



Embrace the power of silos
rather than undermining them.

wildcards

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Turn it off and then see what
they say.

wildcards

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Spend some time with users
you've never met before and
then rewrite everything you've
done.

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Refuse to distinguish between
internal and external.

wildcards

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Stop telling everybody it's not
about the technology.
Sometimes it clearly is.

wildcards



Make the big small, and the
small big.

wildcards



Processes, not documents.
Tasks not pages. Flow not links.

wildcards



Throw away the business case
and embrace the soft benefit

wildcards



Bypass the brand police.

wildcards



Once in a blue moon disrupt
the user experience.

wildcards



Identify something you find
inspiring and then apply to the
intranet.

wildcards



Consider technology as culture.

wildcards



Take control. Don't wait for permission.

wildcards



Ask really nicely. If that doesn't work, beg.

stakeholders



Document with reasoned argument.

stakeholders



Issue a diktat.

stakeholders



Show them the metrics.

stakeholders



Get everyone together for a meeting.

stakeholders



Draw a wireframe. Don't bother with words when you have pictures.

stakeholders



Reframe it as something else.

stakeholders



Publish a roadmap. What are the logical first steps?

stakeholders



Draw a vision of utopia.

stakeholders



What would X do? Do the opposite.

stakeholders



Ask everyone separately. Highlight their differences.

stakeholders



Tell a great story.

stakeholders



Warn of apocalypse.

stakeholders



Watch people work.

tactics



Gamify it. Crowdsource it.
Fill in the blanks it.

tactics



Hold the best improvement
back and then surprise
everybody.

tactics



Improve incrementally... and
then some.

tactics



Manage something that's
supposed be automatic.

tactics



Allow people to comment.
Truly listen.

tactics



Study the search logs.

tactics



Tinker with the layout
and the content.

tactics



Make it mobile.

tactics



Create personas. Be creative.
Pretend to be them.

tactics



Restrict access.
Or do the opposite.

tactics



Make it findable. Make
everything findable.

tactics



Become a paragon
of the brand.

tactics



Draw on the word
of a higher authority.

getting unstuck



Ask someone outside of your organisation. Your friend, your spouse, your mother.

getting unstuck



Show it to normal people and write down what they say.

getting unstuck



Get a no-nonsense view from the biggest sceptic you can find.

getting unstuck



Delete it.

getting unstuck



Do this one under the radar if they can't see the logic.

getting unstuck



Connect with another intranet manager and see what they'd do.

getting unstuck



You're asking the wrong person. Find the opposite type.

getting unstuck



If in doubt, document.
If you don't know,
document that.

getting unstuck



Worry about risk and regulatory. Get them to help.

getting unstuck



Make the model of governance wider. And then wider still.

getting unstuck



Read a book. Then read another book entirely unrelated to intranets.

getting unstuck



Consider yourself a doctor not an engineer. Heal, don't build.

getting unstuck