

# The Long WOW: Keeping your intranet engaging long after launch

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#tfsummit

Think Ahead

**ACCA**

Sarah Moffatt  
05 May 2015

# The long WOW: Keeping your intranet engaging long after launch

# The long WOW: Keeping your intranet engaging long after launch

Today:

- Creating Arthur: Importance of an integrated intranet brand
- Embedding Arthur into ACCA
- Fun & creativity
- Arthur to 2020
- Round-up & questions



MO



Vancouver  
Marathon

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FAQS  
ABOUT US

RUN : VAN

DAYS HOURS MINS SECS

17:14:37:07

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COMMUNITY

VISITORS

RESULTS

REGISTRATION



SIGN UP TO BE A PART OF VANCOUVER'S ONLY MARATHON EVENT.

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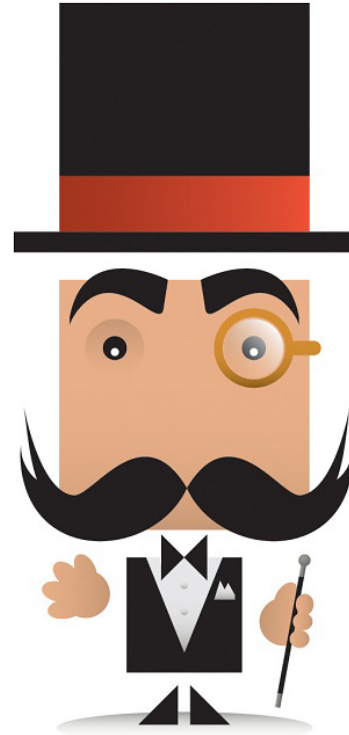
# Introducing Arthur

- Arthur is ACCA's social intranet.
- Named after our first president in 1904 – Arthur Priddle
- Launched in May 2013
- 1300 global users (employees)
- One source or gateway of news & information at ACCA



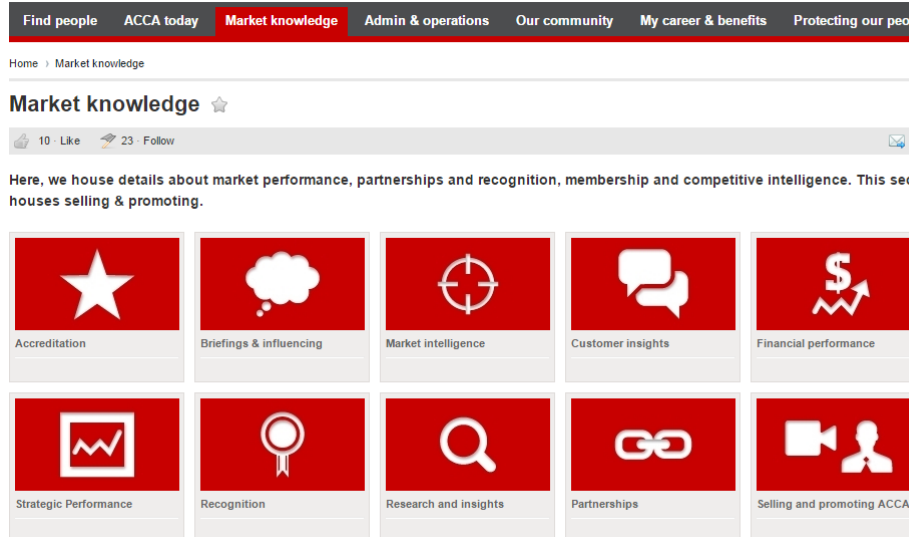
# Creating Arthur: Why integrate your brand?

- Resonates with company identity, can embody the values of organisation
- Personality – a character, a person, a partner
- If Arthur was a person?
- A verb - it's on Arthur
- Visual identity which can be applied in different ways





# Creating Arthur: Getting started & the fundamentals



# Creating Arthur: Getting started & the fundamentals

Arthur

## News Alert

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean malesuada ac ornare aenean. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat justo quis a. Suspendisse in tincidunt urna. Integer enim ante justo, luctus nec, molestie non, molestie non, molestie non.

Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit magna quam a. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit magna quam a.

Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. [Etiam sit amet orci eget eros faucibus tincidunt.](#)



Think Ahead **ACCA**

Support you,

Information,  
and

Are all  
you are  
in  
our shared,  
tightly, get to


And edit  
accordingly.  
Come you to



Arthur Priddle  
ACCA's first president



# Embedding Arthur into ACCA - Three miles in....



Chief executive's briefing note - April

Welcome to my April briefing note, designed to support you in understanding, communicating and effecting strategic messages and corporate priorities.

The briefing note contains information discussed at recent executive team meetings, as well as other important developments. You can read the latest briefing note [here](#)

Quick links:

- [ACCA vacancies](#)
- [Chief executive's briefing note](#)
- [Join groups & communities](#)
- [Need help with Arthur?](#)
- [Market performance](#)
- [Selling & promoting ACCA](#)
- [Using Lync](#)

## Chief executive's briefing note ☆

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### Recent posts

- Chief executive's briefing note – April 2015
- Chief executive's briefing note – March 2015
- Chief executive's briefing note – February 2015
- Final chief executive's briefing note for 2014
- Chief executive's briefing note – December 2014
- Chief executive's briefing note – November 2014


### Filter by

DATE

2015

Feb Mar Apr

2014



Produced monthly, this briefing note is designed to support ACCA people in understanding, communicating and effecting strategic messages and corporate priorities. It contains information discussed at recent executive team meetings, as well as other important developments.

If you have any feedback in relation to any of the below communications, please leave a comment.

*Follow this page to receive notifications about new postings.*

1 - 10 of 22 < >

### Chief executive's briefing note – April 2015

[Add tags](#) Published 8 days ago by Helen Brand [Add comment](#) [Like](#)

**This month, in summary...** 1. **Strategic performance** February saw strong performance in terms of growth as a result of significant win-backs, strong new student performance and continued strong new member figures. This, combined with positive brand power performance, puts us in a good position re... [\[Full story\]](#)

### Chief executive's briefing note – March 2015






















# Embedding Arthur into ACCA – Half way....

## Getting the best possible start – induction resources for you and your manager

These resources are designed to be used when inducting permanent employees and those on fixed term contracts. For advice on how to plan and deliver an induction for other workers such as agency workers, contractors and consultants please contact the [learning and development team](#). Please note however that the following sections are essential for all types of worker, including contractors, consultants and agency workers:

Health, Safety & Security  
Information Security  
Anti-bribery

Here is a wealth of resources that will take you through your first 100 days at ACCA. This will help you to know what to expect and the questions you will need to find answers to.

On your first day	During your first week	During your first month	During your first quarter
 <a href="#">Meeting your manager</a>	 <a href="#">This is ACCA</a>	 <a href="#">Working at ACCA</a>	 <a href="#">Probation Review</a>
 <a href="#">Health, safety &amp; security</a>	 <a href="#">Getting started</a>	 <a href="#">Compliance gateway</a>	 <a href="#">Who's who?</a>
 <a href="#">H&amp;S e-Learning</a>	 <a href="#">Business continuity</a>	 <a href="#">ACCA products</a>	
 <a href="#">Induction plan</a>	 <a href="#">Introduction to team</a>	 <a href="#">ACCA customers</a>	
 <a href="#">Working at ACCA - intro</a>	 <a href="#">Information security</a>	 <a href="#">ACCA style</a>	
 <a href="#">Facilities, Equipment, IT</a>	 <a href="#">Anti-bribery</a>	 <a href="#">Communications tools</a>	
			

forum which we would like to

e cost conscious. We will also

have come across in your daily

Ideas	56
Replies	127
Likes	147
Participants	85

Owned by  
Claire Campbell  
[change](#)

Published Nov 22, 2013  
Updated Jan 13, 2014


Add tags

▼ Version history

### Recent activity

*Your ideas to reduce cost & subpages*

Dec 5, 2014

 **Jamie** likes the comment "Thank you for your feedback and suggestions, which we will take on board prior..." (5:13pm)



# Embedding Arthur into ACCA – Hitting the wall....

**HR Network** ☆

63 · Like 59 · Follow Email Export

The HR network gives you access to some of our key links. Select the star above to bookmark this page and add it to your favourites list.

**i-Browse**

Change of Salary and Details Form Recruitment Process for Contractors, Consultants, etc

UK Payroll Important Dates UK 2015 Salary Ranges Leavers

Merit Award Rules

**My ACCA Benefits (UK)**

Contractors & Consultants Policy

Employee Referral Programme

**Finance network** ☆

19 · Like 16 · Unfollow Email Export

The finance network gives you access to some of our key links, as well as being able to post any questions to the Finance team. Please use the green post button below to select a Finance topic or use the "Do you have a question for Finance?" link.

Select the star above to bookmark this page and add it to your favourites list.

**Travel and expenses policy**

Key Financial Dates Markets Accounts Receivable (AR) help and advice group

Being Cost Conscious

Refresher Training Guides

**Financial Performance Report**

Claiming Expenses

ACCA Group of Companies

**Purchase to pay (P2P) help and advice group**

National Office Finance Procedures

Benevolent Fund

**Strategic Performance**

Income

Procurement & Contract Mgt Policy

Member and student fees

**FINANCE NETWORK**

# Fun & creativity

- Badges & prizes
- Movember 'blog-off'
- Scar Arthur
- Happy birthday to Arthur
- Placeholder for profile





MO



Vancouver  
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RUN : VAN

DAYS HOURS MINS SECS

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SIGN UP TO BE A PART OF VANCOUVER'S ONLY MARATHON EVENT.

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# Arthur to 2020

- Strategy to 2020
- ACCA's rebrand – Think Ahead
- Outcomes, capabilities



## Directory Your groups

- Find people
- ACCA today
- Market knowledge
- Admin & operations
- Our community
- My career & benefits
- Protecting our people

ACCA in the news

Groups &amp; projects

Staff directory

## Service alerts

## Global service alerts

Updated 7 days ago

10 January: Planned Arthur outage 11pm to 1am: COMPLETE

(7 days ago)

Fri 5th - 09:00 GMT - file share folder issue: RESOLVED

(Dec 5, 2014)

## Glasgow service alerts

Updated 6 days ago

09.01.15: Weather related disruption (updated)

(6 days ago)

8.1.15 - Technical Issues and delays to access control system

(6 days ago)

## London service alerts

Updated 1 day ago

15th January - Guest WiFi - essential maintenance 7-9am

(1 day ago)

8.1.15 - Technical Issues and delays to access control system



### Deadline: Have you completed your ACCA Qualification Product Training?

A key priority for ACCA is to ensure that we all have an appropriate understanding of the qualifications offered by ACCA and the routes that prospective students can take to achieve membership.

To support us better in this, an ACCA Qualification Product Training Module was developed and launched in November with 09 January being the deadline for completion. As of Friday 79% of you have completed the module, with a follow-up now being put in place to ensure completion by all. Find out more

RECENT POSTS Add post

Showing 13 of 13 groups

## ACCA in the news

### Pathways to CFO report gets coverage in Brussels

ACCA in the News – 13 January 2015 Coverage for January - 101 Total for 2014 / 15 - 10,249 BRUSSELS ACCA Coverage for January - 8; total for 2014/15 - 134 Euractiv - 12 January- Covers the new ACCA report entitled Finance Transformation Roles: Pathways to CFO, which says that more needs to be done to... [Full story]

Published 1 day ago by Alana Blinnen



Add comment



Like

## Tips for using Arthur

### Where should I post on Arthur?

There are lots of forums and discussions boards on Arthur that are available for you to post, collaborate, ask questions and gain feedback. Some of these are part of an interest or topic group, whereby some are independent. To help you reach the people you need, you can reference the grid below. As... [Full story]

Published 1 day ago by Sarah Moffatt



2 comments



18 · Like

## Sales updates &amp; news via Sales community

### Accounting and Business welcomes in 2015

The January editions of *Accounting and Business* are now available, providing updates on hot topics for our members. Don't forget, you can read all the editions - China, Ireland, International, Malaysia, Singapore and the UK - not only in hard copy but: in pdf format via our web pages [Full story]

Published 2 days ago by Joanna Malvern



1 comment



14 · Like



## Sarah Moffatt


[Edit profile](#)
[Update your status](#)

### Popular pages

- Wow 10 years at ACCA - Amazing!
- Goodbye :-)
- Committee Unit's Achievements for 2014!
- Remembering Jerry McKinlay
- Accounting and Business welcomes in 2015
- January is employability month for Student Accountant
- ACCA Learning Community events
- Updated Guidance for Regulatory Orders
- ACCA & UoL launch ground-breaking Masters
- ACCA and University of London launch ground-breaking Masters programme

Popularity is based on "likes" and age of the page.

## Key Arthur links:

[ACCA vacancies](#)  
[ACCA post box](#)  
[Chief executive's briefing note](#)  
[Holiday and leave](#)  
[Market performance](#)  
[Tips for using Arthur](#)  
[Selling & promoting ACCA](#)  
[Using Lync/WebEx](#)  
[Wireless access](#) (Glasgow/London)

## Admin links:

[ACCA global website](#)  
[ACCA portal](#)  
[My ACCA](#)  
[Employee self service](#) (UK)  
[i-Browse](#) (UK)  
[Room bookings](#) (Condeco UK)



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Sarah

ACCA Think Ahead

Arthur

All

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Browse

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Market knowledge

Admin & operations

Our community

My career & benefits

Protecting our people

Directory

Your groups

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ACCA in the news

Groups & projects

Staff directory

Chief executive's briefing note - April

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Trending

1. Aspire to lead reaches Ghana!
2. Did You See The Warm Red Glow Over London Last night?
3. The foundations for future growth
4. Maaxi app
5. Who's Talking About Us!

Trending is based on "likes" and age of page.

Service alerts

Global service alerts

Updated 1 day ago

17 April: Exchange & Lync Upgrade & Migration Phase 1

(1 day ago)

Microsoft security updates - automatic monthly restart of your PC/laptop

(20 days ago)

Glasgow service alerts

Updated 9 days ago

RESOLVED: London offices to reopen on 07 April - see below for more details

(9 days ago)

Weekly fridge cleans 24/03/15

(22 days ago)

RECENT POSTS

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Showing 12 of 12 groups

Sales updates & news via Sales community

**Promoting talent in Public Sector**

Lahore Transport Company (LTC) has recently been awarded with the Approved Employer Gold Status Certificate by ACCA Pakistan. LTC is the first public sector organisation in Pakistan, who achieved this recognition from ACCA under the [International certificate programme](#). This successful achievement...

1 hour ago by Shahid Khan

Add comment Like

Taxi sharing: Glasgow and London airports

**Maaxi app**

If this takes off it might be handy for some:

<http://www.bbc.co.uk/news/technology-32315401>

3 hours ago by Michael Sime

Add comment 3 - Unlike

Strategy to 2020

Quick links:

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[Market performance](#)
[Selling & promoting ACCA](#)
[Using Lync](#)

ACCA on the web:

[www.accaglobal.com](#)



# Arthur to 2020

- Strategy to 2020
- ACCA's rebrand – Think Ahead
- Outcomes, capabilities
- Context
- Housekeeping
- Innovation



# Arthur to 2020: The future WOW!

**Stats &  
usage  
reports –  
challenge!**

**Report parameters**

Choose report: Most frequent search term ▼  
Most frequent search term  
Sessions, views and mobile usage per user  
Number of views and unique page views  
Bounce rates  
Single page stats

Date range: Ap

Include inactive users?: ☐

Title:  × Add All

Directorate: + Add Filters All

Division: + Add Filters All

Department: + Add Filters All

Team: + Add Filters All

Location: + Add Filters All

Report filename:  Download report

# Arthur to 2020: The future WOW!

Oxford Brookes MBA ☆

Like Follow Email Export

Oxford Brookes MBA

► Oxford Brookes BSc

**Basic Info:** Edit fields

Active between: **Apr 22, 2015** and: **Apr 22, 2015** Current Status: **Expired**

Owner: Administrator:

Deadlines: SLAs:

**What is this?**

ACCA and Oxford Brookes University have successfully combined their strengths as leaders in international education to produce a blended-learning global MBA programme.

**Who is it aimed at?**

ACCA Members

**Where does this lie on the Customer Journey?**

Member

**Knowledge  
Base – Value  
for all users**

**Release  
programme  
- CEBN**

# The long WOW: Keeping your intranet engaging long after launch

Today:

- Builds recognition, familiarity, alignment
- Start with fundamentals
- Embedding your intranet
- Inspires people to be creative
- The future WOW! Next race.....



An aerial photograph of a city, likely Tokyo, showing a dense urban landscape with a river and a bridge. In the foreground, a man in a white shirt and brown pants is riding a black bicycle on a paved path. The background is a large blue rectangle containing the text 'Well done – marathon over!'.

Well done –  
marathon over!

Questions?

# Thank You

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