

# Keep your Intranet Content Fresh: Staying 'Open by Default' without closing for repairs

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#tfsummit

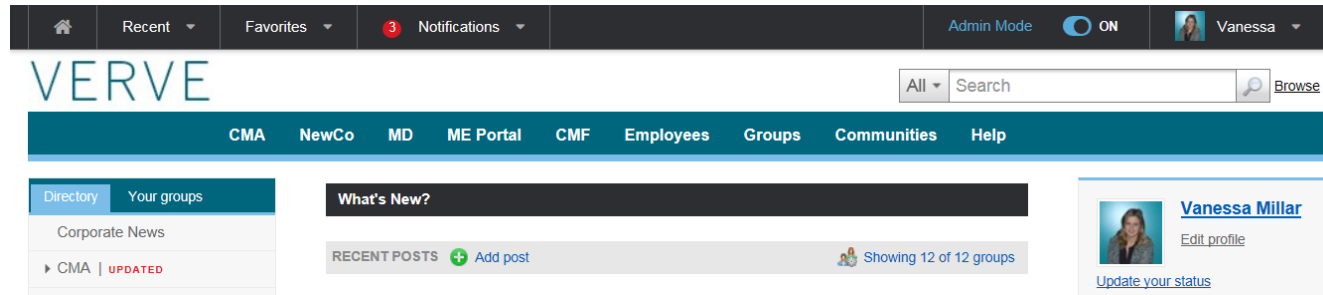
# About MD Financial Management

- Owned by the Canadian Medical Association (CMA)
- Canadian financial services firm servicing Canadian physicians and their families since 1969
- 100,000 clients across Canada
- Open and transparent client relationship



# Our Intranet story

- Launched a ThoughtFarmer intranet in 2011, known as Verve.
- Intranet shared by four companies
- ‘Open-by default’ intranet, prioritizing collaborative culture over restrictive rules



# Lessons Learned

- Corporate culture & engagement can boost intranet adoption
- Governance is important — but it doesn't have to be a big bag of rules
- Intranet management is one giant corporate-wide continuous-improvement exercise



# Corporate culture & engagement can boost intranet adoption

- Align your Intranet strategy to your corporate culture
- Follow employee motivations and trends



# Corporate culture & engagement can boost intranet adoption

- Too many 'rules' can stifle adoption
- Focus on adoption first, governance second



# Intranet adoption can boost corporate culture & engagement too

- Use your intranet as a tool to boost engagement and shape corporate culture
- Make the intranet personal, not just corporate



# Governance is important — but it doesn't have to be a big bag of rules

- Once adoption rates are up, introduce rules & guidelines
- Identify various intranet user roles and communicate responsibilities

**It's finally here! The new and improved Verve!**

(9 days ago)

Source: [Verve News & Views](#)

**Don't get left behind! Join a Verve training session to learn what's changed**

(14 days ago)

Source: [Verve News & Views](#)

**Join the "Adopt a Word" program**

(Mar 16, 2015)

Source: [Verve News & Views](#)

**Be the First to Know: Get the Inside Scoop on What's Coming Soon on Verve**

(Mar 12, 2015)

Source: [Verve News & Views](#)

**NEW! Guidelines for sharing files**

(Feb 27, 2015)

Source: [Verve News & Views](#)





# Governance is important — but it doesn't have to be a big bag of rules

- Coach and train employees repeatedly and intervene when necessary
- Offer 'in the moment' communications

## Communities ☆

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### What's New?

Learn best practices for storing and sharing content, and tips on using our new [Library](#), by joining the [ECM Community of Practice](#).

### Guidelines

This section is for cross-functional communication and collaboration. Join an existing community — or if needed, create a new one.

Do **not** store any Resources of enterprise-wide relevance in your Community space.

### Quick Links

- [Office Communities](#)
- [ME Communities](#)
- [Communities of Practice](#)



# Four years into our Intranet story...

- Couldn't stay completely open by default
- Locked down some areas – gate-keeper approach

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To post a news item to this section, contact one of the people identified below. They can work with you to ensure your news item meets the following guidelines:

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# Intranet management is one giant corporate-wide continuous-improvement exercise

- Who owns the intranet? The intranet is OURS
- Create an effective support model
- Develop and schedule regular content clean-ups

## Archive or delete stale content

Find content that hasn't been viewed recently and archive or delete it.

For content that has value but is viewed infrequently, you can exclude it from the results by clicking "Exclude from stale content"

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# Adopt a Word



Verve 1043 items

The (ECM) Library (16 items)

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## MD Onboarding Program

**Welcome!** The **MD Onboarding Program** is your one-stop shop for browsing all onboarding activities and processes to ensure your new hire experience is **simple, clear and memorable**. **What is the MD Onboarding Program?** MD Financial Management is a learning organization that supports the development...

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# Summary

- Your Intranet is an extension of your culture.
- After adoption levels increase, a more rigorous governance structure will help to maintain control of information.
- Developing a sense of shared accountability, can help to ensure content is regularly being monitored and updated



# Thank You

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