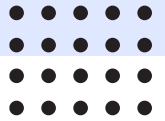


Is your digital workplace working?



In today's hybrid world, the digital experience can't be separated from the *overall employee experience*.

A digital workplace is the sum of all the tools, systems and platforms that connect employees to their work, coworkers and company.

For communication leaders, improving the digital workplace is a massive opportunity to:

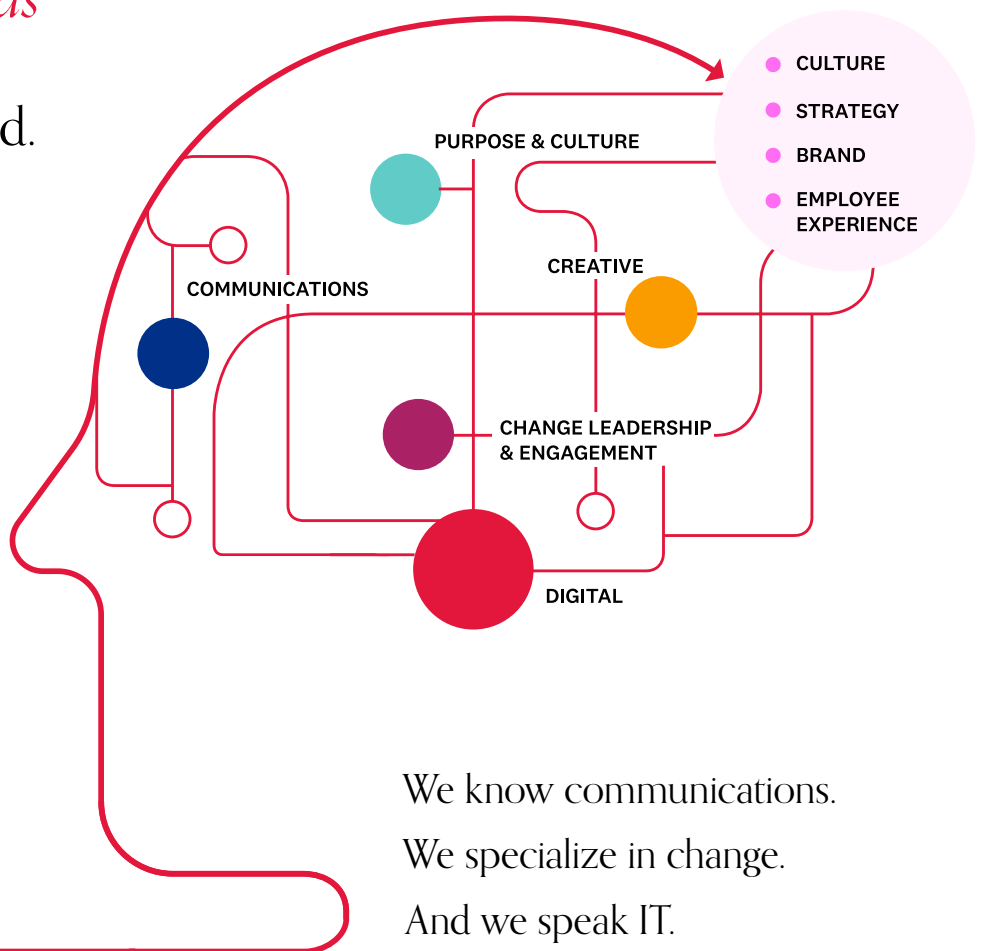
- Increase productivity and efficiency
- Increase retention
- Activate corporate strategy
- Catalyze a cohesive culture
- Drive engagement

We believe *digital needs* & *human needs* are permanently entangled.

The digital workplace exists at the intersection between technology and humanity. To make the most of it, you need experts who see all sides of the problem.

This is where Gagen MacDonald thrives.

We understand the complex challenges of working across siloes to build effective, nurturing and engaging digital workplaces.



We know communications.
We specialize in change.
And we speak IT.

CASE STUDY



PVH Corporation

Strengthening corporate culture, productivity and building community through an effective enterprise-wide intranet

[LEARN MORE](#)



COMMS LEADER PAIN POINT

“ Our intranet looks old, hasn’t been upgraded in a long time and doesn’t reflect our brand.



More of our employees are remote and it's hard to keep them engaged and informed.

We have no idea if our messages are reaching the people who need them.



Our platform is like the wild west. There are no guidelines or processes.



OUR SOLUTION

Discover, select, design and partner with IT to implement consumer-grade intranets.

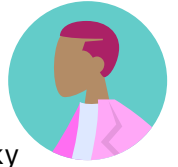
Engagement plan to cultivate a sense of place and inspire hearts and minds with meaningful hybrid experiences.

Measurement and monitoring activation plan; personalization and automation plan.

Omnichannel communications recommendation, implementation and governance plan.

EMPLOYEE POV

“ Our intranet is like a time machine back to 2011. It's clunky and frustrating.



I've always had friends at work. I never realized how lonely it would be not to see them every day.

I only open comms emails after five reminders. I usually just delete them.



The document should be in Dropbox. Or maybe SharePoint. Or actually, I think it's just in the email attachment?”



QUICK WAYS TO GET STARTED

Digital Communications Assessment	✔ Get an initial assessment of the effectiveness of your digital communications and recommendations on how to improve them.
Frontline Worker Reach Assessment	✔ It can be hard to reach frontline and non-wired workers. We help you understand why and how to improve your reach. Fast.
Intranet Adoption Planning	✔ User adoption of new platforms is a common hurdle. We provide a blueprint for how to delight your users at launch and keep them coming back for more.
Metrics Baseline	✔ We pinpoint how and what to measure so that you can achieve your desired business and employee experience outcomes.
SharePoint Site Evaluation & Governance Assessment	✔ We'll assess up to 10 sites with up to 10 pages each and recommend how to minimize redundancies, improve engagement and put governance mechanisms in place.

LET'S CONNECT

Reach out to learn more about our capabilities.



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