

# Prophet

# Innovating the Intranet Experience

# Intranets get social!

**Jill Steele**  
jsteele@prophet.com

Step Two  
Intranets 2015  
May 2015



# About Prophet

**We are a strategic brand, marketing, and growth consulting firm.**

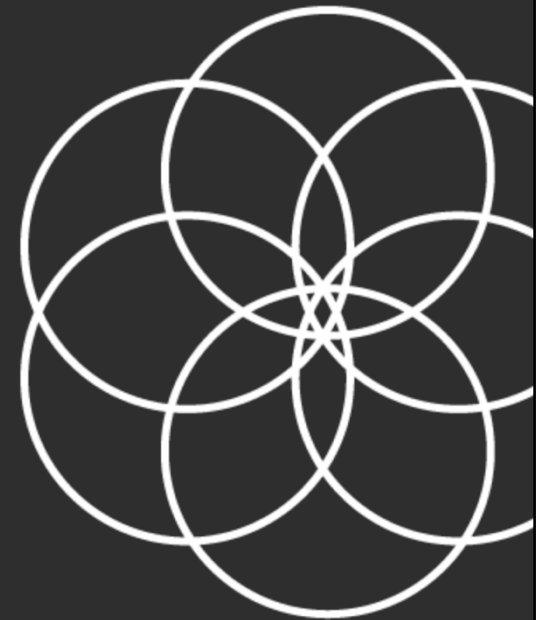
**300+ employees**

**9 offices**

**After people, knowledge is our primary asset**

**Capturing, sharing, and leveraging knowledge is crucial**

**Our intranet is our global culture and knowledge sharing hub**



# Our intranet team



**Jase Wells**

Director of Applications  
Development



**Moritz Mädler**

Senior  
Web Developer



**Jill Steele**

Director of Knowledge  
Management



**Ariel Glazer**

Knowledge Mgmt  
Associate

Information Technology

Knowledge Management



## Road map

Share  
consumer social  
media trends that  
are positively  
impacting Intranets

Inspire  
examples of how  
Prophet applied  
these trends to our  
Intranet

Discuss  
up-and-coming  
social media  
trends and what it  
means for  
Intranets

Content & Communication  
Connections & Collaboration  
Culture & Community

Social media refers to the **interaction** among people in which they create, share, and exchange **information and ideas** in virtual **communities and networks**.

—Wikipedia



personal

business

A large, bold, orange number '5' is positioned on the left side of the slide, serving as a visual element for the title.

ways  
social media  
is innovating  
Intranets



# micro-sharing

micro-sharing INSPIRED BY FACEBOOK

# activity feed



Facebook shared a link via Facebook Stories.  
December 28, 2012 ✨

Celebrate the new year by sending your friends a message that will be delivered to their Facebook inbox at midnight on New Year's Eve!



**Midnight Message Delivery on New Year's Eve**  
[www.facebookstories.com](http://www.facebookstories.com)

Wish friends a happy new year with a private message that will be delivered to their Facebook inbox at midnight on December

Like · Comment · Share

 10,090  6,925  600



Facebook  
December 12, 2012 🌐

**2012 Trends: United States** (7 photos)

We took the pulse of the global community on Facebook in 2012 to assemble a series of trend lists, chronicling the top events, the most popular public figures, the most listened to songs on Facebook and more. These are the trends for the United States.



Rank	Item	Author/Director
1	The Hunger Games	Suzanne Collins
2	Carrie	Stephen King
3	Twilight (Twilight, #1)	Stephenie Meyer
4	The Help	Kathryn Stockett
5	To Kill a Mockingbird	Harper Lee
6	The Great Gatsby	F. Scott Fitzgerald
7	Water for Elephants	Sarah Watson

Recent

2013

2012

2011

2010

2009

2008

2007

2006

2005

Founded

+STATUS/CHECK-IN +LINK +KUDOS



**LINK**

Hooking off of the email discourse last week, today David Aaker published his first post on the LinkedIn Pulse page as an Influencer. Check it out here!

[Is the Influence of Brands Fading?](#)

4 hours ago · Comment · Like 3 likes



**LINK**

Brands are a waste of money. I agree with James Surowieck. And all brand consultancies sell is vaporware. (At least that's what I'm going to keep saying, as it's been driving the most passionate cohesive POV I've ever seen from this firm.)

37 minutes ago · Comment · Like



**unlocked Hot Doc**

March 10 · Comment · Like 2 likes



**LINK**

A fast food industry CMO's viewpoint on social media and traditional TV advertising

[The Secret of Selling the \\$5 Footlong - WSJ.com](#)

4 hours ago · Comment · Like 1 like



**CHEERS**

Been meaning to share Kudos with [redacted] for a bit now. The Prophet - [redacted] world spans continents and disciplines and somehow [redacted] manages to have a role in countless work streams at once. Well done!

7 hours ago · Comment · Like 12 likes



**LINK**

I completely second this sentiment. [redacted] never ceases to amaze in her ability to balance it all...and to do so really, really well!

6 hours ago · Comment · Like 1 like

Share something...

Your Status Kudos **Link**

Saw something interesting online? Share it.

URL paste it from your browser

<https://datacoup.com>

Title edit if needed

Datacoup - Reclaim your personal data

Your Comment

Datacoup is an online marketplace that allows individuals to sell their personal data directly to marketers

Tags use commas between tags

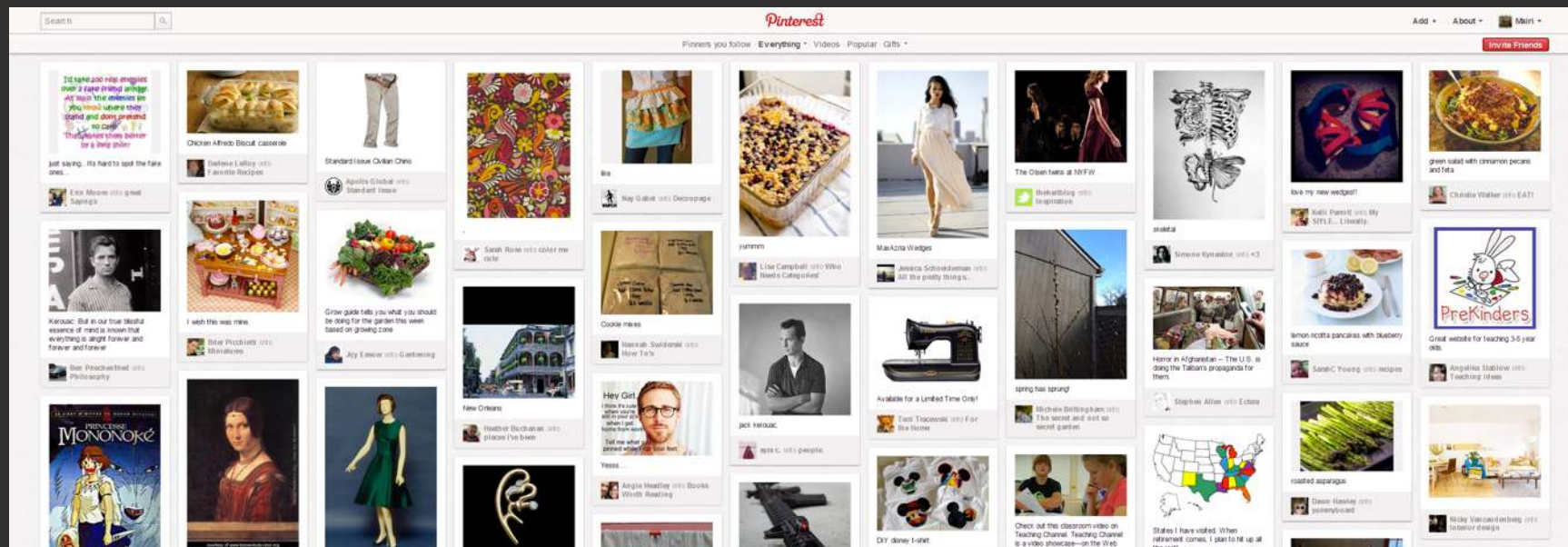
data

Share

Also post this link to a blog...

Share links that are interesting, timely, or just fun — as long as they are work appropriate. For helpful tools and research resources, add them to the **Research Resources** list, not here.

micro-sharing INSPIRED BY PINTEREST





**Knowledge Base**  
The Knowledge Base is a central repository for all the information you need to know about the company, its products, and its services. It is a comprehensive resource that covers everything from the basics of our business to the latest news and events. You can find everything you need to know in one place, making it easy to stay up-to-date and informed.

**Prophet's Mission Statement**  
Prophet is a company that is dedicated to helping businesses grow and succeed. We are a team of experts who work together to provide the best possible service to our clients. Our mission is to help businesses achieve their goals and reach their full potential.

2 days ago | Comment | Like | Share

**Prophet's Vision Statement**  
Prophet is a company that is dedicated to helping businesses grow and succeed. We are a team of experts who work together to provide the best possible service to our clients. Our vision is to help businesses achieve their goals and reach their full potential.

2 days ago | Comment | Like | Share

**Prophet's Values**  
Prophet is a company that is dedicated to helping businesses grow and succeed. We are a team of experts who work together to provide the best possible service to our clients. Our values are the foundation of our business and the things that make us who we are.

2 days ago | Comment | Like | Share

**Prophet's Services**  
Prophet is a company that is dedicated to helping businesses grow and succeed. We are a team of experts who work together to provide the best possible service to our clients. Our services are the things that we do for our clients and the things that make us who we are.

2 days ago | Comment | Like | Share

**Prophet's Products**  
Prophet is a company that is dedicated to helping businesses grow and succeed. We are a team of experts who work together to provide the best possible service to our clients. Our products are the things that we sell to our clients and the things that make us who we are.

2 days ago | Comment | Like | Share

**Prophet's Team**  
Prophet is a company that is dedicated to helping businesses grow and succeed. We are a team of experts who work together to provide the best possible service to our clients. Our team is the people who make up our company and the things that make us who we are.

2 days ago | Comment | Like | Share

**Prophet's Partners**  
Prophet is a company that is dedicated to helping businesses grow and succeed. We are a team of experts who work together to provide the best possible service to our clients. Our partners are the people and companies that we work with and the things that make us who we are.

2 days ago | Comment | Like | Share

## TRENDING

BIRTHDAY [redacted] celebrates a birthday

ANNIVERSARY [redacted] celebrates 15 years with

ANNIVERSARY [redacted] celebrates 1 year with

POST [redacted] Deliverables

POST [redacted] Proposal - Brand Purpose Exploration

## NAME THAT PROPHETEER



See how well you recognize everyone at Prophet. Do you know who this is?

1. [redacted]

2. [redacted]

3. [redacted]

4. [redacted]

5. Not a Photo/Propheteer

## NEW PHOTOS



Check out what's new in the Photo Gallery

## ASK PROPHET

LAST CALL

## What's next in Social Media Innovation?

Jill Steele wants to know.  
Respond by March 11.

## SOCIAL MEDIA

Is the Influence of Brands Fading?  
[t.co/ectiG3NsNP](https://t.co/ectiG3NsNP)  
Vice Chairman  
@DavidAaker's first  
@LinkedInPulse  
post →

RETWEET

## NEW PROPOSAL



Market penetration strategy  
and brand positioning for [redacted]

## NEW BLOG POST

**Datacoup - Reclaim your personal data**

[redacted] posted 1 day ago  
in Digital Pulse

3 0

## PROJECT KICKOFF



## NEW PROPOSAL



### PRICING ANALYSIS ACTIVATION

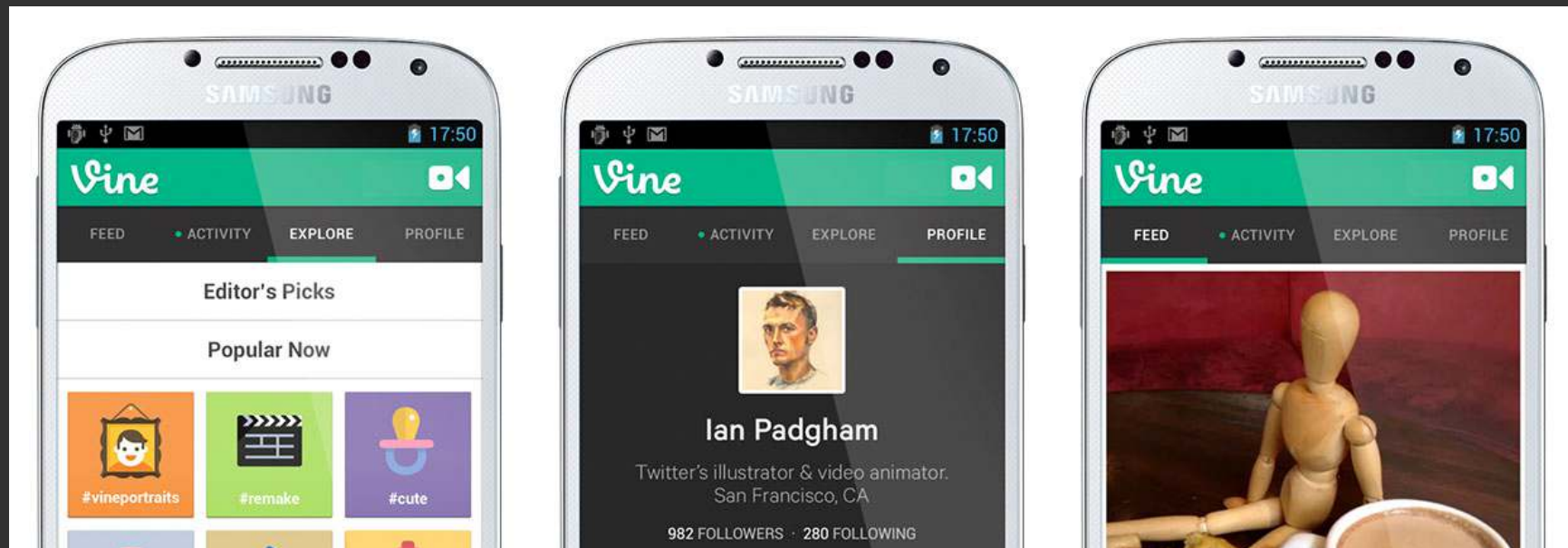
PRICING INSIGHTS/IMPACT

Pricing Analysis Activation for [redacted]



micro-sharing INSPIRED BY VINE

# “Prophet Shorts” videos



# Why you should work at Prophet

📄 DOWNLOAD 👍 LIKE 12 people like this



## Comments



1 year ago · Like

Freedom, impact, people, the work. Great stuff. Nicely done, Christof. And extra points for having your shirt match the backdrop.



1 year ago · Like

## More To See



## Video Tags

none

People [add someone](#)



Projects [add a project](#)

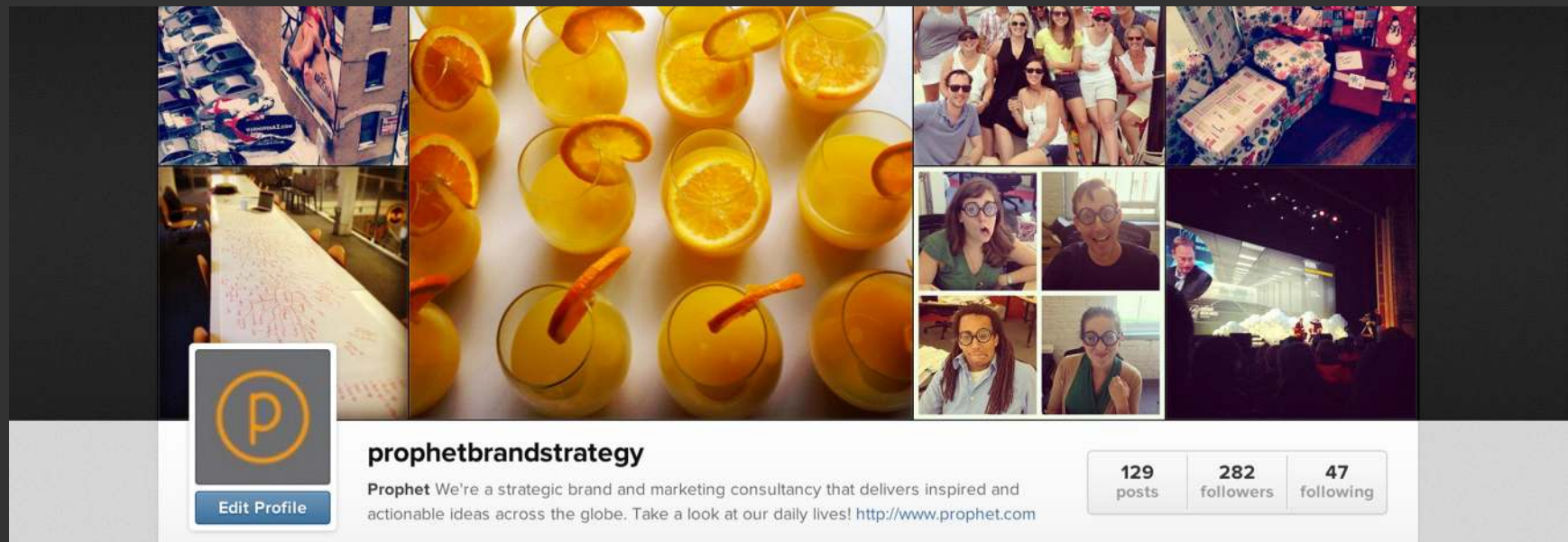
none

# getting visual



getting visual INSPIRED BY INSTAGRAM

# picture promos



# Promo Archive

## Articles & IP

[view all](#)



### HOW THE AUTOMOBILE INDUSTRY IS REINVENTING

Read Felix's article on The Inspiratory



### Pharma Marketers Should Invest In The Corporate Brand

Read Paul Schrimpf's article in Marketing-Health



### WHAT INSPIRES YOU?

The Bay Bridge as a source of inspiration: Read Dave's article on The Inspiratory



### THE NEW BRAND NORMAL:

It's Really Not So New And Anything But Normal!

Read what Scott presented at MSI's Brands in the Balance Conference



Author Declares "Twilight of the Brands," and Six Experts, Including Chan, Reply: WHAT DO YOU THINK?

## Clients

[view all](#)



### Check Out Global Brand Building Characteristics Collected for [redacted] on The Spotlight Blog



### Check out our our latest P4NP work to hit market

LAST MILE HEALTH



See the [redacted] logo come to life



## Inspiration

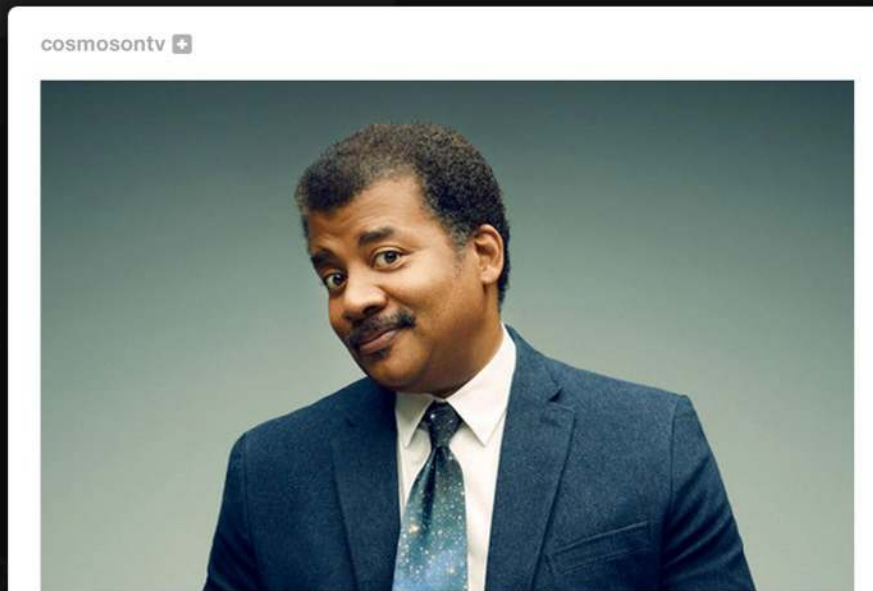


### 10 Emerging Trends Our Clients Should Know About

A Glimpse Ahead: A Macro-Consumer Trend Perspective

getting visual INSPIRED BY TUMBLR

# hook photos



COSMOS Official Trailer

#cosmos

28 notes



cosmosontv



blog posts with  
images get 3×  
more views



By [Prophet Insights](#)  
15 days ago [Unlike](#) You + 8 people like this



?!?

what?!?

t in XYZ?!?

stay ahead of competition?!?

t what?!?

ig what?!?

tions we ask ourselves often in business, but it is hard to pin point an answer. Well to ring in 2014, we  
pulling together some macro consumer trends that will define the next few years and have significant  
small team of us uncovered 70+ emerging trends, fads, and patterns, big and small, from the last year and  
e ten that we think matter most. We also spent some time codifying **our (Prophet) definition of a trend:**

**TRENDS:** A long term, mass-market shift in the way people perceive and address their needs and pain points, resulting from changes in their broader social, political, and economic environments.

NEW BLOG POST








[Prophet Insights](#) posted 1 day ago  
in [Healthcare Pulse](#)







getting visual INSPIRED BY PINTEREST

# document showcases

Business Development → Proposals

Name	Size	Modified ▲	Author
 <a href="#">[redacted] Proposal - Brand book and activation</a>	5.2 MB	34 minutes ago	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - Brand Purpose Exploration</a>	5.3 MB	1 hour ago	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - Amends to Route to Consumer animation</a>	66 KB	3 hours ago	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - [redacted] Brand Arch, Strat Design Arch &amp; La...</a>	978 KB	4 hours ago	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - [redacted]</a>	36 KB	16 hours ago	<a href="#">[redacted]</a>

(yawn)

 <a href="#">[redacted] Proposal - Phase 3a Brand Strategy</a>	359 KB	03-07-2014	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - Pricing Analysis Activation</a>	651 KB	03-07-2014	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - Portfolio qualitative market assessment</a>	74 KB	03-07-2014	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - [redacted] showroom content - (rescoping)</a>	84 KB	03-07-2014	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - [redacted] way Day Concept and Moderation</a>	3.9 MB	03-06-2014	<a href="#">[redacted]</a>
 <a href="#">[redacted] Proposal - [redacted] and [redacted] [redacted] [redacted] C...</a>	6.1 MB	03-06-2014	<a href="#">[redacted]</a>

# Proposals Showcase



Client / Keywords

Industry

Service Offering

Document Age

☐ Exclude highly confidential docs

Search

Reset

# gamification



gamification INSPIRED BY KLOUT

# “impact” score



## usage

Your content is  
downloaded and  
generates interest

downloads  
comments  
likes

## contribution

You create  
and post new  
content

answer a question  
post a deliverable  
upload a video

## engagement

You participate in  
discussions and  
give feedback

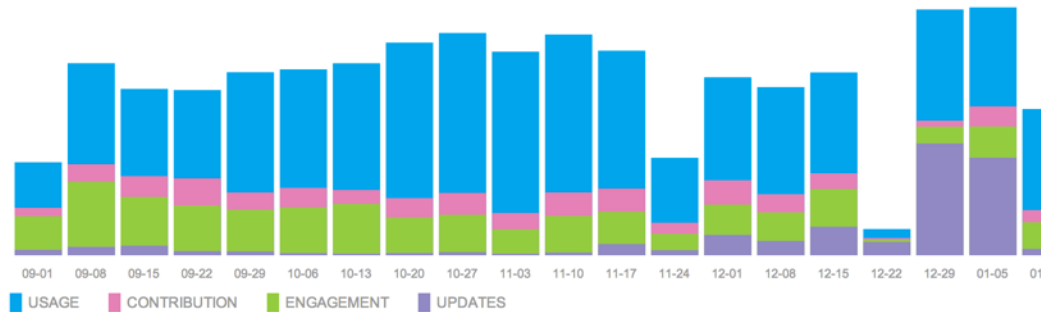
ask a question  
add a comment  
share a link

## updates

You keep content  
current and  
complete tasks

update your  
profile  
close a project  
complete a review

# Impact Details



Impact Details for the Week of 01-05-2014

Activity Impact by Office Impact by Level Popular Documents

178 comments

Content Type	Comments
activity	118
question	24
helpdesk request	15
blog post	9
photo	6

492 likes

Content Type	Likes
activity	299
comment	166
photo	20
blog post	7

13 blog posts

Blog	Posts
Design Pulse	5
Digital Pulse	2
Marketing Pulse	2
Brand Pulse	1
P4NP	1

Your Impact Score

35  
30 Days

181  
90 Days

3.1K  
All Time

30-Day Leaderboard – Top 25

#1		Felix Bickel	334 points
#2		Jesse Russell	241 points
#3		Chad Rogers	238 points
#4		Stephanie Wernat	218 points
#5		Cindy Levine	217 points

Preliminary Pricing Models	14
Pricing Models	12
Confidential	10

gamification INSPIRED BY FOURSQUARE

# achievement badges



## Barista

Congrats - you've checked in at 5 different Starbucks! Be sure to pick up a double tall latte for your friend - I'm sure they'd do the same for you.



Unlocked by **Tom E.** on Fri Mar 19, 2010 at 8:47 AM @ **Starbucks** in

Feedback



## Name Dropper Gold

Do you have a photographic memory? Because matching a name to a face is a piece of cake for you - you've identified just about every Propheteer by now. Next time you visit another office, you may as well do the introductions because you can drop names like Andrea Ivey-Harris.

You unlocked this badge on 01-10-2014.

YOU + 77 other Propheteers unlocked this badge.



# curation

curation INSPIRED BY WEB MEDIA

# “Spotlight” blog

## uncrate®

THE DIGITAL MAGAZINE FOR GUYS WHO LOVE STUFF. FIVE AWESOME NEW THINGS ARE POSTED EVERY DAY. WE'VE FOUND 10092 THINGS SINCE 2005. SUBSCRIBE TO OUR DAILY EMAIL OR FOLLOW US ON FACEBOOK, TWITTER, INSTAGRAM, & TUMBLR

GEAR STYLE RIDES TECH BODY HABITAT VICES MEDIA SPORTS TRAVEL VIDEOS

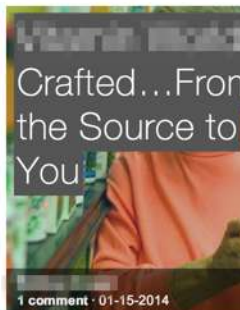
MORE STUFF: MOST WANTED GRID VIEW RANDOM THING UNCRATE APP GARB BEER SAVE STUFF: YOUR STASH SIGN UP SIGN IN





< Blogs

## Spotlight



1 2 3 4 5 6

< Blogs < Spotlight

## Top 10 Internal Blog Posts of 2013



By [Kevin O'Malley](#)  
2 months ago Like 2 people likes this



1. [Segmentation Booklet](#) by [Kevin O'Malley](#) on the Spotlight Blog

"As part of the [Pitch](#) we gathered an extensive amount of data to present - including our approach, case stories, and a quick and dirty segmentation. To vary up the type of interaction we would be having from one piece of information to the next, we developed a small booklet to present our segmentation research." Update - We started a [1.6 million dollar project for \[P&G\]\(#\)](#) in November.

2. [People don't buy consulting, they buy people](#) by [Kevin O'Malley](#) - Consulting Craft

"Take a few minutes each week to think about how well you're progressing up the maturity curve (some weeks I do better than others frankly). The things you learn in maturity aren't simple things such as acquiring information and skills." Read some of [Kevin O'Malley's](#) learnings in his blog post on the Consulting Craft.



3. [Bank of Montreal inspiration suitcase](#) by [Kevin O'Malley](#) - Spotlight




curation INSPIRED BY TWITTER

# trending now

NEWS EVENTS	PEOPLE	MOVIES	TV SHOWS
1 #iranelection	1 Michael J		1 American Idol
2 Swine Flu	2 Susan Bo		2 Glee
3 Gaza	3 Adam Lar		3 Teen Choice Awards
4 Iran	4 Kobe (Bry	ctivity	4 SNL (Saturday Night Live)
5 Tehran	5 Chris Bro		5 Dollhouse
6 #swineflu	6 Chuck No		6 Grey's Anatomy
7 AIG	7 Joe Wilso	2	7 VMAS (Video Music Awards)
8 #uksnow	8 Tiger Woo		8 #bsg (Battlestar Galatica)
9 Earth Hour	9 Christian	ionaire	9 BET Awards
10 #inaug09	10 A-Rod (Al		10 Lost

Trends · [Change](#)

[#iWannaGo](#)  Promoted

[#SXSW](#)

[Manhattan](#)

[#SpringBreakBooks](#)

[#EastHarlem](#)

[#wcw](#)

[#humpday](#)

[Kobe](#)

[Mother Nature](#)

#### TRENDING

⚡ **KUDOS** Good on ya for taking  
Pulse by the horns and

⚡ **BIRTHDAY** [REDACTED] celebrates a  
birthday

⚡ **COMMENT** Thanks in large  
part to [REDACTED] who

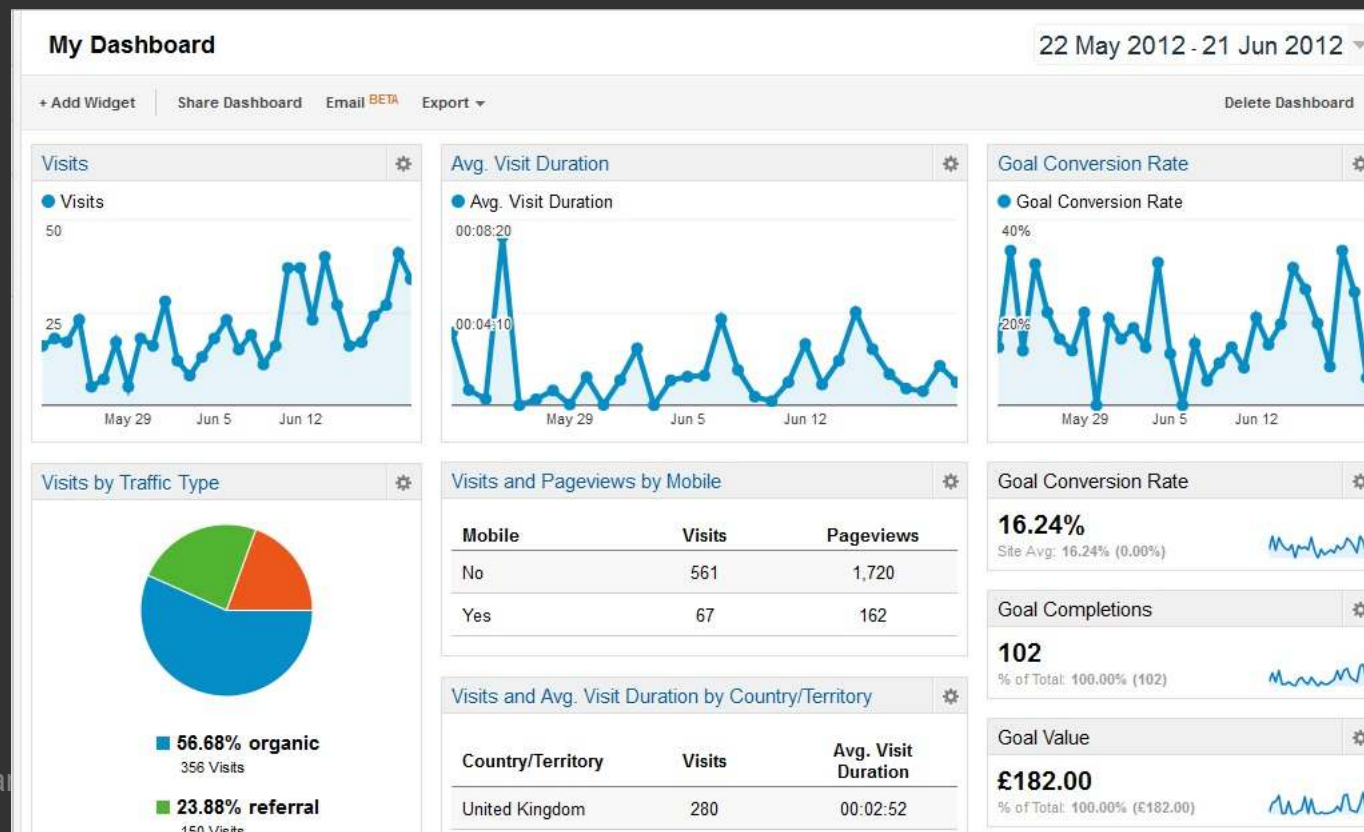
⚡ **BIRTHDAY** [REDACTED] celebrates a  
birthday

⚡ **POST** Official Pricing Model -  
current for 2014

# big data

big data INSPIRED BY GOOGLE ANALYTICS

# data dashboards

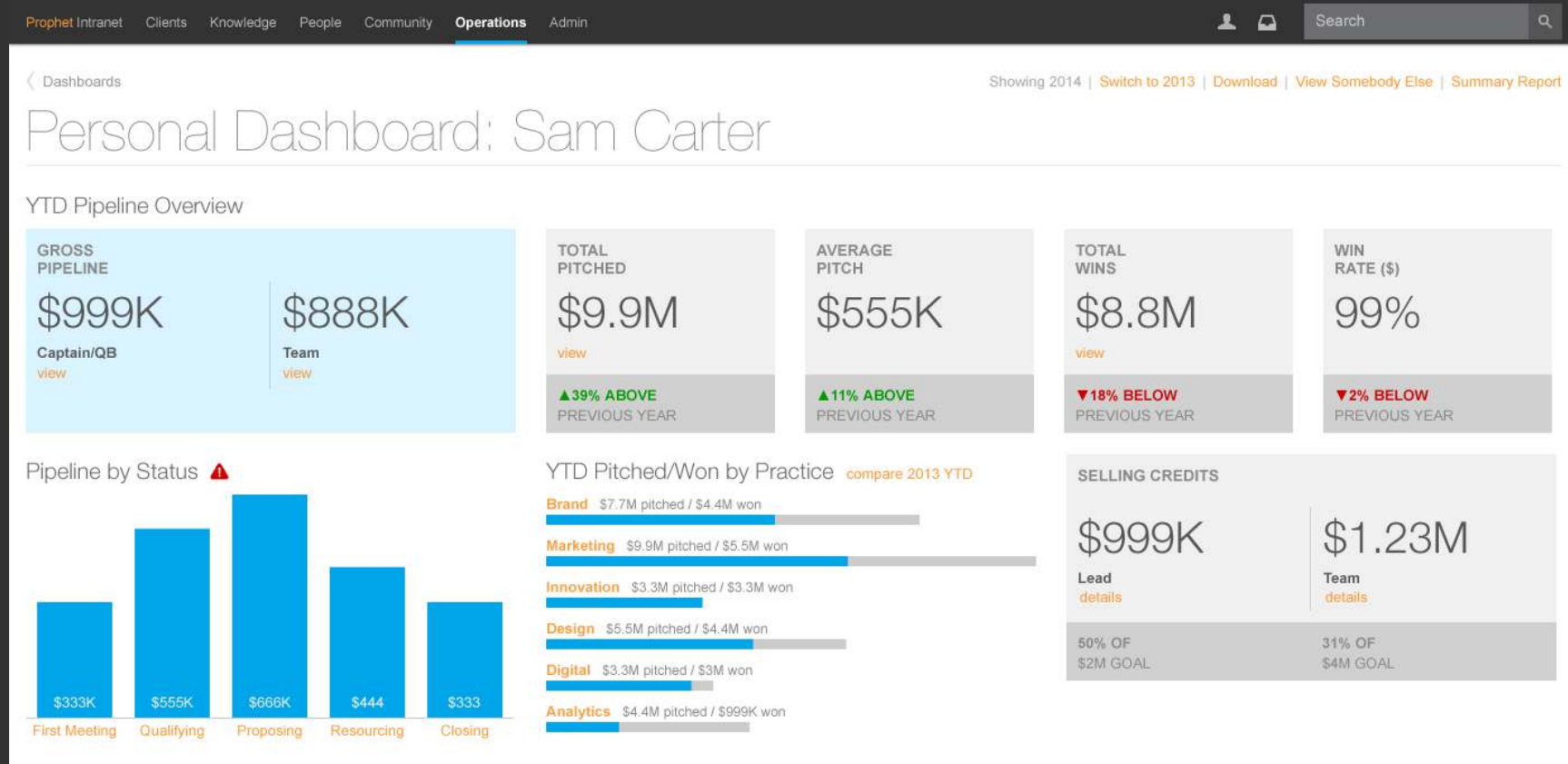


**big data** DATA IS EVERYWHERE

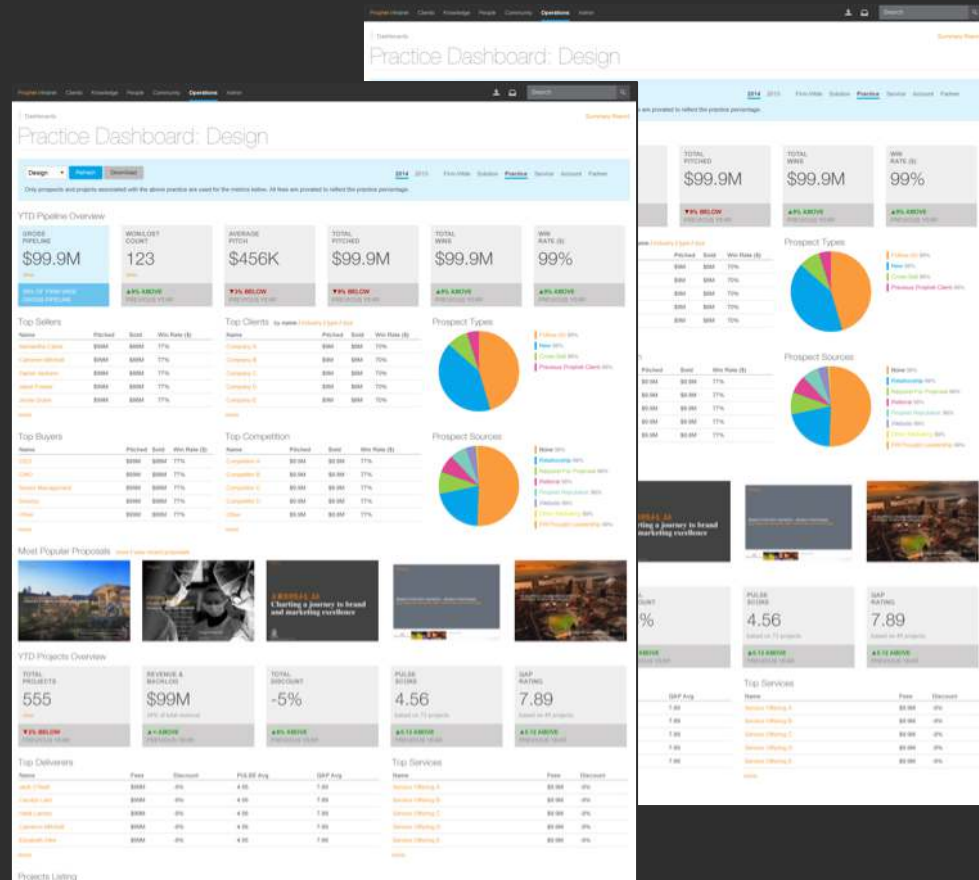
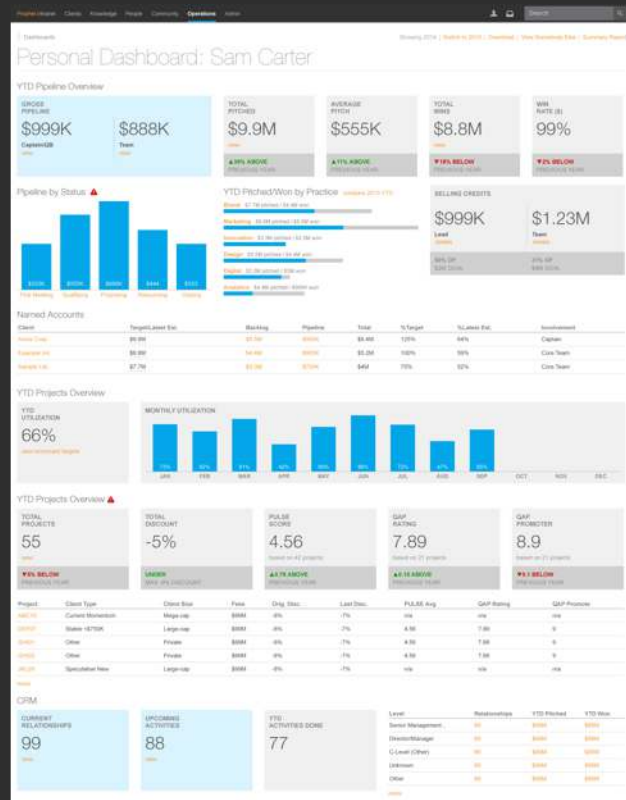
lots of related data from different apps

<b>Client Database</b>	<b>Account Planning</b>	<b>CRM</b>
<b>Pipeline</b>	<b>Projects</b>	<b>Financials</b>
<b>Team Pulse</b>	<b>Quality Assurance</b>	<b>Document Repository</b>

# personal dashboards



two dashboard views  
by individual or business area



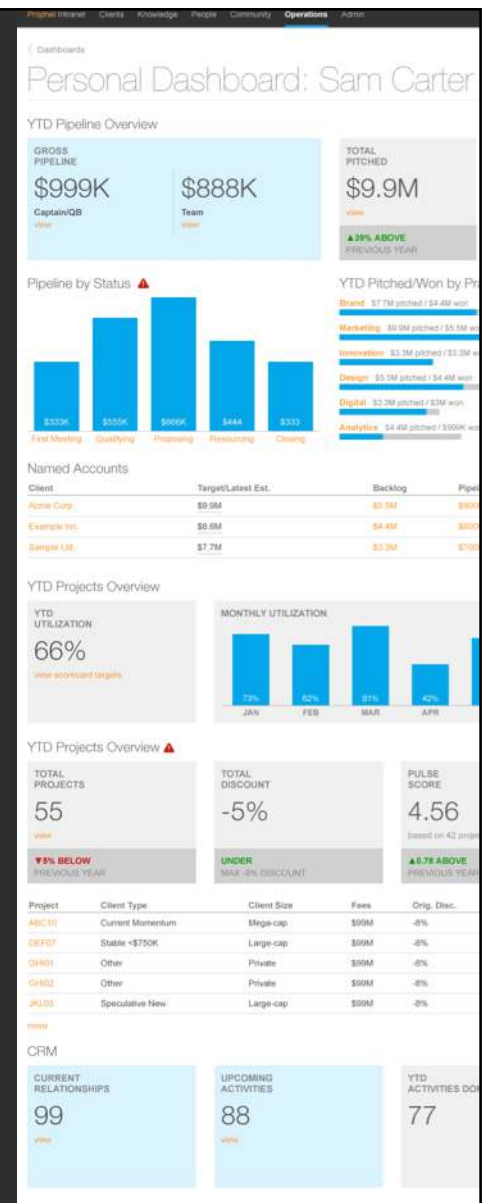
# why dashboards?

Real-time: leverages “live” data from intranet apps and replaces the need for e-mail reports

Transparent: links to related apps for details on a particular statistic

Actionable: alerts users if data is outdated or needs attention

Appropriate: restricts access based on people’s roles





How can you innovate  
your Intranet experience?



Get inspired:  
look at more stuff

A close-up photograph of a yellow pencil with a sharpened lead tip, resting diagonally across a multiple-choice test paper. The paper features a grid of questions numbered 9 through 21, each with five circular options labeled A, B, C, D, and E. The background is slightly blurred, emphasizing the pencil and the text overlay.

Test and learn:  
fail forward

A photograph of three men in an office setting, all wearing red and white Christmas hats. The man on the left is wearing a red sweater and glasses. The man in the center is wearing a dark sweater and is looking down at a piece of paper he is holding. The man on the right is wearing a light blue striped shirt and glasses. In the background, other people are visible, and a person on the far right is taking a photo with a camera. The text "Content is king: quality rules" is overlaid in white on the image.

Content is king:  
quality rules

# Thanks.

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@jasewells

[www.prophet.com](http://www.prophet.com)