

## Five Trends Tribe Predicts for 2012

One of the most interesting elements of our work at Tribe is the opportunity to talk day-in and day-out with internal communications professionals in a wide range of companies and industries. By listening to the common issues our clients raise, and being aware of new developments with technology and other tools, we find ourselves forming some predictions of what's on the horizon for the coming year. Here are five trends we expect to see more of in 2012.

### 1 Do-overs for the employee intranet

In large companies everywhere, old employee intranets languish unused. Employees disparage them as "virtual filing cabinets holding outdated HR forms." Yet the power of a vibrant, well-visited intranet is compelling, so Tribe predicts many companies in 2012 will ditch their existing intranets and build new ones from scratch. Others will upgrade from Sharepoint '07 to Sharepoint '10 in order to take advantage of great new out-of-the-box solutions. My Site, for instance, provides a Facebook-like social network that's restricted to employees only. Company management often finds some version of keep-it-in-the-family social media easier to accept.

### 2 Resurgence of print materials

So much employee communication now happens online that print provides an opportunity to stand out. Print implies more permanence, which makes it powerful for cultural or legacy communications. In 2012, Tribe predicts more companies will turn to print, especially small runs of company-specific books and magazines. (If you're wondering what that looks like, Tribe can show you examples of both.)

### 3 Breaking down silos to increase collaboration

Collaboration is key to innovation, and innovation is a mandate for large companies hoping to remain competitive in this economic landscape. In 2011, innovation management platforms to encourage collaboration were big, such as Spigit and Jive. In 2012, Tribe predicts more emphasis on programs to create the cultural shifts required to overcome employee resistance to thinking outside the silo.

### 4 Re-energizing company values

In 2012, Tribe predicts more and more companies will re-introduce, re-invent or evolve their company values. Over the past recessionary years, companies everywhere have experienced massive changes, from layoffs to reorgs to shifting business priorities. Bringing the conversation back around to values helps remind employees that there are ethical underpinnings to how the company operates and that each one of them is an important element in making the work more meaningful.

### 5 Gamification to increase employee engagement

To gamify is our favorite new verb at Tribe. We've long used contests and competitions, both online and in person, to build traffic to intranets, create acceptance for change or drive awareness of various programs. Now the ability to create a game is a feature built into many tools, from Sharepoint to Spigit. In 2012, Tribe predicts even more companies using virtual points, currency and badges to accomplish a business purpose.



## TRIBE

Tribe is an internal communications company working with national and global brands. We develop strategic plans, employee communications and engagement programs to build internal culture.

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