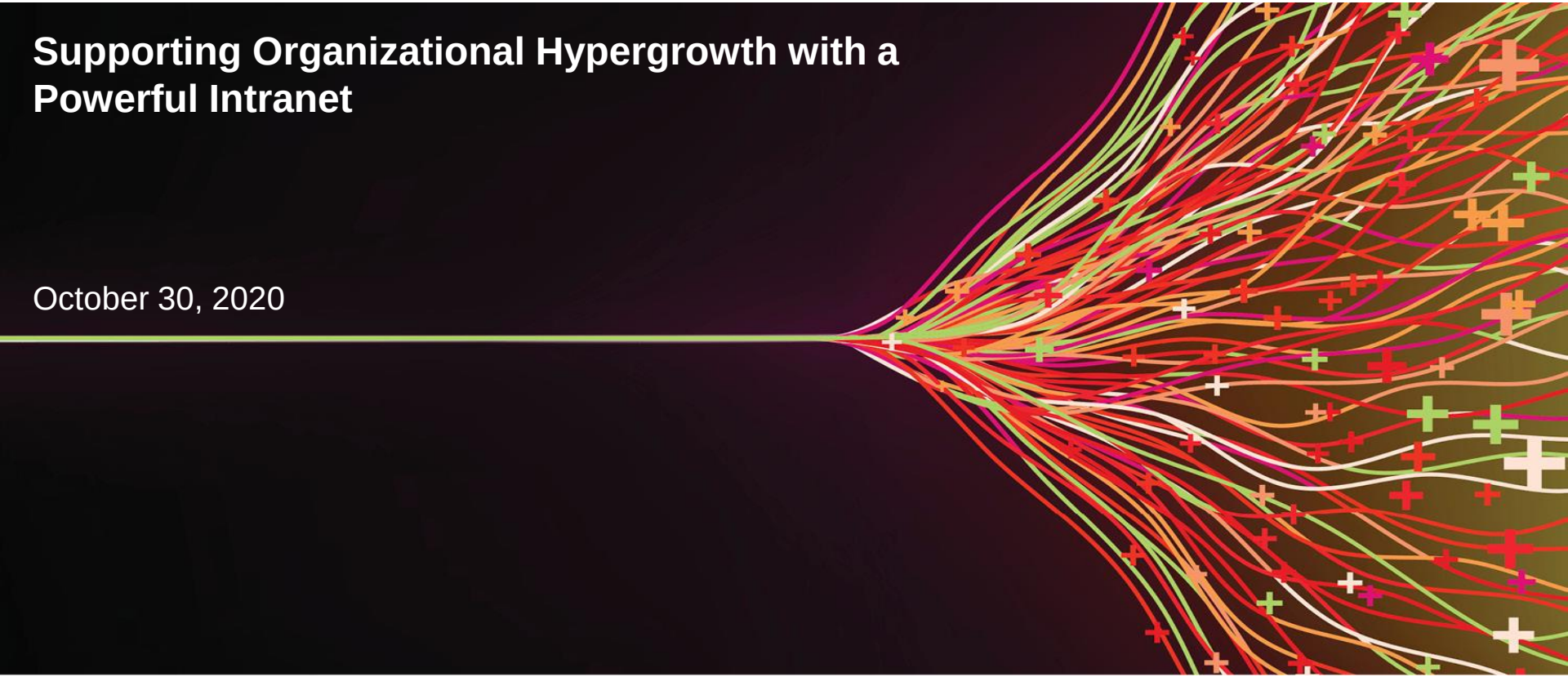
Supporting Organizational Hypergrowth with a Powerful Intranet



October 30, 2020

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What We Will Be Discussing Today

- How Coursera virtually launched an intranet to their distributed workforce during a pandemic
- How organizations can use their intranet to connect employees through hypergrowth
- How to build and use a technology toolkit that will keep a remote workforce aligned and productive

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HRCI, SHRM, & CPE (NASBA)

- ✓ Submit your request under "My CEUs" by clicking the link in the **CEU Request Pod** in the bottom right corner of the webcast console
- ✓ Click 'ok' for 3 popups that occur during the program
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Today’s Presenters

Guido Ditto
Internal Communications Lead
Coursera

Hani Khan (Moderator)
Content Marketing Manager
Simpplr

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Modern employee intranet purpose-built to connect, align, and engage employees

Modern UX

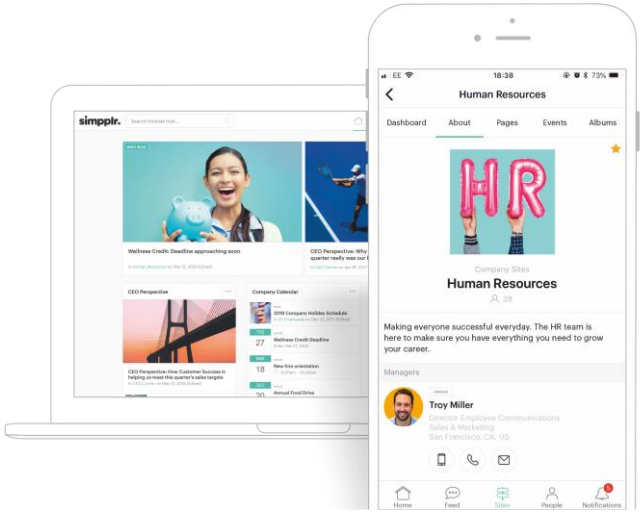
Easy to manage

Mobile

Personalization

Automation

Integrations



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Supporting Organizational Hypergrowth with a Powerful Intranet

GUIDO DITTO

ABOUT US

Coursera is the global online learning platform that offers anyone, anywhere access to online courses and degrees.

2012

28 employees,
1 office

JUN 2019

400+ employees,
6 offices

OCT 2020

800+ employees,
800+ offices

2012

28 employees,
1 office

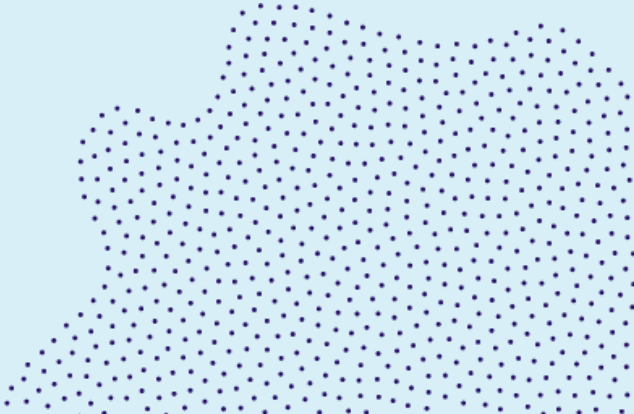
JUN 2019

400+ employees,
6 offices

OCT 2020

800+ employees,
800+ offices

CHALLENGES



Finding a North Star

The information
I need to do my job
effectively is
readily available

2018 EMPLOYEE PULSE SURVEY

Asking Questions

I feel informed about what is happening at the company

Is information about _____ easy to find?

When I find information, I'm confident that it's up-to-date

I want a new intranet to have _____

Asking Questions

A go-to source for accurate company information, OKRs, and news *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

An employee directory (with the Org chart, reporting structure, and job titles) *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

To exchange ideas and source inputs from colleagues across Coursera *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Mobile friendly *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

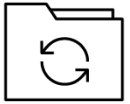
The option to actively publish, contribute to, and comment on stories and content *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Prioritizing Key Challenges

Who does what?

Doubling in size and international expansion



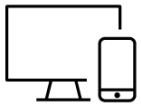
Accuracy of content

Things change quickly and often

Multiple destinations

Need to know where to look

Identifying Low-Priority Areas



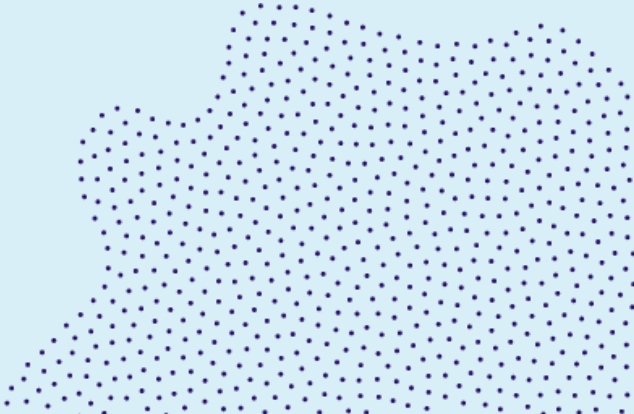
Mobile-friendly isn’t urgent

Analytics confirm most work gets done on desktop

Community happens elsewhere

Employees asked: Please don’t replace Slack…

SOLUTION



Exploring Solutions

Goals

Use survey feedback and observations to set goals

Collecting data you can turn into insights to drive decision making will support user adoption

Sponsors

Explore pain points with exec sponsors

If execs didn't complete the survey, they have valuable inputs and pain points to share

Partners

Who else should be part of the solution?

Socializing a new intranet isn't the job of one single person

Vendors

Evaluate options consistently

Use one scorecard to compare many options along the same, prioritized dimensions

SCORECARD	OPTION 1	OPTION 2	OPTION 3
Employee Directory and Org Chart	2	5	5
Search	2	3	5
Maintaining Content Accuracy	3	4	5
Gateway to Tools	2	5	5
Mobile Friendly	3	4	3
Score Total	**12**	**21**	**23**

1	Answer "Y" when platform meets each of the criteria listed below		OPTION 1	OPTION 2	OPTION 3
2	**Employee Directory**	User profile includes name, title, location, and photo	Y	Y	Y
3		Can add extra fields like languages and skills	Y	N	Y
4		Profile data pulled from Active Directory (photos, title, name, manager, location)	N	Y	Y
5		Profile fields link to other users with matching results	N	N	N
6		Profile includes manager	Y	N	Y
7		Org chart view or widget provides additional context	N	N	Y
8	**Search**	One search bar finds all content, people, posts	Y	N	Y
9		Uploaded PDFs are searchable	N	N	Y
10		Body of Google Docs is searchable	N	N	Y
11		Filters help reduce noise and drill down	N	Y	Y
12	**Content Accuracy**	Self-powered platform reminders to update content	N	N	Y
13	**Gateway to Tools**	Launchpad to other tools is easy to find	Y	N	Y
14		Space to describe what the tool is used for	N	N	N
15		User can rearrange launchpad	Y	N	N
16	**Mobile Friendly**	Android app	N	Y	Y
17		iPhone app	N	Y	Y
18		App provides access to all content	N	Y	Y

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Served our specific needs

Highest-scoring platform on our scoresheet

Validation required — Nov 3, 2020 (13 days)

Knowledge pages require review and validation every 6 months to ensure that important content is correct and reliable

Unpublish | Validate

Dismiss warning (Page will unpublish automatically in 13 days)

People and Places > Pages > UK Employees

Taking Time Off in the UK

Vi Nguyen Follow

Published May 3, 2020 (Edited Sep 21, 2020)

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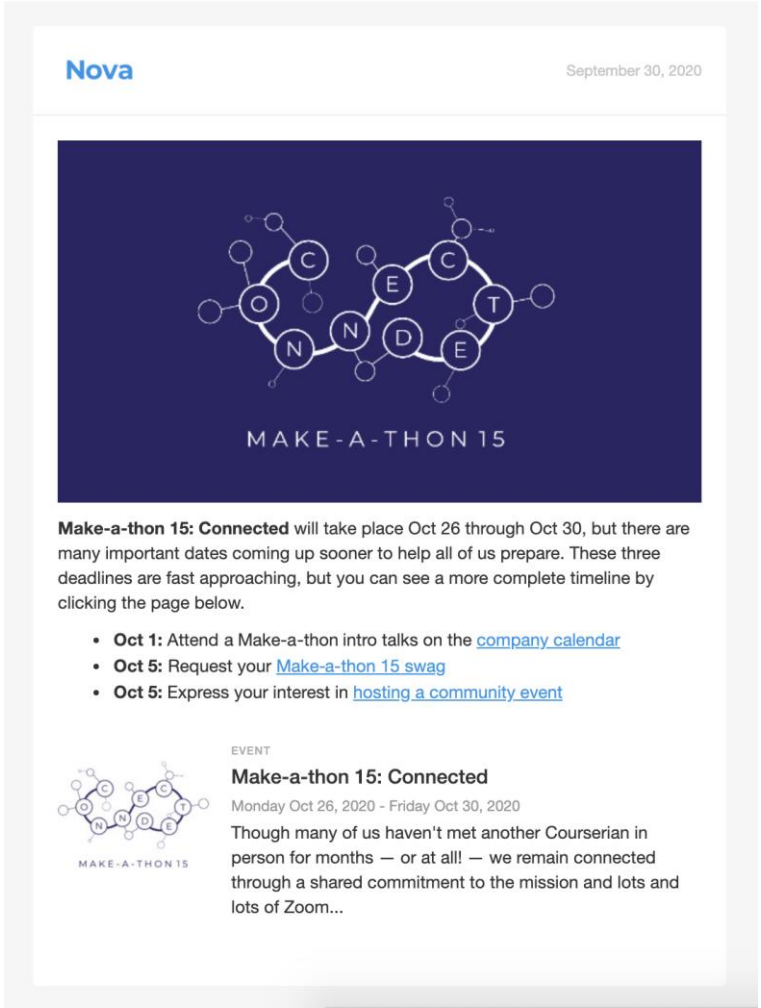
Newsletters

Multiple software solutions in one



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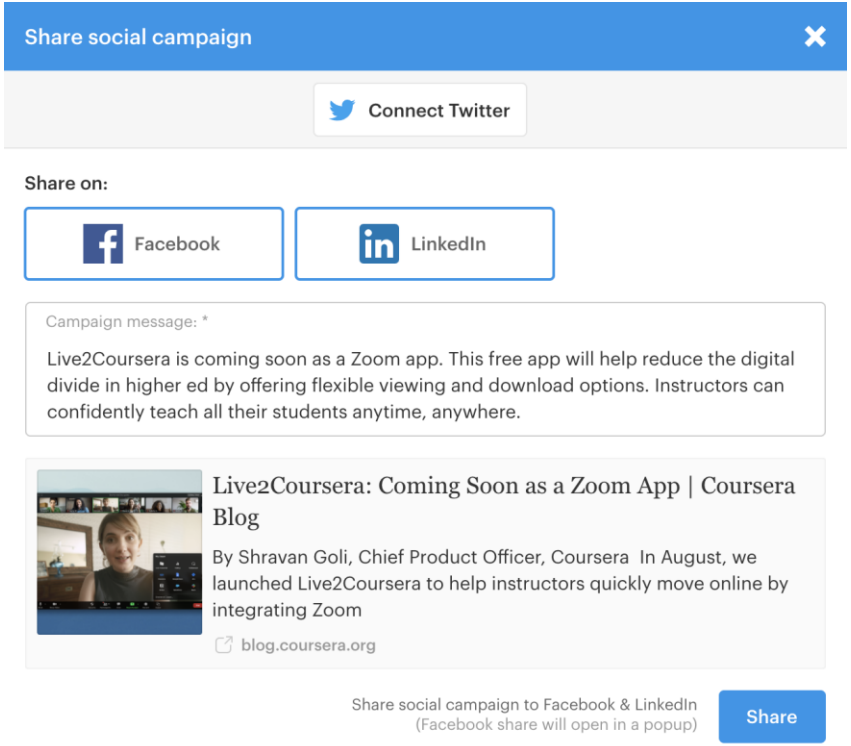
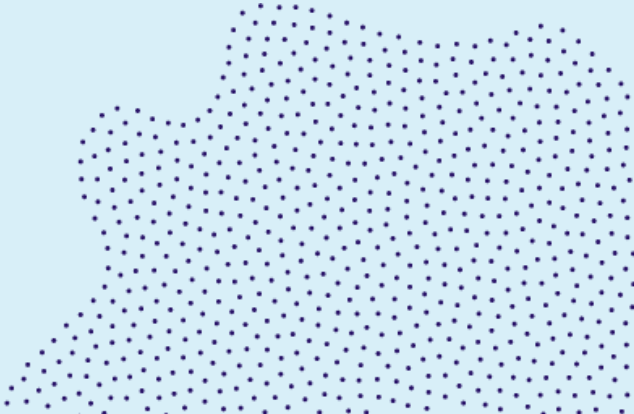
Social Campaigns

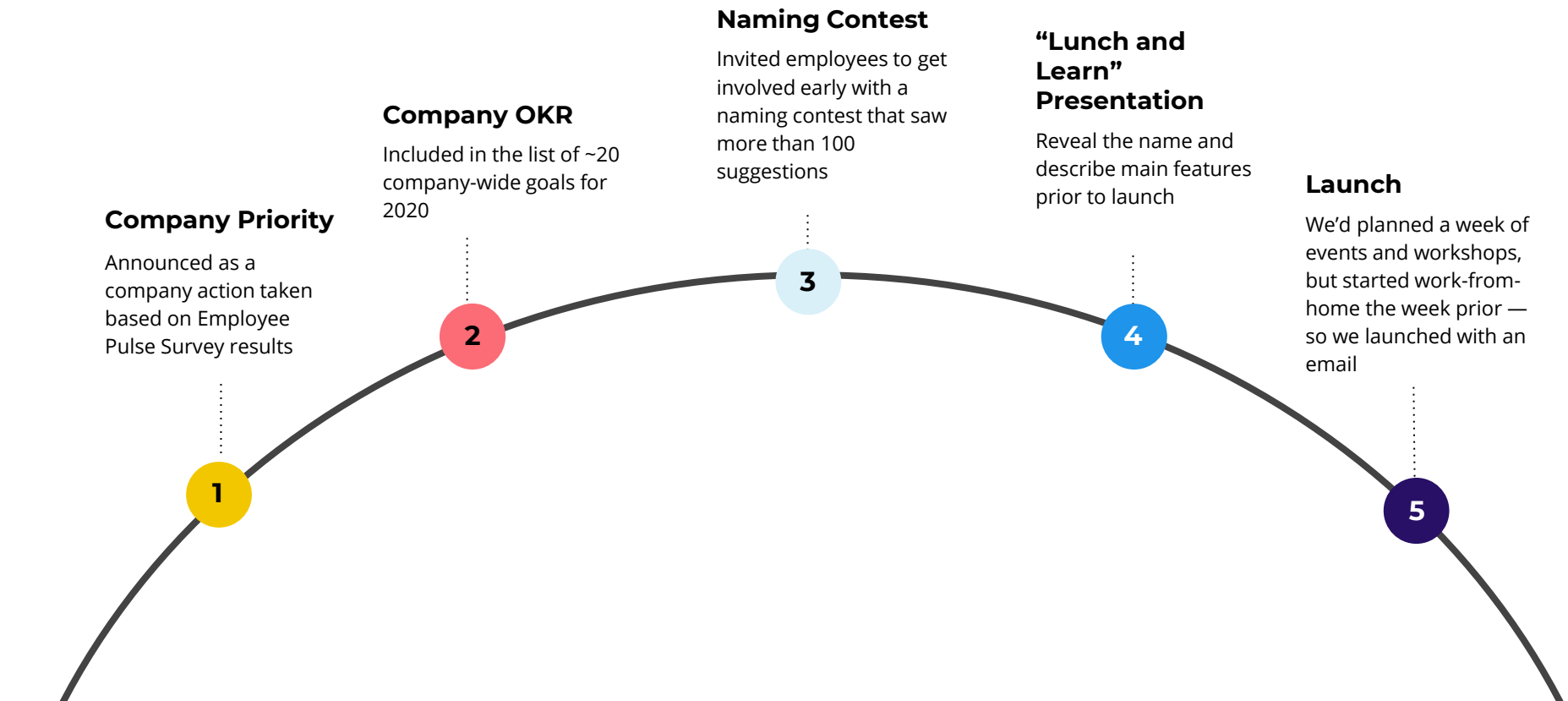
Gives the intranet multiple functions



LAUNCH



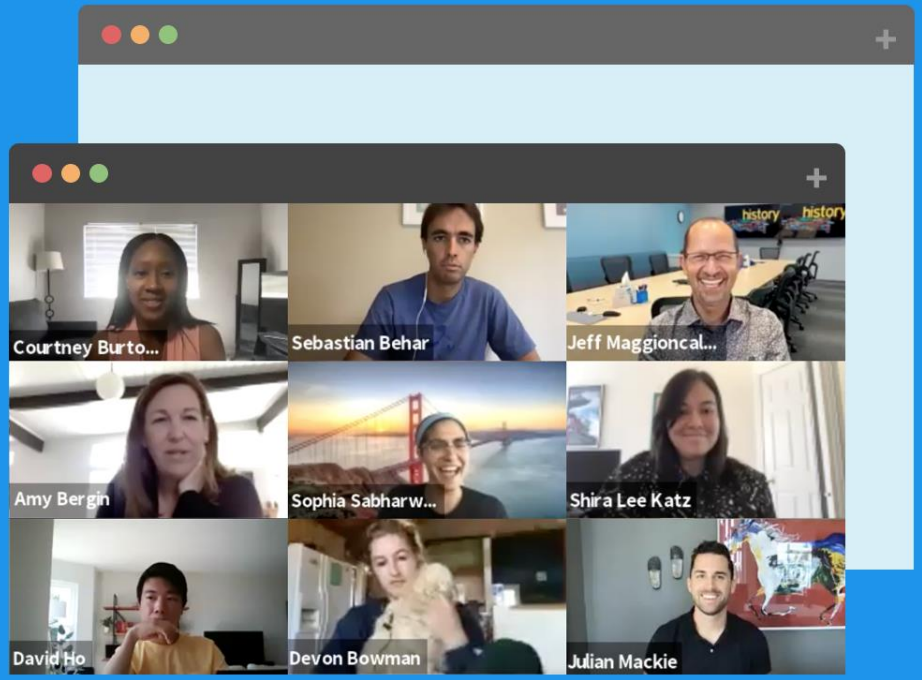
Introducing the Intranet



Introducing the Intranet

- ✔ 3 clear actions in launch email
  - Log in via SSO
  - Take product tour
  - Complete profile
- ✔ On-platform user guides
- ✔ Use survey data as ‘social proof’

“Throughout this process, we’ve used your feedback to introduce a tool that serves our needs. For example, **95% of Courserians said an employee directory was at the top of their wish list** — now we can all make it happen!”


Courtney Burto...
Sebastian Behar
Jeff Maggioncal...
Amy Bergin
Sophia Sabharw...
Shira Lee Katz
David Ho
Devon Bowman
Julian Mackie

“It’s on Nova”

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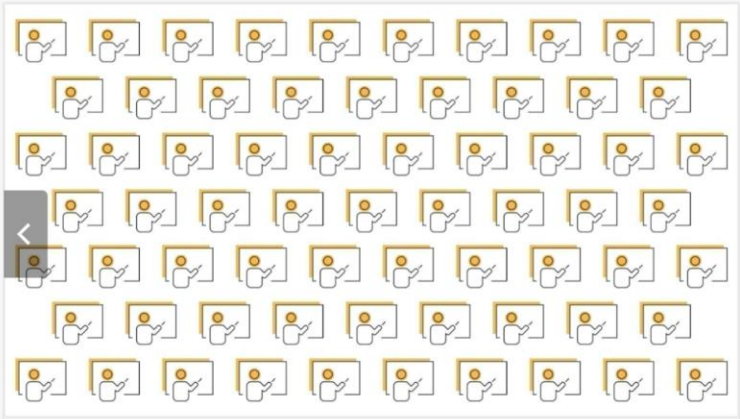
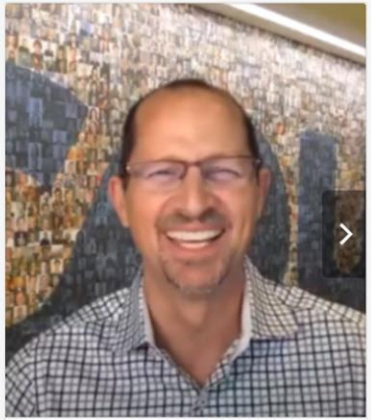


Virtual Town Hall on October 29, 2020

In Coursera yesterday

Make-a-thon 15: Connected

Mon, Oct 26, 2020 - Tomorrow



Coursera Zoom Backgrounds

In Marketing and Comms on Oct 11, 2020

Quick Links

COMPANY

Org Chart

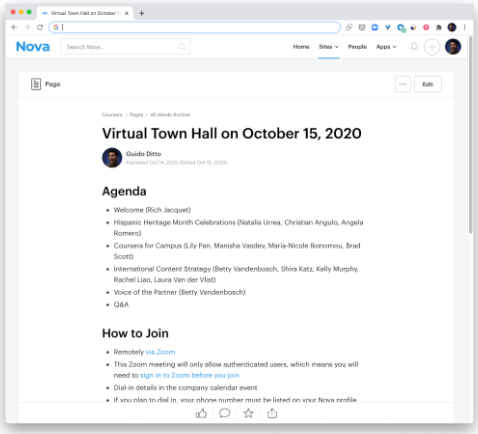
Share your thoughts or questions...

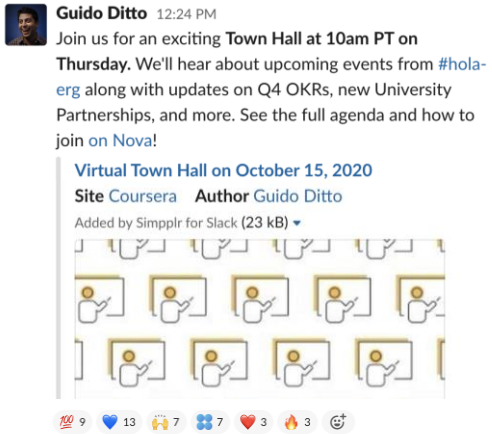
Driving Adoption

April	May	June
91%	93%	91%

Helping Employees Stay Aligned

Nova → **Slack** → **Zoom**





THANK YOU!

Q&A

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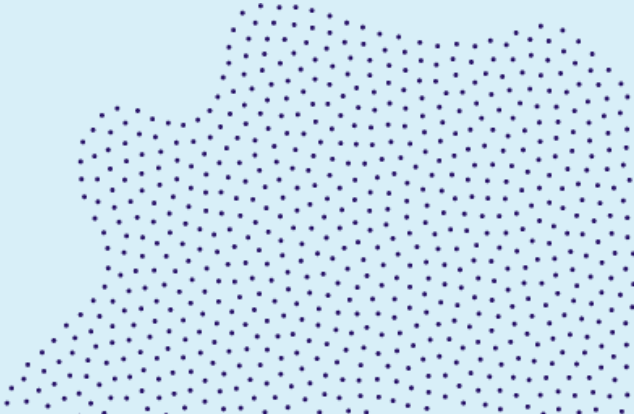

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- Sustainability Leadership for a Sustainable Future **(November 5 @ 3pm ET)**
- Ascertaining the Elusive Quality of Hire **(November 6 @ 12pm ET)**
- The Next Phase of HR Transformation **(November 12 @ 3pm ET)**
- Labor Market Update and the Short-Term Outlook **(November 18 @ 2pm ET)**

View all of our upcoming webcast programs

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