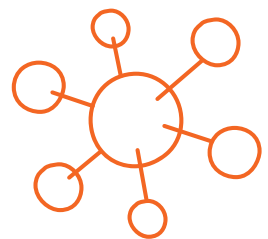PRYSM

Deadline

3 YEARS

SIX REALITIES DISRUPTING TODAY'S WORKPLACE

**The way we work is changing fast.** Even the word itself doesn't mean the same thing it did five years ago. "Work" is no longer somewhere people go, but something they do.

Amidst this shift, employees are pushing for contemporary work styles that maximize flexibility, productivity, mobility and collaboration. Yet businesses have been slow to adapt. Back at the office, the revolution is incomplete. Work styles have changed, but the practices, processes and technologies are stuck in the past or are failing to fit the modern mindset.

This begs the question: **"What happens when your employees live in 2016 but work in 2003?"** The answer is a tidal wave of discontent that affects everything from employee morale to teamwork.

This ebook explores six realities every business must address to deliver the experience workers need, the innovation team leaders expect and the productivity executives demand.

| | The "Old School" Workplace | The Contemporary Workplace |
|---|---|---|
| **Working hours** | 9-5 | Flexible |
| **Where** | In the office | Anywhere there's an Internet connection |
| **Number of hours** | 40 hrs/wk | Variable, as workload demands |
| **Business equipment** | Company-owned | Greater choice; combination of company-owned and employee-owned |
| **Work style** | Focus on process and hierarchy | Focus on achieving objectives and innovation |
| **Communication style** | One-way (presentations, email, memos) | Two-way, collaborative |

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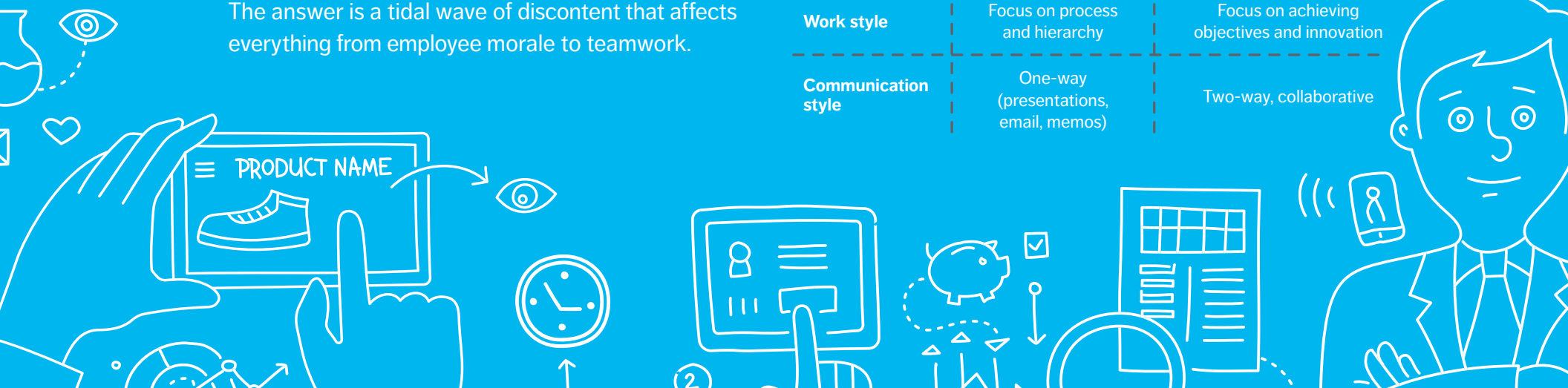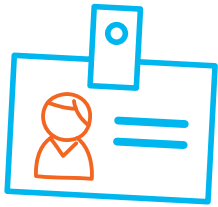
## REALITY #1
# EMPLOYEE DISENGAGEMENT IS A DISEASE.

The most recent data indicates that **87% of employees worldwide are not engaged in their work**.[1] For practical purposes, this means they are sleepwalking through their workdays with little regard for performance. The resulting productivity losses cost U.S. companies alone a staggering **$450B-$550B[1] per year**.

The financial toll is discouraging enough, but the much more insidious story for HR managers and team leaders is the crushing blow these unhappy campers deal to the organization's overall wellbeing. Disengaged employees often sow the seeds of discontent — dragging down others and negatively impacting sales, work quality, productivity, culture and retention of employees that *are* engaged.

Traditionally, HR departments have "owned" employee satisfaction and experience, guiding workplace policies on compensation, training, culture, transparency and more. These factors remain vital to keeping employees motivated. But the mindset has shifted. Today, technology has become a chief contributor to the happiness of employees.

**Case in point:** a 2016 study by Forrester Consulting on behalf of Prysm, indicates **71% of information workers** say they'd be more likely to remain at their company if investments were made in a modern, digital collaboration solution.[2] Without modern technologies in place, organizations are likely to be seriously under-armed in the war for talent.

**87%** OF EMPLOYEES ARE NOT ENGAGED IN THEIR WORK
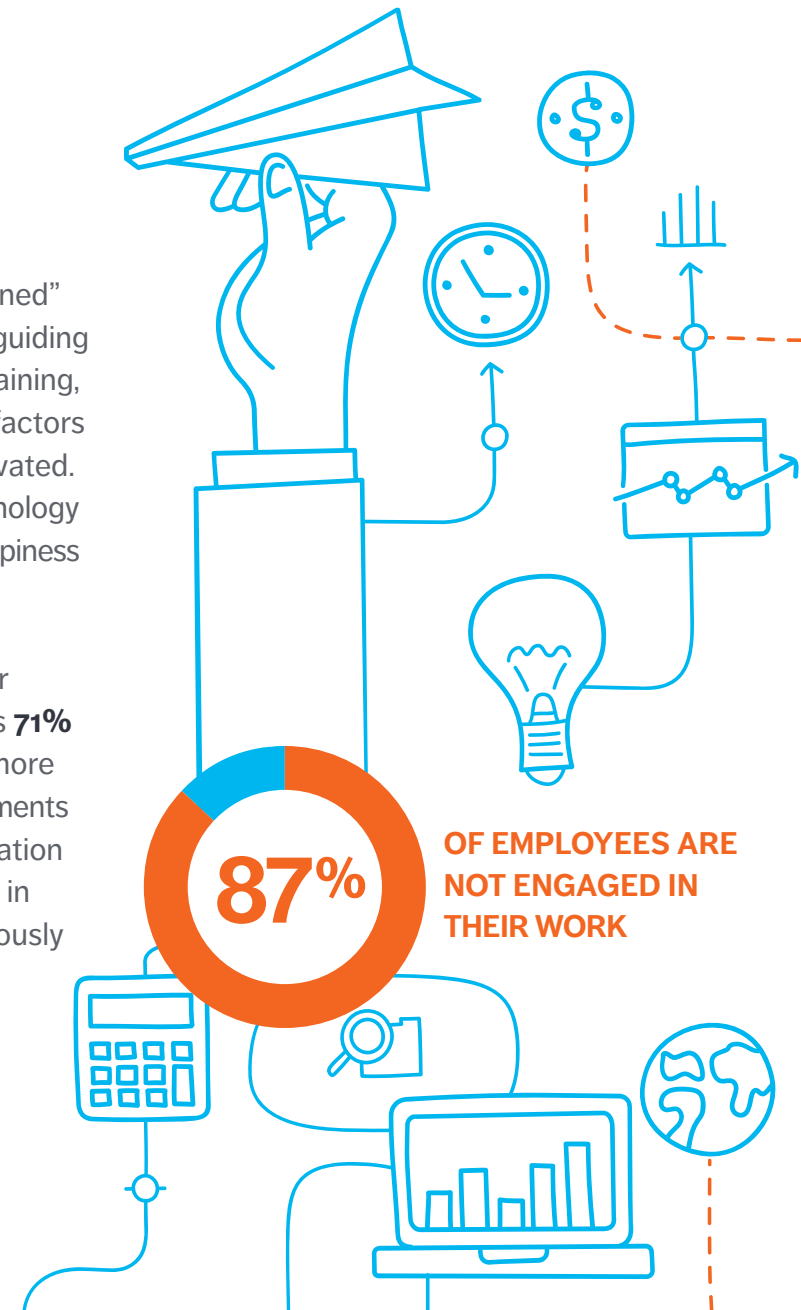
1 "The Engaged Workplace," Gallup
2 "Digital, Disparate, And Disengaged: Bridging The Gap Between In-Office And Remote Workers,"
  a commissioned study conducted by Forrester Consulting on behalf of Prysm, June 2016

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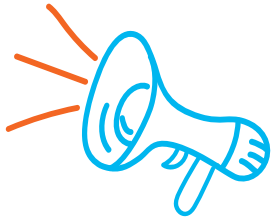
## REALITY #2
# MEETINGS HAVE LOST THEIR MOJO.

Like it or not, meetings are a cornerstone of collaboration. But the elephant in the conference room is that meetings are often dull, disorganized and dated. According to a 2016 Forrester Consulting study, **over half of all employees admit they zone out during meetings**.[1] The experience is even worse for remote workers.

So exactly how did meetings lose their mojo? One reason is that the digital technologies and analog tools that are supposed to make workgroup gatherings more engaging have actually derailed them.

**Pick your poison:** PowerPoint, spreadsheets, audio conferencing, video conferencing, screen sharing, projectors, file sharing, sticky notes, flip boards, whiteboards. With so many moving pieces for any given meeting, the question isn't *if* something will go wrong or get off track, but *when*.

1 "Digital, Disparate, And Disengaged: Bridging The Gap Between In-Office And Remote Workers," a commissioned study conducted by Forrester Consulting on behalf of Prysm, June 2016

**Modern collaboration tools keep meeting leaders and participants productive by addressing challenges throughout three critical phases:**

| Before the meeting | During the meeting | After the meeting |
|---|---|---|
| Team members prep for the meeting by adding any type of digital content (documents, video, web pages, cloud apps, etc.) to a shared digital workspace. | All participants engage within a shared, multisensory digital workspace.<br><br>Participation is active and engaging across all devices and locations — from smartphone to auditorium wall display<br><br>Anyone can add notes, sketches and ideas, as well as new content quickly. | Persistent workspaces keep all players on the same page and eliminate version-control issues.<br><br>Participants are able to go back and see what was discussed.<br><br>Future meetings pick up where the previous meeting left off — no wasted time or lost progress. |

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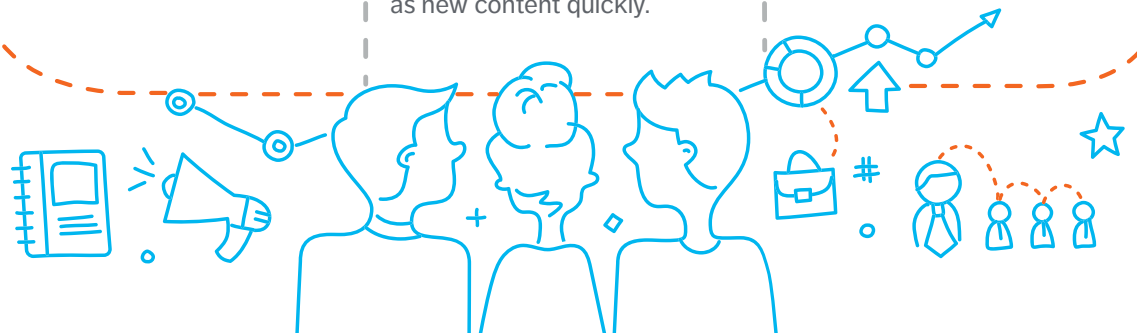
## REALITY #3
# OUTDATED TECH IS PRODUCTIVITY'S POISON PILL.

According to a 2016 Harvard Business Review study, in the last two decades, the time spent by workers collaborating with colleagues has **increased by 50%**.[1] In the modern workplace, about **80% of a worker's time is spent on collaborative activities**, including:

• Reading and writing emails
• Making and answering phone calls
• Attending meetings in person and online

With all this time spent collaborating, employees have less time to complete critical work they must accomplish individually. The reality organizations must now face is that **yesterday's collaborative technologies are largely ineffective at meeting their most fundamental requirement: collaboration.** Teams and individuals are paying the productivity price.

Today's worker requires an environment in which teamwork thrives. "More of the same" will no longer work as a strategy. Business leaders must focus on implementing technologies that make it easier for work groups to collaborate on projects, documents, conversations and ideas — in live meetings, in virtual conferences, as well as asynchronously, offline.

**50%** 
1996   2016

**TODAY'S WORKERS SPEND MORE TIME ON COLLABORATIVE ACTIVITIES.**

1 "Collaborative Overload," Harvard Business Review, Jan-Feb 2016

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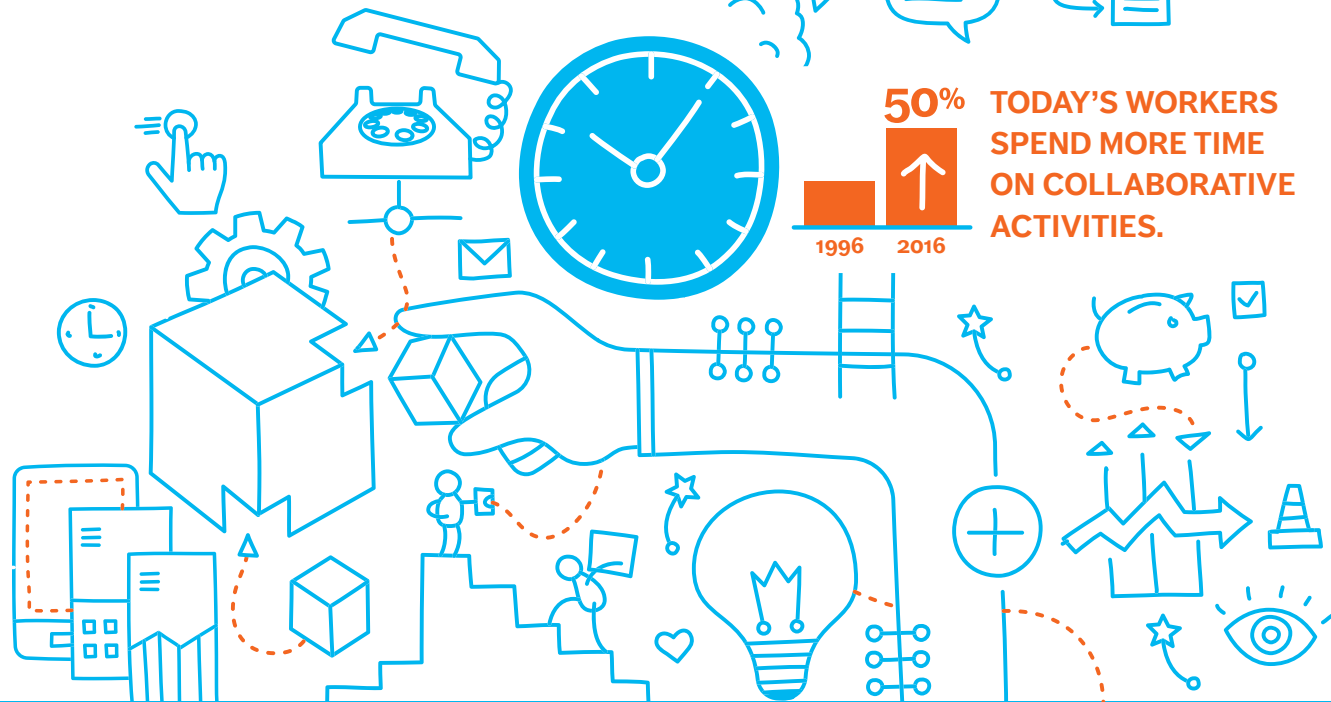
**REALITY #4**

# THE MOST PRODUCTIVE EMPLOYEES WEAR PAJAMAS.

Considering the explosion of mobile devices and audio and video conferencing technologies, it shouldn't be surprising that **over 60%** of enterprise knowledge workers typically work from home at least once per week.[1] Although many executives and team leaders resent it, resist it or outright refuse it, remote work is here to stay. More to the point, it's proven to be highly beneficial to businesses.

According to Global Workplace Analytics, 36% of employees would choose working from home over a pay raise. Free from distractions, **over two-thirds of employers** report increased productivity among their telecommuters.[2]

The key to getting the job done remotely? Workers say it's all about having the right technology. Eighty-three percent said that if they had modern collaboration tools, they could be productive regardless of time or location.[1]

Companies and organizations that commit to remote work, supported by modern technologies, can expect happier employees and more efficient teams. Those that resist, will likely be left behind, unable to attract and retain the next generation of workers.

**2/3 OF EMPLOYERS REPORT INCREASED PRODUCTIVITY FROM TELECOMMUTORS**

**2/3 ↑**

1 "Digital, Disparate, And Disengaged: Bridging The Gap Between In-Office And Remote Workers," a commissioned study conducted by Forrester Consulting on behalf of Prysm, June 2016
2 Global Workplace Analytics

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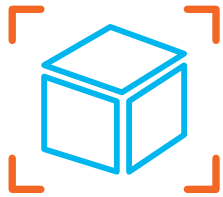
## REALITY #5
# RAPID INNOVATION REQUIRES A SILICON VALLEY MENTALITY.

**Seventy-two percent** of Fortune 500 CEOs say the rapid pace of innovation is their company's number one challenge.[1]

Why is innovation such a huge deal? Because the disruption of nearly every industry is already in progress. The most successful companies are the ones rethinking "business as usual." The most profitable taxi company owns no vehicles (Uber). The fastest-growing hospitality provider owns no real estate (Airbnb). The most popular media company creates no content (Facebook).

**A business that wants to be the disruptor, not the disrupted, needs to reset its mindset.**

Rapid innovation requires a Silicon Valley mentality, which is characterized by out-of-the-box thinking. This type of disruption can be achieved in an environment that supports unstructured creativity in conjunction with with formalized processes.

By shifting away from yesterday's workplaces and collaboration tools, which were designed to support more structured and process-oriented work, workgroups can innovate faster, accelerate project schedules and beat competitors to market.
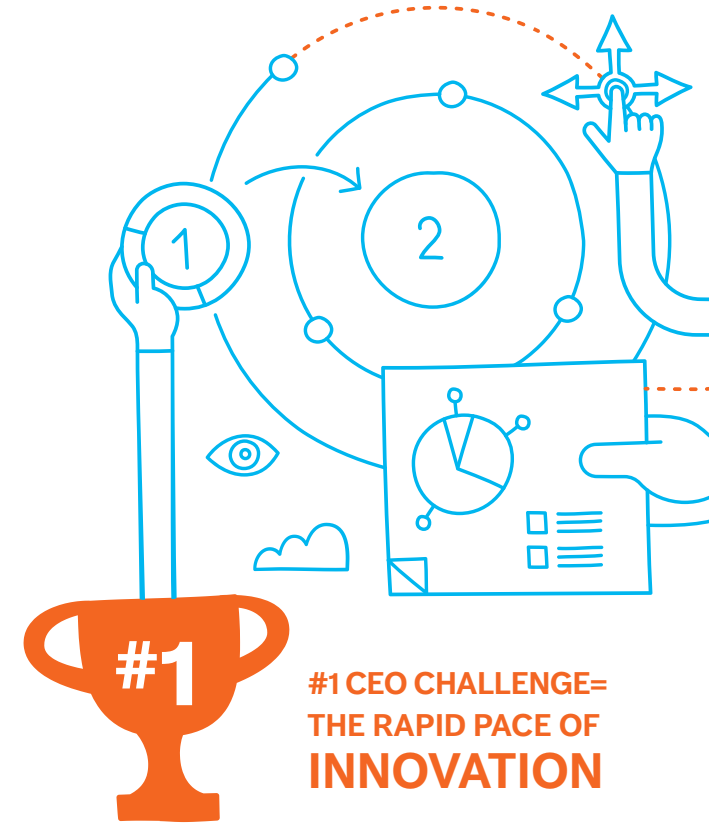
**#1 CEO CHALLENGE= THE RAPID PACE OF INNOVATION**

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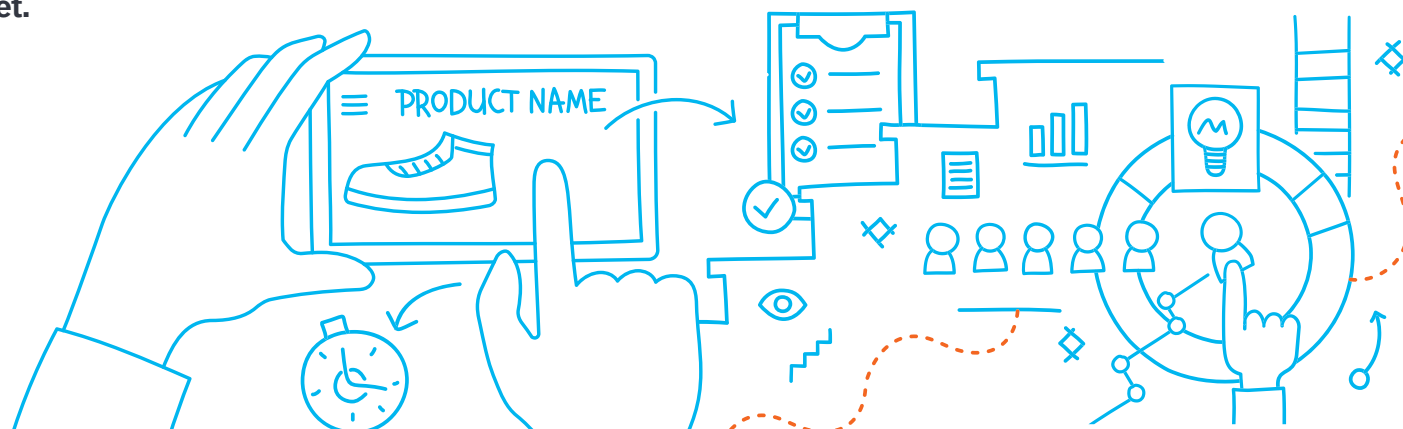
1 2015 Fortune 500 CEO Survey, Fortune.com

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**REALITY #6**

# DECISION MAKERS ARE CYNICS ABOUT ANALYTICS.

Businesses expect their knowledge-intensive teams (such as engineering, design and R&D) to be data-driven. The value of making decisions based on hard facts is clear and indisputable. However, for these teams, data may be easy to come by but it can be incredibly difficult to visualize, share and interpret.

What happens on many strategic teams is that people spend far too much precious time agonizing over complicated sets of data to generate graphics to stick in a slide deck. The data and information is hashed and rehashed until what's left is something resembling "Frankendata." It's little wonder decision makers are wary and skeptical that what they're seeing is the truth.

The ability to visualize data from multiple enterprise or departmental sources in a single location provides a more contextual way to analyze data.

Modern visual workplace solutions now make it easy to display and group together many graphics and live data feeds on a single workspace shared across multiple devices and locations. This enables teams to more easily understand relationships within the data, debate questions in real time and spot opportunities.

In fact, according to a SAP study, workers using data-visualization tools reported that the tools reduced the time required to see trends and correlations in their companies' data by **at least nine hours**.[1] Visual workplace tools accelerate what is possible with data visualization by expanding the information available to decision makers.

# 9 HOURS

**IT TAKES NINE HOURS OR LONGER TO SEE TRENDS WITHOUT DATA VISUALIZATION**

1 SAP / Wakefield Research study

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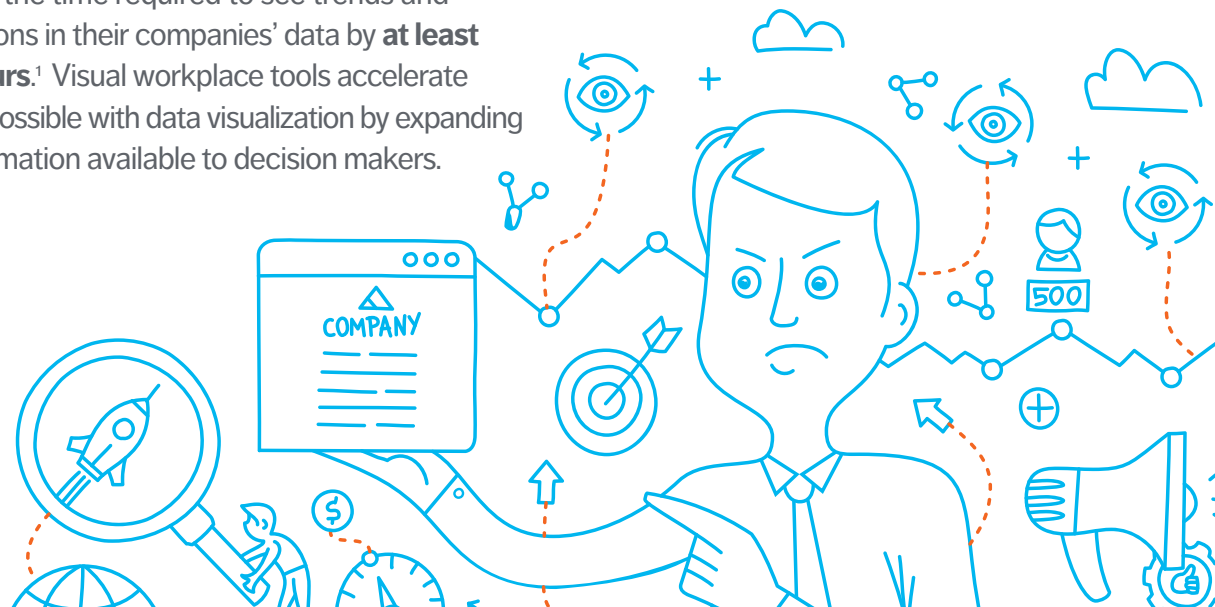
# THE BUSINESS CASE FOR THE VISUAL WORKPLACE.

The common denominator across these workplace realities is that the nature of work is in the midst of a revolution. Collaboration is now the critical driver of problem solving, creativity and innovation. **The workplace itself has become a platform for exchange.**

However, collaborative activities by their very nature are complex, dynamic, unstructured and unpredictable. As a result of using technologies designed for legacy, process-specific work styles, we spend an inordinate amount of time coordinating teams and information, rather than actually collaborating. How often do you hear colleagues say, "We need to get on the same page"?

Optimizing collaboration to drive competitive advantage requires businesses to create modern workplaces that allow more people to actively contribute and innovate with speed.

The immersive experience made possible by Prysm Visual Workplace does exactly that. Discover how this modern collaboration solution enables teams to exchange content, visualize information and combine knowledge. See how touch-enabled, wall-sized displays turn war rooms into idea factories. Learn how Prysm invigorates every meeting with shared workspaces across all devices and locations.

**Visit: <u>prysm.com/teamwork-transformed</u> to watch an online demo.**

## PRYSM

### About Prysm

Prysm is defining a new way of work. One where applications, content, video conferencing and the Web can all be easily combined into a visual workspace where teams can create, edit and share. These interactive workspaces are stored in the cloud and available on any sized screen. Prysm's Visual Workplace solutions span from executive briefing center to home office — and every size workplace in between. Today, Prysm powers 20 percent of the Fortune 500 and our customers are leaders in all industries including technology, energy, finance, healthcare, media and universities. To define your company's new way of work, visit prysm.com.