
Digital Workplace Experience

> Ready?

30 september 2022

Pieter Dols

YNNO

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nieuwe manieren van werken



Wie ben ik?



Pieter Dols

Digitaal (samen-)werken
ICT & Modern Digital Workplace
eGov – digitale overheid

Adviseur / loods
Strategie en veranderkunde

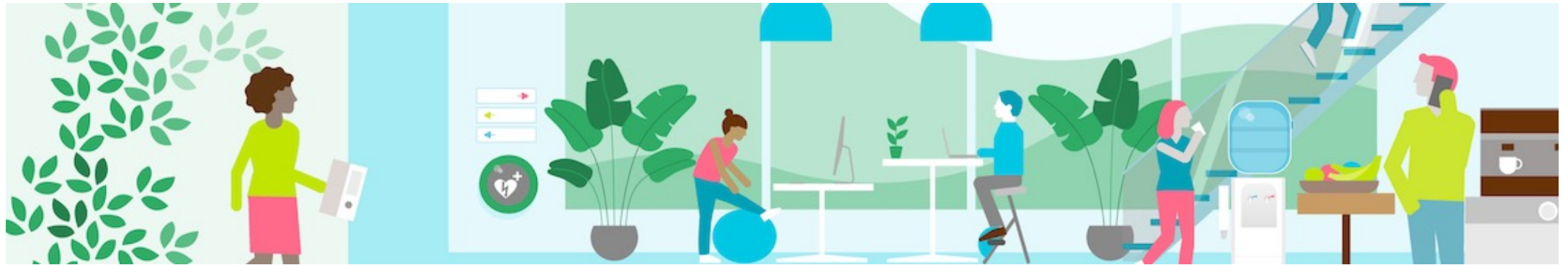
RECENTE OPDRACHTEN:

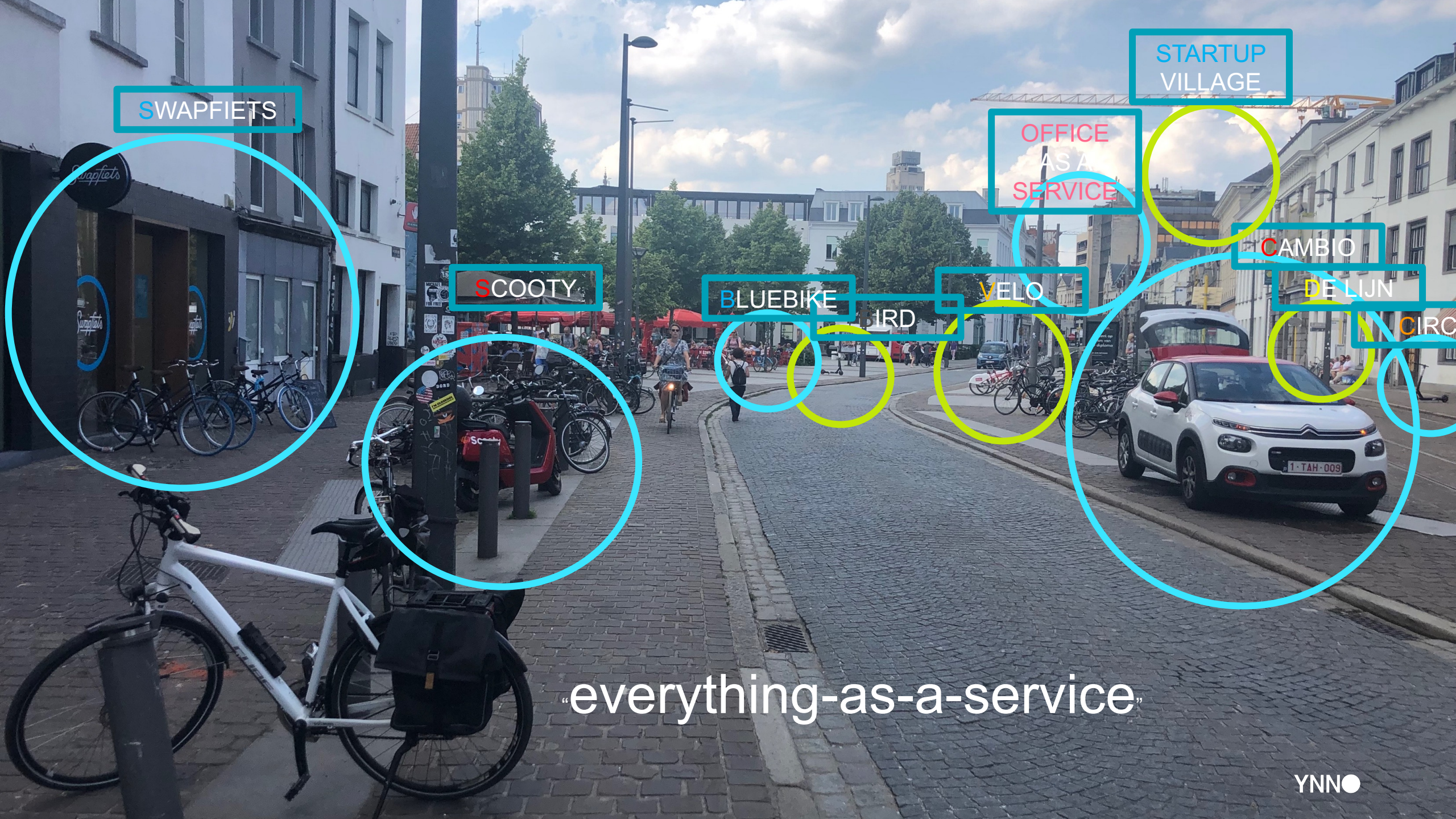
ARAG SE – ABN Amro – Menzis – diverse
gemeentes - Landsoverheid Curaçao –
Ministerie BZK

Wereld van werk

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SWAPFIETS

STARTUP VILLAGE

OFFICE AS A SERVICE

SCOOTY

BLUEBIKE

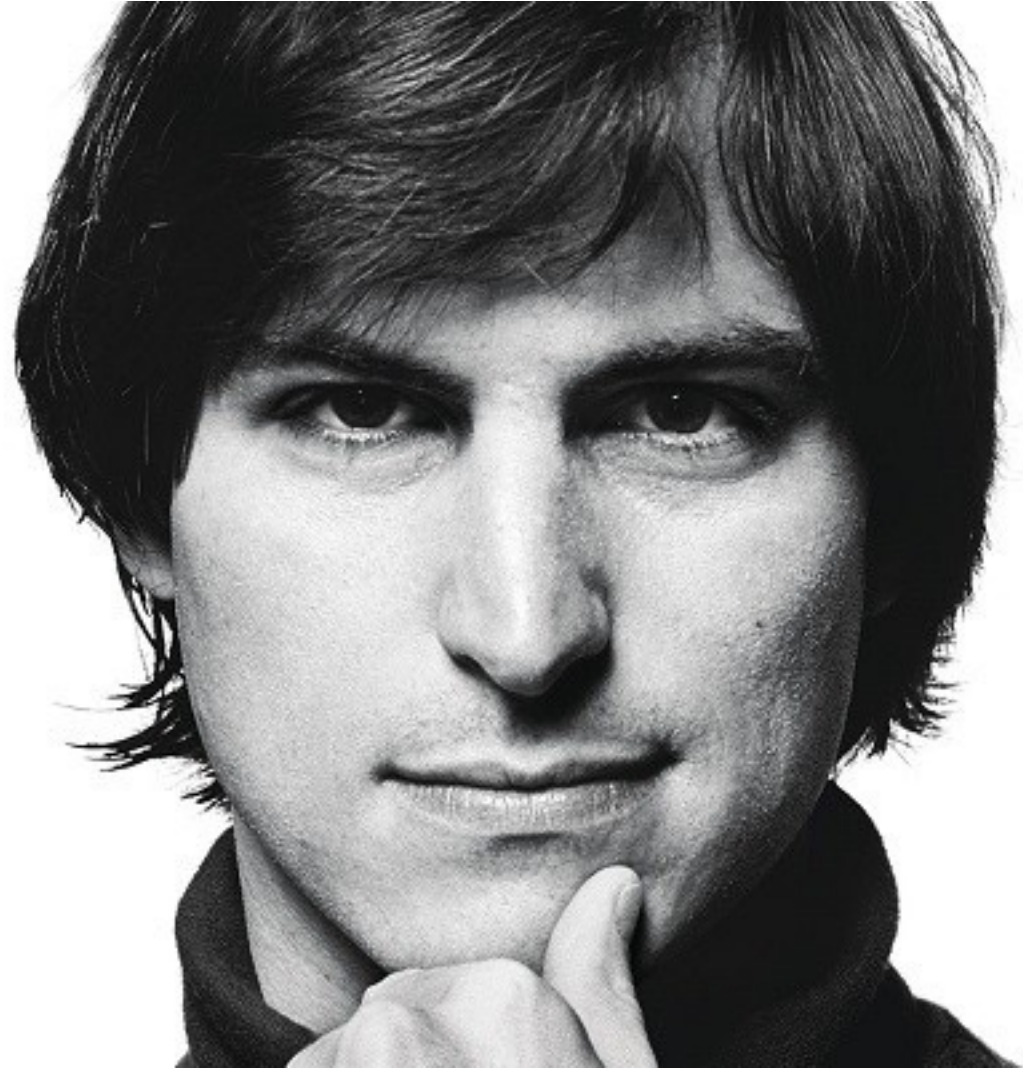
VELO

CAMBIO

DE LIJN

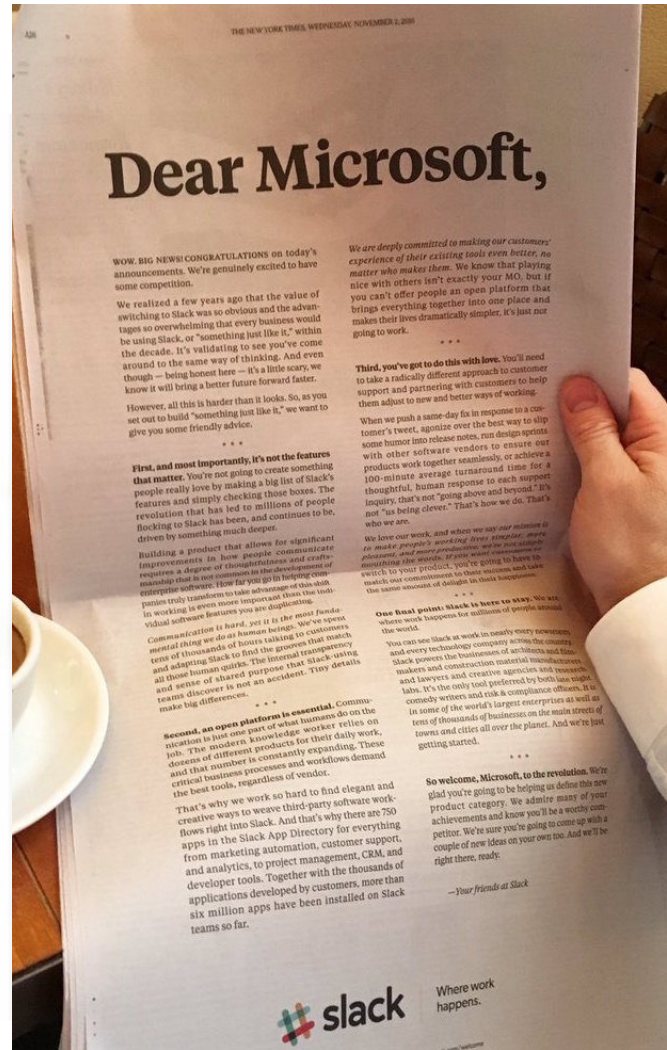
CIRC

“everything-as-a-service”



Welcome, IBM. Seriously.

Welcome to the most exciting and important marketplace since the computer revolution began 35 years ago. And congratulations on your first personal computer. Putting real computer power in the hands of the individual is already improving the way people work, think, learn, communicate and spend their leisure hours. Computer literacy is fast becoming as fundamental a skill as reading or writing. When we invented the first personal computer system, we estimated that over 140,000,000 people worldwide could justify the purchase of one, if only they understood its benefits. Next year alone, we project that well over 1,000,000 will come to that understanding. Over the next decade, the growth of the personal computer will continue in logarithmic leaps. We look forward to responsible competition in the massive effort to distribute this American technology to the world. And we appreciate the magnitude of your commitment. Because what we are doing is increasing social capital by enhancing individual productivity. Welcome to the task.



Dear Microsoft,

WOW. BIG NEWS! CONGRATULATIONS on today's announcements. We're genuinely excited to have some competition.

We realized a few years ago that the value of switching to Slack was so obvious and the advantages so overwhelming that every business would be using Slack, or "something just like it," within the decade. It's validating to see you've come around to the same way of thinking. And even though — being honest here — it's a little scary, we know it will bring a better future forward faster.

However, all this is harder than it looks. So, as you set out to build "something just like it," we want to give you some friendly advice.

...

First, and most importantly, it's not the features that matter. You're not going to create something people really love by making a big list of Slack's features and simply checking those boxes. The revolution that has led to millions of people flocking to Slack has been, and continues to be, driven by something much deeper.

Building a product that allows for significant improvements in how people communicate requires a degree of thoughtfulness and craftsmanship that is not common in the development of enterprise software. How far you go in helping companies truly transform to take advantage of this shift in working is even more important than the tool-pieces themselves you are duplicating.

Communication is hard, yet it is the most fundamental thing we do as human beings. We've spent tens of thousands of hours talking to customers and adapting Slack to find the groove that matches all those human quirks. The internal transparency and sense of shared purpose that Slack-using teams discover is not an accident. Tiny details make big differences.

...

Second, an open platform is essential. Communication is just one part of what humans do on the job. The modern knowledge worker relies on dozens of different products for their daily work, and that number is constantly expanding. These critical business processes and workflows demand the best tools, regardless of vendor.

That's why we work so hard to find elegant and creative ways to weave third-party software work-flows right into Slack. And that's why there are 750 apps in the Slack App Directory for everything from marketing automation, customer support, and analytics, to project management, CRM, and developer tools. Together with the thousands of applications developed by customers, more than six million apps have been installed on Slack teams so far.

...

Third, you've got to do this with love. You'll need to take a radically different approach to customer support and partnering with customers to help them adjust to new and better ways of working.

When we push a same-day fix in response to a customer's tweet, agonize over the best way to slip some humor into release notes, run design sprints, some humor into release notes, or achieve a products work together seamlessly, or achieve a 100-minute average turnaround time for a thoughtful, human response to each support inquiry, that's not "going above and beyond." That's not "us being clever." That's how we do. That's who we are.

...

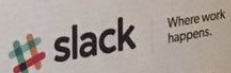
One final point: Slack is here to stay. We see where work happens for millions of people around the world.

You can see Slack at work in nearly every corner, and every technology company across the country. Slack powers the businesses of architects and makers and construction material manufacturers, and lawyers and creative agencies and publishers. It's the only tool preferred by both line officers, IT, and comedy writers and risk a compliance officers. It's in some of the world's largest enterprises as well as in some of the world's smallest streets of towns and cities all over the planet. And we're just getting started.

...

So welcome, Microsoft, to the revolution. We're glad you're going to be helping us define this new product category. We admire many of your achievements and know you'll be a worthy competitor. We're sure you're going to come up with a couple of new ideas on your own too. And we'll be right there, ready.

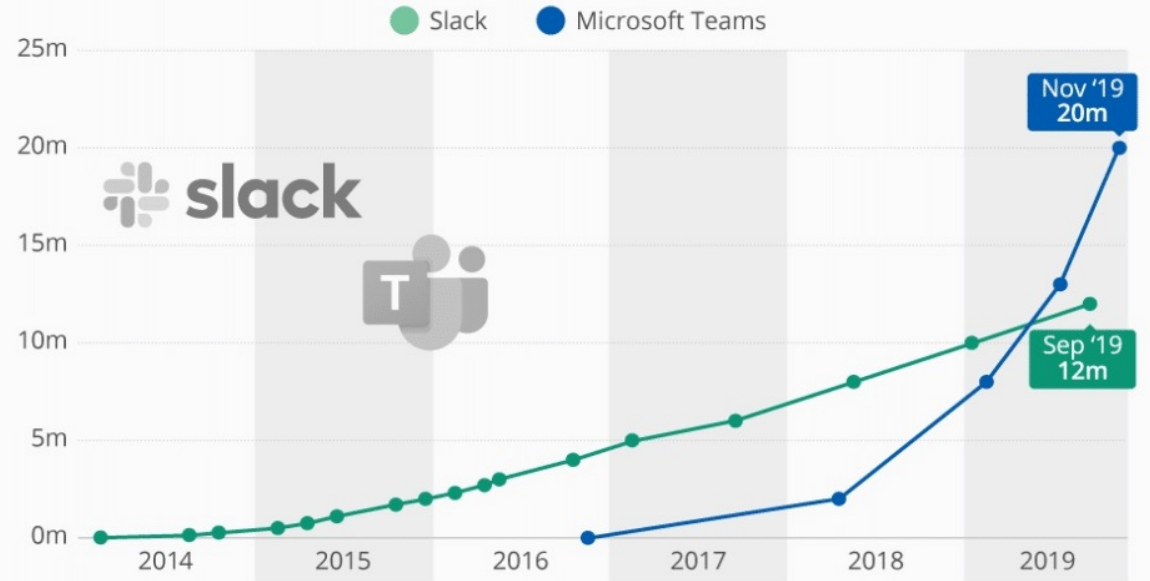
—Your friends at Slack





Microsoft Teams Powers Past Slack

Daily active users of Slack and Microsoft Teams worldwide*



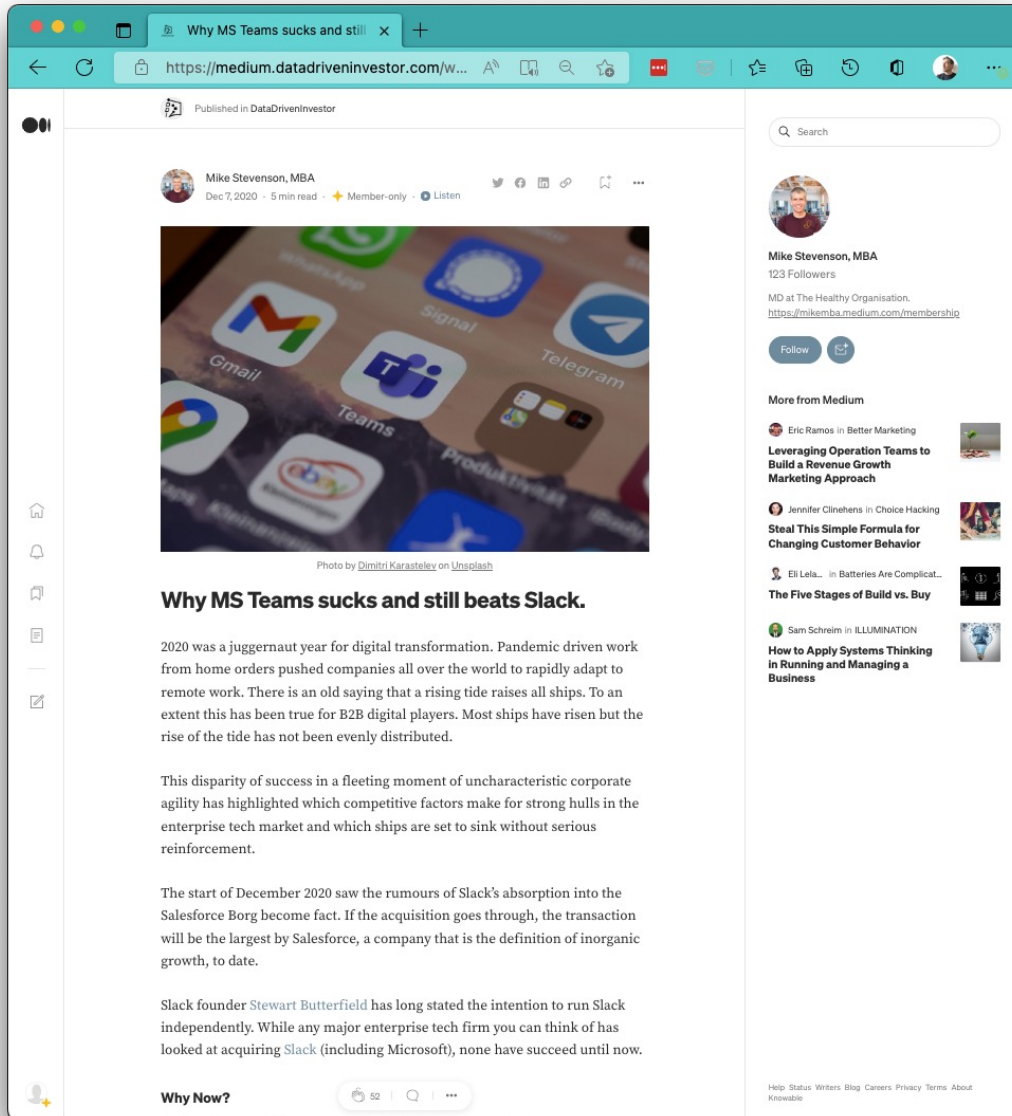
* Figures based on public disclosures. For dates in between disclosures straightline linear growth was assumed. Teams users prior to July 2019 derived from a chart shared by Microsoft.



Source: Company announcements



Why MS Teams sucks and still beats Slack.



Published in DataDrivenInvestor

Mike Stevenson, MBA
Dec 7, 2020 · 5 min read · Member-only · Listen

Photo by Dimitri Karastelev on Unsplash

Why MS Teams sucks and still beats Slack.

2020 was a juggernaut year for digital transformation. Pandemic driven work from home orders pushed companies all over the world to rapidly adapt to remote work. There is an old saying that a rising tide raises all ships. To an extent this has been true for B2B digital players. Most ships have risen but the rise of the tide has not been evenly distributed.

This disparity of success in a fleeting moment of uncharacteristic corporate agility has highlighted which competitive factors make for strong hulls in the enterprise tech market and which ships are set to sink without serious reinforcement.

The start of December 2020 saw the rumours of Slack's absorption into the Salesforce Borg become fact. If the acquisition goes through, the transaction will be the largest by Salesforce, a company that is the definition of inorganic growth, to date.

Slack founder Stewart Butterfield has long stated the intention to run Slack independently. While any major enterprise tech firm you can think of has looked at acquiring Slack (including Microsoft), none have succeed until now.

Why Now? 52 | Q | ...

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Slack is being obliterated by Microsoft Teams in adoption: MS Teams Daily Active Users or 'DAUs' surpassed Slack's DAUs within 2 years of launch. Slack responded by no longer reporting DAUs, complaining about the validity of the figure as a measure of adoption and proposing other metrics (1). This was Slack's version of WeWork's 'Community-adjusted EBITDA' moment. MS Teams reported 115million DAUs in 2020(4), more than 100million over Slack's last reported number.

The Distribution Advantage & The Power Of The Bundle

With the distribution advantage of Microsoft, products like MS Teams and MS Whiteboard don't have to be as good as the startups they compete against. They just have to be:

1. secure and
2. good enough that they aren't obviously unacceptably worse to non-users.

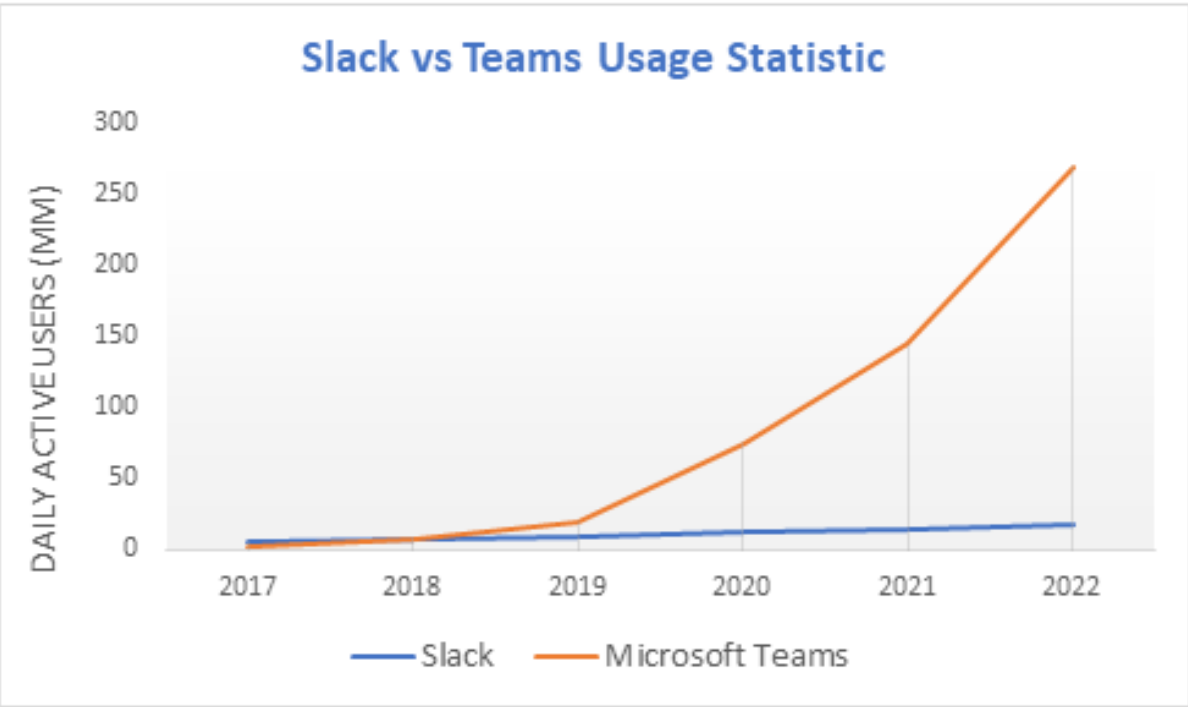
IT wants to reduce complexity and maximise security.

IT wants to reduce complexity and maximise security. Procurement wants to reduce complexity

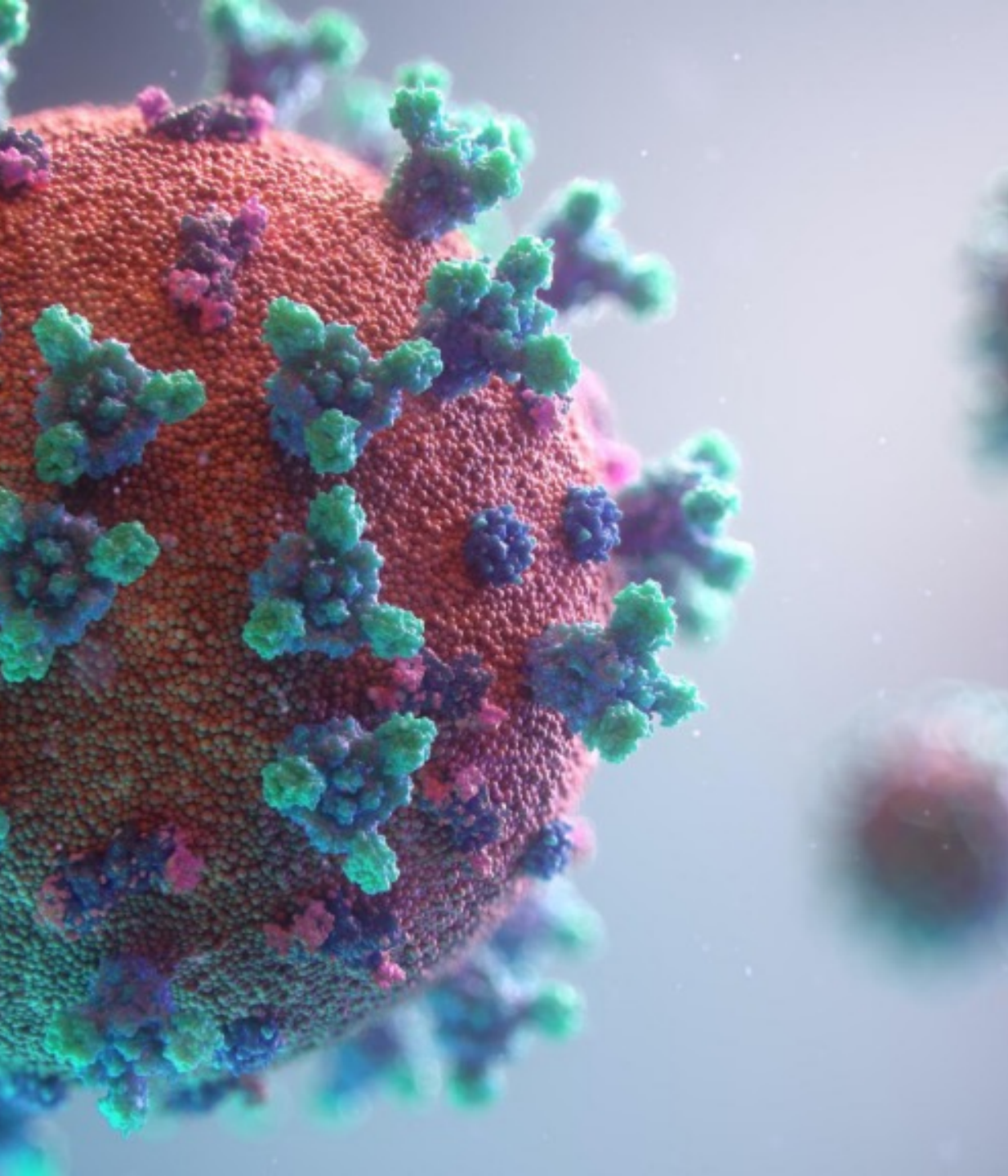
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IT wants to reduce complexity and maximise security. Procurement wants to reduce complexity and cost. Even if the competitors (Slack, Miro, Mural, etc) are as or more secure, the simple equation is more vendors = more complexity = more work for IT and Procurement. Add to the administration cost the further cost of the competitor product and users find they are fighting an uphill battle to persuade their company to adopt a better product.



Source: BusinessofApps



2020



THE BIGGEST DIGITAL TRAINING COURSE

EVER

Steven van Belleghem, Digital Dutch, april 2020



Op zoek naar oplossingen

Observaties in 2020

- Veel werknemers hadden de spullen niet (devices, headset, bureauopstelling, etc.)
- Verminderd toegang tot informatie

- Veel werknemers toch nog ongewoon met videobellen
- Virtueel vergaderen is echt heel anders

- Informatiestructuren niet op orde
- Omgangsvormen
- (latente) druk, verwachtingen
- Inzichten in prestatie indicatoren onvoldoende concreet
- gewoontes en aannames

- (on)veilige praktijken
- Digitale vaardigheden

Oplossen op facilitair/ICT
niveau

huidige leercurve

Oplossen in teams en
afdelingen.

In manieren van werken(!)

Werkgever én werknemer(!)

Tegelijkertijd

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Resultaat

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Resultaat



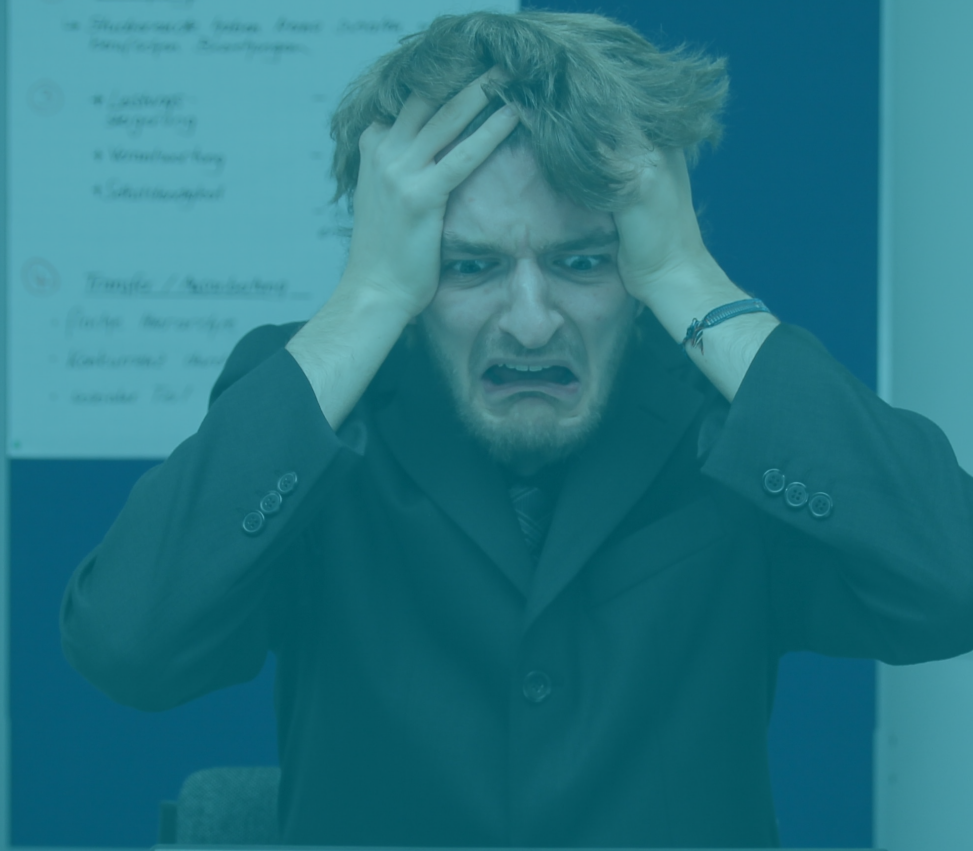
Tooleritus





Resultaat



Fricctie

Resultaat



-  Inability to reach everyone
-  Messages lost in clutter
-  Low engagement
-  Lack of metrics and insights

Dwaling

En ook(!)



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Maar hoe komen we nu van

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naar

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“Don't worry. You got this



(#DWX)

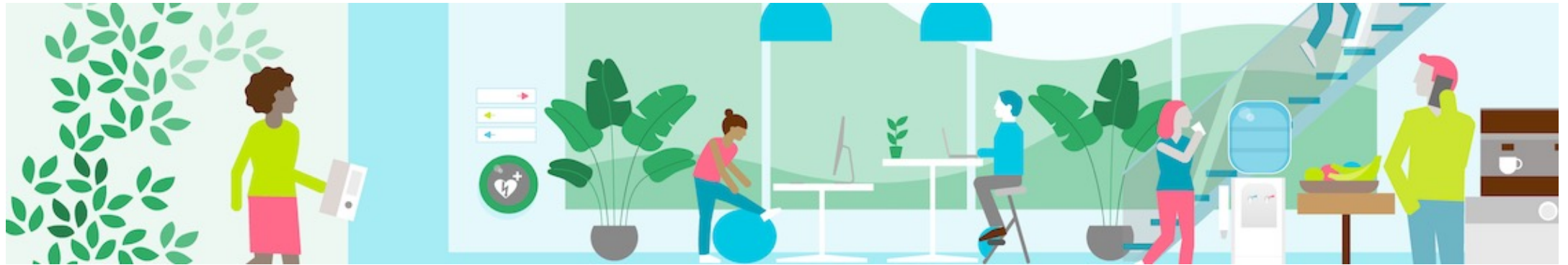
Available from March 2022

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Digitale werkdag

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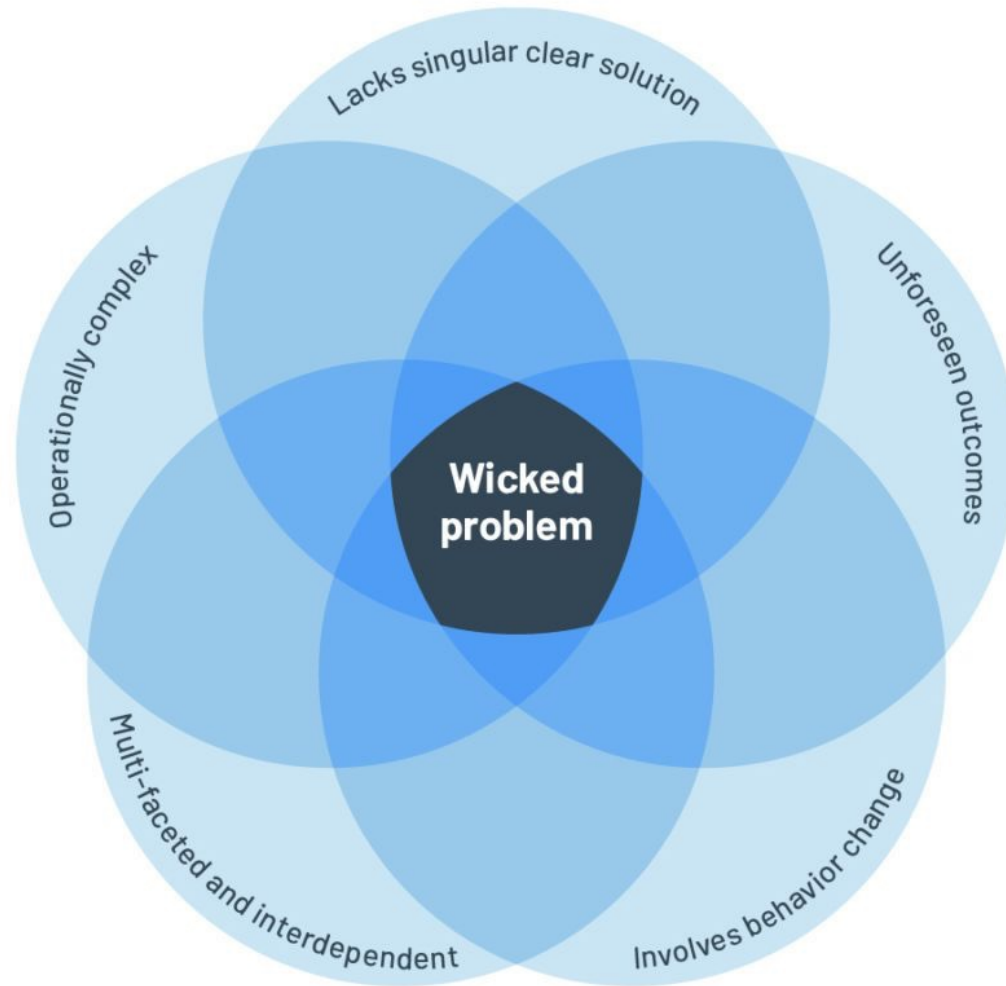
Wat is de oplossing?

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Wicked problems



ken

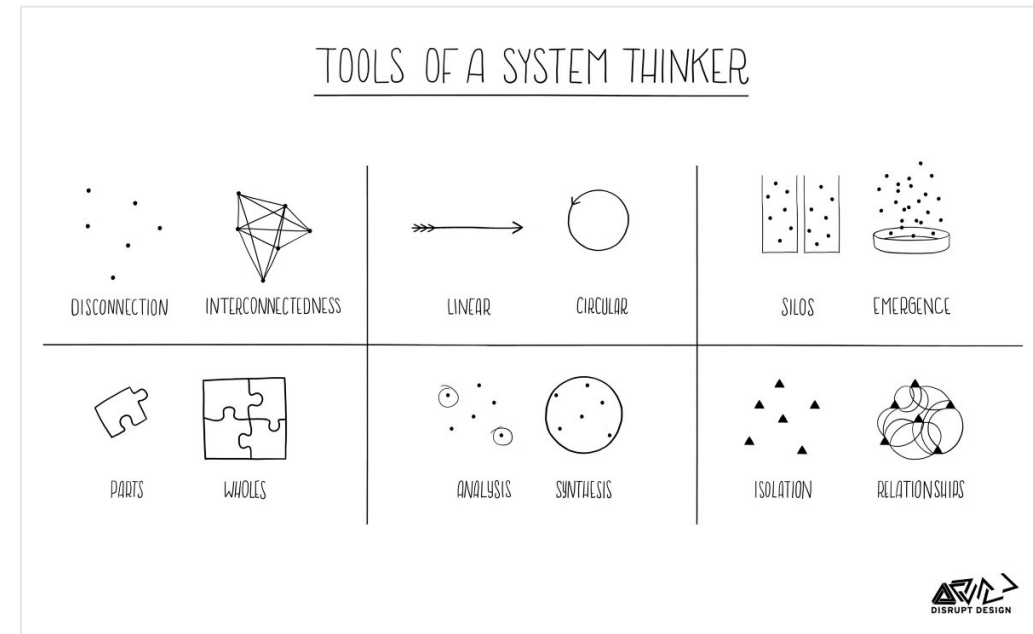
Aan de slag met Wicked Problems

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Ingrediënt 1: De wil om samen te werken



Ingrediënt 2: Systeemdenken

Aan de slag met Wicked Problems

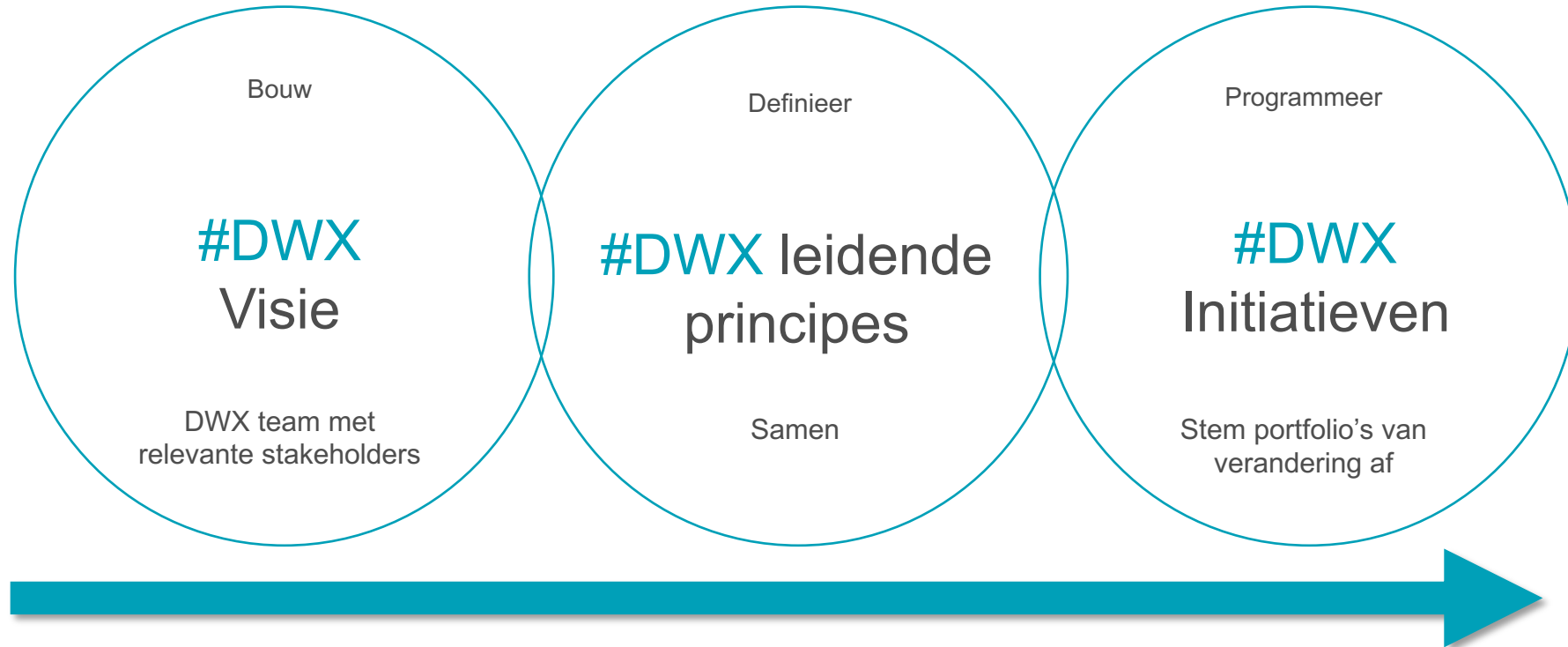


Ingrediënt 3: Iteratief werken (agile)

Waar beginnen?

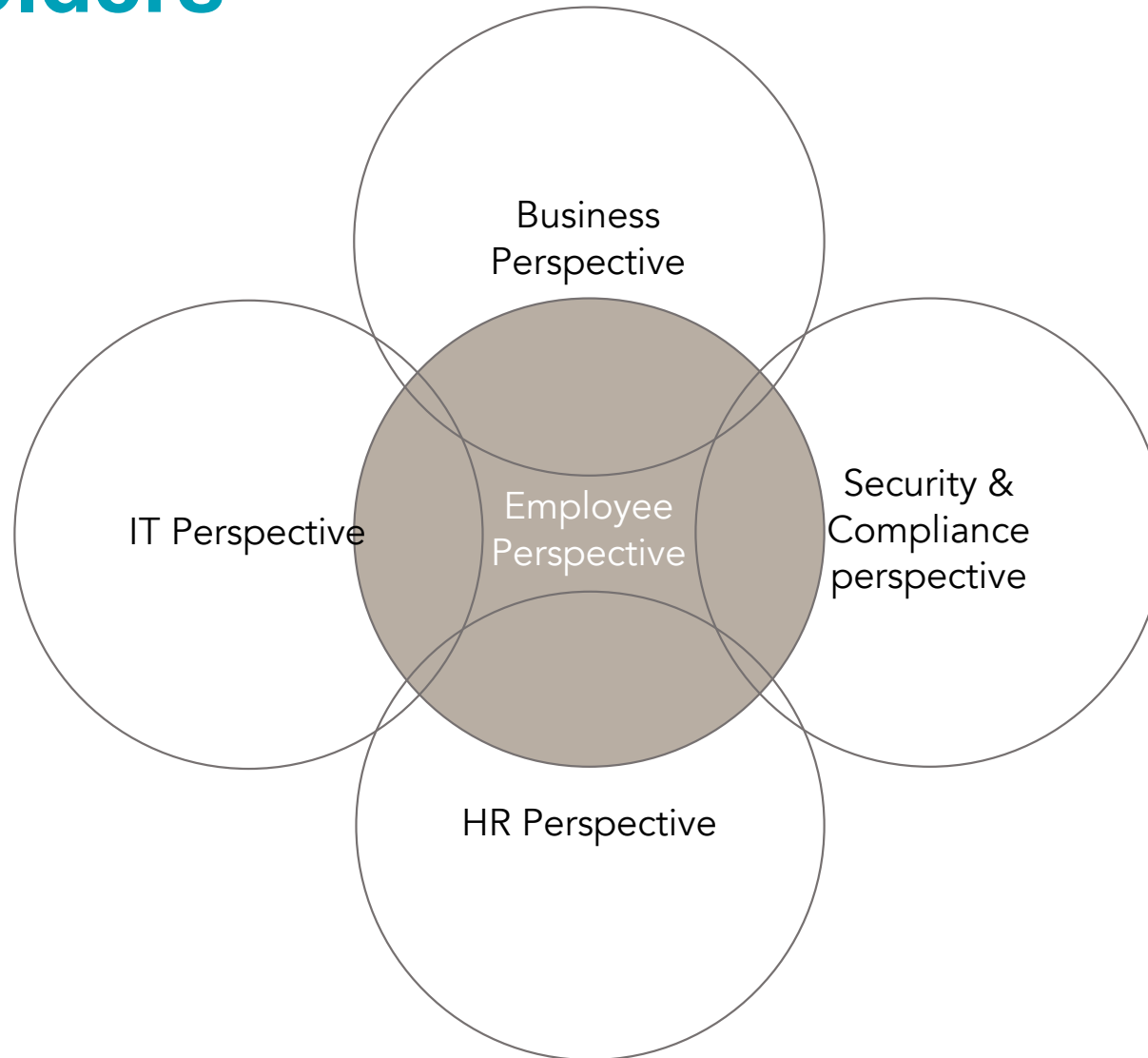
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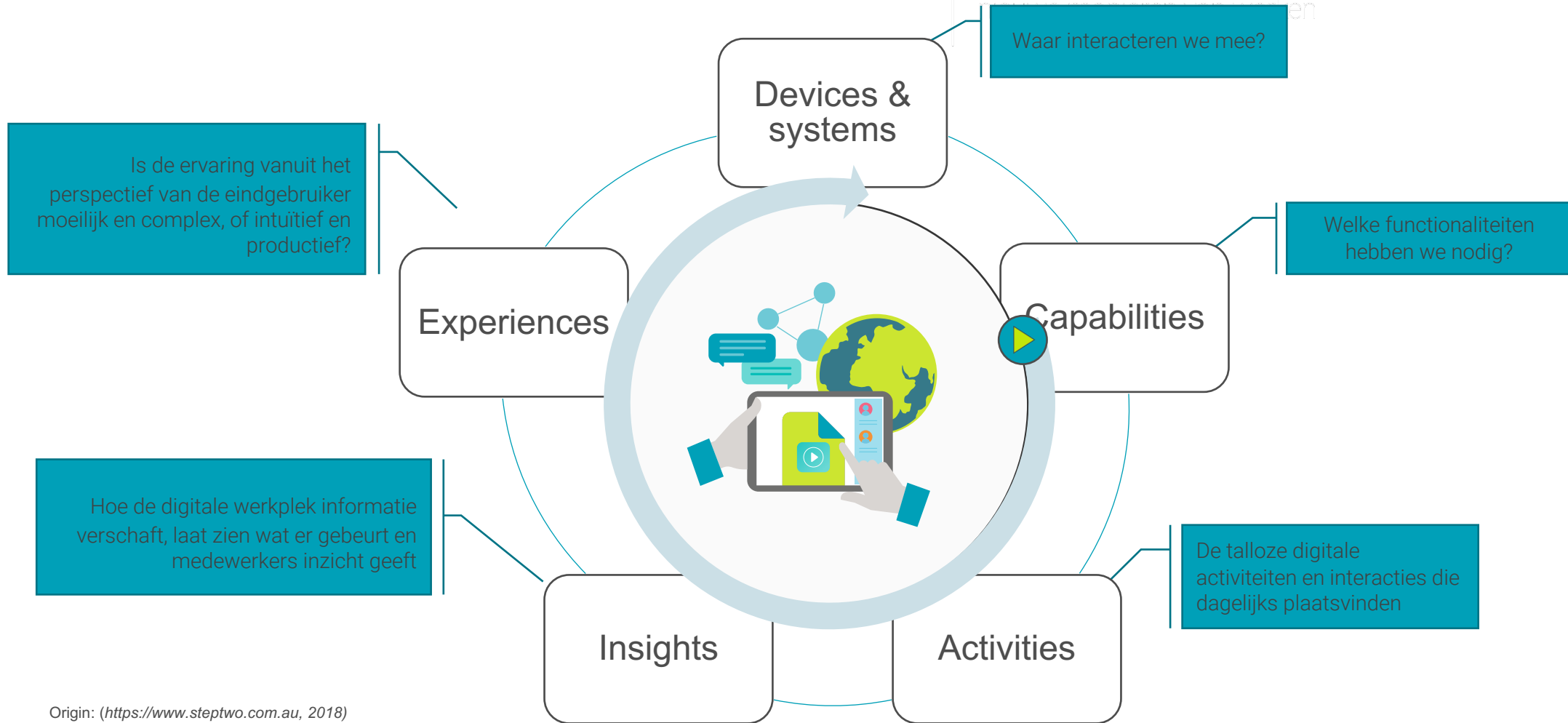


Bron: (<https://www.steptwo.com.au>, 2018)

Stakeholders



Waar praten we over?



Origin: (<https://www.steptwo.com.au>, 2018)

Prioriteren



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MoSCoW Prioritization

M

Must have: Non-negotiable product needs that are mandatory for the team.

S

Should have: Important initiatives that are not vital, but add significant value.

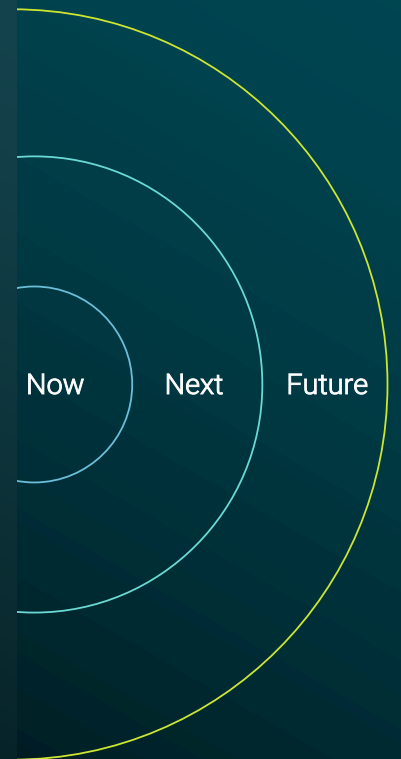
C

Could have: Nice to have initiatives that will have a small impact if left out.

W

Will not have: Initiatives that are not a priority for this specific time frame.

Plot ambities in een
now, next, future
perspectief



Aanpak

Vanuit onze jarenlange ervaring met projecten op het gebied van nieuwe manieren van werken onderkennen wij een duidelijke gefaseerde structuur waarin succesvolle projecten verlopen.

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Hét adviesbureau voor

Water en Waterbouw



Hoe starten?

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Waar kan **YNNNO** iets in betekenen?

DWX Scan

DWX Visie opstellen

Skills Gap analyse



DWX Consultancy

DWX Programma

Skills Programma


YNN●

Binnen bereik

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Aandachtsgebieden **binnen bereik**



Overbrug de digitale
vaardigheden kloof
(met een doordachte educatie
aanpak)

Oprechte Service
(van helpdesk naar genius bar.
"Where tech meets touch")

Versla Digi Chaos
(door teams en individueel te
helpen bij het definiëren van de
nieuwe manieren van werken en
de bijbehorende info-structuur)

YNN●



Hét adviesbureau voor
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