

To do

“How would you engage and enthuse a fragmented publishing community to make sure they buy into our standards and governance?”

RENEW

Please Get Everyone With The
Publishing

I AM
gUESSING

assumptions

Maybe this is
too much

”Create one, high-performing company to be the best financial provider for our customers, through informed and engaged employees, who are clear about the direction of the business and feel proud to belong to Nationwide”

Make Good Decisions

Innovate

Create High Performance

Build Collaboration

Be Agile

So the publishing staff are
Key to company



We liked this



Nationwide
On your side

Careers
Discover career opportunities at the world's largest building society.

Home > Business areas > Employee Blog > Rewards > Working for us > Contact us > View jobs > Accessibility

Quick search: Search Keywords, Select Location, Select Job Type, Search

Latest Tweet
Have you checked out our latest infographic? If you're looking to work here, you **NEED** to this!

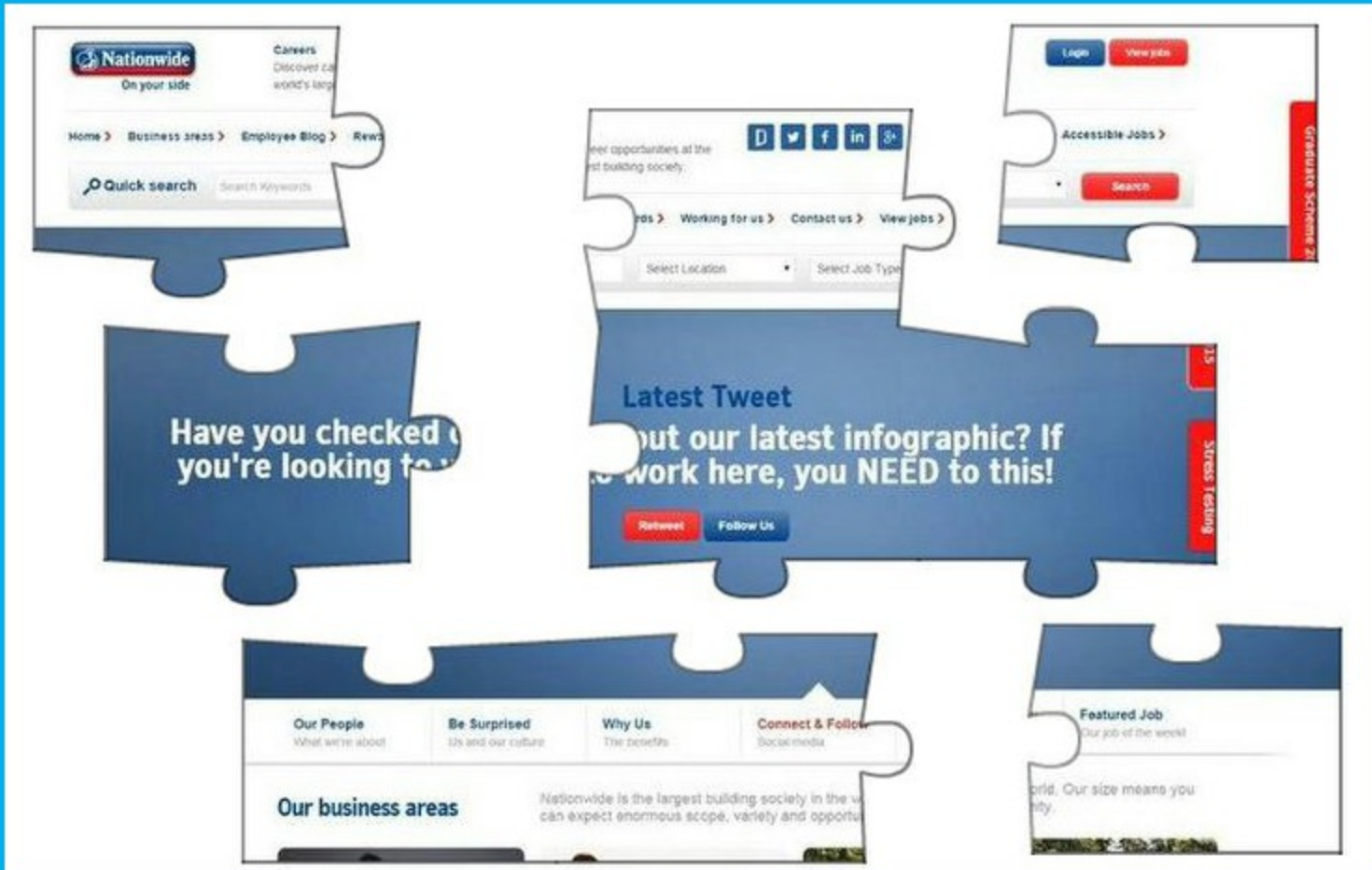
Retweet Follow Us

Our People What we're about | **Be Surprised** Us and our culture | **Why Us** The benefits | **Connect & Follow** Social media | **Featured Job** Our job of the week!

Our business areas Nationwide is the largest building society in the world. Our size means you can expect enormous scope, variety and opportunity.

Site Scheme 2015
Stress Testing

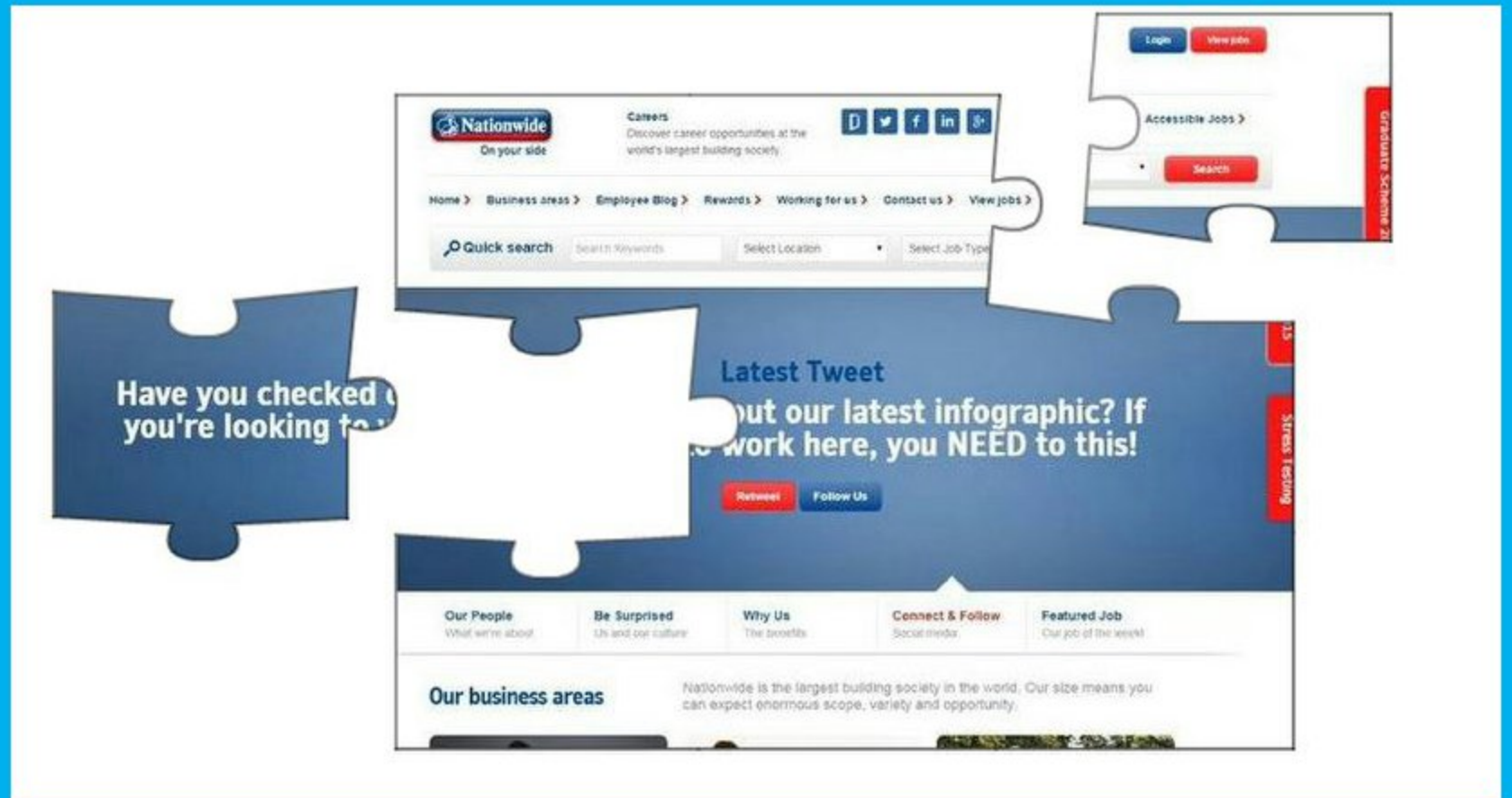


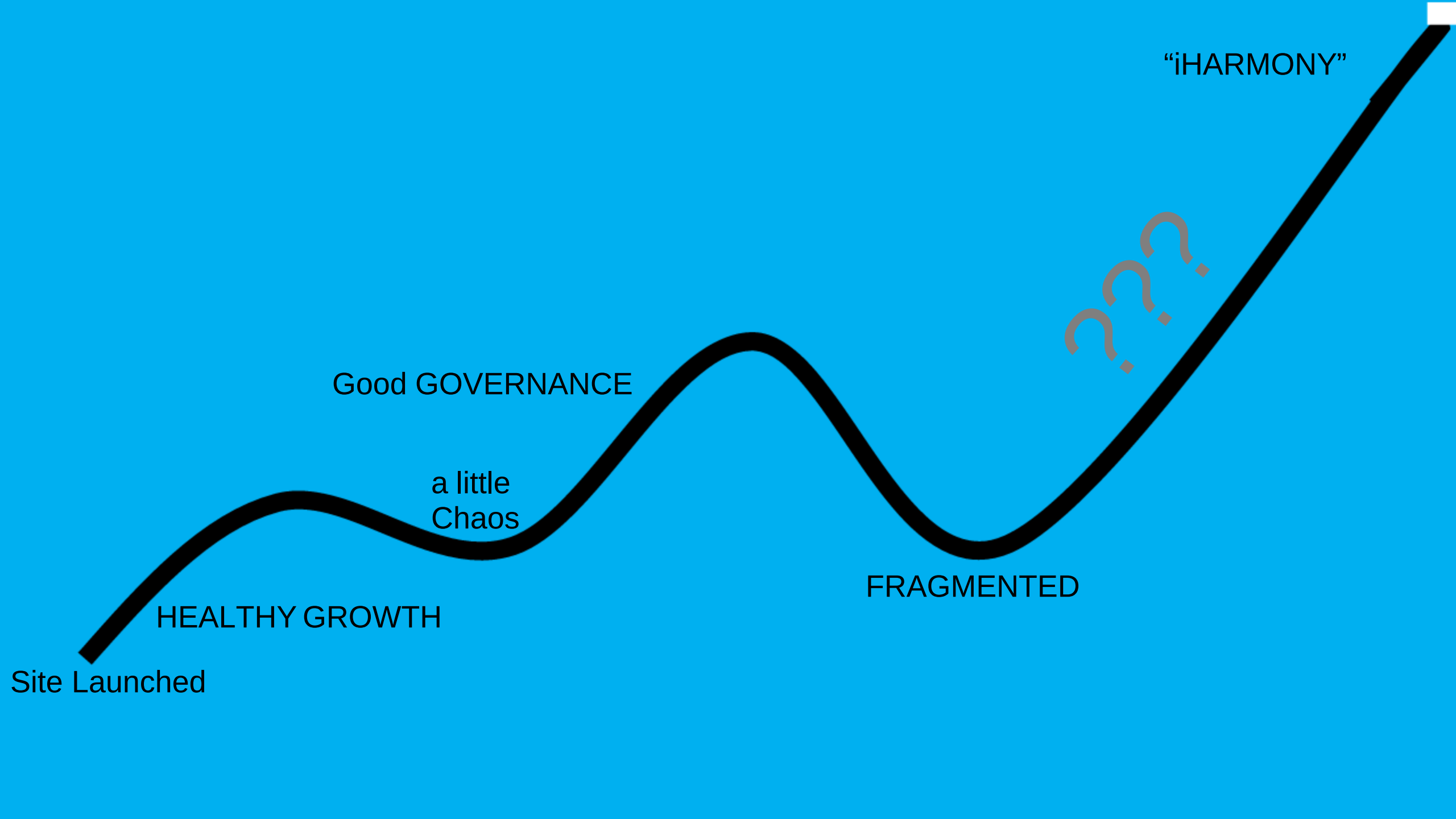


OOPS

Fragmented publishing
Low quality
Hard to find
Local stores emerging

Maybe it's not that bad





Site Launched

HEALTHY GROWTH

a little
Chaos

Good GOVERNANCE

FRAGMENTED

???

“iHARMONY”

“iHARMONY”



How
do
we



RENEW

toward

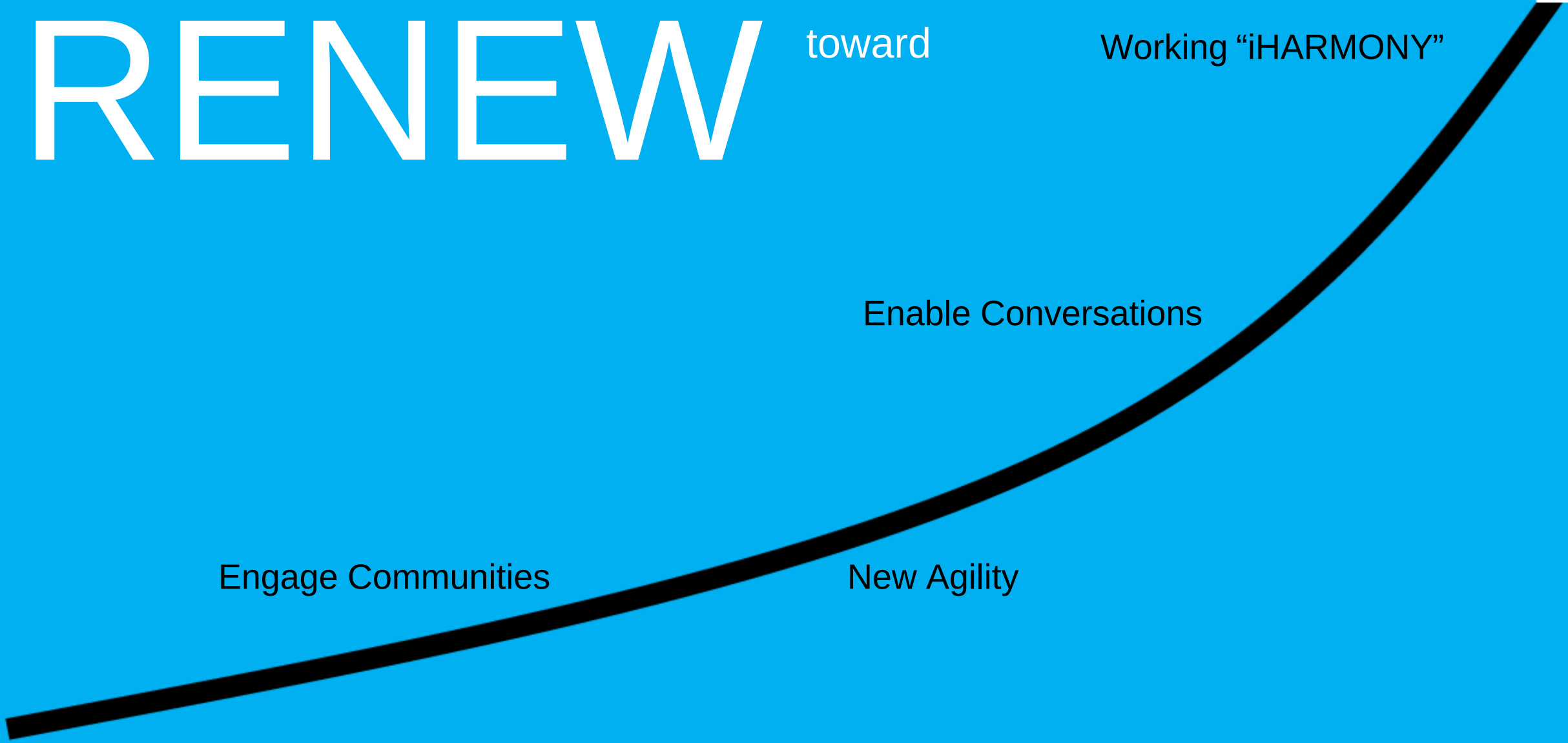
Working "iHARMONY"

Enable Conversations

Engage Communities

New Agility

Review Governance



Revisit Goals
Review People
Analyse Standards
Understand Content stores
Reengineer

Working "iHARMONY"

Enable Conversations

Engage Communities

New Agility

REVIEW GOVERNANCE



Publisher Education
Publisher Community and Collaborate
Publisher Accountability and Reward
Consumer Influence

Working "iHARMONY"

Enable Conversations

ENGAGE COMMUNITIES

New Agility

Review Governance

agile Publishing Community
“more about being agile,
than doing Agile”

Empower Publishers
Empower Consumers

Working “iHARMONY”

Enable Conversations

Engage Communities

NEW AGILITY

Review Governance

Allow a Little “chaos”
Drive Conversations and experimentation
“Let the sparks fly”

Working “iHARMONY”

ENABLE CONVERSATIONS

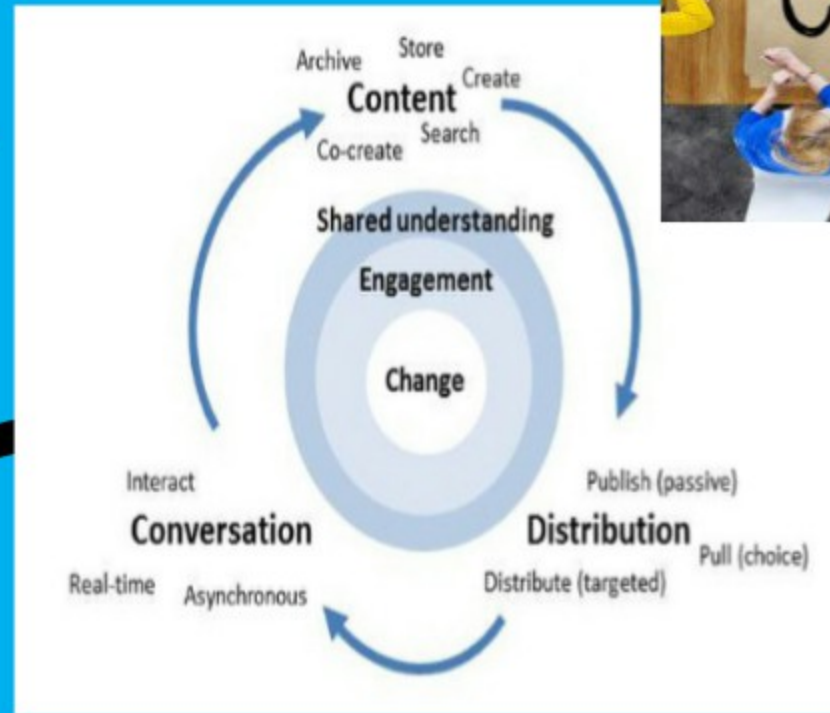
Engage Communities

New Agility

Review Governance

Working "iHARMONY"

Productive publishing
Living content
Working conversations



Review Governance

Engage Communities

New Agility

Enable Conversations

Working “iHARMONY”



do you have
Any
Questions

THANKS