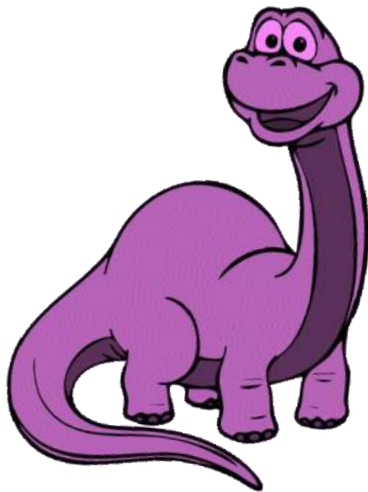The journey from a 'local' intranet to a global digital workplace at UNICEF
Sydney – 6 June 2018
@ernstdecsey #DEX18

unicef ✿ | private fundraising and partnerships

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Our journey involved **BIG shifts**

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Source: http://shifttohappy.com https://goo.gl/bmfZPT

We focused on **users**

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We focused on **users**

We focused on **users**

The Daily

Tuesday, July 17, 2012

Crisis in Brazoland

An emergency has just erupted in Brazoland in Latin America. Urgent fundraising activities are needed for this major catastrophe. Country leaders hope that UNICEF National Committees, the PFP Communication Section and a growing neumber of Fundraising Officers in Country Offices will collaborate to help with this crisis. Several Emergency Communciation Specialists are due to arrive in Brazoland's capital by tomorrow, and so having space in which to share pictures, E-mails, and contact information would be of great use for successfully addressi the current dire situation

We set our **direction**

"PFP aims for an Intranet that will be the starting place to find information or access platforms that support every aspect of the Private Sector family's work. Interactive by nature, the new Intranet will provide a unified user experience and consistent look & feel and will deliver what its audiences need at any time, wherever they are located. It will be developed on SharePoint 2013 online, and will offer an intuitive and simple to use web publishing interface for publishers."

(Intranet concept note)

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We took **bold decisions**

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We consolidated information

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We delivered **new features**

We reassured our audience

We got **inspired from the web**

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Not an easy **journey**

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Effort + robust methodology + talented team = **success**!

Gold Award
Winner

Step Two

Intranet &
Digital Workplace
Awards

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Well received and **appraised**

500 %
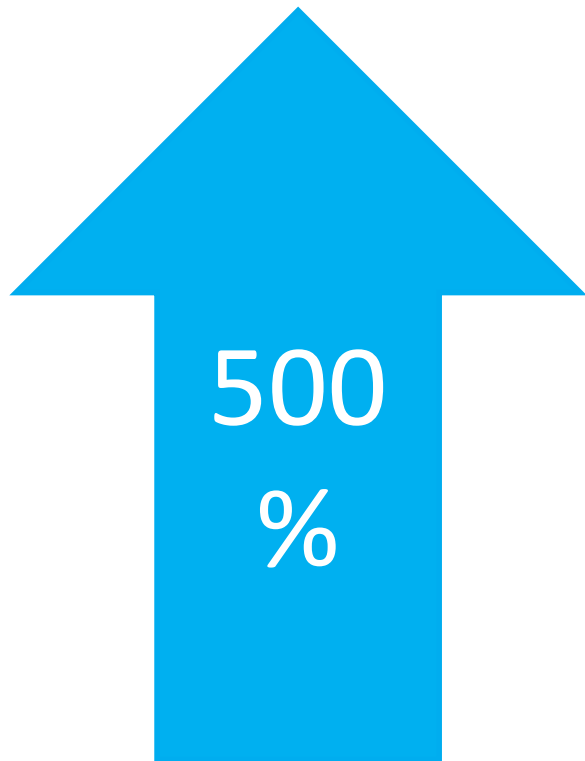
I am really impressed by the new design, very user friendly !

It's looking great – 2 min in!

4.5 ⭐⭐⭐⭐⭐

"Compared to the old PFP Intranet, how does the new Intranet make you feel? (more smileys = happier)"

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Continuous **increased usage**

	Q4, 2017	Q1, 2018	
Homepage			24%
How we work			52%
Meetings and events			88%
Partnerships and advocacy			24%
Content topics			28%
Communicating UNICEF's message			-15%
Emergencies			-22%
Individual fundraising			9%
For PFP Staff			15%
News			106%
Best practices			New
Market intelligence			-6%
Announcements			New

■ Q4, 2017   ■ Q1, 2018

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Most **proud of**

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Not the end... **this is a journey**

observe, listen

build, validate

ideate together

specify, prioritize

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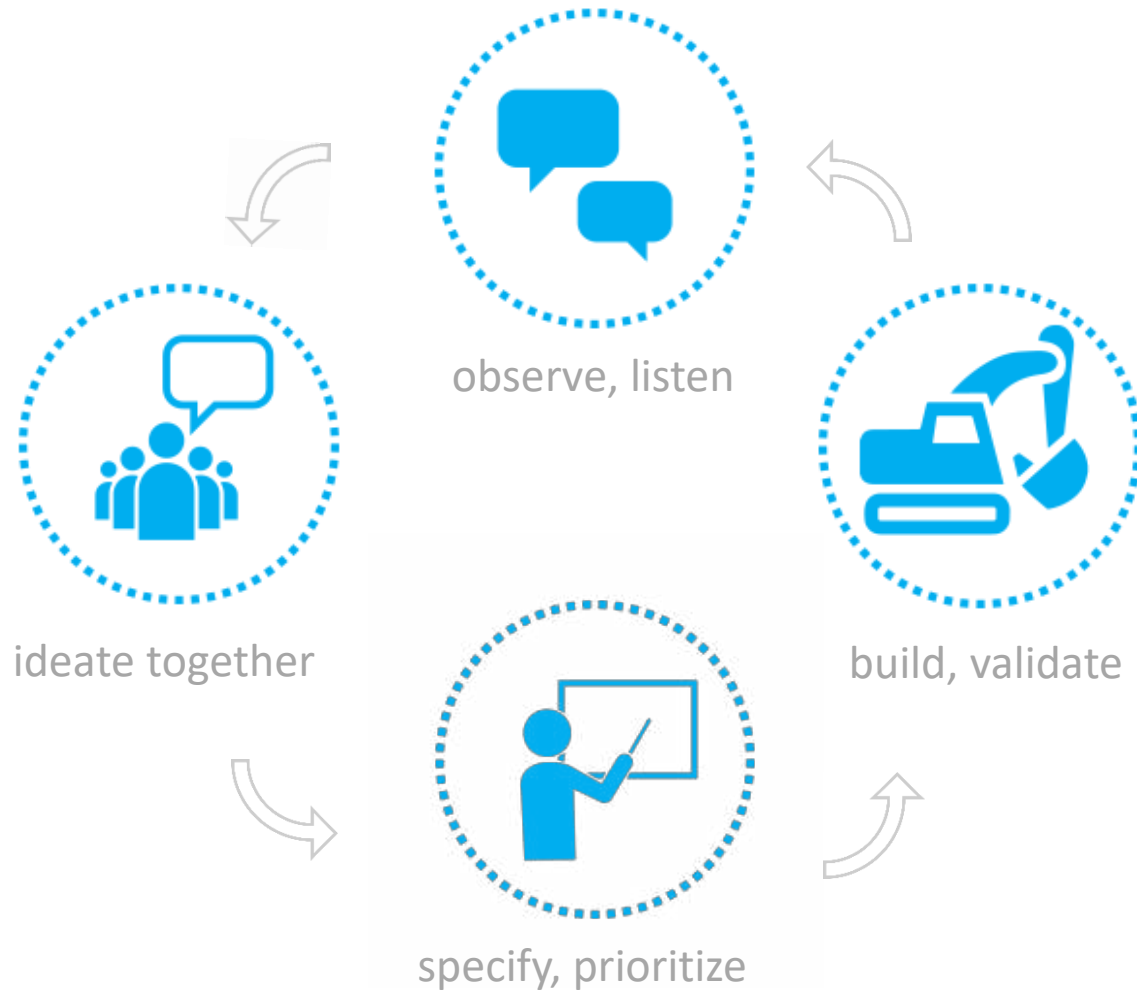
Continuously **observing** and **listening**

Submit Feedback

Feedback

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Ideating together

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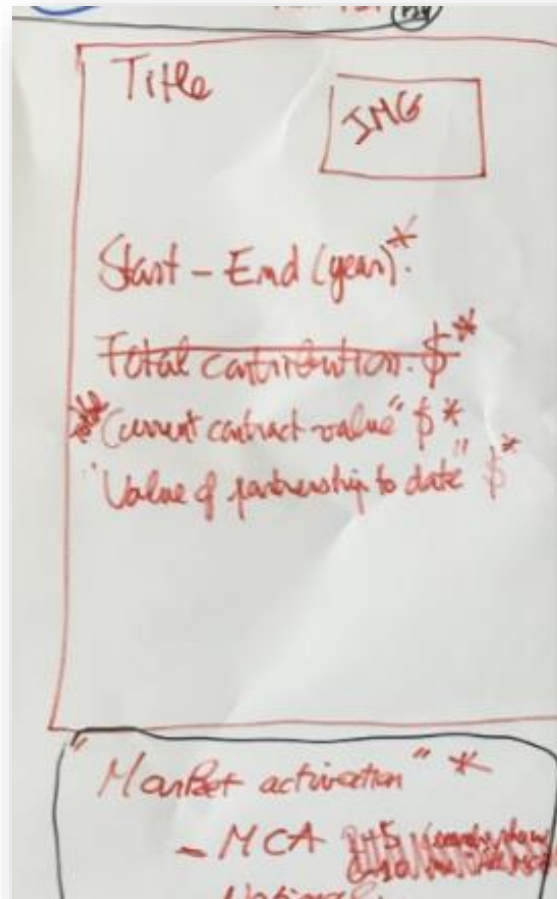
Specifying and **prioritizing**

Building and **validating**

	ID	Title		Assigned To	Issue type	Status ▼	Environment	Area concerned	Priority	Due Date	Notify Work	Modified ↓
	267	Skill Share - Track and themes ✳	...	■ Martin Hatch	Feature request	On-hold	PROD	Skill Share	2		Stage 1	5 hours ago
	72	Alert rethink	...	■ Martin Hatch	Design	Open	NA	Overall	7		Stage 1	Tuesday at 12:35
	255	Script to find pages based on text contents	...	■ Martin Hatch	Feature request	Open	PROD	System	5		Stage 1	May 24
	265	Skill Share: List of contacts	...	■ Martin Hatch	Bug	Open	PROD	Skill Share	1		Stage 1	May 24
	259	Refactor deployment of Fields and Content Types	...	■ Martin Hatch	Bug	Awaiting testing	PROD		5		Stage 1	May 24
	264	Skill Share: resources and related links in mobile version	...	■ Martin Hatch	Bug	Open	UNITST	Skill Share	1		Stage 1	May 22
	253	New "Content Page" layout to replace FreeWiki	...	■ Martin Hatch	Feature request	Open	NA	Overall	1		Stage 1	May 21
	168	Partners page layout and landing page	...	■ Martin Hatch	Feature request	Open	NA		1		Stage 1	May 18
	248	Announcement: Date issue	...	■ Martin Hatch	Bug	Open	PROD	News	7		Stage 1	May 18

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The **pioneer** effect

https://goo.gl/snFdkz

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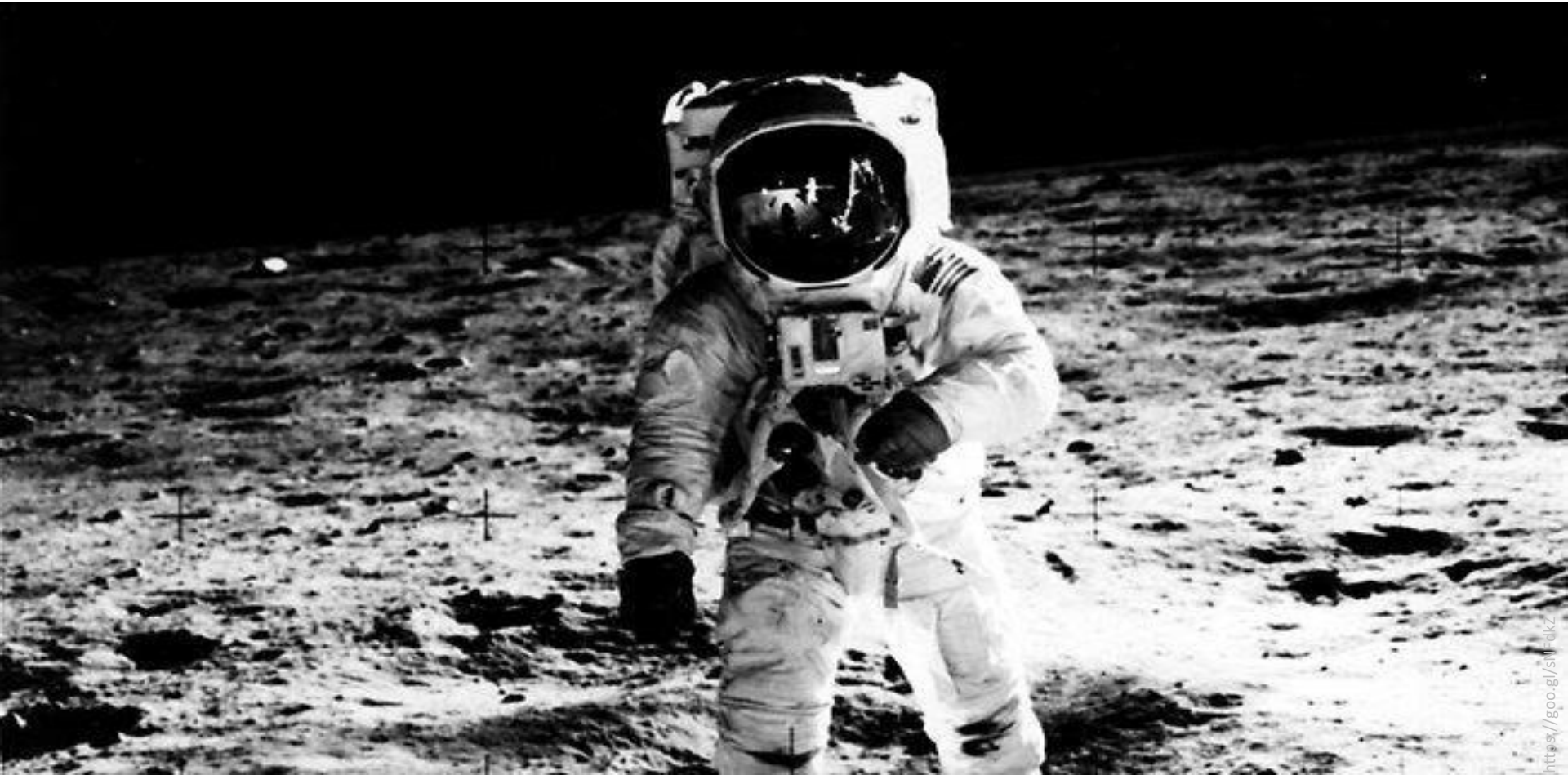
Where is the **source of innovation**..?

"**Typically major intranet projects are run out of head office**, with substantial budgets and the latest technologies. In theory, the **new intranet is then rolled out across the organisation**, to the farthest corners of the globe. But **this is where the problems start.** What works in New York, Frankfurt, London or Paris, doesn't necessarily work in Singapore, Sydney, Beijing or Rio. Resources are tighter, needs are different, and cultures vary. What some organisations are discovering is that the **greatest source of innovation is not the latest technology in head office, but the solutions already developed in far-distant locations.**"

(James Robertson, 2011)

Top-down, consultative
and **freedom within a framework**

- **Need to use the core components of the digital workplace**
  (e.g. document management, login…)

- **Need to comply with standards of the digital workplace**
  (e.g. security, architecture, design, branding…)

An 'app market' philosophy

Local solutions go through an agreed upon **prioritization process** to become global

https://goo.gl/fiSuqHM

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Freedom within a framework

Ideally in a culture where one can **experiment** and **take risks**

Freedom within a framework

HORS PISTES

Increases chances of **not going 'hors pistes'**

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Freedom within a framework

Liberates and takes advantage of **local energies** and **resources**

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Freedom within a framework

Allows to be **closer from user needs** and **more reactive**

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Freedom within a framework

Encourages **entrepreneurial spirit** within the organization

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Freedom within a framework

Promotes **rewards** and **recognition**

Freedom within a framework

… and potentially gives place to **disruptive solutions**

Happy?

THANK YOU!

https://www.unicef.org.au

Ernst Décsey

@edecsey

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