

WHY

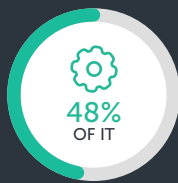
# INTRANETS FAIL

(and what to do about it)

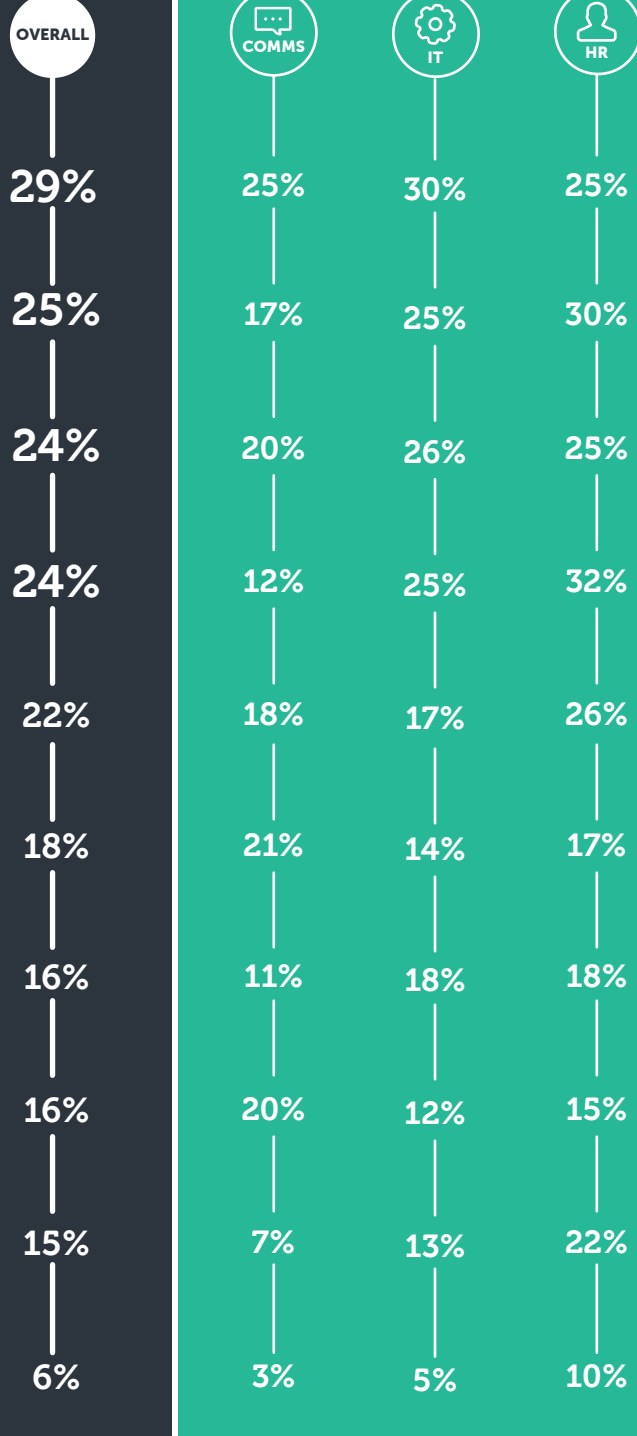
**Fact:** Intranets have been failing for over 25 years. We surveyed hundreds of practitioners in the HR, Communications, and IT space.

**Here's what we found:**

I've seen an intranet fail in my career:



## TOP 10 REASONS WHY INTRANETS FAIL:



## HERE'S WHAT TO DO ABOUT IT:

### FOCUS ON GOVERNANCE!

**Gover-nance (n):**  
Describes how cross-functional teams manage decision processes, ownership, and accountability on an ongoing basis.

### AVOID

The 3 repeated patterns with bad governance



**Set-it-and-forget it:**

When an organization sources requirements, deploys a software, and then moves on to the next project without clear ownership



**The Frankenstein approach:**

When different stakeholders view the intranet's purpose differently and try to use it for conflicting purposes



**Isolated, impulsive purchase:**

When an intranet is bought without broad organizational agreement-the project won't succeed. It doesn't matter how awesome the technology is.

## CLEARLY DEFINE YOUR INTRANET GOALS

### BE HONEST: DO YOU KNOW YOUR INTRANET'S PURPOSE?



Spend some time clarifying and getting broad agreement on what the intranet is and is not. How clearly defined are your intranets goals?



## ENGAGE YOUR EXECUTIVES

### WHY EXECUTIVE "BUY-IN" ISN'T ENOUGH:

All users will follow their lead.

34%  
Less than 34% of executives communicate vision and strategy more than once a quarter.

15%  
Only 15% of employees can confidently recite company annual goals on the spot.

Their news is among the most important.



## FOCUS ON USER EXPERIENCE:



**Intranets need a good UI and search!**



**If you have to train your users how to use the technology, you've already failed.**



**Employees won't take the time to learn another application.**

To see the complete research findings, visit: [simpplr.com/why-intranets-fail](http://simpplr.com/why-intranets-fail)