



Fundamentals of a Successful Intranet – Fact Sheet

Based on best-practice methodologies, this course will provide a clear picture of the current state of intranets and future directions. It will allow you to identify the factors involved in delivering a successful intranet, as well as providing a straightforward approach to identify potential improvements. This course is relevant for owners of existing intranets as well as those planning to create a new intranet.

Instructor: James Robertson, Managing Director, Step Two Designs

Length: 5 modules, 5 hours

Cost: \$395 (Five or more students eligible for group discount -- contact info@cmswatch.com or [call](tel:) for details)

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Outline

Modules included in this course:

- Importance of the Intranet
- Business Value of the Intranet
- Delivering a Successful Intranet
- Assess and Brainstorm
- Consolidate and Deliver

Who should take this course

- Intranet or web teams – to obtain best-practice insight into managing the intranet
- Communications teams members – to build intranet expertise and knowledge
- Project teams responsible for an intranet project – to prepare for the work ahead
- Enterprise and IT managers – to better understand and support intranet teams and projects
- Consultants – to improve the effectiveness of intranet-related services

What *not* covered

- Intranet publishing technology (see the other training courses for this)
- Advice on specific designs, layout, and navigation

Learning objectives:

Module 1: Importance of the Intranet

- Define intranets and place them in the information management and collaboration landscape
- Understand the typical evolution of intranets within organizations
- Identify where your intranet sits in the evolutionary process
- Identify the next steps your intranet should take
- Understand how intranets match the culture and nature of the organization

Module 2: Business Value of the Intranet

- Outline the business value of the intranet
- Articulate the four key purposes of intranets: content, communication, collaboration, and activity
- Describe how these capabilities can help staff and the organization
- Provide examples of best practice and innovative approaches for each of these areas

Module 3: Delivering a Successful Intranet

- Understand the traditional role of intranets
- Describe the future role of intranets, focusing on delivering business benefits
- Identify the right balance of intranet roles
- Outline the role of the intranet team in managing and growing intranets
- Understand the 'ABCD' methodology for intranets
- Identify how this can be applied to existing intranets and new sites

Module 4: Assess and Brainstorm

- Assess the current state of the intranet and organization
- Apply a range of practical needs analysis techniques, including surveys, focus groups, interviews and workplace observation
- Review the current intranet against best-practice guidelines
- Brainstorm potential intranet activities
- List ways of researching other intranets
- Gather business and stakeholder input
- Outline the approaches for creating a 'wish list'

Module 5: Consolidate and Deliver

- Define the intranet 'brand'
- Consolidate ideas into a concrete project plan
- Identify criteria and constraints for selecting intranet activities
- Apply the '6x2 methodology' for intranets
- Produce an intranet concept for your intranet
- Understand how to manage the delivery of intranet improvements
- Describe an overall approach to delivering a successful intranet