ENGINEERING TOMORROW

Unveiling Content Governance Secrets

Swoop SharePoint festival 2024

Danfoss at a glance

Worldwide sales in more than

100

countries

Three strong business segments with leading positions

Power Solutions

Climate Solutions

Power Electronics and Drives

Leading technology partner for our customers who want to decarbonize through energy efficiency, machine productivity, low emissions, and electrification

+42,000

Employees worldwide. People are the foundation of our business

Well on the way towards carbon-neutral global operations by 2030

100

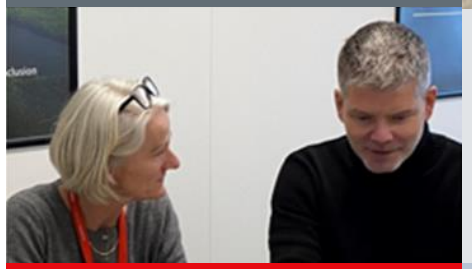
Factories in more than 20 countries

1933

Long track record within innovation and engineering

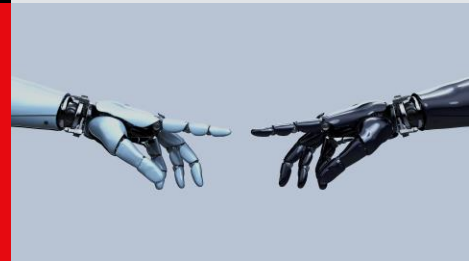
Danfoss Globe by numbers

425
page editors trained and active



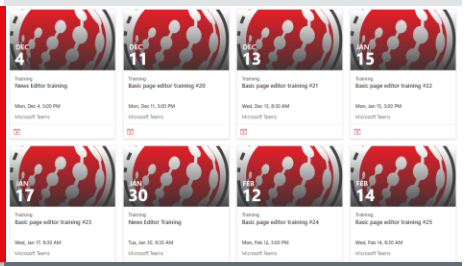
99
news editors trained and active

155
individual sites published. 11 additional sites in build mode



560
members of our community for Area Owners and Editors.

1 monthly
forum meeting for status updates, insights, questions and idea generation



1,315,000
visits in 30 days.
42,631 unique viewers have visited Danfoss Globe.

Classified as Business

How we manage Danfoss Globe

- Set the Governance
- Take content ownership
- Get the basics rights
- Train for skills
- A stronger community

Set the Governance

ENGINEERING TOMORROW

How we are organized

Digital Employee Experience Team

Strategy, Governance, Benchmark, Value creation, Aligned communication

Communications **Global Services** **HR** **Digital & IT**

Solution(s) operation

Solution(s) architecture, Operation, Bug & Task handling, Documentation.

Digital & IT

Danfoss Globe support

Editor/User support and training, Access management, Documentation, Content management.

Global Services

User Experience

Lead: Communication

Danfoss Globe User Interface (Design), User experience, Journeys, Usability and User satisfaction

Users, Area Owners, Site Drivers and Editors

Classified as Business

Roles and descriptions

Area owner

Each area must have an Area owner who take ownership and coordinate across the various site owners and editors within their area.

Site owner & Owner subsitute

Each site must have a Site owner/Owner substitute assigned to secure sites are kept active, relevant and available.

Editor

Content such as pages, lists and files are created/submitted by editors and main responsibility is to always keep the content active and relevant for the end-users.

Get the basics right

ENGINEERING TOMORROW

Set the foundation

We offered the building blocks that allowed our colleagues guidance:

Design principles

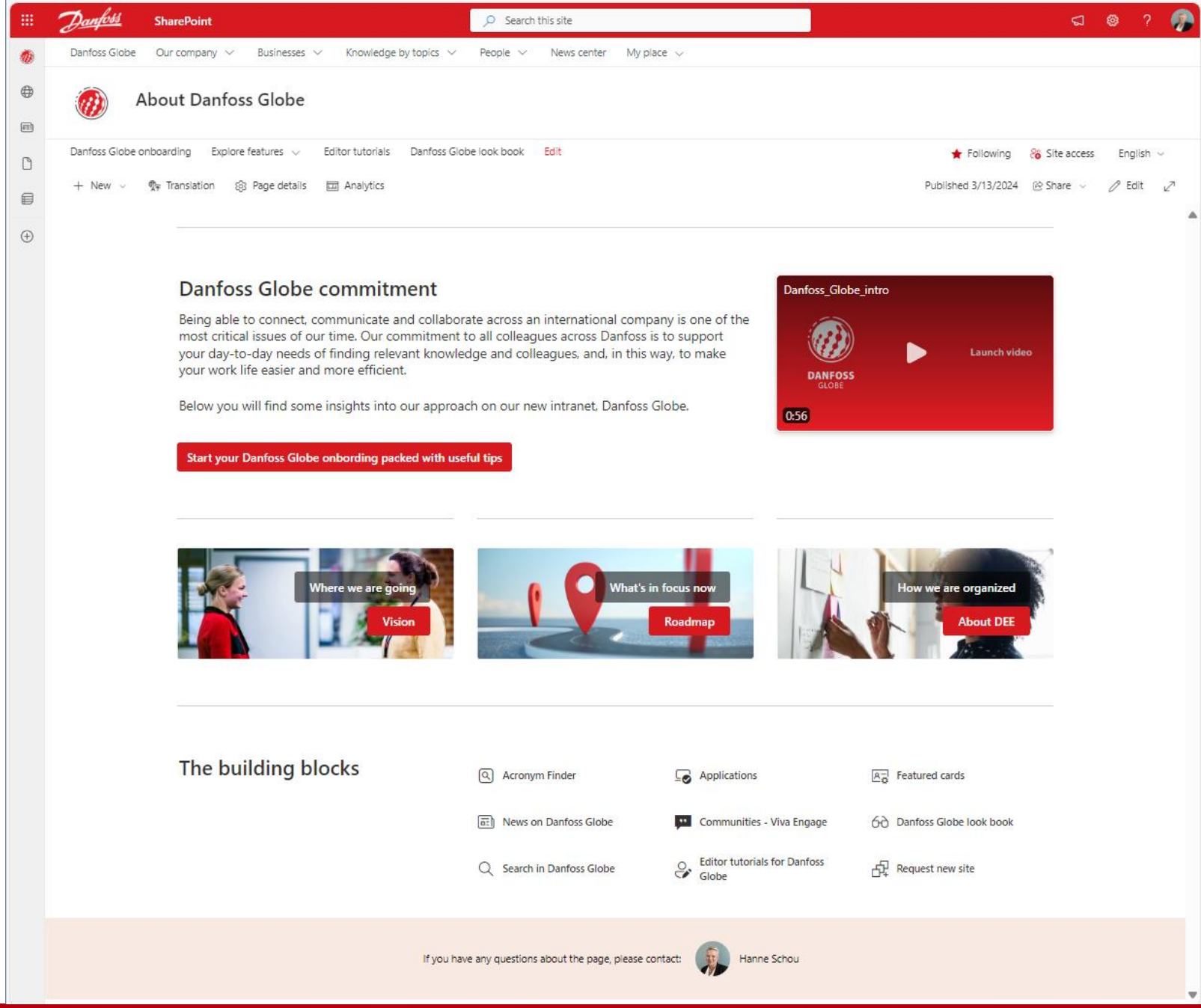
Templates

Danfoss Globe look book

Editor tutorials

Explanation of features

..and much more



Classified as Business

Process outline for the Area Owners, Site owners and editors

Clarification process

Evaluate

Is the **existing content relevant and visited**?

What should live, what might change format, what lives elsewhere?

Identify

What are the **future cross-organizational content hubs** on Danfoss Globe

Who will be involved in which? Roles required?

Train & Trial

Hub owner and editor training is offered (and mandatory) along with a Sandbox area.

Training will cover:
Danfoss Globe solution training, Modern page creation and how to get support going forward.

Clarification Canvas

Each content hub to fill in for **brainstorm, documentation and steer decisions.**

Tasks

Identify per hub setup
- Content identification
- Page build up
- Illustrations
- Feature requirements
- User tests/feedback
- Etc.

Taxonomy

What is the global topic terms required?

Examples: Branding | ESG | Public Affairs | Mega trends

To be identified prior to actual creation (+ relevant for news).

Activation

Build & Maintain

Setup new content hub(s) on Danfoss Globe.

- Apply content and features
- Test with users and stakeholders
- Launch and activation
- Review and update content

Review

Review of activation and performance by Hub owner and DEE.

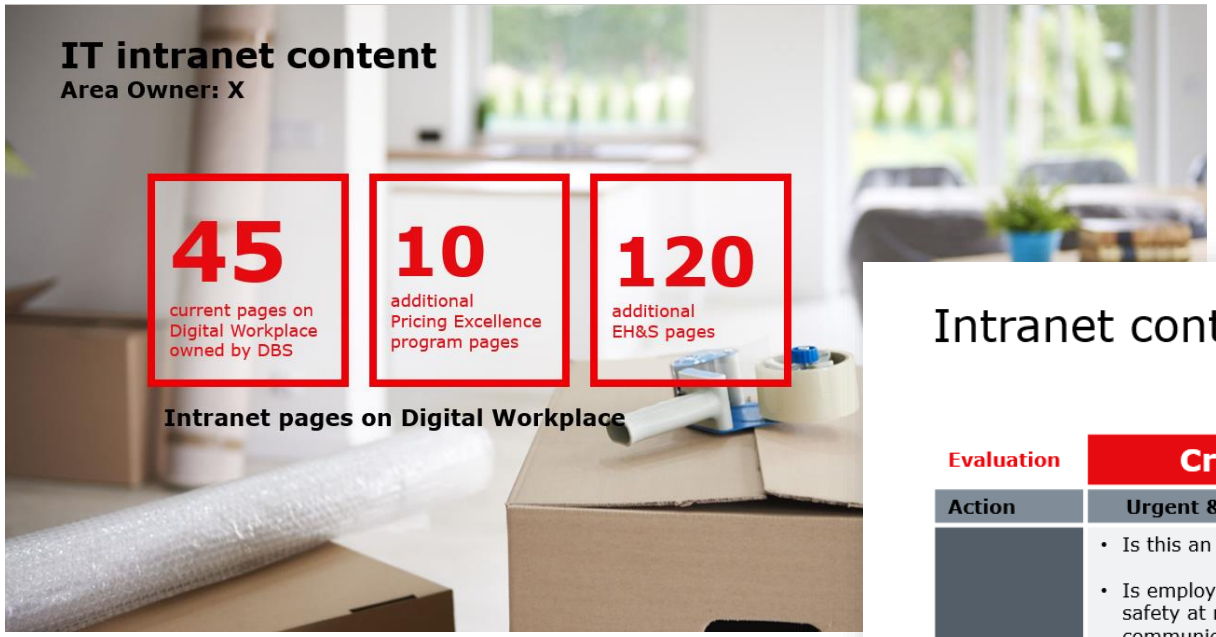
Outline focus for next year.

Feedback on Danfoss Globe solution and new requests.

Classified as Business

Take content ownership

The clean-up



Intranet content relevance guideline

Evaluation	Critical	Need-to-Know	Always-On	Nice-to-Know
Action	**Urgent & Highlighted**	**Accessible & Maintained**	**Retained & Maintained**	**Relocate or Delete**
How to determine level of relevance	• Is this an emergency? • Is employees health or safety at risk if we don't communicate now? • Is immediate action required? • Is this needed for compliance purposes?	• Does it directly impact employees? • Is there a time sensitivity? • Will it help employees to do their job or develop their skills? • Is there a clear call to action? • Does this impact all or the majority of employees • Is this a global or regional imprative or does it have executive sponsorship?	• Is this a tool or a resource that helps employees do their job more effeciently? • Are employees using this in their day-to-day function? • Does it offer critical information about their employment that is still valid? • Is this a tool or a resource that employees are frequently accessing?	• Does this have little to no impact on an employee's ability to do their job? • The content does not require Employees to take action? • Is the content timeless? • Is the impact for a smaller group of employees? • Have employees received the information through other cannels?

[NAME] Clarification Canvas

Target Audience

x

Main purpose

List the main purpose for the knowledge hub that the target audience will benefit from…

What are the clear call to action(s) for the users?

KPIs

What are the success criteria's set for the area?

Examples:

- Pageviews in certain period
- Frequency of updates
- Responses to "call-to-action"
- Feedback received from users
- Number of searches
- Engagement rate (number of shares/likes/comments)

Who is assessing the analytics metrics data?

Decisions agreed

What are the main decisions made for the hub?

Examples:

- Main language is xxx
- XX content is subject to legal requirements for xx days availaility
- X content require xx set of taxonomy to…

Key roles

Hub Owner:

- Who is responsible for setting the area strategy and engage with editors and DEE Core Team?

Sponsored by (Business/Executive):

- Is the area delivered on behalf of one or more org. managers?

Execution:

- Who can add/edit content?
- Who is responsible for cleaning up old content?
- Who is responsible for KPIs follow-up and actions

Keep informed:

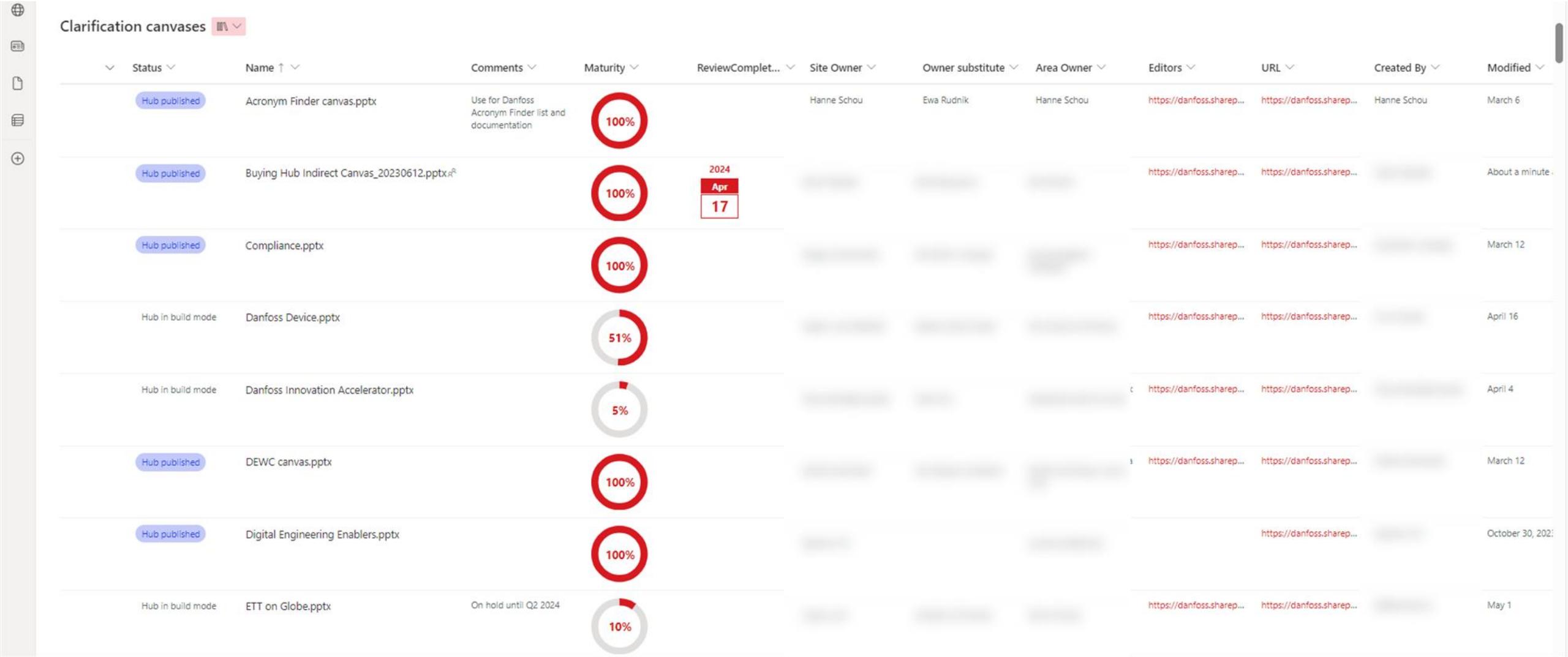
- Who to keep informed when larger changes, updates or performance peaks/drops occur?

Review details

Sum up and actions agreed…

Last auditted: x

Clarification canvas overview



Clarification canvases

Status	Name	Comments	Maturity	ReviewComplet...	Site Owner	Owner substitute	Area Owner	Editors	URL	Created By	Modified
Hub published	Acronym Finder canvas.pptx	Use for Danfoss Acronym Finder list and documentation	100%		Hanne Schou	Ewa Rudnik	Hanne Schou	https://danfoss.sharep...	https://danfoss.sharep...	Hanne Schou	March 6
Hub published	Buying Hub Indirect Canvas_20230612.pptx		100%	2024 Apr 17				https://danfoss.sharep...	https://danfoss.sharep...		About a minute
Hub published	Compliance.pptx		100%					https://danfoss.sharep...	https://danfoss.sharep...		March 12
Hub in build mode	Danfoss Device.pptx		51%					https://danfoss.sharep...	https://danfoss.sharep...		April 16
Hub in build mode	Danfoss Innovation Accelerator.pptx		5%					https://danfoss.sharep...	https://danfoss.sharep...		April 4
Hub published	DEWC canvas.pptx		100%					https://danfoss.sharep...	https://danfoss.sharep...		March 12
Hub published	Digital Engineering Enablers.pptx		100%						https://danfoss.sharep...		October 30, 202
Hub in build mode	ETT on Globe.pptx	On hold until Q2 2024	10%					https://danfoss.sharep...	https://danfoss.sharep...		May 1

Train for skills

ENGINEERING TOMORROW

Get resource commitment

Time estimation (per person):

- News editor training (3 hours)
- Page editor training (5 hours)
- Clarification (8 hours/hub)
- Site/content build + test (25 hours/hub)

Recurring

- Training – new functionalities and editing skills
  - Hub owner(s)
  - News editors
  - Page editors
- Editing and ”promotion” (the work)
- Danfoss Globe monthly (45min. Session)
- Yearly auditing (Area and Site Owner)

Classified as Business

About Danfoss Globe

Welcome to the tutorial pages for News and/or Page Editors. Here you will find everything you need to know about editing different aspects of your news or page content. Whether you want to add images, videos, language versions, or other features, these tutorials will guide you through the steps and best practices.

For Page editors

- DEE Forum
- Danfoss Globe look book
- DEE Forum SharePoint
- Roles and responsibilities

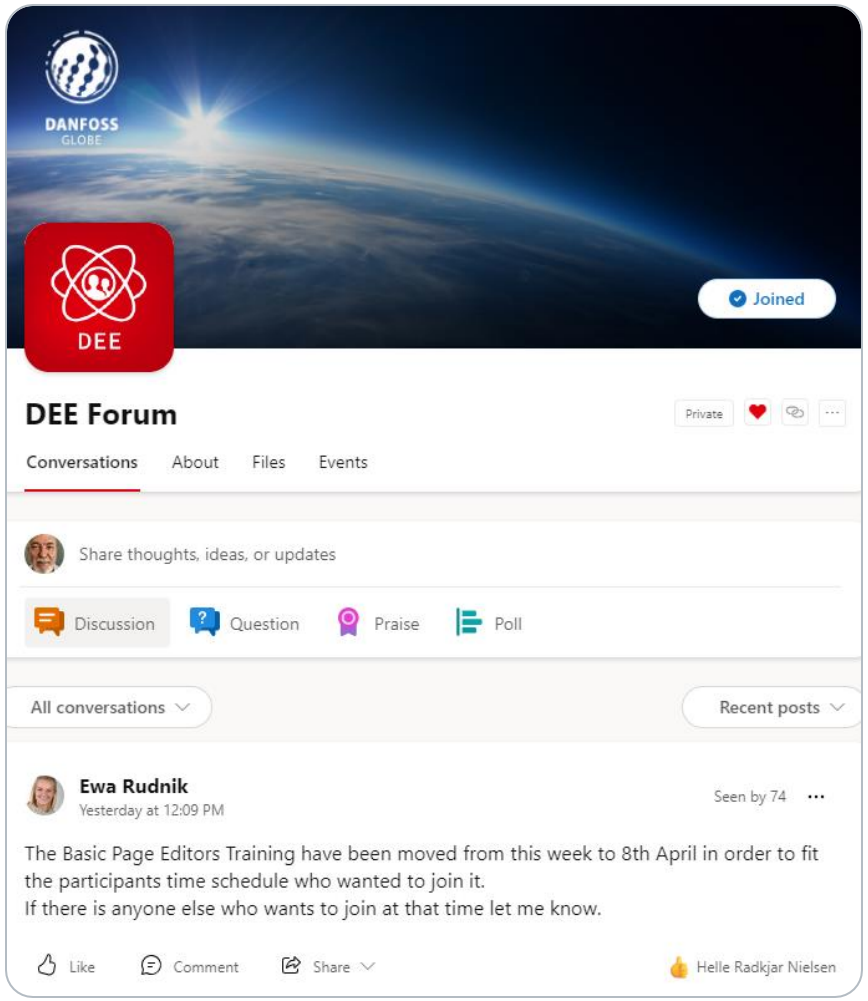
For News editors

- News Editors Corner
- Writing news in a modern way
- News video tutorials
- News archive

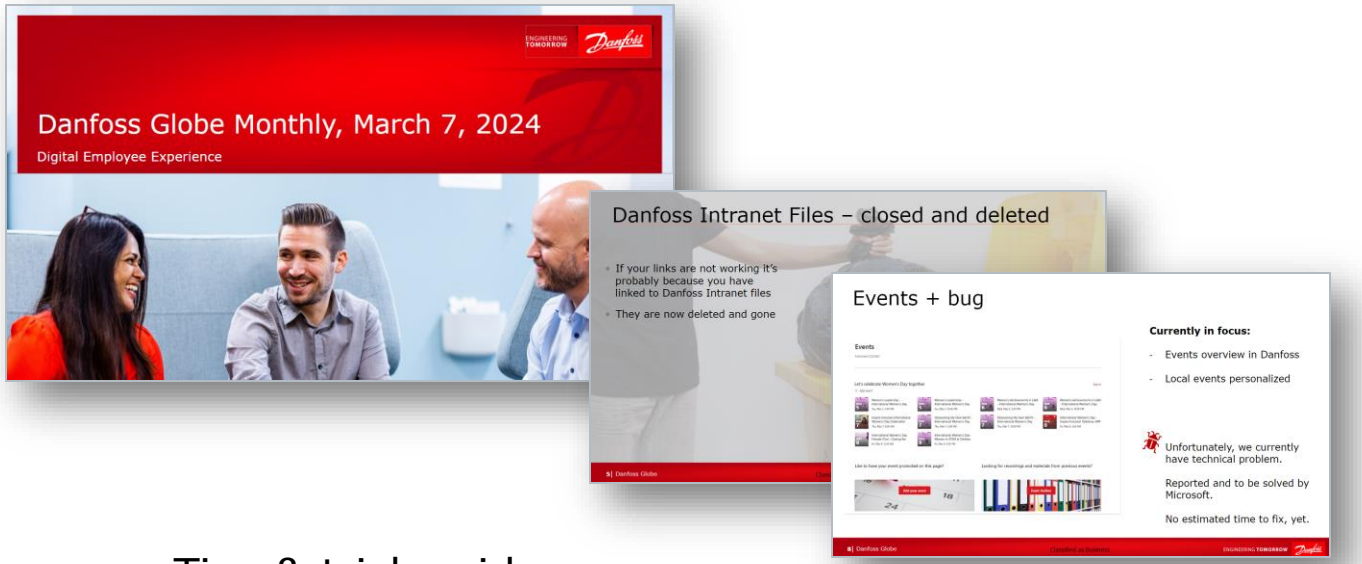
Learn everything you need in minutes

- SharePoint tutorials
- SharePoint web parts list
- Analytics
- Audience targeting
- Files & Libraries
- Hotspots over image
- Images
- Language & Translation
- Lists
- Taxonomy & Terms
- Videos
- Search

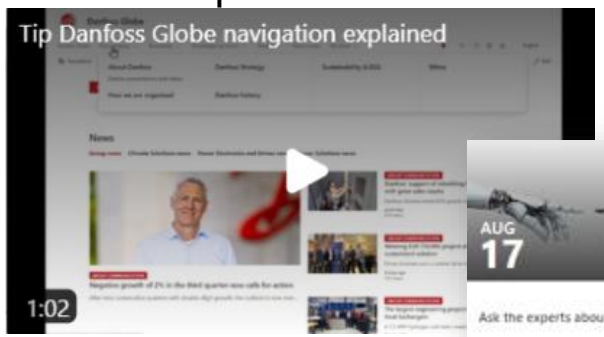
Type of training/engagement



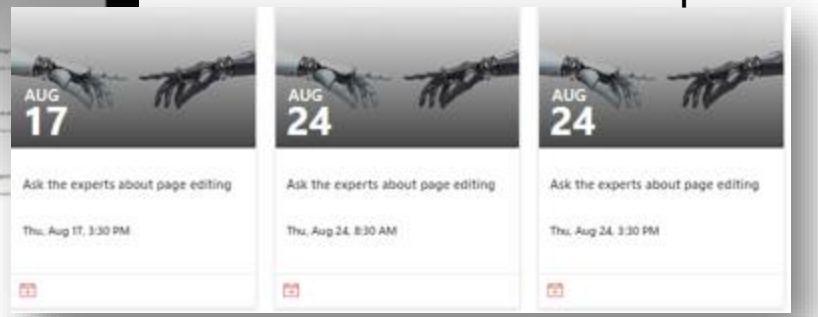
Members • 561



Tips & tricks videos



Ask the experts



A stronger community

ENGINEERING TOMORROW

What we gained from our

CLARIFICATION CANVAS Approach

The old Intranet platform was coming to end of life. It was time to make way for a new experience across Danfoss Globe with relevant content organized by topics instead of organizational structure.

Keep the dialog running and share openly

Set clear expectations w/process and timeline

Take time to review sites

Provide support and guidelines/principles, like:
- building blocks
- templates
- a look book

Aligned editors

Better connection with the editors

Quality over quantity
–> we raised the bar as a community

Positive end-user engagement

Classified as Business

ENGINEERING
TOMORROW