



**Intranet expert
review**

Modern intranets play an increasingly important role in business, but they can't stand still, or be taken for granted

The global pandemic has shown the vital importance of digital tools for employees. This includes having a modern, effective intranet that provides an 'enterprise front door' to the wider digital workplace.

Many businesses have taken the opportunity to shift their intranet to new technology platforms, such as SharePoint Online, or one of the many independent intranet solutions. Others have doubled-down on investment into their existing solutions. This has provided new functionality, but **can you be confident that your intranet works well for employees?**

Under the hood, intranets are complex pieces of machinery, containing many moving parts. All of these need to work together to provide a best-practice experience for employees.

Intranets also can't stand still. While the pandemic has jumped employee tools forward by years in a matter of days, this is just the **mid-point of a journey towards delivery a truly productive digital employee experience.**

Whether it's a SharePoint Modern intranet, or another solution, it's important not to lose sight of the fundamentals of a successful intranet: a great user experience, a business-led mix of functionality, and a strong management model.

What is needed is a **clear assessment of your intranet**, measured against global best-practices, and a **concrete list of improvements** for the year ahead.

The Step Two Intranet Expert Review will quickly identify where the gaps and opportunities are.

Taking a fresh look at the intranet shines a light on the site's strengths and weaknesses.

This expert review allows a clear plan of attack to be developed for the year ahead, empowering the intranet team to be focused and productive, steadily adding value over time.

Drawing on external expertise allows intranet planning to be guided by best practices and leading edge thinking. You can be confident that our independent, specialist advice comes from exposure to hundreds of organisations, as well as decades of industry experience.

Make a regular review of your intranet, and reap the benefits of a site that will keep growing and maturing over time.

"We now have a practical and concise document that clearly outlines our intranet's performance against key success indicators. This was a simple, quick process that gave us an independent picture on what's working, what's not.

It was great to have Step Two's advice and depth of knowledge to give us perspective and help us ensure a best-practice approach on this journey. Highly recommend this to all intranet teams as part of their annual process."

Michele Bouchard, Canon Australia



Like any complex piece of machinery,
intranets a thorough service

Use our **intranet expert review package** to target efforts and plan the year ahead with confidence

Step Two offers a powerful methodology for assessing your intranet: from how the site is designed to under-the-hood management practices.

Our **intranet expert review** measures a total of **80 assessment criteria**, across every aspect of the site, from internal communications to business systems.

The criteria provide a comprehensive assessment, from intranet fundamentals to leading-edge features and approaches.

At its heart, the Step Two expert review is designed to keep your intranet moving forward.

The assessment identifies opportunities for your intranet to deliver greater business value, as well as targeting current site strengths and weaknesses.

The review draws on 20+ years of intranet knowledge, gathered by Step Two over hundreds of engagements.

This allows us to offer a rapid process that doesn't tie up your team, while still providing real insights and practical recommendations.

The output is a polished document that can be shared with stakeholders and used by intranet teams to plan the year ahead.

The review is provided as a package of services, taking a highly structured approach to the assessment of your site.

Our engagement consists of five main elements:

1. **Reviewing the current situation**, via discussions with the intranet team and a review of existing documentation.
2. **Understanding the business landscape** by meeting with key intranet stakeholders.
3. **Conducting the expert review** of the intranet, across 80 assessment criteria.
4. **Delivering the assessment report**, highlighting strengths and weaknesses of the intranet, as well as making practical recommendations for improvements and next steps.
5. **Giving a final presentation** to key intranet stakeholders and other business leaders.

At every stage, we engage with your intranet team to ensure that the process answers outstanding questions, as well as giving the insights needed to deliver a more successful site.

04

Collaboration & social

OVERALL SCORE: **1.1**

Criteria	Commentary	Score
4.1	Staff can comment on news items and/or content pages, with their messages clearly displayed on the site	1
4.2	Tools are provided to support team and project-based collaboration	2
4.3	Conversational interactions, with supporting social functionality, is available	2
4.4	The intranet is used as a knowledge-sharing platform across the organisation as a whole	1
	Collaborative capabilities are in place to support ideation,	0
	There is a strong desire to drive this, but nothing in place currently	0
	Information spaces are independent of Pixel so there is no	0



The intranet expert review is about **taking actions** to better support employees and the organisation as a whole

What you get from the review:

- **Quantified assessment of the intranet**, highlighting strengths and weaknesses.
- **Recommendations for actions** across all aspects of the intranet, outlining practical steps that can be taken by the team.
- **Invaluable input into planning** the year ahead, allowing the intranet team to easily prioritise activities and enhancements.
- **Engagement with leaders** and key stakeholders, taking them on the journey and demonstrating where work is needed (and why!).
- **Foundation for a business case**, giving concrete evidence for proposed improvements and deliverables.

“Step Two took the time to understand our organisation before diving into an assessment that measured our intranet against a very comprehensive set of criteria.

The measures go well beyond checks against general web standards and cover a challenging and inspiring range of ideas.

The report was perfect – articulate and concise with well-delivered insights that generated immediate enthusiasm and support from our executive team.”

Tanja Stojcevski, HealthShare NSW

Draw on our **unique experience** to produce an intranet which delivers real business benefits

At Step Two, **we help organisations work better**. We plan and design solutions for the workplace and the workforce, and we've spent 20+ years doing so.

We're the world's intranet experts, with hundreds of projects under our belt. We've literally written the book on intranets, having published *Essential intranets: inspiring sites that deliver business value*, *Designing intranets: creating sites that work* and *What every intranet team should know*.

We're uniquely useful as a professional services firm, as our sole focus is on providing practical and pragmatic advice that will have a real impact in the complex landscape of modern organisations.

Our sustained attention in this space means that we're never starting from a blank sheet of paper. Instead, we draw upon best practices that come from engaging with organisations across the globe.

What we can offer:

- **A clear perspective** that looks at the entire digital workplace, not just a narrow slice of the intranet.
- **Technology-neutral advice**, that outlines pragmatic ways forward regardless of the technology platform that's in place.
- **Experienced staff** with real intranet experience, backed up by the best knowledge in the industry.
- **A global view** of intranet best practices and leading-edge ideas, drawn from our international projects and 15+ years of the global Intranet and Digital Workplace Awards.

Most of all, we will work hand-in-hand with you to maximise the benefits from the intranet expert review, leaving you with a clear way forward and a renewed focus.

The intranet expert review is offered as a package, with a tiered price based on the size (and therefore complexity) of your organisation:

Size of organisation	Package price (excl GST)
Less than 500 staff	AU\$10,750
Less than 2,500 staff	AU\$12,900
More than 2,500 staff	POA

Get in touch, make it happen

We have offices in Brisbane, Melbourne and Sydney, and we are able to provide services throughout Australia, New Zealand and internationally.

Get in touch to organise a review of your intranet, via any of these channels:

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