

The @shield Story

Rebranding Edition

The tale of one platform's dream to break company silos and bring the voice back to employees.

Mission Statement:

@shield is the one stop platform for all the communication, collaboration, knowledge sharing, project management and ideas generation in the enterprise. @shield enables interconnectivity and brings the employee voice from the community to the leadership.

Further @shield explanation:

@shield is a collaboration and knowledge sharing tool. It allows us to work in an environment where we can share information, work on projects, and even collaborate documents together. We have the ability to create communities where niche information can be shared and where the boundaries of knowledge are broken down. @shield allows us to connect, interact, and work with others across the office, across the street, or across the state. It is the framework for success that utilizes the latest technologies that give us the ability to work smarter and to learn from each other.

@shield corporate objective

In 2012 @shield replaced myworkpath as the foundational communication system for Blue Shield. Continued investment in the platform is required to increase organizational:

COLLABORATION



- Participation trends in cross-organizational communities
- Number of cross-organizational projects initiated through ideation/brainstorming
- Perception of cross-organization collaboration

KNOWLEDGE



- User activity, such as module usage in aggregate & by group
- Content creation trends (content created within communities)
- Search and document management

DECISION MAKING



- Speed of finding information
- Speed of finding people
- Average speed of questions answered
- Perceived speed of decision making (self report)

But why aren't we seeing the results?

- @shield is viewed as too difficult to use.
- Since @shield is an optional tool to use for the majority of the enterprise our stakeholders don't have the time to learn the system therefore deem it as useless and a waste of time.
- To some, @shield is viewed as Facebook for work.

What behavior do we hope to see by 2014?

- Increased online collaboration...aka greater number of participation in discussions, projects and groups.
- Increase contribution rate... content shared on line
- Improve leadership adoption of @shield

How will we achieve this desired behavior?

- **Structured Training**

- What skills and competences are needed to make our promises real?

- **Leadership Buy-in:**

- What new or different behaviors will be required?

- **Guerilla Marketing**

- Begin to use other forms of communication to reach employees

*See [here](#) for online brainstorming happening now.