Grow Wall. You can still post the same short and sweet messages, but you can also do a lot more. So if you have something to share, **jump onto Spark**.


Visit some of our local Spark groups:

PwC Australia **Government in Australia**
Assurance Australia **Vision, values and strategy**
Consulting Australia **Tax and Legal**

Key contacts

Manuela Schmid Delete
+61 (2) 8266 7710

James Collins Delete

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PwC Australia Intranet ▼

Home Market Insight Working Together About PwC Spark a Conversation Me@PwC

My work dashboard

Working together

Manage My Work

Build Relationships

Tools & Templates

Risk Management

Documents

Name	Project	Date	Modified by
PwC Online opening context for de...	PwC Online Phase 2	21/05/2013	Katie A Reid
Global team sites vs PwC Online.pptx	PwC Online Phase 2	21/05/2013	Katie A Reid
Summary of Bruce's US Trip.docx	Bruce's Taco's Franchisi...	21/05/2013	System Account
Summary of Bruce's US Trip.docx	Bruce's Taco's Franchisi...	21/05/2013	Jessica Chai
UXTeam WIP pack_2012.pptx	PwC Online Phase 2	13/05/2013	Katie A Reid

< 1 2 3 4 5 6 7 8 9 ... 20 > | All

Tasks

Title	Project	Deadline	Assigned by
Please approve Approver for Workf...	PwC Online Phase 2	22/05/2013	System Account
Award submissions	PwC Online Phase 2	12/12/2014	Katie A Reid
Positioning PwC Online with clients,...	PwC Online Phase 2	12/12/2014	Katie A Reid
BAU agreed	PwC Online Phase 2	24/05/2013	Katie A Reid
Final scoping and experience strate...	PwC Online Phase 2	15/05/2013	Katie A Reid

< 1 2 > | All

Discussions

Reply	Project	Date	Posted by
/projects/121117144220/Lists/Discu...	1.5 Production Test Project	19/11/2012	Katie A Reid

Active projects

- Bruce's Taco's Franchising Model
- Matt and Liz's collaboration space
- Production Test Project
- Demo Team Site
- Online - Collaboration Portal Integration
- PwC Online

Admin Tools

Manage Terms & Conditions

Manage My Tools

Manage Support and Help Requests

Reset My Tools and Templates

My tools and templates

Forum One UX

Live Meeting

Nielson

Report Error

UX Magazine

UX Matters

WEBEX

Manage my tools

Support and help requests

AUT site

Book a Desk

CABs - Room/Car Park booking

Change GUID password

Client Acceptance Letter

CMACS Enquiry

East Cluster Phone Directory

Welcome Daniel Slavik

All

Primary Google

PwC Australia Extranet

[Home](#)

[About PwC](#)

[Me and PwC](#)

Working together

Active projects

My documents

My tasks

Discussions

Home

Banner title

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam justo tortor, rhoncus ac iaculis sit amet, faucibus eget lectus. Sed pulvinar, diam id dapibus cursus, nunc velit tempus libero, et sollicitudin purus nibh. Maecenas dui. In ultricies fermentum lobortis. Proin egestas risus eget ligula molestie accumsan. eget lobortis mauris ullamcorper.

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My Documents

Type	Name	Project	Modified Date	Modified by
	Audit agenda 12 March	ABC Project	8 March 2013	Joe Black
	Audit checklist	Talent Strategy	9 March 2013	Ann White
	Talent model V1	ABC Project	24 March 2013	Joe Black
	BlogGuidelinesV3	Digital Change	30 March 2013	Sam Brown

< 1 2 3 > ALL

My Tasks

Name	Project	Due Date	Assigned To
Review meeting minutes	ABC Project	8 March 2013	Joe Black
Prove FY12 financials	Talent Strategy	9 March 2013	Joe Black
Share current HR structure	ABC Project	24 March 2013	Sarah Green
Review CMS proposal	Digital Change	30 March 2013	Sam Brown

< 1 2 3 > ALL

Discussions

Useful links

User guide

Give feedback

Visit pwc.com.au

Manage my links

My PwC Contacts

Project name

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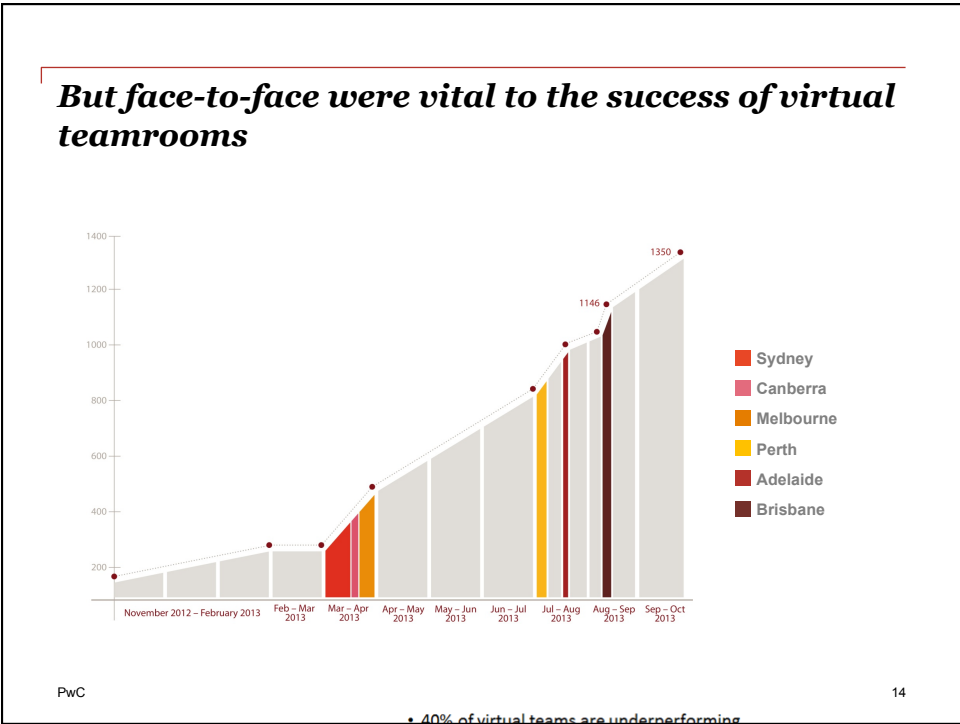
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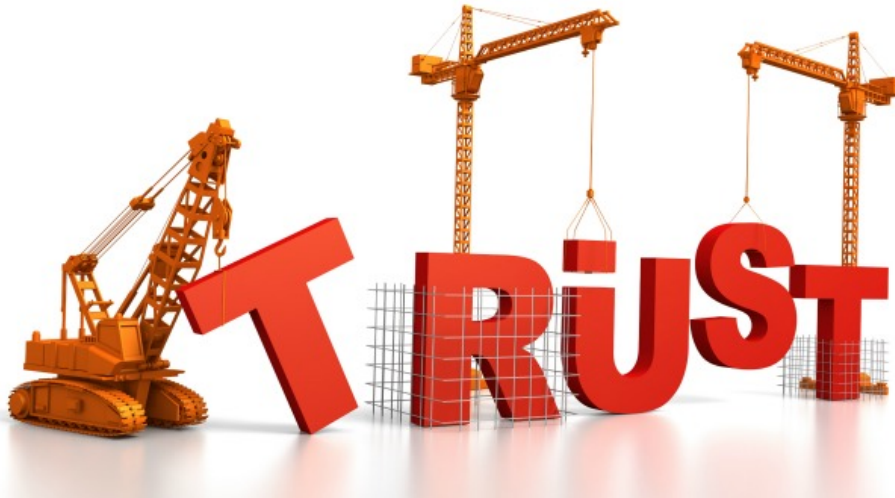
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Trust is fragile, we need to be explicit in our needs, expectations and promises.

(Hall, Entente Foundation, 2010)

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What is trust?



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Slide 16

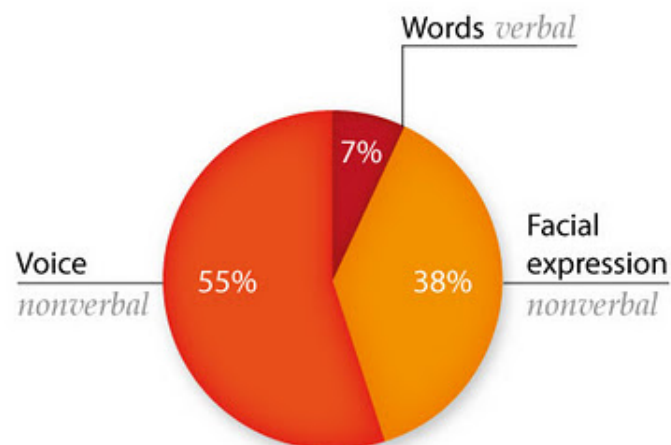
Don't worry, this is gonna work out just fine



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17

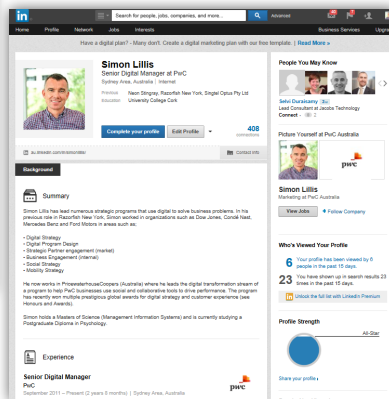
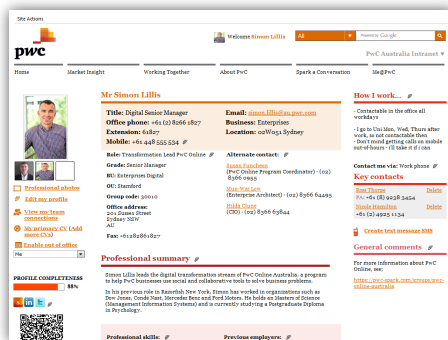
It's hard to trust when, without face-to-face, we lose much of the message



Source: Mehrabian, Albert; Wiener, Morton (1967). "Decoding of Inconsistent Communications". *Journal of Personality and Social Psychology*

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1. Create swift trust by sharing profiles ..



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Slide 19

2. Make it as “real” as possible

- Face-to-face communication
at first.....if possible
- Reserve f2f for 2-way
communication
- Meet often & Run good
meetings
- Be equal



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Quick Quiz:

Which form of communication do you prefer .. ?

- with your boss?
- with your project team?
- with your friends?
- with your parents?
- with your grandparents?

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3. Be Clear

- Develop shared vision, values and ground rules
- Clearly articulated goals, objectives and plans
- Clear roles
- Establish rules of the road
- Solid induction

4. Encourage and respect rituals, symbols, avatars, celebrations



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5. Learn to manage digital distractions



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24

*1. How do digital relationships
enhance how **you** live and
work?*

*2. What can you do to ensure **your**
relationships are **meaningful**?*

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25

For further information...

Simon Lillis
PwC Online Digital Strategy



simonlillis



simonlillis



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