



VALOIR

New collaboration strategies for a hybrid world

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About Valoir

- Research and advisory analyst firm advising leaders on the value of technology with a focus on customer and employee experience
- More than 20 years HR/HCM and enterprise apps experience
- Built the business case for hundreds of enterprise application deployments
- HR Tech Top 100 Influencer

Agenda

- Setting the stage: The history of intranets
- The Valoir 2022 Employee Experience Survey
- The hybrid workplace challenge
- The checklist for an EX-focused collaboration strategy
- The 3-step business case

An aerial photograph of a large, intricate hedge maze. The maze is constructed from dense, green, rounded hedges that form a complex pattern of paths and dead ends. The perspective is from above, looking down into the maze. The lighting is bright, casting shadows that emphasize the three-dimensional nature of the hedges. The overall color palette is dominated by various shades of green, with some brownish tones in the dirt paths.

The first intranets

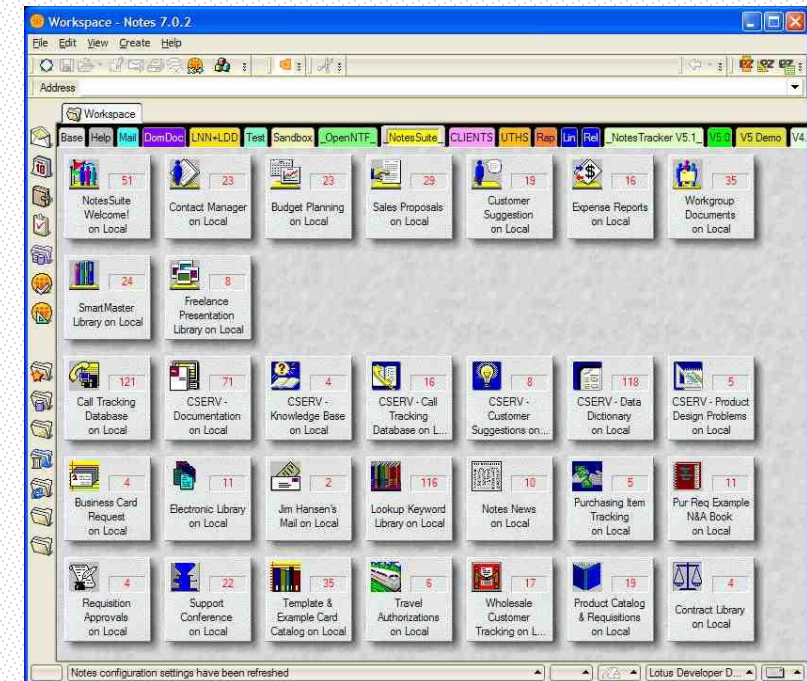
The early intranet: goals versus reality

Goals

- Easier access to documents and information
- More effective communications
- Greater employee productivity

Reality

- Static publishing platforms
- Outside normal collaborative workflows
- Gated by tech skills / IT priorities
- Electronic filing cabinets
- We weren't ready





So much has changed!

Employees want

- Modern technology that supports the way they want to work
- Collaboration (and feedback) when and how they want it
- A clear view of how their work aligns with the company's strategy
- Employers that align with their culture and values

The Valoir 2022 Employee Experience Survey



The Valoir 2022 EX Survey

Valoir surveyed 1000+ employees in North America and Europe. Key findings:

- The average employee spends 3.5+ hours/day in online meetings
- 1/3 of remote workers have FOMO
- Onsite workers believe they're benefiting from more face time with colleagues and bosses

The Valoir 2022 EX Survey: learning insights

- After salary, career advancement opportunity is the top reason employees choose an employer
- Employees believe learning from mentors is the top way to advance their career
- Fewer than 50% of companies support mentor-mentee connections (according to their employees)

The Valoir 2022 EX Survey: DEI and wellness insights

- Fewer than 1 in 5 employees give their employer an “A” for supporting DEI
- Only 1 in 5 employees give their employer an “A” for communicating clear policies around hybrid and remote work
- More than 1 in 5 give their employer a failing grade for scheduling hybrid and remote work schedules fairly and transparently
- Nearly 1/3 give their employer a failing grade for supporting employee mental health and wellness



The hybrid workplace challenge

The hybrid workplace challenge

- Employees want connection, not more screen time
- Without a level playing field, WFH employees miss opportunities (and HR faces new DEI risks)
- Without visibility, in-office employees commute to “zoom”
- Technology has to both replace *and* complement the in-office experience

A woman with curly hair, wearing a yellow tank top and blue leggings, is captured in a dynamic pose, performing a high kick or dance move in a lush green garden. She is holding her right foot with her left hand, and her right arm is extended forward. The background features a well-maintained lawn, a white fence, and dense green foliage.

The collaboration checklist

Collaboration for a hybrid workforce

- Personalized
- Intelligent
- Dynamic
- Modern

Personalized

- Role tailored
- Channel agnostic
- For the person, not the employee

It should feel like a personal digital assistant.

Intelligent

- Context aware
- Location aware
- Calendar aware
- Peer aware
- Aligned with learning/ professional development objectives

It should feel like a digital coach.

Dynamic

- Integrated – or better than – other collaboration channels
- Enabling ERGs
- Encouraging feedback and recognition

It should inspire viral adoption.

Modern

- Flexible
- Low code / no code
- Training-free
- Effortless (nearly) integration
- Governable/auditable

It should be enabled by IT, powered by HR, and driven by employees.

Top benefits

- Reduced/avoided costs
 - Rationalized system maintenance
 - Avoided additional staff
- Increased productivity
 - HR
 - General employee
 - ERG leaders
- Increased employee retention
 - Reduced training/onboarding
- Reduced risk
- Improved brand reputation



The 3-step business case

Three steps to building a business case

- Identify top potential benefits
 - Don't forget cost avoidance
 - Remember broader benefits = bigger benefits (\$1x1000<25¢x5000)
- Quantify potential benefit and cost per employee
 - Look to case studies, other examples
 - Ask, don't survey, employees
 - A reasonable range is better than a “perfect” number
- Plan to market, deploy, promote, and evolve
 - User champions / little victories
 - Plans to measure success or address hurdles

Looking ahead

- The new hybrid workplace requires new technologies – and strategies
 - The “honeymoon” period is almost over
 - The window for experimentation isn’t
- HR’s traditional challenges will only be amplified by hybrid inequities
- The new Employee Experience is about collaboration
 - Personalized
 - Intelligent
 - Dynamic
 - Modern
 - Evolutionary
- The best business case for any new technology begins with estimates and evolves with reality
 - Target peer champions and little victories



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Thank you!

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