

My Proudest Accomplishment/Campaign/Project:
Sodexo Intranet Redesign Project,
Gold Award Winner: Spirit of Team 2010
Project Lead for Canada: Bobbie Smith

Accomplishment:

I won Gold in the category of Spirit of Progress Award at Sodexo for leading the organization through a company-wide Intranet redesign project.

One of my key strategies was to establish a robust multi-disciplinary team of core content managers specialized in their own areas and conversant with the appropriate communications standards and technologies for keeping their components of SodexoNet up to date and relevant.

I created the SodexoNet Communications Network: a group of individuals who acted as a sounding board for electronic internal communications while acting as informal champions for their areas for the project rollout. They were a core group of individuals whom I had selected to audit and post material, as well as monitor their area's presence on SodexoNet.

Any website redesign project is messy so the work was challenging but I used my engagement and management skills to make it happen and ensure they all enjoyed it as much as possible, since it was an add-on to their positions. In addition, I worked with their managers so the members could be 'freed-up' to take on the work, indicating regularly how important it was for the organization.

Action:

I led the way to be the first country out of the 80 countries in the Sodexo world (5 of whom were pilot countries) to post our Intranet site with very little budget provided. With me, the team accepted the risk of going live first as a team, no matter how much content the members managed – all members worked together to be inclusive and available. We continuously coached and helped each other through learning, developing and overcoming the multiple challenges of launching without the well-established path of success in front of us including acting as an example for multiple language sites. We set the example for publishers around the world by being the first to tackle the huge challenge of converting old archaic SodexoNet pages into user-friendly content and pages for users, from content audit, to site map development to posting and updating material online in English and French. We learned & embraced a highly complex and intricate Content Management System (Tridion) in the Spring of 2009 – the first group trained – when no one else fully understood the implications, business applications and communications issues associated with the rollout with a positive and determined team spirit.

We saved multiple hours and dollars for publishers around the world by painstakingly taking the time to discover, track and share issues, bugs and inter-dependencies within Tridion, helping shape future training and application, despite the sometimes emotional and technical obstacle of using a complex content management system designed for programmers.

We contributed significantly to accelerating the progress of other pilot countries and to actively communicate and establish best practices for Canada and publishers in general, going forward. We actively supported each other and continued to maintain our full-time workloads above and beyond the more than 2200 hours it took to build, convert and launch the site in two languages. We recommended relevant improvements and changes to Internal Communications to influence national messages and improved use of internal communications vehicles.

Outcome:

Because I was able to mobilize people who are non-managers and non-communications professionals into a leadership role for their respective areas, I was able to save the organization time and money and set an example for other countries about to embark on their turn to launch their respective sites, and finally, I was able to both contribute and see incredible results based on my own performance through this group of employees.

Both Tim Mott in IT and Gabriele Maltini in Group e-comms said we could not have achieved success for the NorAm launch if it were not for Canada. IT was able to rigorously test tools such as the search engine on live data to ensure premium usability in advance of the Go Live date.

Upon launch in Feb/10, traffic to SodexoNet in Canada shot up to 5212 hits and 1582 unique visits, whereby on the old SodexoNet, the monthly hits wavered between 1100 and 2100 during peak season. Unique visits on the old SodexoNet are unknown at this time. Internal Communications did not have a budget, so by managing this project and doing the job by cross-sharing the work, we saved the organization about \$50,000+ and put Canada on the Global Sodexo Map.