Integrated Workforce Experience Case Studies

Corporate Positioning: Strategic Leadership Community

Community provides one-stop shop for content aimed at busy executives, and greatly improves information management and communications.

Executive Summary

Business Situation and Challenge:

- Time-constrained executives needed easy access to Strategic Leadership event content
- Managing the various tools, event content and changes, and related communications was cumbersome

IWE Solution and Benefits:

- IWE Strategic Leadership community provides one-stop shop for all event, post-event, and related materials
- Community functionality makes posting, managing, and maintaining content dramatically easier

Business Value:

- Shortened time to get content to members; increased productivity of the event coordinators
- Marked decrease in queries from users looking for information, and duplicate requests for information
- 4800 percent increase in audience reach and usage

Looking Ahead:

- Expand communications and audience feedback; increase interaction among community members

Business Situation and Challenge

Each year Cisco's Strategic Leadership Experience brings together senior managers, directors, and executives across the company globalwide, to engage with each other and align to business priorities through various sessions and other interactions. This multiday event requires a heavy amount of pre-work, communications, and generates a wealth of presentations, video, and other content that needs to be housed for easy access by event attendees as well as those unable to attend.

Historically, the event content was posted and maintained in various locations, using multiple tools, on the company intranet. Managing the various tools and ongoing content changes was cumbersome. Pre- and post-event communications were predominantly handled via emails.

When the coordinators of the Strategic Leadership Experience turned to Cisco's internal collaboration platform, the Integrated Workforce Experience (IWE), powered by Cisco WebEx Social™, they sought a centralized environment that could support the content, registration, and other communication and information dissemination activities related to the program, not just for a single event but for all events as well as other strategic leadership communications going forward.

The team needed a venue that would provide easy access to the content for time-constrained executives. Additionally, they wanted to explore new ways of disseminating information to their targeted users, and cull new services that would generate greater participation and alignment among Cisco leaders. The team found what they were looking for in IWE by creating the Strategic Leadership community.

IWE Solution and Benefits

Since its inception in November 2009, the Strategic Leadership community has garnered 4000 members, nearly all with titles at the director level and above. To date the community has primarily been used for distributing pre-and post-event content, along with content generated from e-staff meetings. E-Staff is the quarterly alignment meeting for Cisco's vice president community, and produces such content as earnings reviews, Cisco CEO John Chambers' top-of-mind address for the vice presidents, and documentation based on company initiatives. The team also uses the

announcement feature within IWE often and gleans valuable user information from comments provided in response to individual community posts.

The community relies heavily on video content, especially for replaying event sessions that can be segmented for users. Publishing videos is fast and easy, because they can be uploaded directly in IWE. Previously, videos were added to a separate repository on the company intranet, which involved manually maintaining entitlement groups in the repository, uploading the videos under user accounts that the strategic leadership audience was not familiar with, and then manually adding links to the community. This process required users to log into both IWE and the repository to watch a video. The team was fielding several emails a week from users who were confused by the process.

"In IWE it's a one-step process that has increased our productivity and shortened the time it takes for us to get the content to the audience," says Stephanie Harms, web developer, Corporate Positioning at Cisco.

The team has seen a steady increase in the amount of videos viewed and content downloaded within the community. There has also been a meaningful decrease in the number of users' queries overall and duplicate requests for information from users looking for Strategic Leadership event news, session playbacks, and other content.

Another benefit that IWE provides is a sense of entitlement for the community members, a place created and populated just for Cisco leadership. "The community has become a true destination for Cisco directors and above. This didn't exist for them before IWE," says Todd West, manager, IT, Corporate Positioning at Cisco.

Business Value

In addition to the one-stop convenience and easy access to content for members, the community has made it dramatically simpler for the team to post, manage, and maintain content. "Before the community, 100 percent of my time was spent on updating webpages on the intranet, creating emails, and producing templates," says Harms. "Now I accomplish the exact same results in 50 percent of my time or less." Productivity gains are also realized from the control and immediacy of the changes the team can make within the community.

Also, the audience reach and usage, compared to the prior resources on the intranet, has broadened greatly with nearly 1200 page views per quarter in the community versus 24 page views before IWE. This more than 4800 percent increase in user activity has resulted in a marked reduction in the volume of email that was previously required for Strategic Leadership communications.

Looking Ahead

When setting up the community, the team consulted the Cisco WebEx Social and IWE groups to gain an understanding of the features and functionality within their community. They also partnered with Human Resources and Cisco's Communication and Collaboration Board to help identify ways they could use the community to enhance the executive experience beyond primarily content distribution. The team will continue to evolve the community to support the Strategic Leadership Experience program and e-staff meetings, as well as expand the community as a destination for users at the director level and above through increased collaboration and tighter integration.

In the next six months, the team plans to expand communications to the community members, and implement tools that will help make it easier and faster for members to respond to requests for information or other actions within the community. In the longer term, the team wants to interact with the audience more closely through increased user feedback and a greater understanding of members' needs. Ultimately, the team would like to see much greater interaction among the members themselves.

"Ideally, you should get your audience involved from the beginning by soliciting contributions and dialogue. If you create a community as purely a communications vehicle, that is what your audience will come to expect, and it becomes harder to change their behavior and interaction within the community," says Harms. "Also, soliciting champions from your audience to begin conversations or contributions creates energy and motivation for their peers."

About IWE

Integrated Workforce Experience (IWE) is an internal Cisco collaborative initiative, encompassing business process, culture, and technology.

IWE allows employees to more effectively connect, communicate, and collaborate with subject matter experts, colleagues, and communities, as well as share information to help accelerate growth, encourage innovation, and create sustainable productivity.

Cisco WebEx Social, the underlying platform for IWE, is Cisco's own product, which is being sold to customers and partners.

For More Information

To read additional case studies on Cisco's implementation of IWE powered by Cisco WebEx Social, visit
http://www.cisco.com/web/about/ciscoitatwork/collaboration/iwe_powered_by_cisco_webex_social.html

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