

Your Digital Workplace – Working With What You Have

Andy Zimmerman
Digital Workplace Strategist

About me...

- Award-winning expert in digital communications & collaboration channels, including intranets, mobile & ESNs
- Talk to me about digital workplaces, UX, cross-functional governance, internal communications, San Francisco, lounge music, movies, politics, science fiction or fantasy literature, fried chicken (e.g., where I can get some) & more



Let's assume...



- No approved budget for new platforms or tools
- No approved budget for additional staff—and your function is currently understaffed



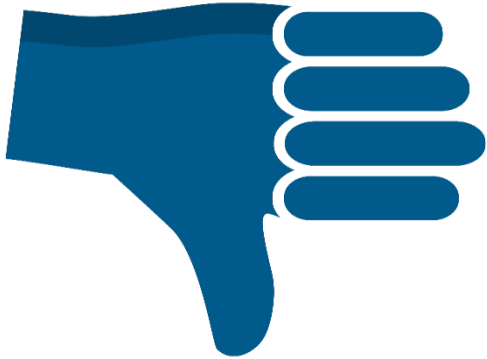
- Cautious to conservative corporate culture



- Diverse workforce
 - Multiple generations
 - Varied skills & experience
 - Different employment status (employee, contractor, partner)
 - Distributed locations (office vs. remote workers)
 - Dissimilar global cultures

So...

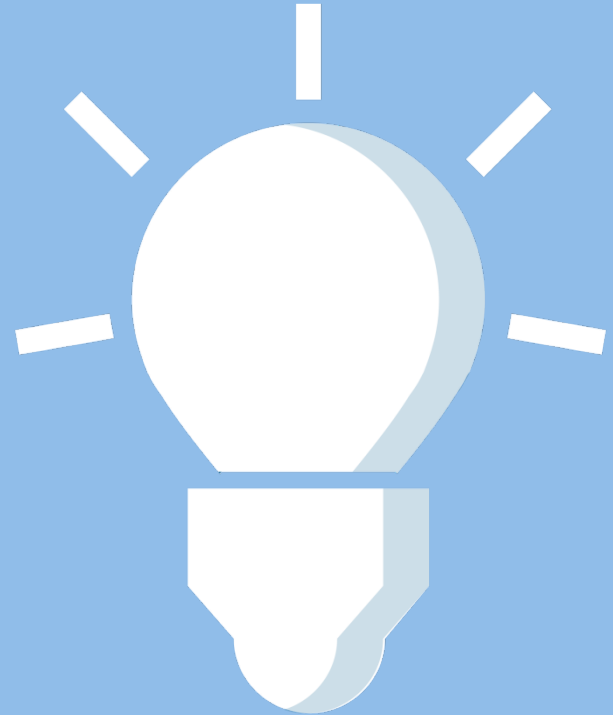
You're eager to improve
your digital workplace...



...but have limited resources
and organizational support to
make major changes

Q: What can you do?

A: Work with what you have—regardless of platform—to improve the user experience.



User experience in three words



Access

- Simplified sign in
 - ✓ Anytime
 - ✓ Anywhere
 - ✓ Any device
- Appropriately secure



Usability

- Simplified info architecture
- Easy to find what's needed
- Easy to complete tasks
- Accessible to people with disabilities



Usefulness

- Simplified content
- Accurate
- Relevant
- Task-oriented



Improving access

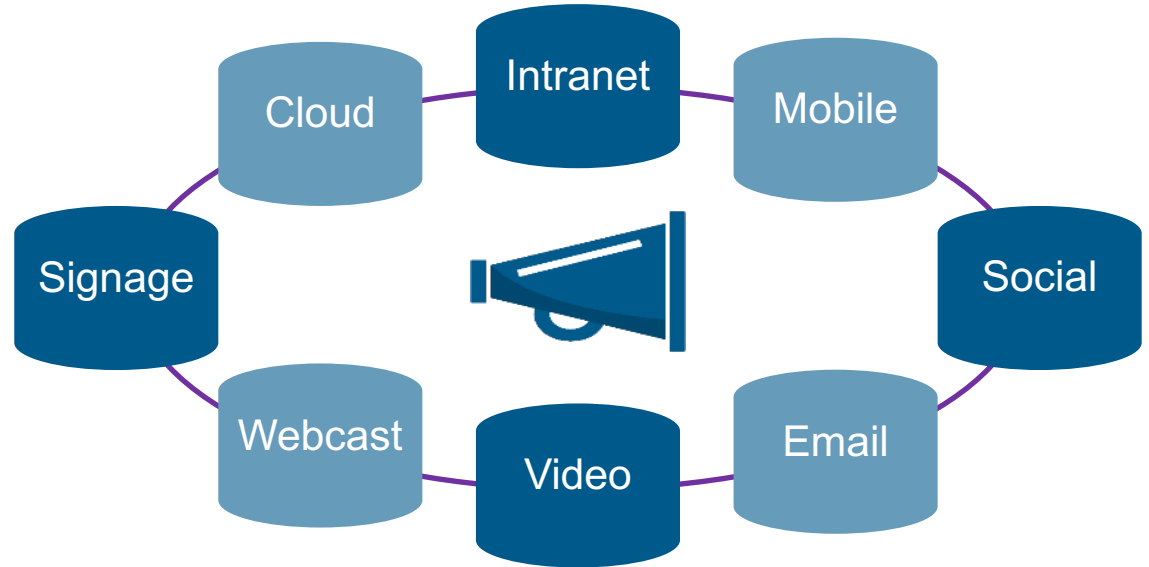


Define your delivery channels for communications & collaboration, then...

Integrate them to support content reuse

Let users choose their preferred channel(s)

Advocate against tool proliferation within your enterprise





Create simple Web apps & leverage vendor apps

All Apps

- McKesson
- Benefits-Provider
- Compliance Checkpoint
- Emergency Contacts
- ISMC Sales Tool
- McKesson Directory
- McKNet Mobile
- McKesson News
- Meetings & Events
- OpenSmart™
- Pay & Benefits
- SCO RM
- McKesson Travel Tools

McKNet Mobile

People Search

MCK \$150.89 +0.64
Last updated: 2/27/2017, 1:32PM (20 min delay)

Save a Life
Register now for the McKesson Marrow Drive.

Announcements

Employee Apps

McKesson TV

Pay & Benefits

- Announcements
- Career
- Financial
- Healthcare
- My Information
- Time Off
- Vitality & Wellness

McKesson

- App Center
- Enterprise Compliance
- Health Plans
- Hot Jobs
- News & Newsletters
- McKesson TV
- McKNet Mobile
- My Information
- Paychecks
- People Search
- PTO
- Support
- Taxes
- Our Partners
 - ADP
 - Kronos (not supported)
 - Vitality

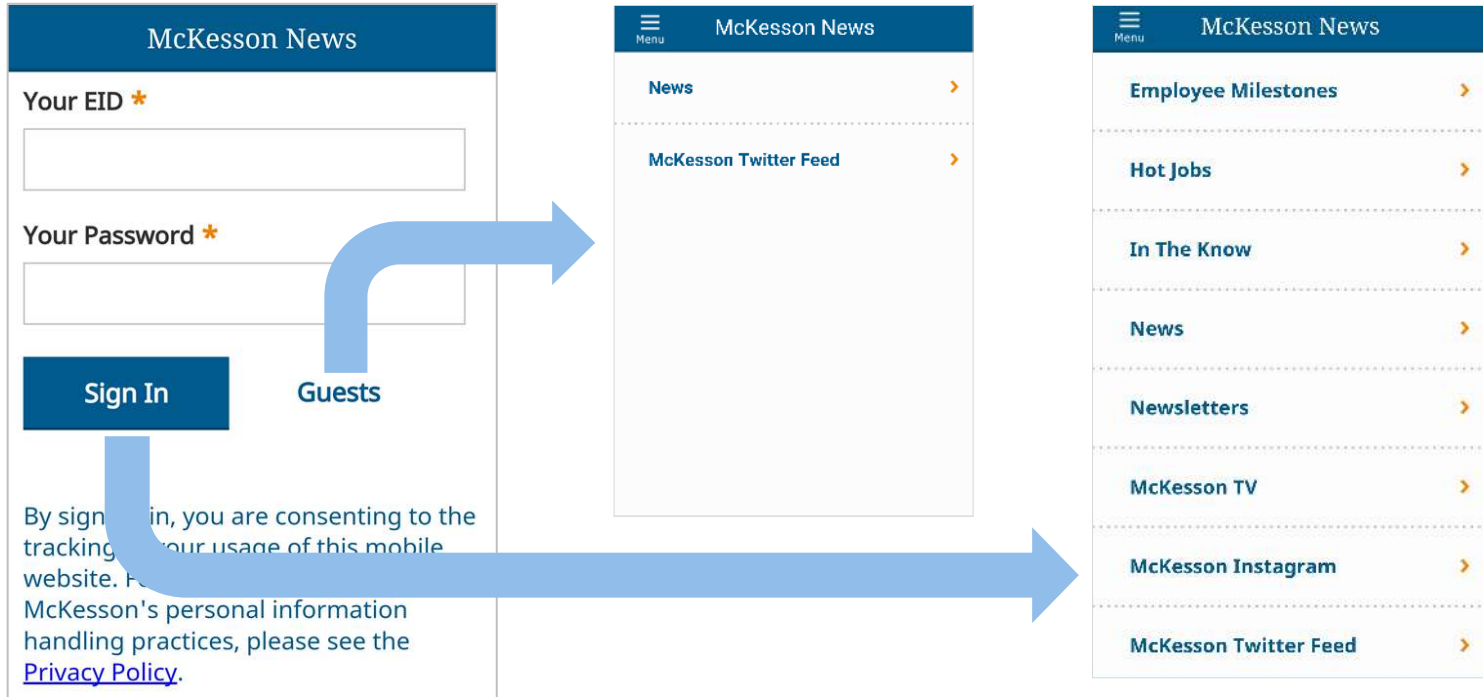
For Internal Use Only

Financial

- 401(k) Retirement
- Direct Deposit
- Employee Stock Purchase Program
- Flexible Spending Account
- Health Savings Account
- Paychecks
- Taxes
- Total Rewards



Create a guest experience for unrestricted content





Add single sign on (SSO) to more links

McKNet People | McKNet Search Center
 Go

Home My Work Sites Pay & Benefits Career Development Policies Tools & Resources About McKesson My McKNet

McKNet / HR / Pay And Benefits / Health And Wellness / **Vitality**

Vitality [Print this page](#)

Benefit Plans & Wellness

Employee Assistance Program (EAP)


Weight Loss Programs

Best Doctors

Biometric Screening Information


Castlight

Vitality Program


 **Vitality's Website**
Learn about the program.

 **Get Started**
Find the information you need to start participating in Vitality.

 **Vitality Points**
Learn how to earn Vitality Points for completing healthy activities.

 **Frequently Asked Questions**
Find answers to your Vitality and wellness questions.

HR Support Center

Call
855-Go-McKHR (466-2547)
For Benefits, select Option 1 

IWS CN staff only:
Benefits/PeopleSoft Inquiries

More Info ▾

 **Go to Vitality**
Call 877-224-7117
8AM - 6PM CST
wellness@powerofvitality.com



Improving usability



Follow the clicks to popular content

McKNet

Home My Work Sites

MCK 150.13 -1.32

Feb 28, 4:02 PM ET (20 min delay)

Top Tasks

Record work hours via Workforce Central/Kronos

Check your Vitality status

View pay statement

View performance docs

Make travel plans

Submit travel expenses

Request PTO (time off)

Order products & services

Self-Identify

McKNet

Home Pay & Benefits Career Development Policies Tools & Resources About McKesson My McKNet

Popular Links

- View My Paycheck
- Benefit Plans & Wellness
- Vitality
- Total Rewards
- Total Rewards Library (External link)
- Employee Profile & Job Info
- Mpower (Employee Awards)
- Self-Identify
- Castlight (External link)

Financial

- Pay & Taxes
- Retirement Plans
- Stock Plan Administration
- Employee Stock Purchase Program

Time/PTO

- Paid Time Off
- Leaves of Absence

Health & Wellness

- Vitality Program
- Benefit Plans & Wellness
- Employee Assistance Program
- Weight Loss Programs

Personal Services

- Employee Discounts & Purchase Programs
- Commuter Benefits
- Educational Assistance
- Credit Union

Life Events

- Marriage, Domestic Partnership, Divorce
- Birth or Adoption
- Death In Family
- Family Illness or Disability
- Scholarship Information

Employee Tools

- Getting Started At McKesson
- Mobile Center
- HR Help
- Update My Information
- Employee Information

McKNet

Home My Work Sites Pay & Benefits Career Development Policies Tools & Resources About McKesson My McKNet

Popular Links

- Getting Started At McKesson
- Travel & Expense Info & Links
- McKesson Store
- IT Support
- OneSource Application
- 2FLYMCK (Air, Hotel & Car)
- Travel & Expense Portal (SAP)
- Shared Services Catalog
- SAP Security Access

All Tools & Resources

Applications

Brand & Marketing

- Brand Central (formerly Brand Toolkit)
- Brand Store

Computer, IT & Web Services

Facilities & Environment

- Facilities Requests (CBRE)
- Facilities Request (CBRE Richmond BC)
- Offices & Other Company Locations

Health & Safety

- Disaster & Hardship Relief
- Hot Topics in Security & Safety
- Safety Data Sheets (SDS)

Records & Info Mgmt (RIM)

Sales

- Product Central

Self-Service Info

- Acronyms & Terms
- Clinical Content Central
- Enterprise Product Catalog
- Kacey



Increase findability of people & content



- Add metadata
- Establish & enforce file naming standards (no version IDs or run-on words like “PayandBenefits”)



- Add expertise
- Add badges
- Add employee pictures (no emojis or pets)



Simplify content & page structure; reduce layout options

McKNet

Home | My Work Sites | Pay & Benefits | Career Development | Policies | Tools & Resources | About McKesson | My McKNet

MESBO Portal

McKesson Enterprise Sourcing and Business Optimization (MESBO)

Business Sourcing | Technology Sourcing | Business Performance

The MESBO Seven-Step Strategic Sourcing Process

Collaboration

Before



After

McKNet

Home | My Work Sites | Pay & Benefits | Career Development | Policies | Tools & Resources | About McKesson | My McKNet

MESBO

The McKesson Enterprise Sourcing and Business Optimization (MESBO) organization provides procurement, strategic sourcing, supplier management and analytic services to the enterprise.

Order Goods or Services

Get Employee Discounts

Get Help from MESBO

Browse By Topic

Use Six Sigma Resources



Perform basic usability testing

Vs.



Improving usefulness



Keep your content R.O.T.* free

Annual Content Audits

Title	URL	Author	Created	Editor	Modified	Moderation Status	Total Visits 4/2014 - 4/2015	Total Page Views 4/2014 - 4/2015
Customer Care Business	mcknet.mckesson.com/AboutMcKesson/BusinessUnits/McKessonUSPharma/CustomerCare/ContactUs/CustomerCareBusinessLeaders/Pages/CustomerCareBusinessLeaders.aspx	dr6fpco	12/18/11	dr6fpco	12/18/11	Approved	-	-
HR Toolkit - Annual Enrollment	mcknet.mckesson.com/HR/PayAndBenefits/HealthAndWellness/Pages/HRToolkitAnnualEnrollment2010.aspx	dr6fpco	12/18/11	dr6fpco	12/18/11	Approved	4	5
Building Relationships	mcknet.mckesson.com/AboutMcKesson/BusinessUnits/McKessonUSPharma/CustomerCare/AddingCustomerValue/BuildingRelationships/Pages/BuildingRelationships.aspx	dr6fpco	12/21/11	dr6fpco	12/21/11	Approved	3	3
Customer Care Compliments	mcknet.mckesson.com/AboutMcKesson/BusinessUnits/McKessonUSPharma/CustomerCare/AddingCustomerValue/Compliments/Pages/CustomerCareCompliments.aspx	dr6fpco	12/21/11	dr6fpco	12/21/11	Approved	2	2
Focusing on Efficiency	mcknet.mckesson.com/AboutMcKesson/BusinessUnits/McKessonUSPharma/CustomerCare/AddingCustomerValue/FocusingonEfficiency/Pages/FocusingonEfficiency.aspx	dr6fpco	12/21/11	dr6fpco	12/21/11	Approved	5	5
One McKesson Perspective	mcknet.mckesson.com/AboutMcKesson/BusinessUnits/McKessonUSPharma/CustomerCare/AddingCustomerValue/OneMcKessonPerspective/Pages/OneMcKessonPerspective.aspx	dr6fpco	12/21/11	dr6fpco	12/21/11	Approved	6	7
Adding Customer Value	mcknet.mckesson.com/AboutMcKesson/BusinessUnits/McKessonUSPharma/CustomerCare/AddingCustomerValue/Pages/AddingCustomerValue.aspx	dr6fpco	12/21/11	dr6fpco	12/21/11	Approved	7	3
Enrollment Grows for Workers	mcknet.mckesson.com/AboutMcKesson/CorporateFunctions/Technology/OfficeoftheCTO/TechFocus/March2013/Pages/TABOutcomes.aspx	Galloway, Jennifer					3	
Special Feature: The Power of	mcknet.mckesson.com/AboutMcKesson/CorporateFunctions/Technology/OfficeoftheCTO/TechFocus/March2013/Pages/BusinessPerspective.aspx	Koelbl, Alexis	09/24/12	Master-Parker, Linda	02/25/13	Approved	1	1
Business Perspective	mcknet.mckesson.com/AboutMcKesson/CorporateFunctions/Technology/OfficeoftheCTO/TechFocus/March2013/Pages/BusinessPerspective.aspx	Koelbl, Alexis	09/24/12	Master-Parker, Linda	02/25/13	Approved	1	1

* Redundant, Obsolete, Trivial vs. Relevant, Useful, Accurate



Keep content simple, task-oriented & accessible

Check Your Fleish-Kincaid Score



High school reading level: 10-12

General public: 8
(target score)

Web Accessibility

Web Content Accessibility Guidelines (WCAG) specify how to make content accessible, primarily for people with disabilities.

Easy way to start: ALT text



Task-Focused Info



“About Us” Info

“Readers can understand short, simple text content on mobile devices just as well as on computers, but they slow down when reading difficult text on mobile.”

NN/g Nielsen Norman Group



Personalize your content





Involve your users

Last modified at 2/24/2017 2:12 PM by [redacted] [Edit this page]

Page Rating
☆☆☆☆☆

Acronym & Term List

Anyone can update this acronym and term list. Your name and the date of the last update will be visible to all users. See [instructions for editing this page](#).

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | #

A

- AP Accounts Payable
- AR Accounts Receivable
- AAC Average Acquisition Cost
- AAP Affirmative Action Program
- ABC Adjusted Bill Charge; AmerisourceBergen Corporation
- ACA Affordable Care Act
- ACC American College of Cardiology
- ACD Automation Call Distribution
- ACH Automated Clearing House
- ACM Area Credit Manager

Acronym Lists

Diversity & Inclusion

+ Join Group

CONVERSATIONS FILES NOTES

Update Poll Praise

Share something with this group...

Follow - December 19, 2016 at 6:52am

In Life at McKesson - Work, Culture, Shared Values, Our Employees @HRC Recognizes @mckessonjobs as Best Places to Work for LGBT employees - 2017 - 4th year in a row! <http://bit.ly/2g5IA7l> (Feel free to share with your networks) View Full Conversation 7

MEMBERS (88)

INFO

McKesson is committed to fostering a workplace environment that respects the many ways we are different from one another and supports and acknowledges the diverse world in which we live and work. McKesson employees* are from all races, walks of life, lifestyles and

Groups & Communities

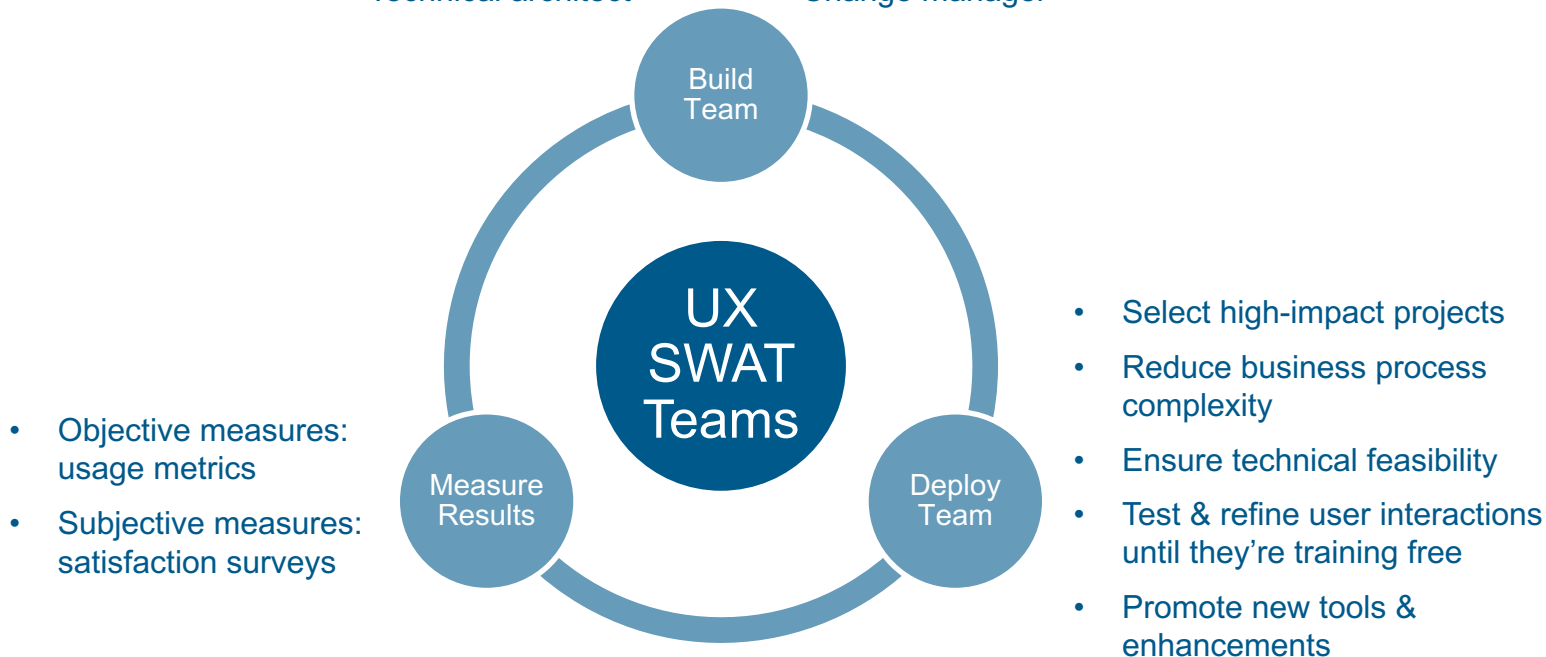


Considering culture



Build & deploy UX SWAT teams

- Business process analyst (Six Sigma if possible)
- Human factors engineer (usability expert)
- Technical architect
- Change manager





Create cross-functional governance for digital channels

1. Assemble the right stakeholders
2. Identify risks & pain points
3. Solve problems
4. Manage up & down to promote achievements

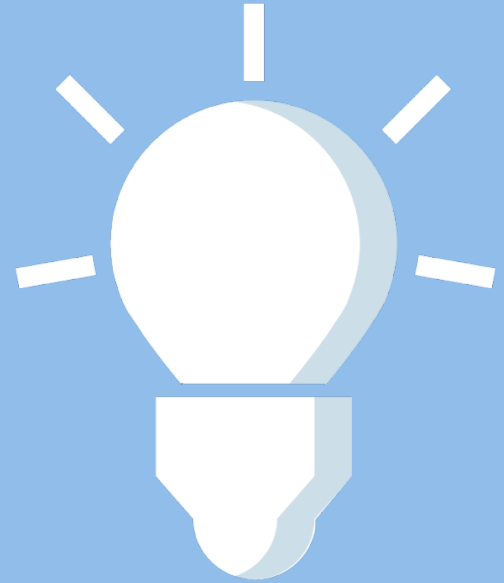


So...

Q: If you don't have a big budget or team, what can you do to improve your digital workplace's user experience?

A: Simply enhance the 3 pillars of user experience:

- Access
- Usability
- Usefulness



Make the digital workplace
a reason to join your company—
and never a reason to leave it.

Thank you!

andyzimmerman94114@gmail.com
linkedin.com/in/andrewzimmerman