



Digital Workplace and Intranet Management

Course: Governance, Content, Search and Adoption

15 – 19 March 2027

Barcelona - Eixample district four-star



Digital Workplace and Intranet Management Course: Governance, Content, Search and Adoption

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Introduction:

Digital workplace and intranet management course covering governance, content, search and adoption, held over 1 week for teams that own the corporate intranet and collaboration tools, ending with an Intranet Governance and Roadmap Plan for a case organisation. Intranets grow into sprawling sites with orphaned pages, conflicting policy versions and search results staff stop trusting, while new collaboration and AI tools arrive without clear ownership. Nominees already publish, administer or support intranet sites and work through case files of site maps, search logs and usage reports. CoreConcept Training Center delivers this digital workplace and intranet management course.

Course Objectives:

- Assess the current intranet and wider digital workplace through a site inventory, content audit and maturity self-assessment
- Select a publishing model and operating model that assign clear roles to the intranet core team, site owners and authors
- Design intranet navigation and site topology using card sorting and tree testing evidence
- Operate content governance rules for page ownership, review cycles, templates, archiving and expiry
- Tune enterprise search coverage and relevance using connectors, synonyms, promoted results and zero-result query analysis
- Plan adoption, analytics and AI assistant readiness within an Intranet Governance and Roadmap Plan

Target Audience:

- Teams responsible for running the corporate intranet, its home page and its navigation
 - Teams responsible for internal news, policy pages and editorial standards on the intranet
 - Teams responsible for administering collaboration platforms, site provisioning and permissions
 - Teams responsible for enterprise search configuration, connectors and search analytics
 - Teams responsible for document libraries, records retention and information findability
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Course Outline:

Day 1: Digital Workplace Landscape and Intranet Current-State Assessment

- Digital Workplace Scope Across Intranet, Collaboration and Business Applications
- Intranet Purpose Statement and Stakeholder Value Mapping
- Content Sprawl, Orphaned Pages and Duplicate Policy Drivers
- Intranet Maturity Self-Assessment Across Governance, Content and Technology
- Site Inventory and Content Audit Spreadsheet Baseline

Day 2: Operating Models, Information Architecture and Platform Choices

- Digital Workplace Operating Model and Intranet Core Team Roles
- Central, Federated and Distributed Publishing Model Comparison
- Card Sorting and Tree Testing for Intranet Navigation
- Hub, Department and Team Site Topology Design
- Vendor-Neutral Platform Selection Criteria and Exit Clauses

Day 3: Content Governance, Publishing and Enterprise Search Operations

- Content Governance Policy, Page Ownership and Review Cycles
- Publishing Workflow, Page Templates and Author Permission Levels
- Content Lifecycle Rules for Archiving, Expiry and Deletion
- Enterprise Search Connectors, Crawl Schedules and Index Coverage
- Search Relevance Tuning With Synonyms and Promoted Results

Day 4: Adoption, Analytics, AI Assistants and Problem Cases

- Champions Network Design and Site Owner Community Routines
- Intranet Analytics Dashboard Using Page Views and Search Logs
- Zero-Result Query Analysis and Findability Fix Backlog
- Security Trimming Gaps and Oversharing Risk With AI Assistants
- AI Assistant Grounding, Data Readiness and Lock-In Avoidance

Day 5: Case Study Intranet Governance and Roadmap Plan

- Case Organisation Site Inventory and Search Log Review
 - Case Publishing Model and Site Ownership Matrix Selection
 - Case Navigation Tree and Search Tuning Proposal
 - Case Adoption Measures and AI Assistant Readiness Checklist
 - Intranet Governance and Roadmap Plan Completion
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Skills You Will Gain:

- Intranet Content Auditing
- Publishing Model Selection
- Navigation Tree Testing
- Site Topology Design
- Enterprise Search Tuning
- Search Log Analysis
- Champions Network Coordination
- AI Assistant Readiness Assessment

Why Attend This Course:

- Deliver an Intranet Governance and Roadmap Plan for a case organisation to the head of internal communications and the IT applications lead for approval
- Decide which publishing model, ownership rules and search fixes suit each part of the intranet before the next redesign or platform change
- Avoid stale policy pages, oversharing through AI assistants, wasted search effort and costly dependence on a single platform supplier
- Coach site owners, authors and champions with the ownership matrix, page review cycle and search tuning checklist

Conclusion:

Back at work, the participant presents the Intranet Governance and Roadmap Plan to the head of internal communications, the IT applications lead and the information management owner. They use it to agree the publishing model, site ownership matrix, search tuning priorities and the conditions under which an AI assistant may draw on intranet content. After the first quarterly content review and the first month of search log monitoring under the plan, the unit should review expired pages removed, zero-result queries resolved, champion activity and any permission gaps found.

Frequently Asked Questions FAQ:

What should participants know before the digital workplace and intranet management course?

Participants should already publish, administer or support intranet or collaboration sites. No specific platform knowledge is needed, because the course stays vendor neutral; a laptop with a spreadsheet application is used for the content audit, navigation testing and search log exercises.

How does digital workplace and intranet management differ from internal communication campaign planning?

It deals with the platform itself: site structure, publishing rights, page lifecycle, search and tool adoption. Campaign planning courses deal with messages, audiences and engagement outcomes, while knowledge management courses deal with capturing expertise rather than running the intranet that holds it.

Why does enterprise search matter in digital workplace and intranet management?

Search is how most staff reach intranet content. When connectors miss sources, permissions are trimmed wrongly or common queries return nothing, staff stop trusting the intranet, and AI assistants that rely on the same index give weak or overshared answers.

What do participants take back from the digital workplace and intranet management course?

Participants take back an Intranet Governance and Roadmap Plan for a case organisation, with a site ownership matrix, publishing model choice, navigation tree, search tuning proposal and AI assistant readiness checklist they can adapt to their own intranet.