



The 'Me, We, Us' Model for content relevance

For content relevance





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The 'Me, We, Us Model' provides a simple and powerful way for end-users and content creators to understand the best system to use for content creation, storage, sharing and collaboration.

A single document or piece of content can move through all three areas. A presentation to the Executive Team might go take the following flow:

ME

The Modern Workplace Manager proposes a change to the governance model. She creates the initial document in Word on her personal One-Drive. No-one has access, and at this early stage, there's no need for broader access.

WE

Once there is a good draft of the document, the Modern Workplace Manager shares the document via Teams for review by her Manager and colleagues. At this stage there's a lot of back and forth and collaborating on the document. Once it's completed, the Executive Assistant to the Leadership Team is given the link to the document for sharing ahead of the meeting.

US

The new model, once ratified, is shared to the Authoring Hub on the intranet for broad access.

| | CONTENT | INTRANET & M365 | OTHER TOOLS | USES |
|-----------|--|--|---|--|
| ME | This is content that is specifically relevant to the individual user. Personal working docs, notes, etc. | OneDrive, OneNote, Email | Desktop/ Personal drive | My draft documents, works in progress Transitory documents Private documents |
| WE | Work group based information that typically sits in collaborative spaces — team site, project sites , etc. | Teams, Sharing from OneDrive, OneNote, Email | Shared drives, Other organisation-specific areas | Ad-hoc sharing Project collaboration Workgroups Divisional Teams |
| US | Content for a broad audience, can be 'broadcast' content or content for many different groups Trusted material 'the truth' | Intranet, Email, Yammer | Document Management Systems Records Management System Other organisation-specific areas | News items Organisation-level communication & publishing Finished documents |

The Me, We, Us Model, Susan Hanley, Microsoft VP



Shadow IT

Whenever we fail to meet the needs of users at any of the three areas of the Me, We, Us model users will find workarounds. This results in 'Shadow IT' including resorting to personal email, unsanctioned DropBox, or WeTransfer to send large documents or GoogleDocs for collaboration.

Users resort to workarounds when a system fails them in any way, such as:

- **A system is non-existent**, for example, an organisation has no way to share large files with external parties
- **A system is too hard to use**, for example, email forces mailbox storage limits on users, there's no way to collaborate with external parties, enforced sign-on to multiple applications
- **A lack of governance**, for example, multiple Teams on a single topic leading to duplicate content and no trusted version. Another example is a lack of overarching governance resulting in confusion over which system to use, and when. This results in loss of productivity as users go in and out of multiple systems searching for documents; it increases the cognitive load on users and reduces the available time to focus on the higher value tasks.

Technology must work at every level. This means the tech needs to be useful and usable. There are many out of the box solutions that 'fix' the usability gap that exists with some of the larger product suites.



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