



# PERSONAL WEBSITES FOR ORGANIZATIONS



# THE ORGANIZATION



# FOR EXECUTIVES







**OF WORKERS DON'T TRUST THEIR LEADERS AND CITE LACK OF COMMUNICATION AS THE REASON**



# BENEFITS:

- ❑ **DEMONSTRATES THOUGHT LEADERSHIP**
- ❑ **COMMUNICATES GLOBALLY 24/7**
- ❑ **HELPS WITH PRESS RELATIONS**
- ❑ **ENHANCES THE COMPANY'S PROFILE**



# HOW:

- ❑ CAREER TIMELINE, Q&A, BLOG
- ❑ COMMUNICATION THAT'S 'ALWAYS ON'
- ❑ MEDIA KIT RESOURCES (BIO, HEADSHOTS, Q&A)
- ❑ BLOG INDIVIDUALLY OR SYNDICATE THE COMPANY BLOG



# FOR SALES & MARKETING







77%

**OF PEOPLE WOULD RATHER DO BUSINESS WITH AN INDIVIDUAL  
OVER A CORPORATION**





# BENEFITS:

- ❑ **HUMANIZES THE COMPANY BRAND**
- ❑ **IMPRESSES CLIENTS**
- ❑ **INCREASES CLIENT TOUCHPOINTS/ENGAGEMENT**



# HOW:

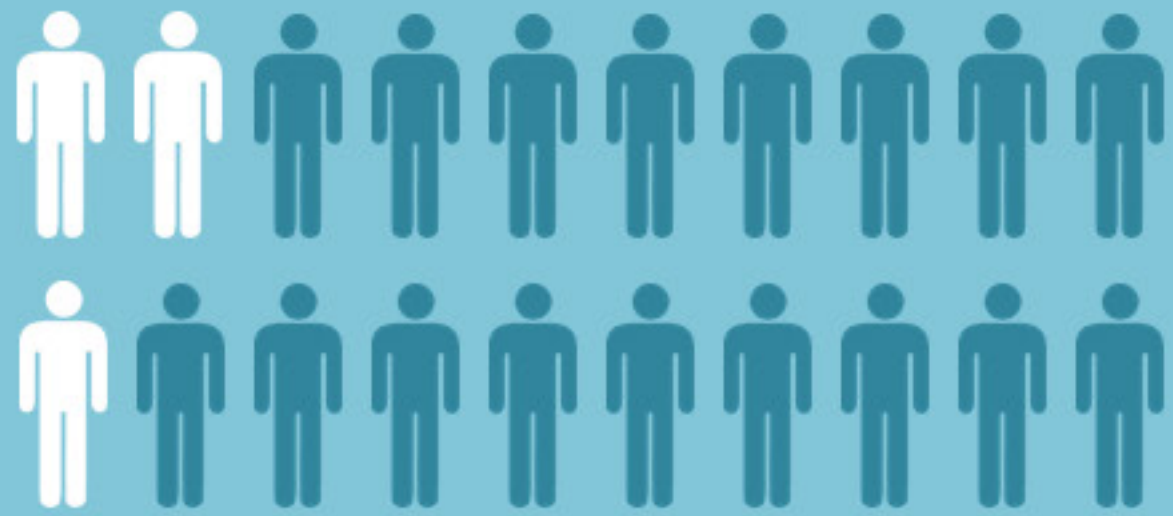
- ☐ **CO-BRAND PERSONAL SITES**
- ☐ **LEAVE PERSONAL SITE 'BEHIND'**
- ☐ **INCLUDE PERSONAL WEBSITE IN EMAIL SIGNATURE**





# FOR ALL EMPLOYEES





15%

**OF WORKERS ARE FULLY ENGAGED BY THEIR COMPANY  
(ORGANIZATIONS DON'T KNOW WHAT THEY HAVE)**





**TRADITIONAL CORPORATE INTRANETS HAVE BEEN SHOWN TO  
NEGATIVELY IMPACT PRODUCTIVITY BY AS MUCH AS**

 **40%**

SOURCE: NIELSEN NORMAN GROUP



# WHAT HASN'T WORKED:

- ❑ **TRADITIONAL SOFTWARE SYSTEMS DEPLOYED 'TOP-DOWN'**
- ❑ **HR INITIATIVES WITH LITTLE OR NO COMMUNICATION DESIGN**





# WHAT IS WORKING:

- ❑ CONSUMER-STYLE APPS BROUGHT IN FROM THE ‘BOTTOM-UP’
- ❑ TOOLS THAT PEOPLE CAN ‘TAKE WITH THEM’



# BENEFITS:

- ❑ **IMPROVES MORALE**
- ❑ **ENHANCES ENGAGEMENT**
- ❑ **INCREASES THE COMPANY'S ONLINE FOOTPRINT**





# HOW:

- ❑ **DELIVER AS A REWARD, MAKE PUBLIC AS A RECOGNITION**
- ❑ **EMPLOYEES VISIT SITES TO LEARN MORE ABOUT CO-WORKERS**
- ❑ **MORE WEBSITES WITH BRAND CONTENT**



# WORKFOLIO:

- ❑ **ALREADY A SUCCESS WITH WORKING PROFESSIONALS**
- ❑ **UNIQUE PARTNERSHIP OPPORTUNITY**
- ❑ **CAN CUSTOMIZE APP AROUND TM ENGAGEMENTS**



# PERSONAL WEBSITES FOR ORGANIZATIONS

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