DIGITAL WORKPLACE & SOCIAL INTRANET

POKESHOT

PEOPLE SOLUTIONS PERFORMANCE

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SOCIAL INTRANET
STRATEGY - ENGAGEMENT - SUCCESS

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A Social Business Initiative to support your internal communication processes consists of several elements. The wide spectrum of things you have to think about ranges from a strategic concept and the implementation, to the user engagement up to success measurement. We as Pokeshot can offer you a strategic framework to help you to establish a social business platform.

Consulting:
From identifying use cases to engaging your employees up to helping you to implement a social business tool for your internal needs, the digital workplace & social intranet experts at Pokeshot will help you to guide you through the development of a customized digital workplace & social intranet concept.

Leveraging our extensive expertise and experience in employee and customer communities, we have devised the Pokeshot Social Business Roadmap. This strategic framework helps you to get an overview about what is important to think about according to implement a social business tool to support your internal needs.

Social Business Roadmap

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Define	Develop	Deploy	Optimize
Social Business Kick-off: Establish a common understanding of social business, goals, use cases, stakeholders, requirements	**Use Cases (Basic):** Implementation of the first use cases	**Basic Training:** Train-the-Trainer by means of ageneral training module	**Performance Measurement:** User surveys, establishing a measurement tool
Social Business Concept: Roadmap & budget planning	**Design & Implementation:** Design workshop and configuration of Jive	**Advanced Training:** Advanced module based training	**Support by SMZ:** Helpdesk, Email support
Social Business Tool Evaluation	**Advanced Advice:** Communication advice for implementation	**Use Cases (Advanced):** Set up and support new use cases	**Monthly News from Jive**
Project Setup: Set up social business (project) team	**Communication & Change Management I:** Social Media Guidelines, Change Management activities	**Ultimate Advice:** On-going support & project lead	**On-going Performance Measurement:** Regular review workshops, deduce improvements
Key User & "Champions": Identify enable Key User & "Champions"		**Communication & Change Management II:** Change Management planning for implementation	

Define
It is always good to have a plan to gain supporters for your idea. Furthermore is it necessary to be well prepared for the following phases and get the best out of your situation.

Develop
The requirements have to be proved by feasibility and the general framework has to be clarified.

Deploy
It is not all about technology. It is more about to understand the environment and the need of the technology. It is important to have a look people and the organization as well.

Optimize
To be successful you have to create at least the right mindset in terms of social business. To prove e.g. this mindset and success the continuously usage of KPI's and in best case a control system is necessary.

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SOCIAL BUSINESS PACKAGES

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Service	Kick-Off	Basic	Advanced	Ultimate	Support
Social Business Kick-Off	■	■	■	■	
Social Business Concept	■	■	■	■	
(Social Business) Tool Evaluation	■	■	■	■	
Use Cases (Basic)		■	■	■	
Project Setup		■	■	■	
Design & Implementation		■	■	■	
Basic Training		■	■	■	
Advanced Advice			■	■	
Use Cases (Advanced)			■	■	
Advanced Training			■	■	
Key Users & Champions			■	■	
Ultimate Advice				■	
Communication & Change Management				■	
Performance Measurement				■	
On-Going Support by Pokeshot					■

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If you have any questions don't hesitate contacting us.

Learn more at
www.pokeshot.eu

Contact us at
sales@pokeshot.eu

Pokeshot ranks as one of the most experienced full-service providers of social business solutions. Our team of knowledgeable and creative professionals is deeply committed to developing solutions that help our clients achieve sustainable success.