



**dwg** Digital Workplace Group

# Digital Workplace Group

2021 Research Programme



# 2021 Research Programme.

DWG members have exclusive access to our extensive research library, including reports on key topics such as collaboration, strategy and governance, future trends, and many more. In 2020, 88% of members told us that access to research and case studies is one of the best things about DWG membership.

Our members regularly use our research for decision making, as a source of ideas and as the basis for rich interactions and knowledge sharing.

Recent additions to the library include new papers on managing the digital workplace and partnering with HR to digitally enable the employee journey – as well as the latest practices for communication and collaboration.

- You can download free reports and executive summaries in the [Resources](#) area of our website.
- To take advantage of this rich knowledge, [contact us](#) to join DWG today.

In 2021 we will investigate six core areas of intranet practice via our best-practice research programme and also cover a wide range of other topics.

## Quick facts:

- Exclusive library of 85+ reports
- Around 6 new reports per year
- Member-led topics
- Basis for decision making
- Rich source of ideas and case studies





# 2021 topics.

## 2021 Research Papers

As well as keeping members abreast of core practice areas, we also know they want to explore new topics and niche areas of practice. That's why we'll be diving into the following topics this year:

### **The hybrid workplace: Achieving productivity, creativity and connection across physical and digital workplaces**

The pandemic has spurred a drastic shift in how and where many of us work. The modes of working that emerge from this period are likely to involve a blend of digital and physical workplace experiences. Questions arise around the ways we can enable work to happen smoothly and effectively in this hybrid workplace: How do we translate creative processes from co-located teams to distributed, digital spaces? What tools, practices and methodologies can teams use to be both productive and creative? What mindset changes are needed to enable them to work?

This research builds on recent DWG papers such as [Harnessing the creativity of your workforce: How digital workplaces facilitate innovation](#) and [Nature of Work: Designing at the interface of the physical and digital workplace](#).

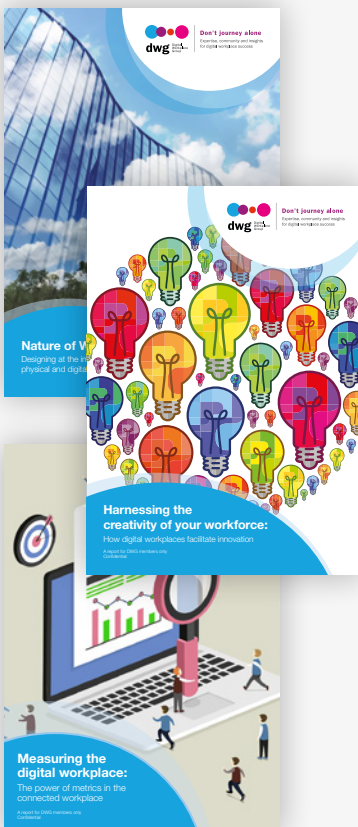
### **Modern workplace learning: The digital platforms and strategies to train and develop staff**

In this report we'll take a look at the trends, innovations and technologies that are enabling organizations to create a modern workplace learning experience that inspires employees to train, reskill and ultimately remain with the company. We'll explore ways in which the digital workplace and how it integrates with the latest learning systems mean learning can be embedded in the work day, happening continuously and in ways that align with how employees really learn – both as individuals and as teams or communities.

### **Business intelligence playbook: From data integration to dashboards – how to extract actionable insights**

Organizations often struggle to make data available in meaningful and actionable ways that are targeted to managers and employees. In this research we take a look at business intelligence management and integration, the provision of dashboards for a range of job roles, integration of data feeds into other platforms, as well as the integration of internal and external data sources.

This report will extend earlier research by DWG in this area seen in the [Measuring the digital workplace: The power of metrics in the connected workplace](#) report.



## 2021 topics.



### No code or low code solutions: How to get the most out of these solutions and manage citizen developers

Gartner predicts that by 2023 half of all medium to large organizations will have adopted a 'low code application platform (LCAP)' as a [strategic application platform](#). Increasingly, these platforms are set to empower employees to create apps, sophisticated workflows and even bots – meaning that those closest to the business processes can get involved in designing solutions. What should digital workplace teams do to manage and encourage citizen developers? What governance needs to be applied? Where can these tools add real value and what are the risks?

This research forms part of DWG's tech research stream, which includes [Microsoft Office 365: Making use of the extended suite of products](#) and [AI and automation today and tomorrow: What digital workplace teams need to know](#) (coming soon).

### Digital workplace resilience in a (post) pandemic world: The key practices for both business continuity and acceleration

Digital workplace teams have responded quickly in recent times, rolling out or scaling up tools that have become critical for productivity and connection during the pandemic. In this research we take a look at the learnings that have emerged from this period, along with approaches to ensuring sustainable and even accelerated progress moving forward. What do teams need to do next in terms of understanding evolving user needs, resetting plans, updating governance?

This research will add to DWG's research around digital workplace strategy and management, which includes [Digital workplace management: Teams, structure and methods](#) and [Digital workplace roadmaps: From strategy to implementation](#).

### Anthropology for digital workplace teams: Focusing on what makes us human in the digital world of work, from culture and inclusion to sustainability and ethics

When how we work and connect and collaborate are primarily mediated by digital tools and channels, what is it that makes this digital world of work one of human flourishing, in which individuals find new and different ways for self-expression and growth? In this report, we'll explore a range of themes and issues that will help us to answer this question, such as cultures of inclusion, sustainability practices, technology for good, emotional intelligence, digital ethics – and more.

Extending DWG's research on the human aspects of digital work, this research will build on previous work that includes [Understanding the relationship between organizational culture and the digital workplace](#) and [Employee experience: How digital workplace teams can enhance the employee journey](#).

### DWG membership

DWG research is available exclusively to DWG members.

Find out more about membership options on our website.

[> Contact us](#)

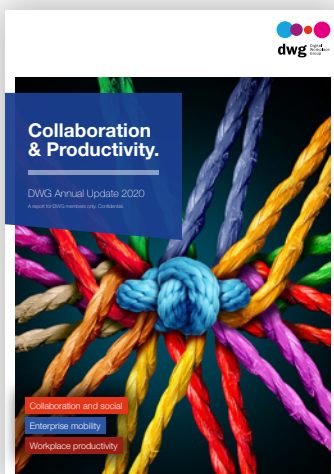
### DWG Research Team

The DWG Research Programme is run by Elizabeth Marsh, Director of Research across Digital Workplace Group. The DWG Research Team includes a range of industry experts and thought leaders. Regular contributors to the programme include:

- Steve Byngnall
- Louise Kennedy
- Ed Taylor
- Nicole Carter
- Agnes Molnar
- Chris Tubbs
- Shimrit Janes
- Kevin Olp
- Lauren 'L' Vargus

Find out more about the [DWG Team](#) on our website.

# Research library.



## 2020 Research Programme

- Employee experience: How digital workplace teams can enhance the employee journey
- Remote working 2020: Distributed working in times of disruption
- Communicating in real-time at work: the promise and the perils
- Digital workplace overload. How to reduce employee technostress
- Partnering with HR to digitally enable the employee journey: An integrated view
- Digital workplace management: Teams, structures and methods
- AI and automation today and tomorrow: What digital workplace teams need to know
- Communications & Content: DWG Annual Update 2020
- Collaboration & Productivity: DWG Annual Update 2020
- Organizational Readiness: DWG Annual Update 2020

## 2019 Research Programme

- Collaborating in the digital workplace: How to have and measure impact
- Nature of Work: Designing at the interface of the physical and digital workplace
- Office 365: Making use of the extended suite of products
- Office 365 Search: A guide for digital workplace teams
- Harnessing the creativity of your workforce: How digital workplaces facilitate innovation

## 2018 Research Programme

- Digital workplace adoption strategies: Proven approaches to bring users on board
- Knowledge Management lessons for digital workplace practitioners: How to avoid reinventing the wheel
- The eight phases of content migration: How to make the move
- Digital literacy in the workplace: How to raise the organization's digital IQ
- Successful intranet migrations: Strategies, approaches, tactics
- The intelligent DW assistant: What teams need to know now about artificial intelligence

## 2017 Research Programme

- Digital Workplace 2030: Preparing now for the digital worlds of work to come

- Digital workplace integration: Key approaches to drive benefits
- Digital workplace content strategy: What practitioners need to know
- The Inside-Out Digital Leader: Digitally transforming your organization from within
- Evolving the employee mobile experience: Six key approaches for success

## 2016 Research Programme

- Is your organization ready for the digital workplace?
- How mature is your digital workplace? What leading organizations discover from the DWG Digital Workplace Maturity Benchmark
- The personalized intranet: Using personalization and customization to optimize user experience
- Measuring the digital workplace: The power of metrics in the connected workplace
- Setting up a user experience programme: The path to a user-centred digital workplace

## 2015 Research Programme

- Evidence-based intranet success: Best practices revealed by benchmarking analysis
- Understanding the relationship between organizational culture and the digital workplace
- Digital workplace roadmaps: From strategy to implementation
- Digital workplace governance: Key components for getting it right
- The new role of Internal Communications
- Documenting intranet management practices: A guide to the key elements

## 2014 Research Programme

- Digital channel matrix: Creating employee-focused internal communications
- Successful social intranets: Creating business value through strategic alignment and adoption planning
- Change management for the intranet and digital workplace: Bringing the organization with you
- Becoming a digital workplace leader: The big shift from intranet management
- Success with enterprise mobile: How tools for frontline employees drive value
- Intranet search: A holistic approach to management

# Our members.

## Contact DWG



### Elizabeth Marsh

Director of Research

Call: +44 7815 107231

[> Email](#)

#### London

30 City Road, London, EC1Y 2AB  
Tel: +44 20 7374 8061

#### New York

230 West 41st Street, 15th Floor,  
New York, NY 10036  
Tel: +1 (866) 903 0232



DWG's members include some of the world's leading companies and public organizations from a wide spectrum of sectors. A full list of our current members, many of whom have been part of DWG since its 2002 launch, can be found on the secure member extranet.

Among DWG's members are:

#### 3M

Minnesota, United States

#### Amway

Michigan, United States

#### Barclays

London, United Kingdom

#### EBSCO Information Services

Massachusetts, United States

#### European Central Bank

Frankfurt, Germany

#### European Commission

Brussels, Belgium

#### EY

Massachusetts, United States

#### HAVI

Illinois, United States

#### Horizon Therapeutics plc

Illinois, United States

#### JP Morgan

New York, United States

#### Lloyds Banking Group

London, United Kingdom

#### MassMutual

Massachusetts, United States

#### Nestlé S.A.

Vevey, Netherlands

#### Northern Trust Corporation

Illinois, United States

#### Northwestern Mutual

Milwaukee, United States

#### McKesson Corporation

California, United States

#### Methanex Corporation

Vancouver, Canada

#### PNC Financial Services

Pennsylvania, United States

#### Refinitiv

London, United States

#### Scotish Government

Edinburgh, United Kingdom

#### Southwest Airlines

Dallas, United States

#### The AES Corporation

Virginia, United States

#### Thrivent Financial Services

Minneapolis, United States

#### Ubisoft Entertainment SA

Montreuil, France

#### Vattenfall

Stockholm, Sweden

#### Wells Fargo

San Francisco, United States



## About Digital Workplace Group

Digital Workplace Group (DWG) is a strategic partner, covering all aspects of the evolving digital workplace industry through membership, benchmarking and consultancy services.

DWG provides expert advice, peer connections, research and insights to guide and support organizations globally on their journey towards digital workplace success.

**Don't journey alone.**

### United Kingdom:

Digital Workplace Group  
30 City Road  
London EC1Y 2AB  
Tel: +44 (20) 7374 8061

### North America:

Digital Workplace Group  
230 West 41st Street 15th Floor  
New York, NY 10036  
Tel: +1 (866) 903 0232

info@digitalworkplacegroup.com

[www.digitalworkplacegroup.com](http://www.digitalworkplacegroup.com)

