

WHITE PAPER

Award-winning intranets:

11 intranet examples for impact, innovation, and design





— What makes an award-winning intranet?

People often ask us for advice on how to improve their intranet.

“How can I make my intranet visually appealing?” “How can I demonstrate impact?” “How can I take my intranet to the next level?”

While we definitely have some tips, our customers are the real experts. Through ThoughtFarmer’s Best Intranet Awards, we get to see how creative our customers can be. In categories like Design, Impact, and Innovation, they show off amazing ideas for solving workplace challenges with their intranet.

We’ve seen how a well-designed intranet can positively impact an organization, and we’re excited to share these intranet examples with you. We hope you find them as inspiring as we do!



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IMPACT

Our Impact category features organizations that have seen big, positive changes in their organizations, attributed to their intranets. Examples would be an increase in productivity or employee engagement.

1st place:

RICK

Engineering, planning, and design firm



Good news and great feeds

Intranets are nothing without engaging and frequent content to populate it. This is something that RICK, an engineering, planning and, design firm, understands well. Their intranet, the RICK Hub, has revolutionized the way the company shares news and information.

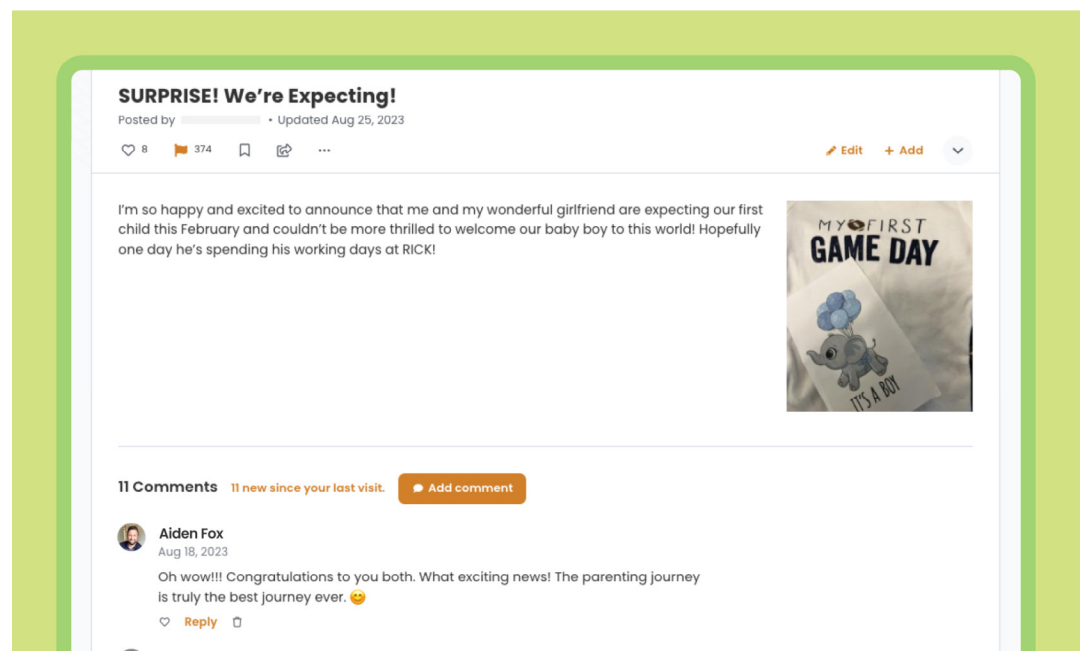
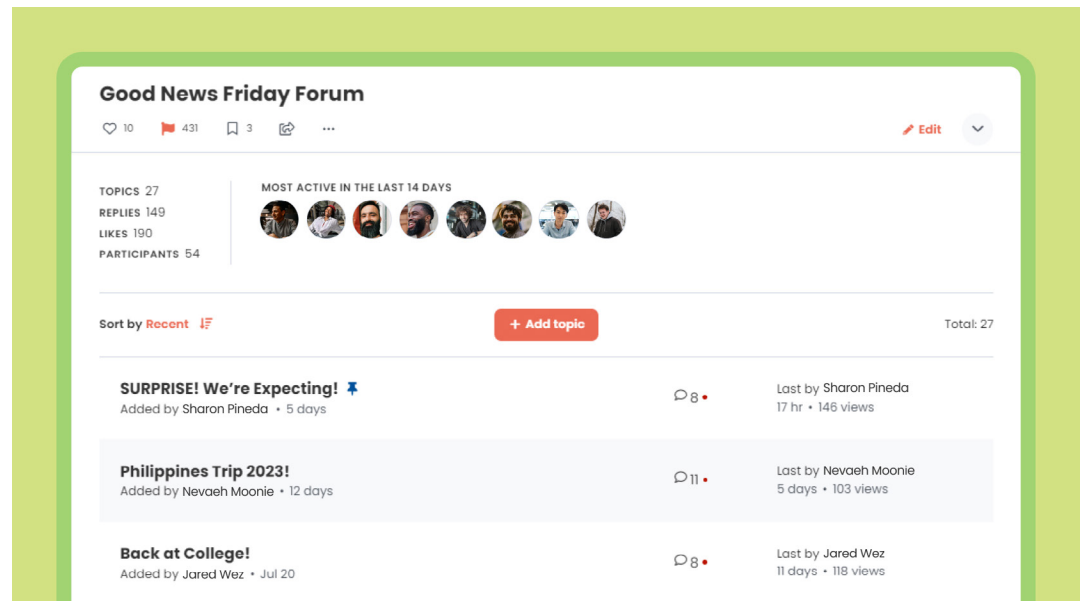




Their content strategy is particularly impressive. The intranet boasts 40 different news feeds and publishes 15 articles each month. We love how they use the news carousel to keep the homepage content fresh and engaging. RICK excels in promoting employee-generated content, a strategy that keeps news current, reduces content bottlenecks, and increases intranet adoption.

One standout feature is their “Good News Friday” series. This popular segment allows employees to share personal and professional successes, creating a positive and connected company culture.

Finally, their innovative use of FormFlow, ThoughtFarmer’s online form feature, is remarkable. With over 130 forms added to their intranet, they’ve significantly reduced the reliance on paper and email, thereby saving time and money.





2nd place: New York State Department of Labour

Department of the New York state government

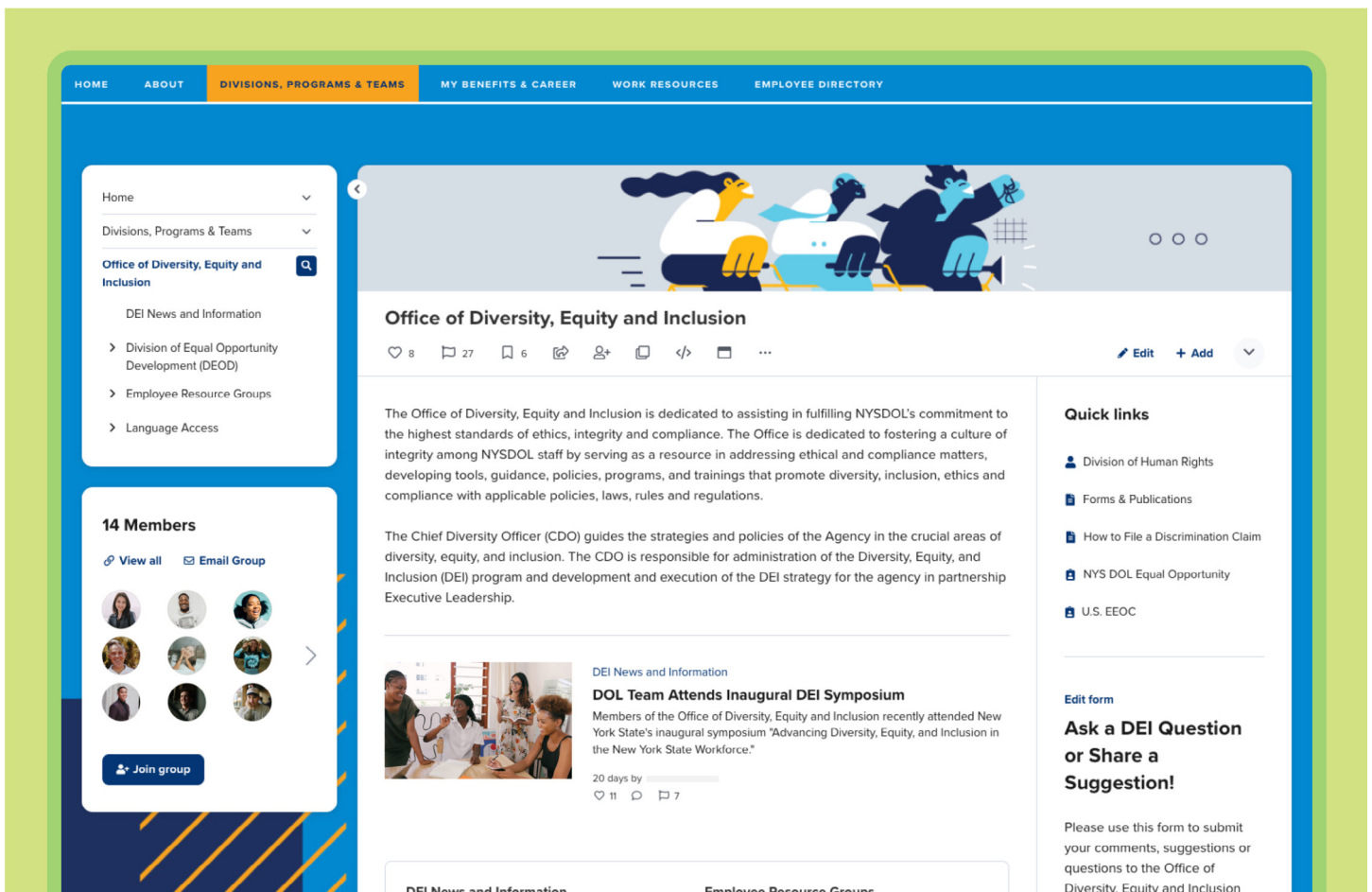


A user-centric approach

In second place was DOLi, an amazing intranet created by the New York State Department of Labor (NYSDOL). What stood out for us was the wide range of use cases. From employee onboarding, to knowledge sharing, to building connections—they've really got it all.

Modern and intuitive, DOLi makes work resources and information easier to find through a well-planned information architecture that was developed with input from employees across the agency. Groups have been created for each division and location, allowing everyone to learn more about each other's roles and where they work. We really admired how their site truly suits employees' needs.

DOLi's stats speak for themselves: Nearly 1 million site visits in one year, over 3 million pageviews, and over 200,000 searches. But it isn't just us who adore their intranet—NYSDOL has received a lot of positive feedback internally from their employees.





3rd place: Marigold

Global marketing technology leader



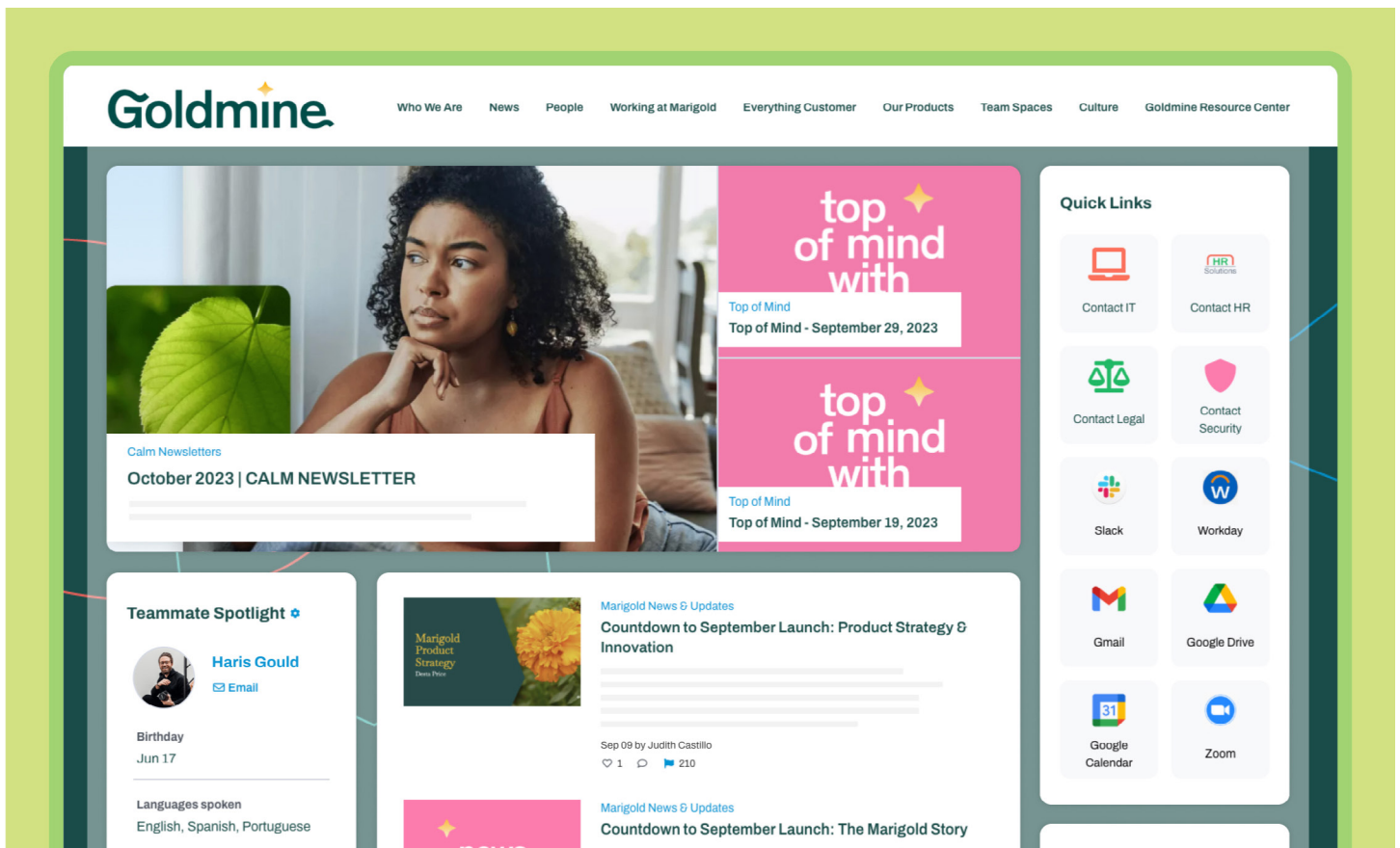
Overcoming M&A hurdles

Marigold, formerly CM Group, understands firsthand the difficulties associated with mergers and acquisitions. With new people joining their company, they faced the challenge of bringing diverse teams together and ensuring clear and consistent communication.

We loved how they used their intranet, named Goldmine, to unite all their people and systems following a recent merger. They also did an exceptional job by creating an onboarding hub for all new employees, creating a unified experience for everyone.

But perhaps our favorite part of Goldmine is the deep sense of community we felt when looking at their intranet site. Goldmine literally is a goldmine of things like Spotify playlists, team event photos, and a “Top of Mind” series that features the top three things they’re thinking about, talking about, and planning for in the coming weeks. We also love how they used their intranet to tie in employee recognition with their core values.

Their incredible efforts have helped them attract 20,000 intranet site visits a month.





INNOVATION

The innovation category highlights organizations using their intranets in unique, innovative ways by pushing boundaries and doing things outside the box.

1st place:

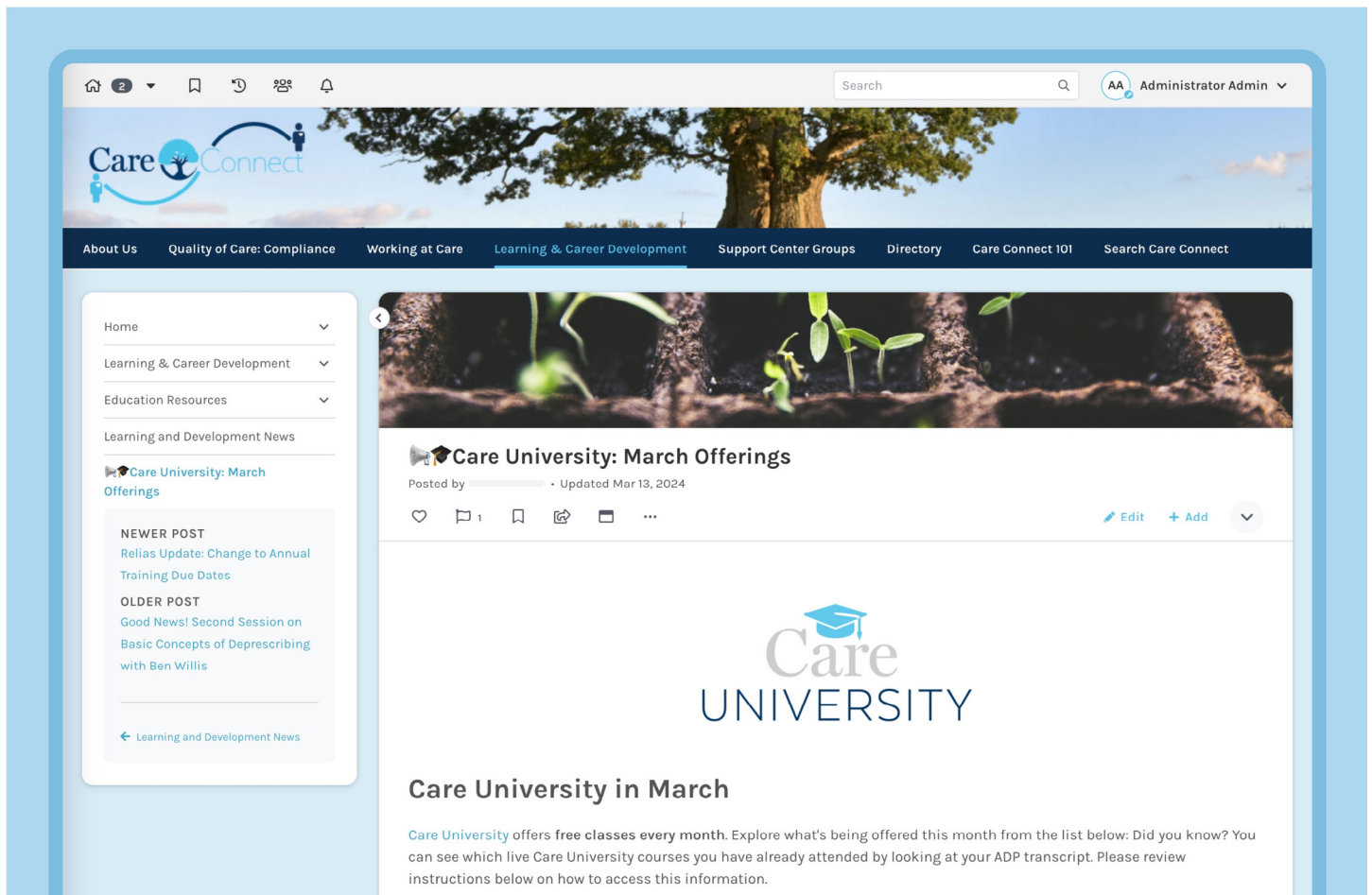
Care Hospice Group

Family of hospices



Where innovation and care meet

When we think of hospice organizations, we don't often relate it back to education. However, the employees at Care Hospice, like any other organization, are only as empowered as the information and training they receive.

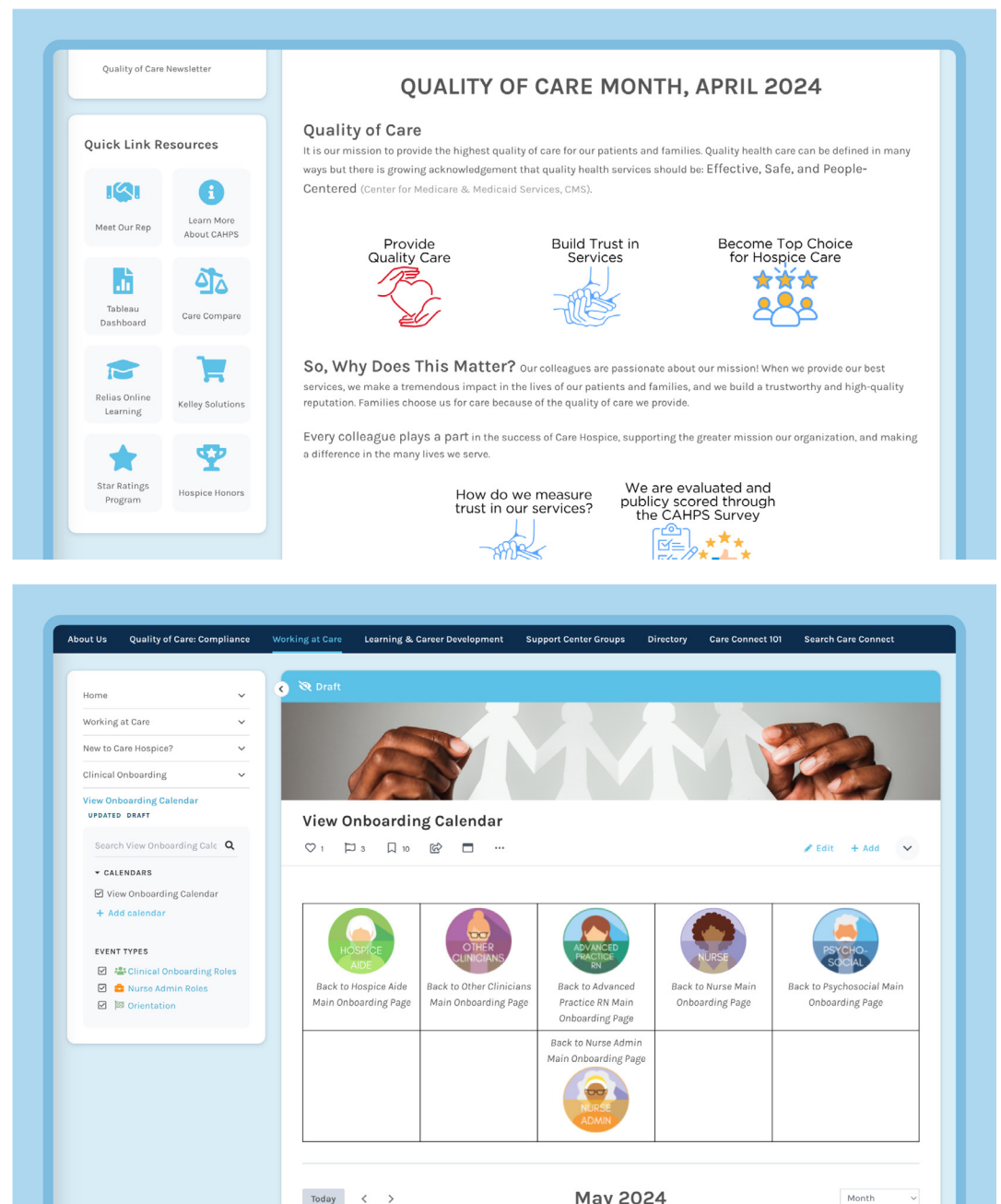




Their intranet, Care Connect, captured our attention mostly for their Care University; a custom resource that offers live classes, certification programs, and free education for all employees. It has a full-year calendar, different views for class descriptions and sign-ups, live session access, and celebrations when programs are completed.

They also have done a fabulous job with their new employee onboarding portal. This portal helps new hires get started quickly with special content for both clinical and non-clinical roles. It includes onboarding checklists, necessary forms, a company handbook, and a digital version of the live onboarding program for those who can't attend in person.

Care Connect is a great example of how community innovation and care can co-exist.





2nd place: Chaffetz Lindsey

A New York law firm

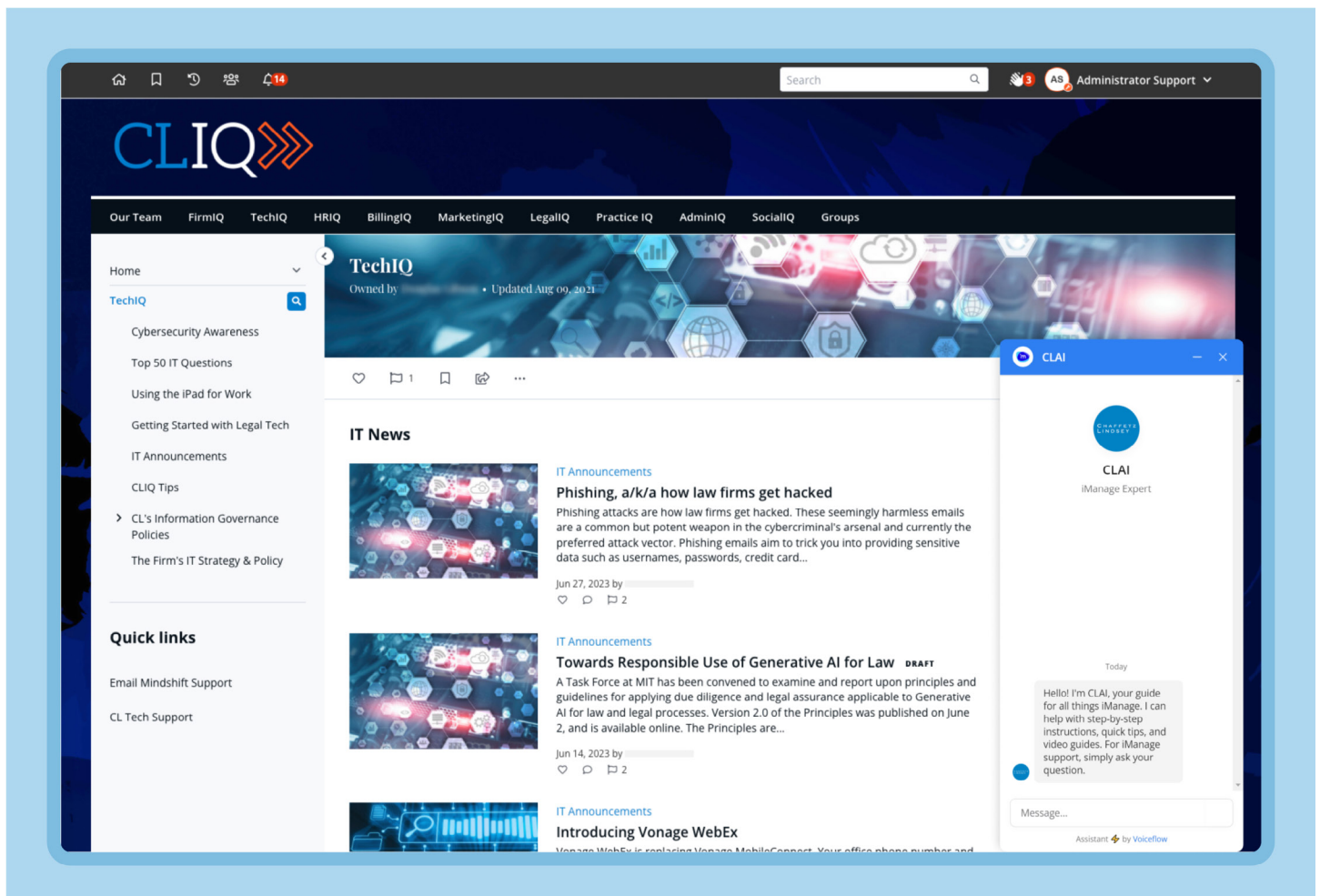
CHAFFETZ
LINDSEY

The power of a chatbot

Having access to around the clock information is a valuable tool—especially for legal professionals who often work around the clock. Chaffetz Lindsey's intranet, named CLIQ (Chaffetz Lindsey IQ), has quickly become an indispensable self-service tool for their global team of lawyers.

This change was made possible by adding an advanced chatbot (powered by Voiceflow) that provides detailed training videos and technical resources. This guarantees excellent support for their 24/7 global operations, making sure lawyers can access the information they need anytime, anywhere.

In addition to its operational benefits, CLIQ has become a central hub for onboarding new employees. New hires frequently use CLIQ to learn everything they need to know about the firm, from its history and culture to detailed procedural guidelines.





3rd place: STO Building Group

Family of construction companies



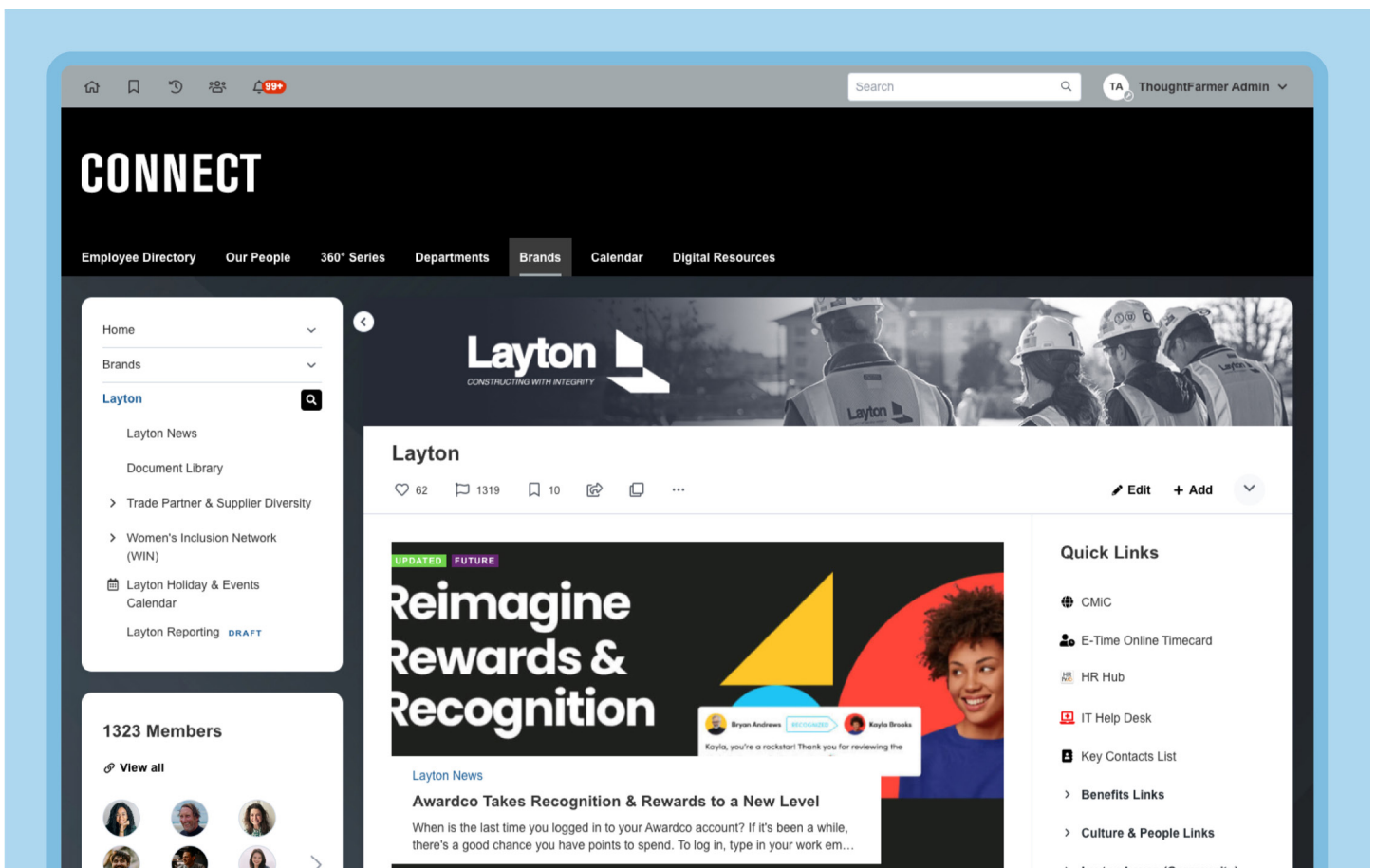
A blueprint for employee interaction

Uniting multiple companies and employees is challenging—especially in the construction sector where employees are remote and dispersed.

STO Building Group's intranet, CONNECT, has taken innovation to the next level by creating a central hub for everything. CONNECT is a place where employees can brainstorm, vet, and post content in their local company sections, creating engagement and ownership.

CONNECT's innovative features make it a dynamic and interactive space tailored to each employee's needs. It has greatly improved communication, engagement, and operational efficiency across the STO Building Group.

We also love their decentralized communication style. CONNECT empowers employees to share news and updates within their local sections. This approach encourages ownership and boosts engagement.





DESIGN

The design category showcases intranets that are the most visually appealing. Scoring criteria included brand identity cohesion, art direction strength, use of typography, consistency in iconography and graphics, and attention to the overall employee experience.

1st place tie: New York State Department of Labor

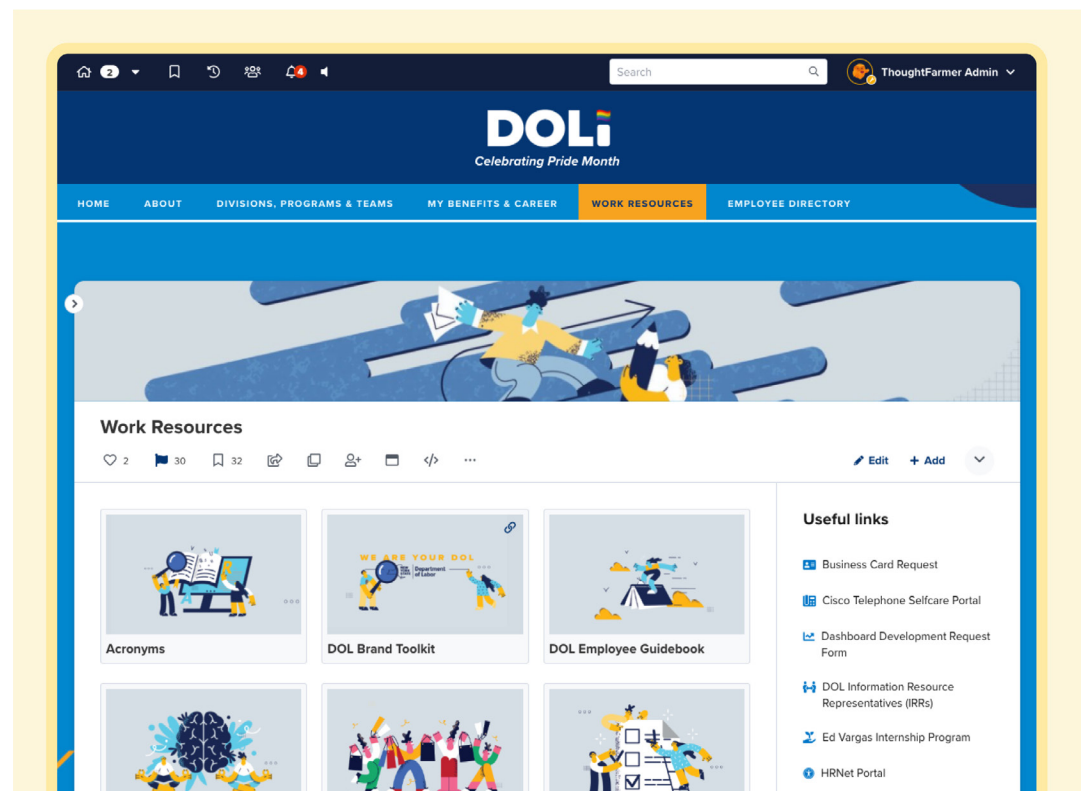
Department of the New York state government



Maximizing the most of design elements

In addition to their award in the Impact category (see above), New York State Department of Labor was also a design finalist—and winner. The playfulness, inclusivity, and seasonality of their intranet logo really captured our attention. This intranet also explores the boundaries of what's possible with ThoughtFarmer from a design/UI perspective. We also appreciated their clean and well executed navigation.

NYSDOL really made the most out of ThoughtFarmer's branding abilities. Overall, it's a modern, well-executed design that pays careful attention to the employee experience.





1st place tie: Cambrian Credit Union

Manitoba-based credit union

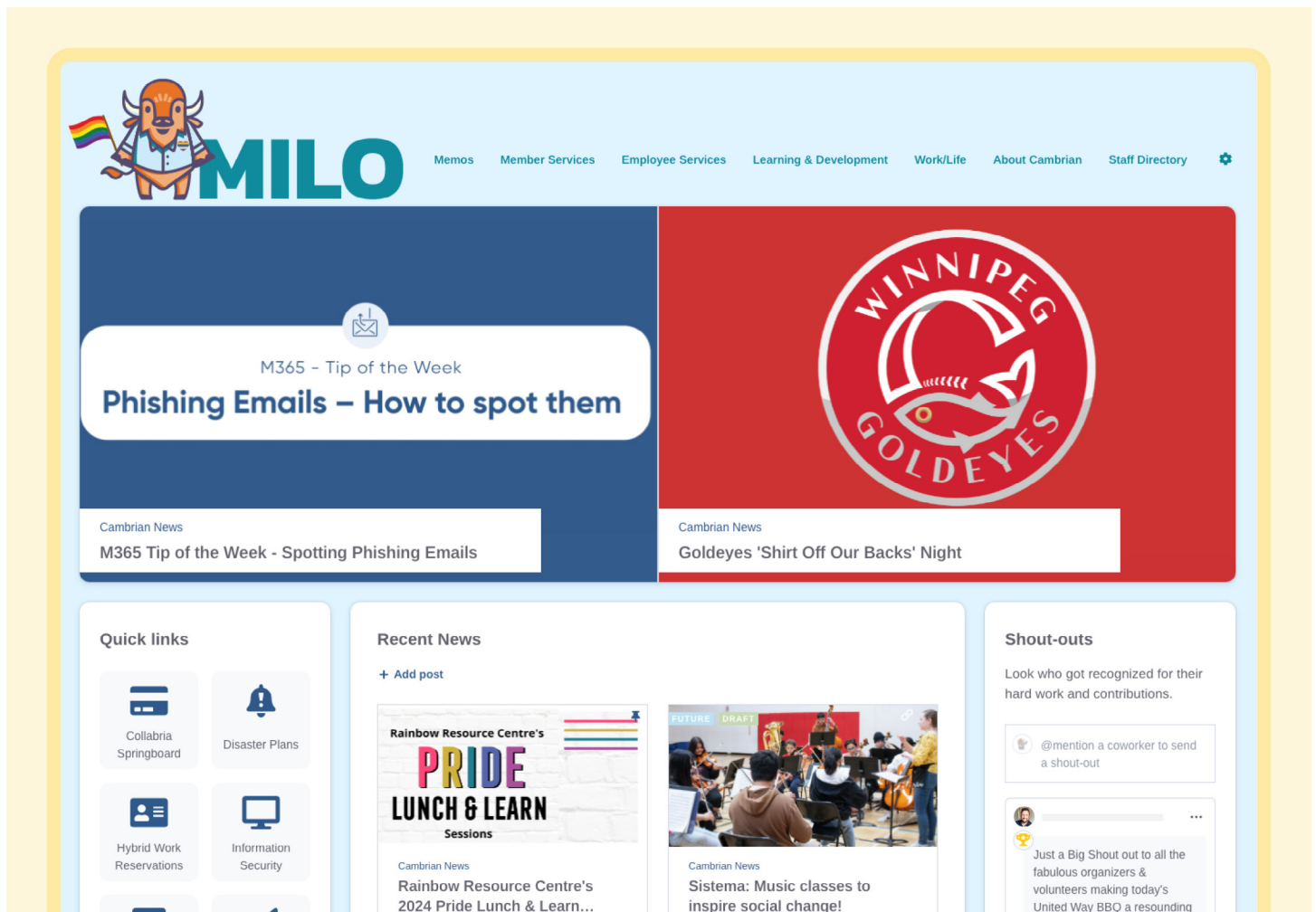
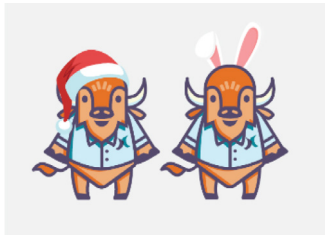


Blending information and imagination

Cambrian's intranet MILO (Mountains of Information Logically Organized) is chocked full of thoughtful design elements. Like Corus, Cambrian also has an adorable mascot—Hint: if you haven't already invested in a mascot, now is your chance.

MILO helps prevent lost communications by showing key information on the homepage with custom graphics. These cool visuals, made by a graphic designer, make sure that content catches the eye. Regular design updates, including seasonal mascot changes, keep the intranet fresh and interesting.

MILO effectively shares important information, tells Cambrian's story, and strengthens company culture through its thoughtful design. Milo was one of the most visually cohesive of all the entries.





3rd place:

Corus Orthodontists

Orthodontic partnership network



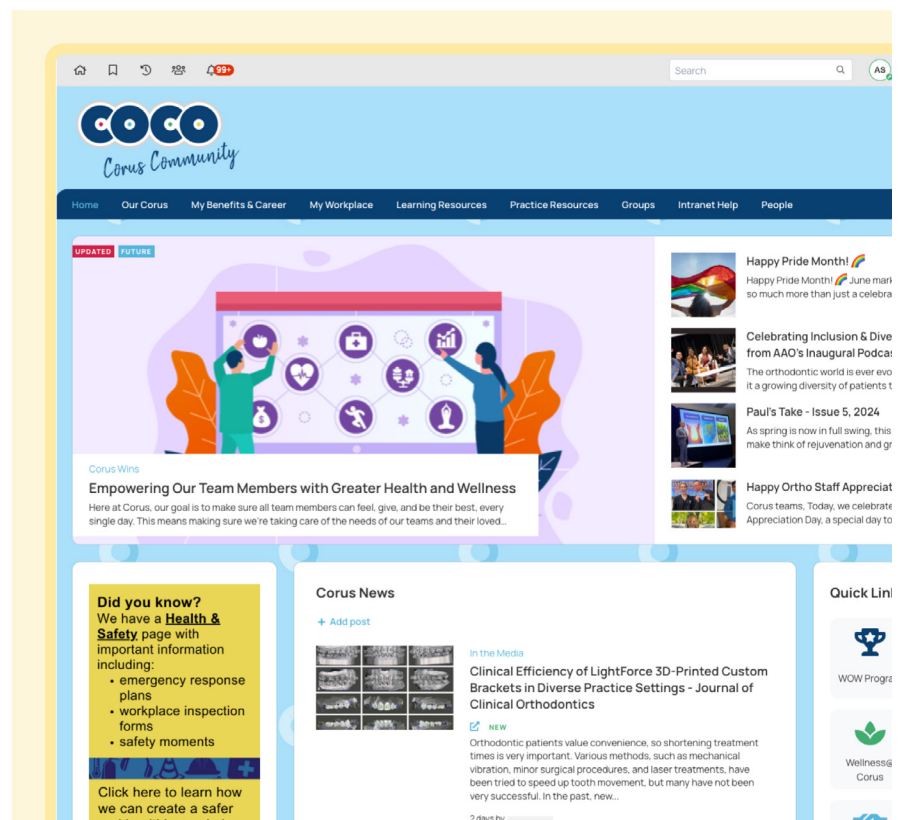
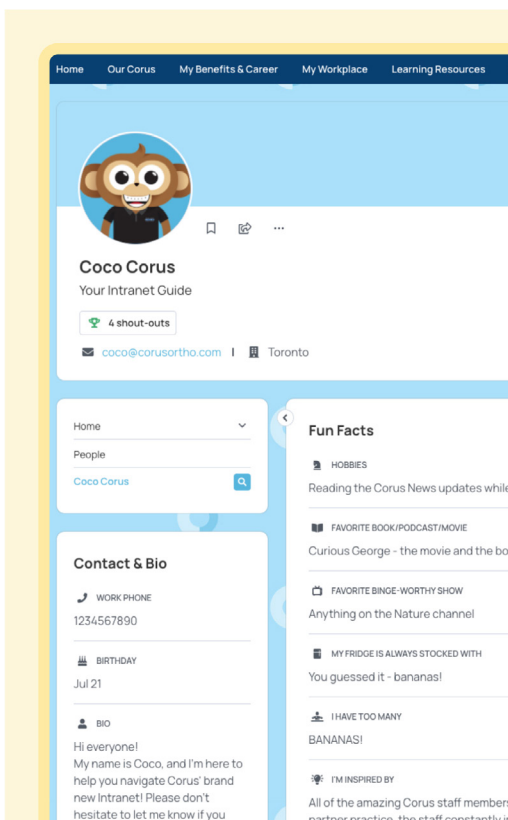
Mascot magic

The impact of a mascot extends beyond branding. It creates a sense of community, boosting employee morale, enhancing engagement, and reinforcing company values. This is something Corus Orthodontists understands well.

We were immediately won over by the use of their adorable intranet mascot named Coco (Coco is also the name of their intranet). The mascot embodies Corus's commitment to diversity and inclusivity, adding a fun and seasonal touch to the platform.

We were also wowed by just how well their intranet captures the spirit of the organization. Coco serves as a central hub for important updates, news, and resources, making communication easy and keeping everyone informed without the need for countless emails or Zoom calls. It's designed to fit seamlessly into the busy schedules of clinic staff, making work smoother and helping everyone stay connected.

As you can see in these images, their intranet is a fantastic example of cohesive color use. They strike a perfect balance between looking professional and approachable, with a clear, sharp typeface that's both elegant and friendly.





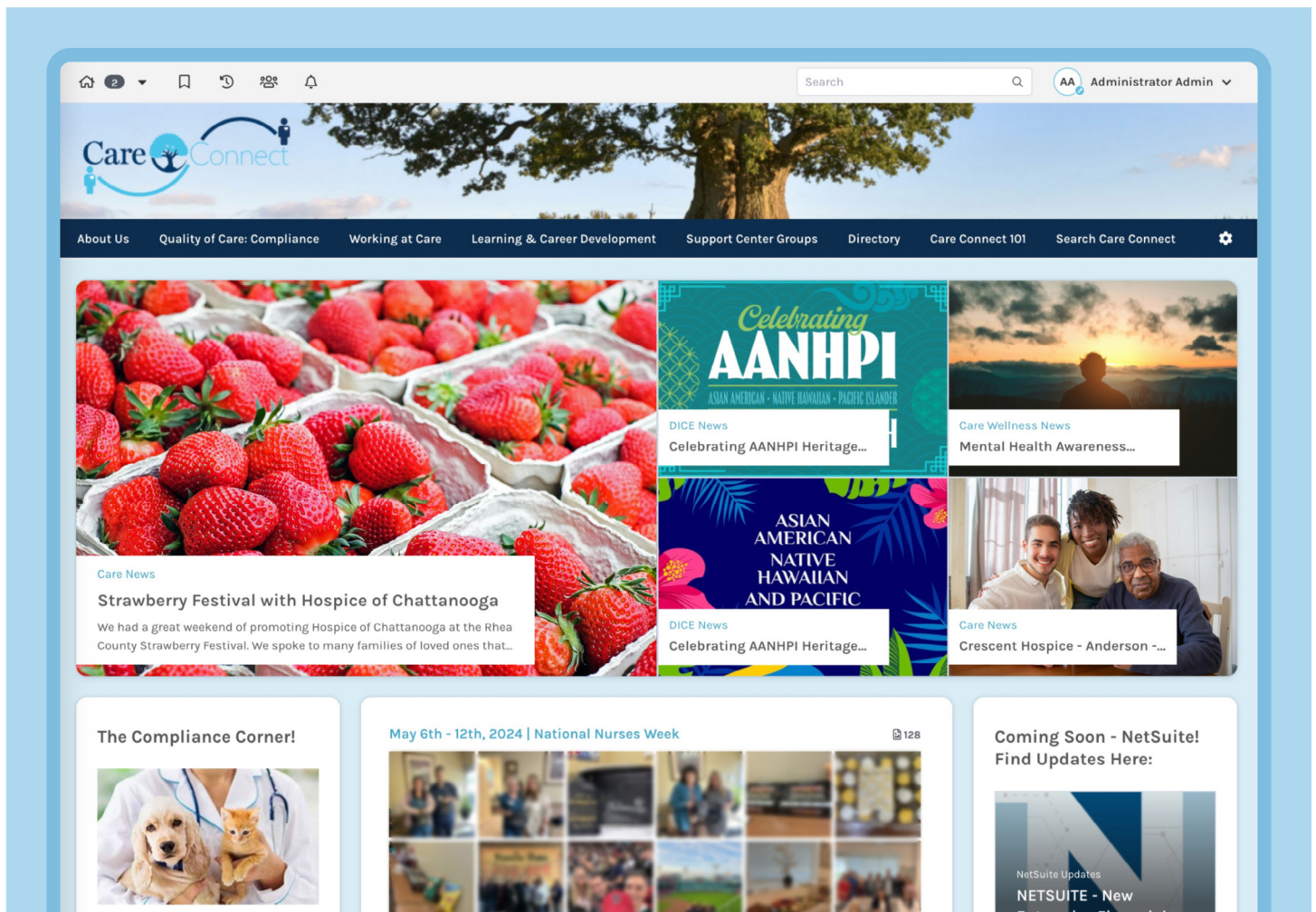
PEOPLE'S CHOICE

An intranet of the people, by the people, for the people

One of our most popular award categories is the People's Choice. This is where we open up the ThoughtFarmer Community site to all customers and ask them to review and select their pick for the best overall intranet.

Winner: Care Hospice Group

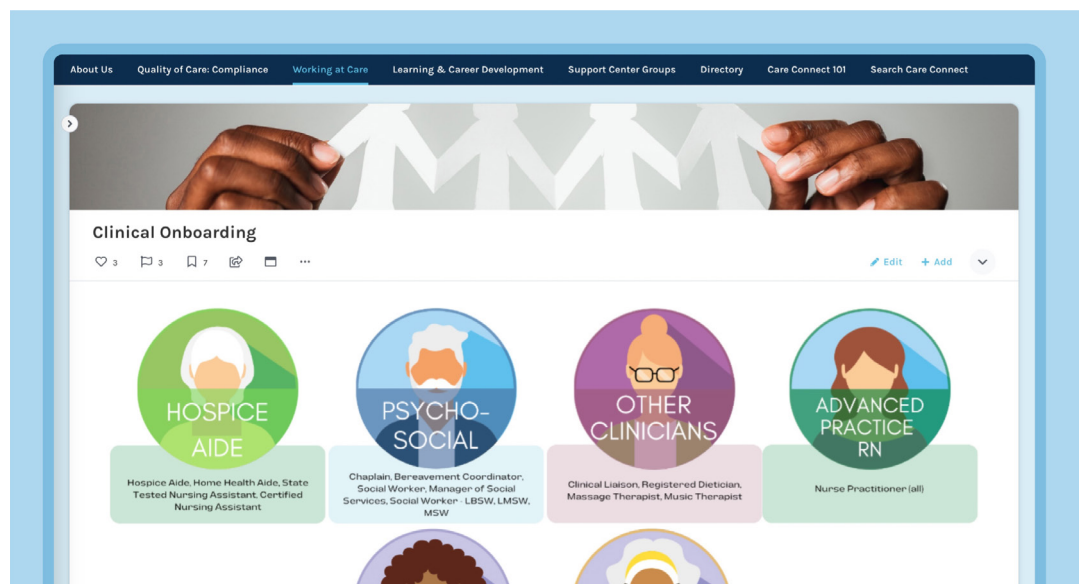
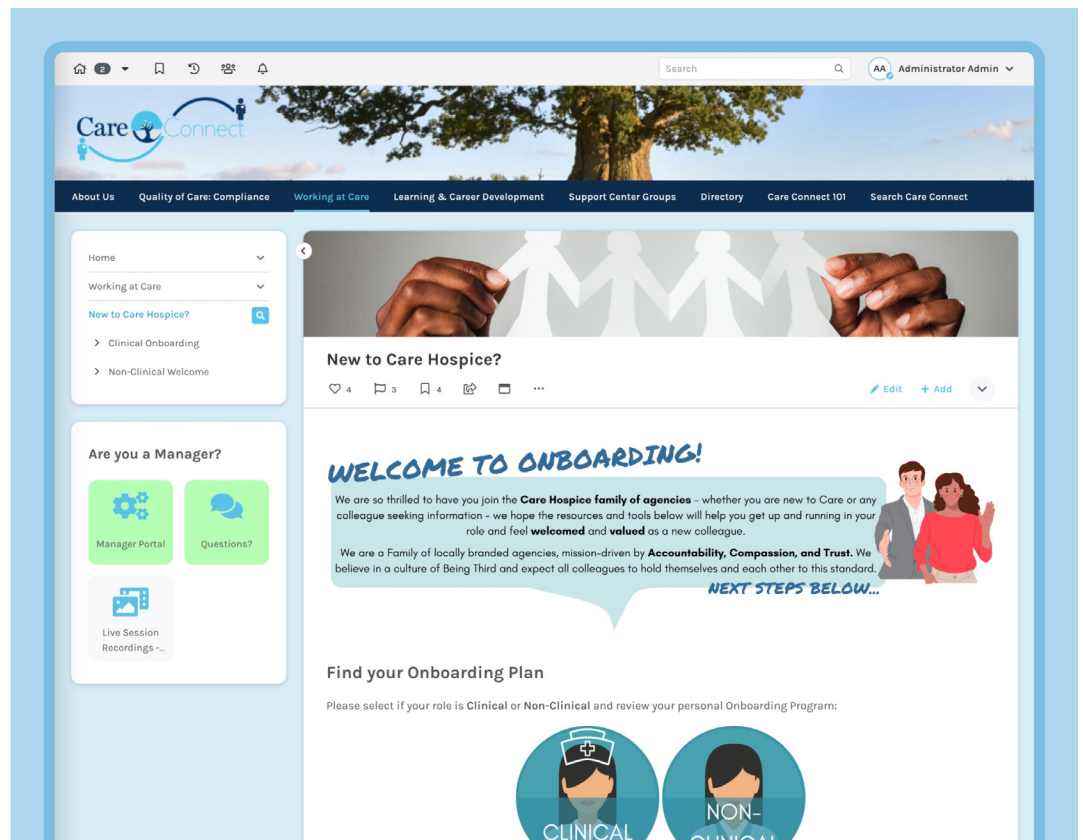
Family of hospices





If the name sounds familiar it's because they also won an award in our Impact category.

There are so many amazing things to note about their intranet, but what really stood out was their focus on education. Training their people is such an important part of their practice and their onboarding section is really inspiring. They also have a comprehensive Care University for their continuing education and leadership development.





HONORABLE MENTIONS

Honorable mentions highlight outstanding efforts and contributions in intranet design, impact, and innovation. Even though these entries didn't win a specific category, they still show impressive achievements and value.

Thurber Engineering

Canadian consulting engineering firm



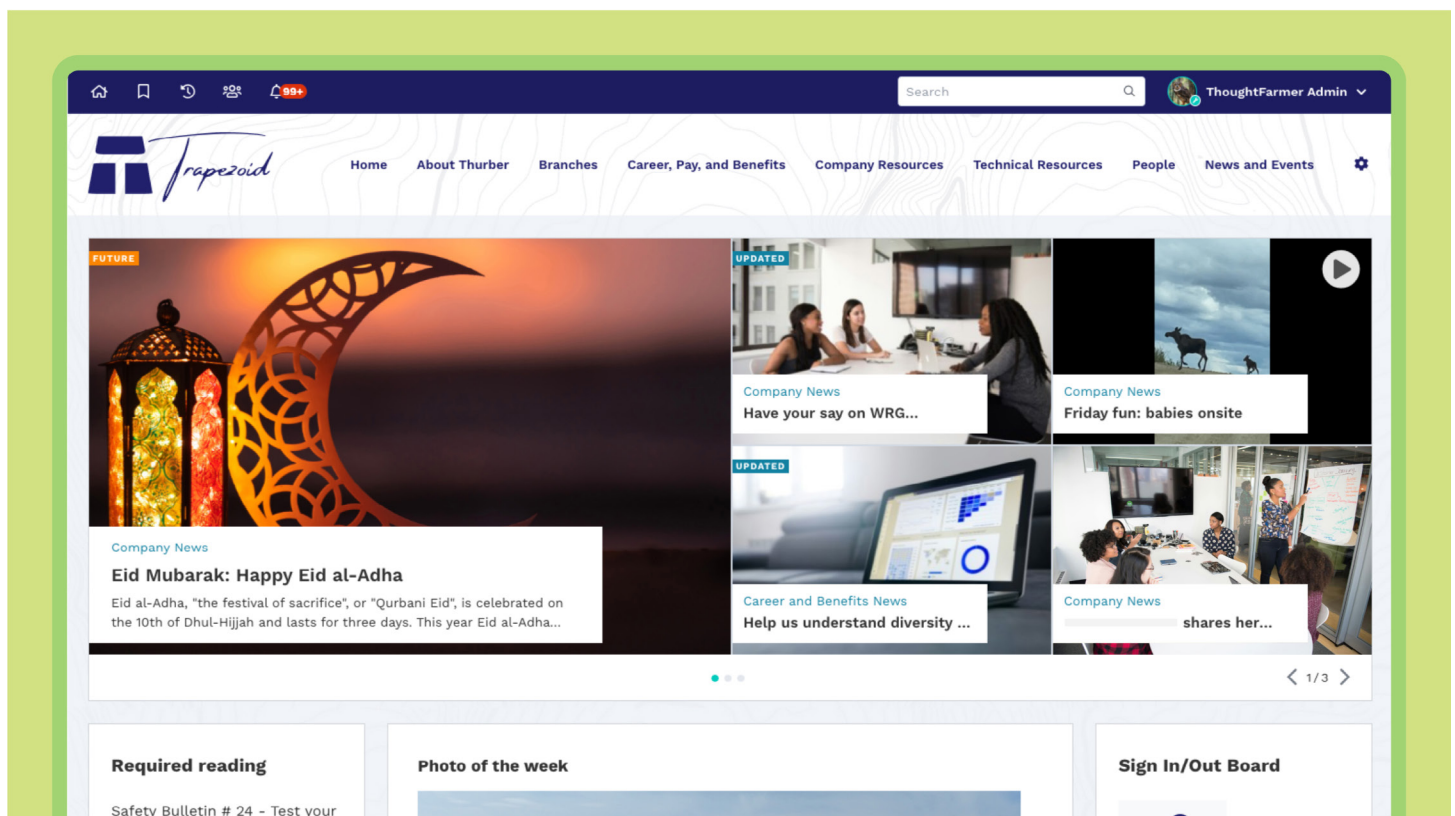
THURBER ENGINEERING LTD.

Moving beyond SharePoint

As previous SharePoint users, Thurber Engineering faced common challenges such as difficult updates, low adoption, and siloed knowledge.

Their new ThoughtFarmer intranet, Trapezoid, changed all that. First, they can now easily share key information on services, projects, industry news, branch updates, and leadership announcements. Second, they've improved culture through fun polls, photo of the week, pet photos, and 'People of Thurber,' highlighting a team member every two weeks. And last, they've done a great job with the Required Reading feature that ensures all their employees stay updated on policies and processes, by tracking who has read essential content.

Perhaps most impressive is their remarkable adoption rate: over 90% each month!





Bonvenu Bank Uniting employees during a rebrand

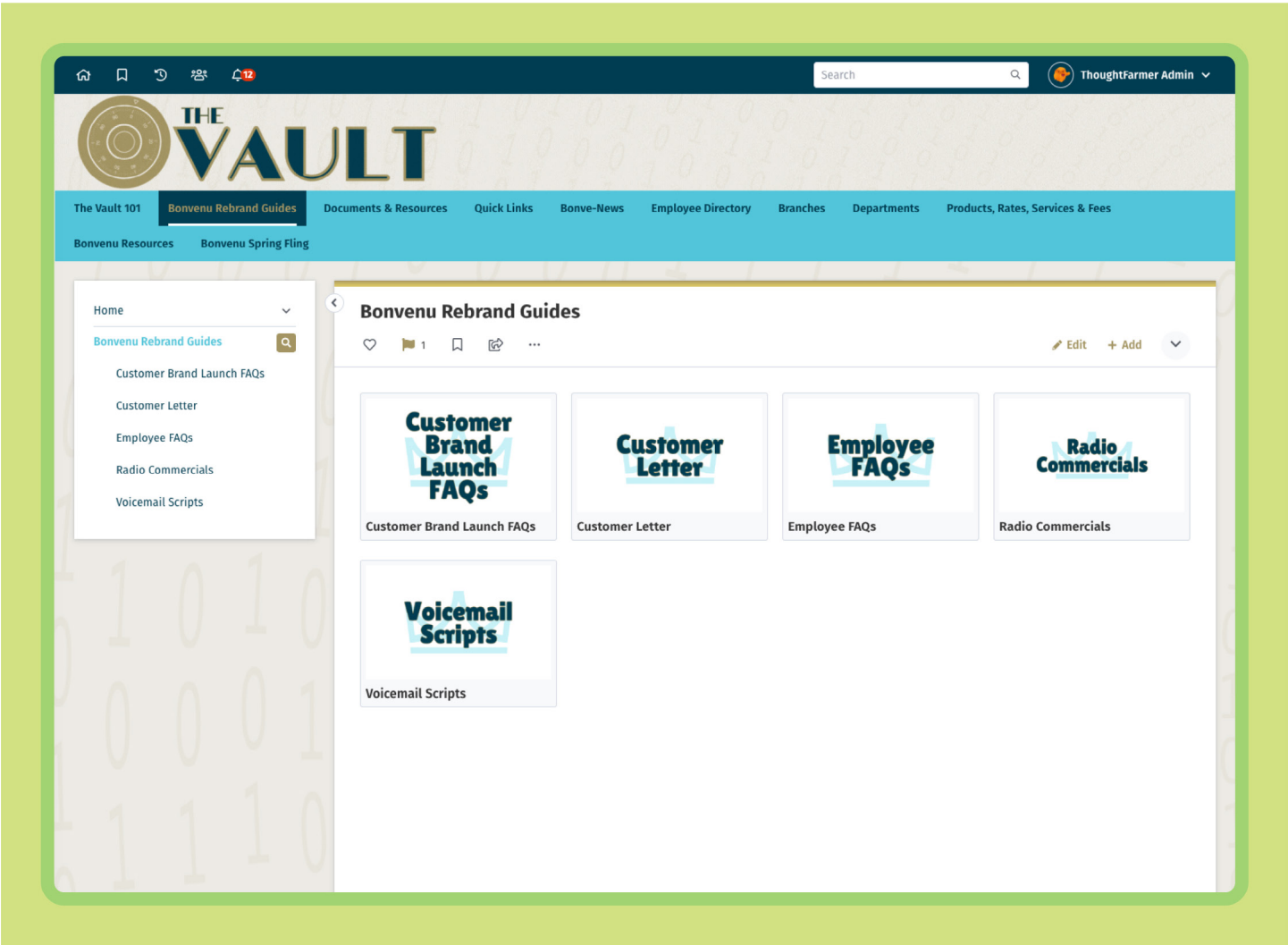
Louisiana based bank



As part of a rebranding process, Bonvenu Bank, previously known as Citizens National Bank, upgraded their intranet at the same time.

Their intranet, named The Vault, had only been live for two weeks when they submitted their award nomination. Visually, we love how it looks. The Vault theme ties in the colors of their new brand which is consistent across the bank.

They've also done a great job using their intranet for employee recognition, which is tied to their core values. Anytime an employee earns recognition, they earn credits to the Bonvenu Swag Store. This has been especially important during the rebranding process. With a new name and logo, earning credits has helped employees update their wardrobe. Even though The Vault has only been live for a short time, it was an intricate piece to our rebranding success and the impact is proven daily.





Connecting Manitoba

Amalgamation of credit unions

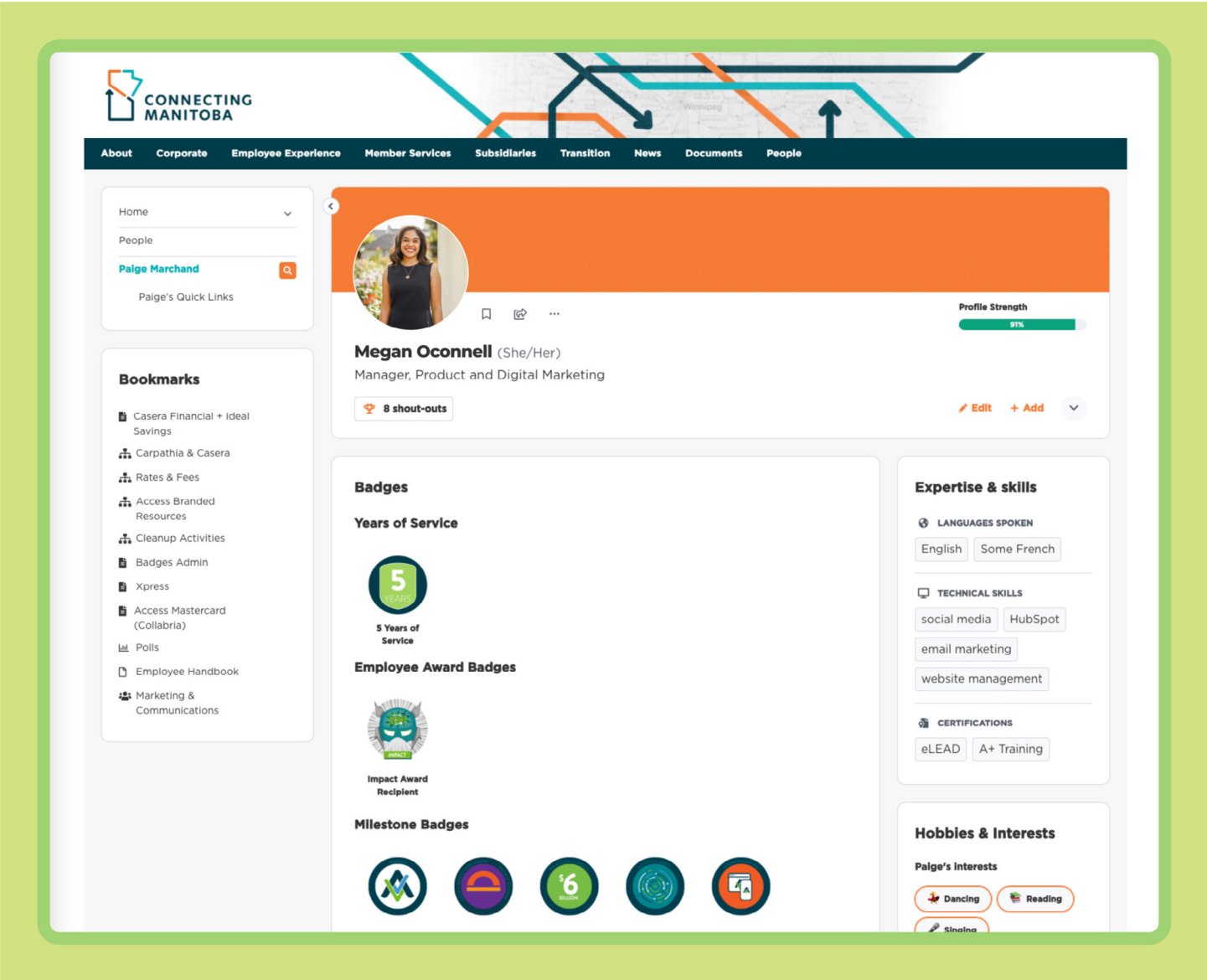


A hub for merger success

Connecting Manitoba, or Connect MB, was created as the go-to hub during the merger of several credit unions across Manitoba, Canada.

They needed a single platform to share information about all merger and integration activities, ensuring smooth connectivity and collaboration.

Their intranet design team crafted a look that perfectly captured their goal of connecting communities and credit unions throughout Manitoba. They selected vibrant, engaging colors and graphics that reflected the values and brands of the merging credit unions. The result is a clean, concise layout that makes finding information easier than ever, designed to stand the test of time.





— Now it's your turn

The winners of ThoughtFarmer's Best Intranet Awards exemplify the transformative power of a well-designed intranet. These organizations have used the full potential of ThoughtFarmer's software to enhance communication, improve collaboration, and cultivate an outstanding company culture.

For those seeking to revolutionize their workplace, we invite you to trial our software and discover firsthand how ThoughtFarmer can elevate your organization's intranet experience. Join the ranks of industry leaders who have already experienced the benefits of an award-winning intranet platform.

Visit thoughtfarmer.com/contact to schedule an intro call with one of our experts to learn more about ThoughtFarmer.

Thanks for reading!

Take the first step towards making work better

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