



Knowledge Sharing & Collaboration in Hybrid Environments



Introduction and agenda

What's hybrid about hybrid work?

Benefits and impact of a successful hybrid experience

Creating a successful hybrid knowledge experience

Q&A



Chief Marketing Officer

Chris McLaughlin



What's **hybrid**
about hybrid work?





Knowledge Sharing for **hybrid** work experiences

MIXED MODES

- In-person
- Remote

MIXED ROLES

- Frontline
- Office

MIXED CHANNELS

A variety of knowledge assets
across myriad apps



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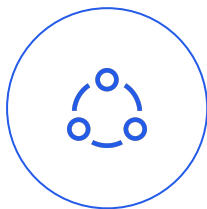


> How do we formalize
knowledge and present it at
scale in this environment?

> How do we construct a coherent
employee experience in this
environment?



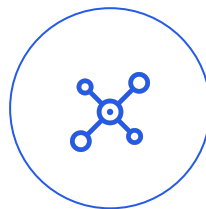
Key challenges for **hybrid knowledge management**



Identifying
expertise



Information
overload



Real-time →
knowledge

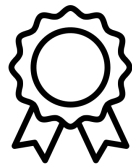


Text isn't always
best



Innovation is
impeded

N.B. None of these are really new...they are just exacerbated by hybrid working conditions



Benefits and impact of a successful **hybrid** employee experience



Benefits of a hybrid employee experience

ENGAGEMENT

Securing employee commitment and discretionary effort

- **Big picture**
- Trust in leadership
- **Customer and quality focus**
- Organizational fit
- **Development opportunities**
- Rewards and recognition

ENABLEMENT

Establishing a supportive work environment

- Performance management
- **Training**
- **Resources**
- Job design and work processes
- **Collaboration and knowledge sharing**
- **Support**
- Feedback

EMPOWERMENT

Building trust and enabling individual initiative

- Clear roles and responsibilities
- Willingness to delegate
- Transformational leadership
- **Psychological capital**
- Employee voice
- **Culture of innovation**

VALUE TO THE BUSINESS

Maturity model for the hybrid employee experience



Benefits and Impact of a Successful Hybrid Employee Experience

The real impact of a successful hybrid employee experience

ENGAGEMENT

5.1x

More likely to engage and retain employees

ENABLEMENT

50%

Reduction in time spent on tasks and activities

EMPOWERMENT

4.3x

More likely to innovate effectively



Creating a Successful Hybrid Employee Experience



Contextual knowledge delivery to combat information overload

Targeted delivery of information:

- Curated knowledge
- Suggestions and recommendations (AI/ML)
- Expertise identification
- Subscriptions
- Trending topics
- Intelligent chat bots/digital assistants



Contextual knowledge delivery to combat information overload

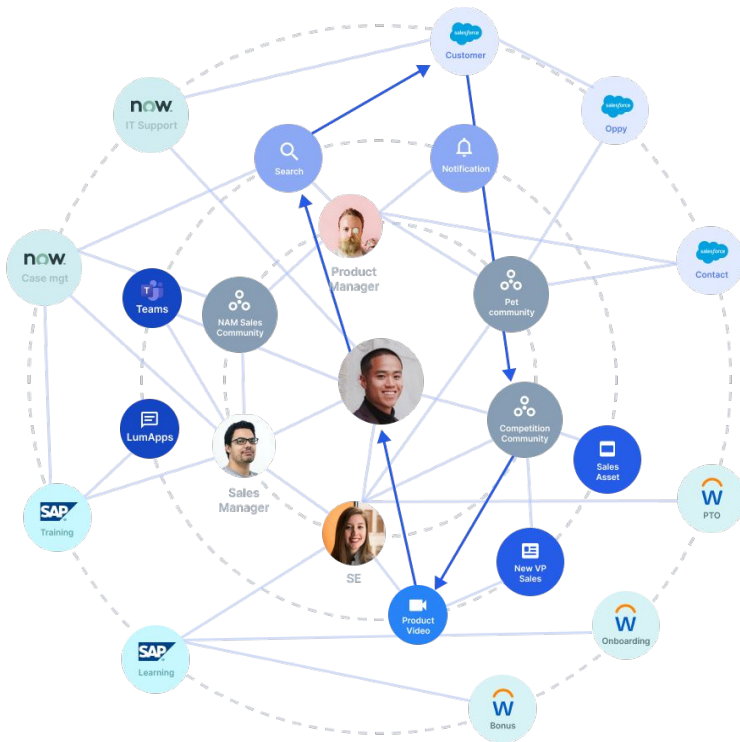
In order to accomplish this, we need context (and data):

- Who do they interact with?
- What tasks and activities are they performing?
- What systems do they use?
- What are their likes and preferences?
- What communities do they follow? Participate in?
- What do they search for? What do they read?
- What media or communications do they consume?
- Intelligent chat bots or digital assistants



Context Is Critical

Mark / Sales Manager in NAM



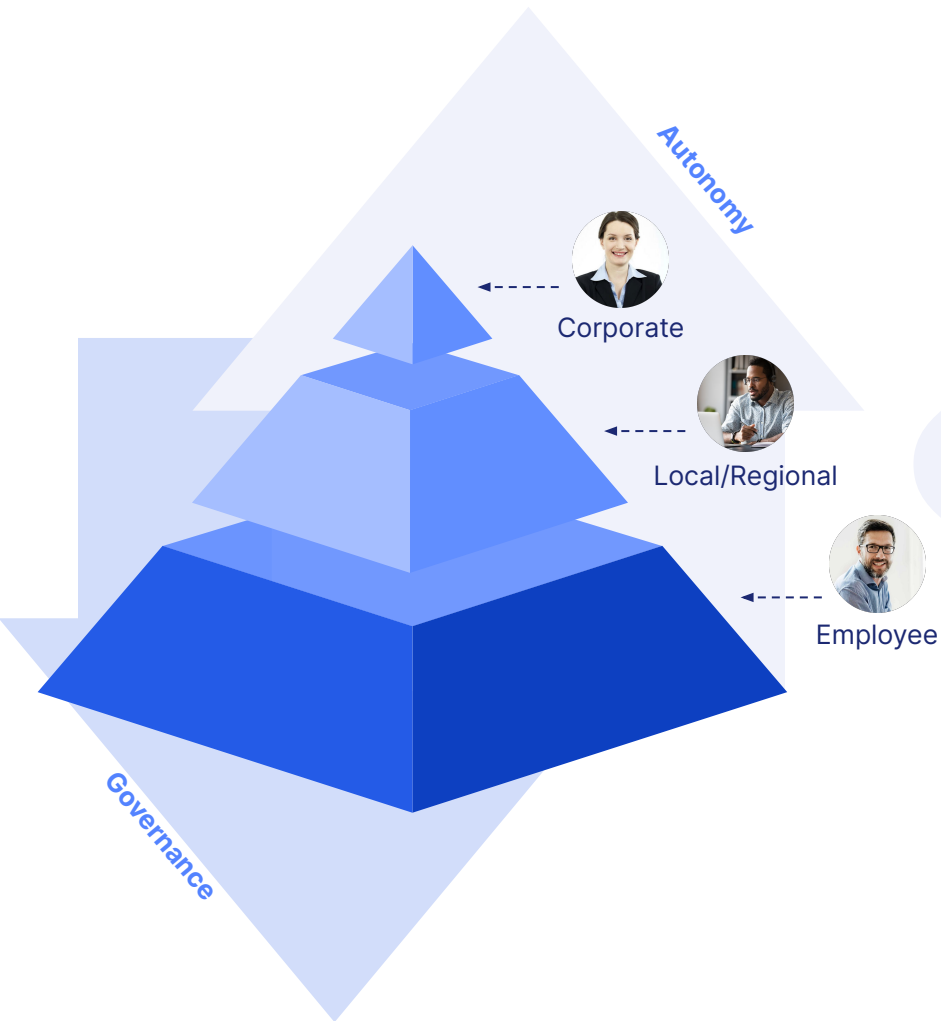
Louise / Engineering in EMEA



Support both traditional, top-down knowledge flows as well as employee-to-employee exchanges

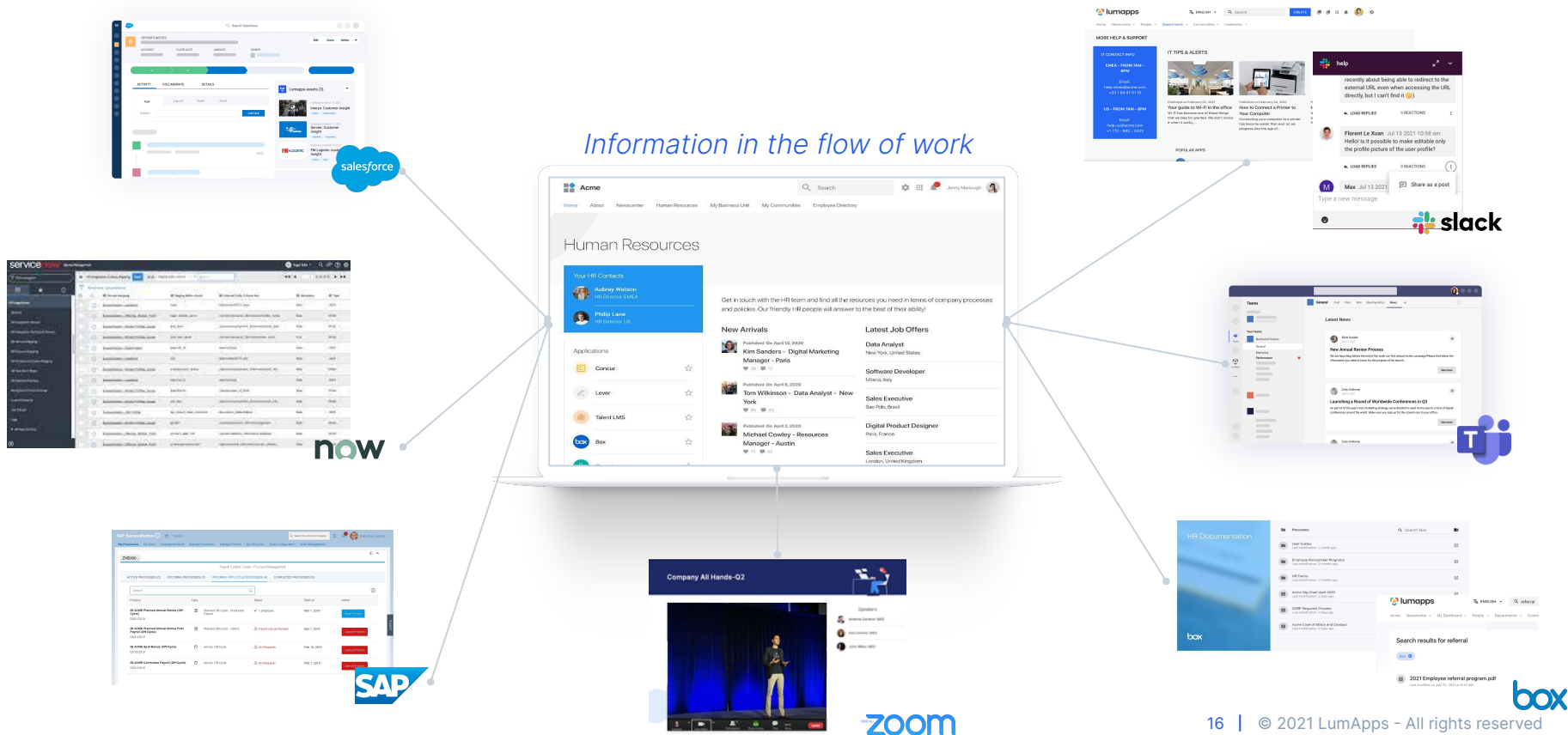
Empower local teams to communicate, work, share knowledge, ideas, and collaborate:

- Curate corporate information
- Empower local managers and team leads to provide context
- Create communities of practice to capture employee-to-employee exchanges
- Right channel + right media



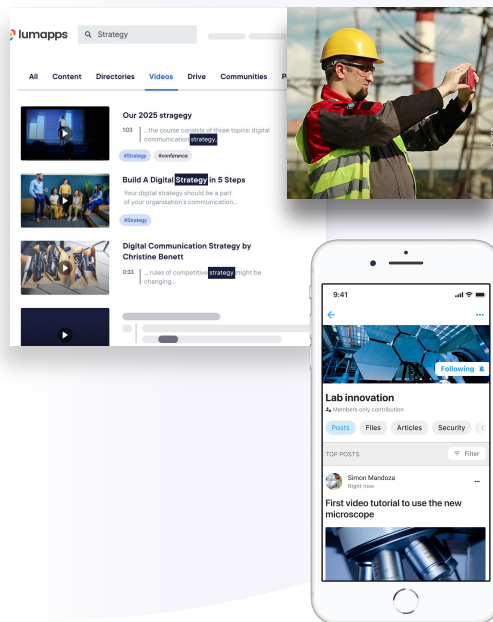
Consolidate knowledge -or- provide knowledge in context

Information in the flow of work

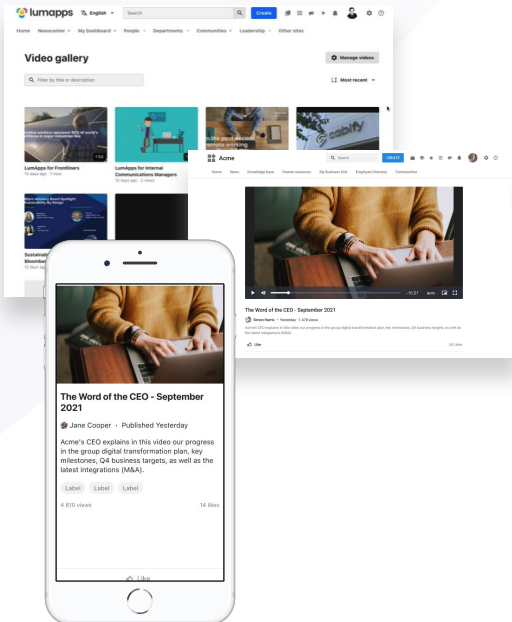


Leverage multimedia content

Instant knowledge capture, anywhere



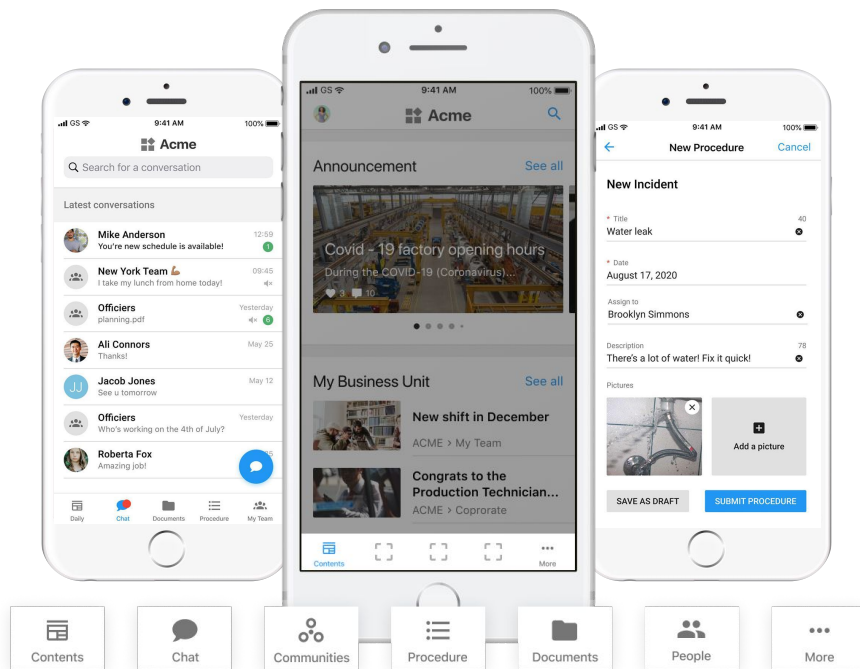
First-class assets, easily discoverable



Repurpose video assets across the enterprise








Address the needs of **mobile & frontline** employees



- Personalized delivery of information
- Not just an extension of the desktop (consumability)
 - Channel-specific content
 - Channel-specific experience
- Support specific frontline activities
- Make use of other media (e.g. video)

Invest in modern technology that unifies the employee experience

	<div> <div>Traditional</div> <div>Modern</div> </div>		
	Destination Centralized Site or Portal	Distributed Coordinated Sites, Portals, Apps	Unbound "Network of Work," Embedded
 Emphasis	Information and insight	Business processes and projects	People and relationships
 Information Flow	One-way push communication	Two-way dialogue	Employee-to-employee communication
 Knowledge	Authoritative knowledge	Wisdom of the crowds	Inferred knowledge
 Application Relationship	Links to external applications	Aggregate views of external applications	Compose/orchestrate services from various applications
 Personalization	Broadcast	Mix of broad and narrowcast	Highly personalized

Source: Gartner

Where is all this going?



Digital office
experience



Inferred
knowledge



Non-affinity-based
recommendations





Questions?





Thank you



Contact us
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