

HOW TO INCREASE ENTERPRISE COLLABORATION

6 Proven Strategies to Drive Maximum Enterprise Collaboration Growth



Enterprise collaboration tools have changed how organizations work, making information more accessible and driving up employee productivity and engagement.

To reap these benefits, organizations need a strategy to speed up adoption. Read below to find out how.

BEFORE YOU START:

KNOW YOUR AUDIENCE AND THEIR CHALLENGES

Every employee is at a different stage of adoption-readiness. Let's take a look at the typical groups:



Green Group

- Fully committed and don't need much persuasion
- Let growth happen organically



Yellow Group

- Willing/curious, but slow to adopt
- Need to motivate/push this group



Red Group

- Unwilling to adopt and actively avoid change
- Don't focus energy on this group

FORMULATE A PLAN OF ATTACK:

TIPPING THE ORGANIZATION: MOVING YELLOWS TO GREEN

Move employees in the Yellow group to the Green group by identifying Yellow leaders and employees who are likely to become adoption champions.

Soon after, the reds will follow.



IMPLEMENT:

6 STRATEGIES TO DRIVE ADOPTION

ENGAGE EMPLOYEES

Make employees part of the process and get them excited.

HOST GROUP MEETINGS



CONDUCT POLLS

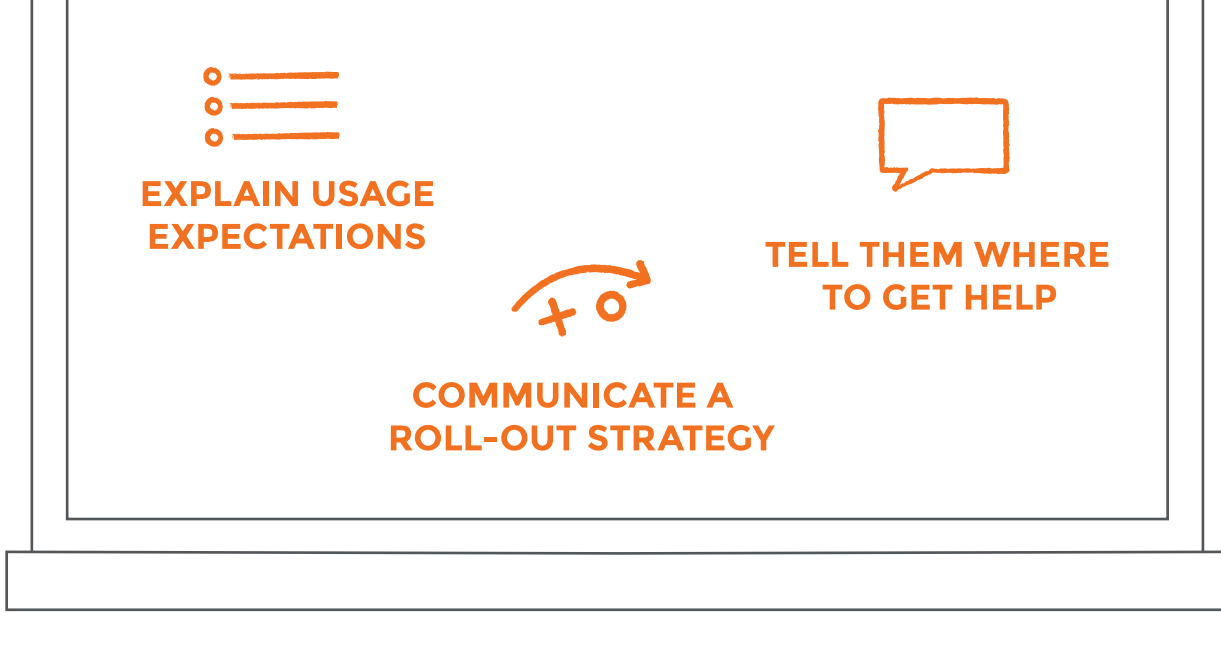


ENCOURAGE VOTING



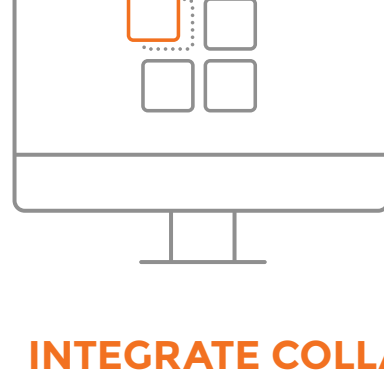
EDUCATE EMPLOYEES

Clear communication on what the organization is trying to accomplish is key.



EASE THE BURDEN

Don't just convince employees of collaboration tools' benefits, make it easy for them.



LEVERAGE EMPLOYEE SPONSORS

Identify employees to champion collaboration and provide support and motivation.

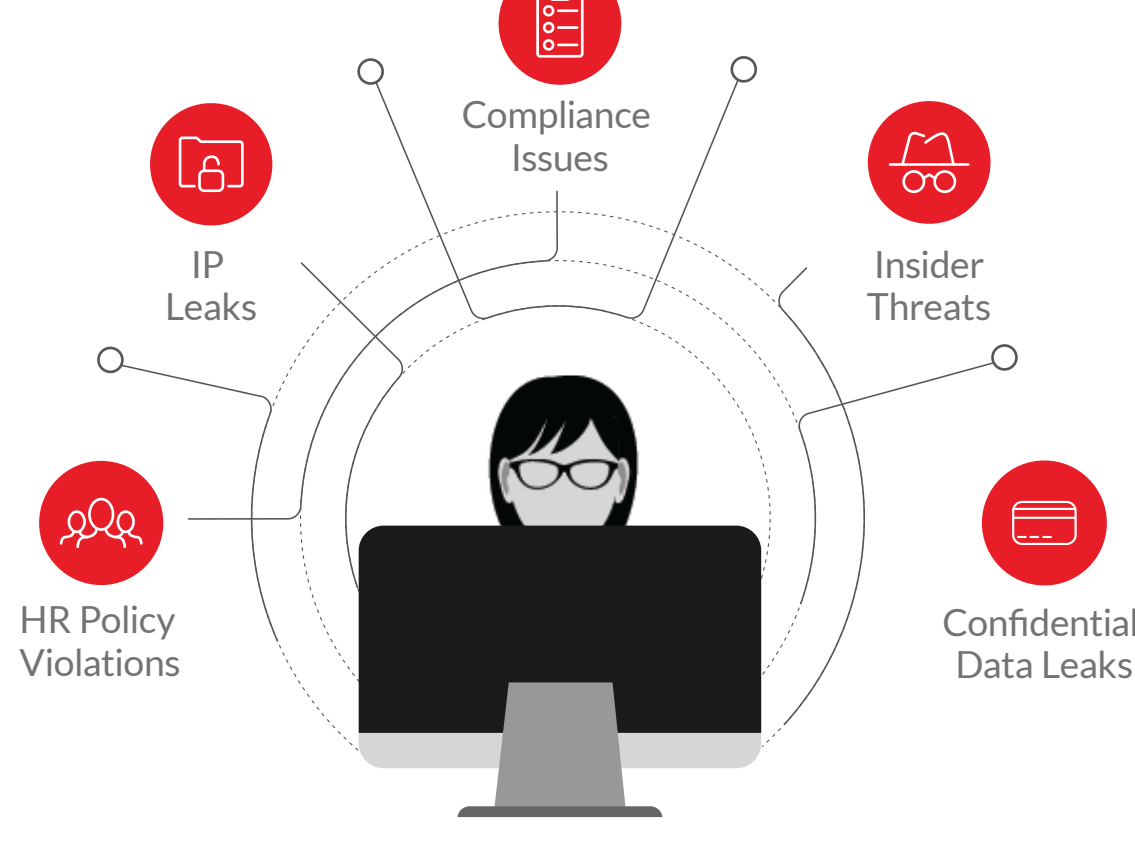
INTEGRATE COLLABORATION INTO USER WORKFLOWS

Find ways to integrate collaboration with systems that employees already know and use.

ERODE RISK FACTORS

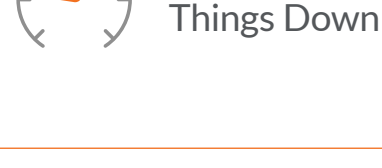
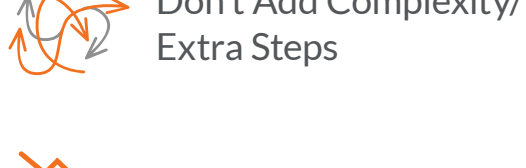
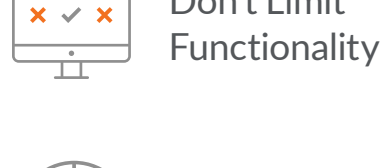
Acknowledge the possibility that employee misuse could impact your organization. Offer a governance solution that promotes adoption and minimizes risk.

TOP 5 POTENTIAL ENTERPRISE COLLABORATION RISKS



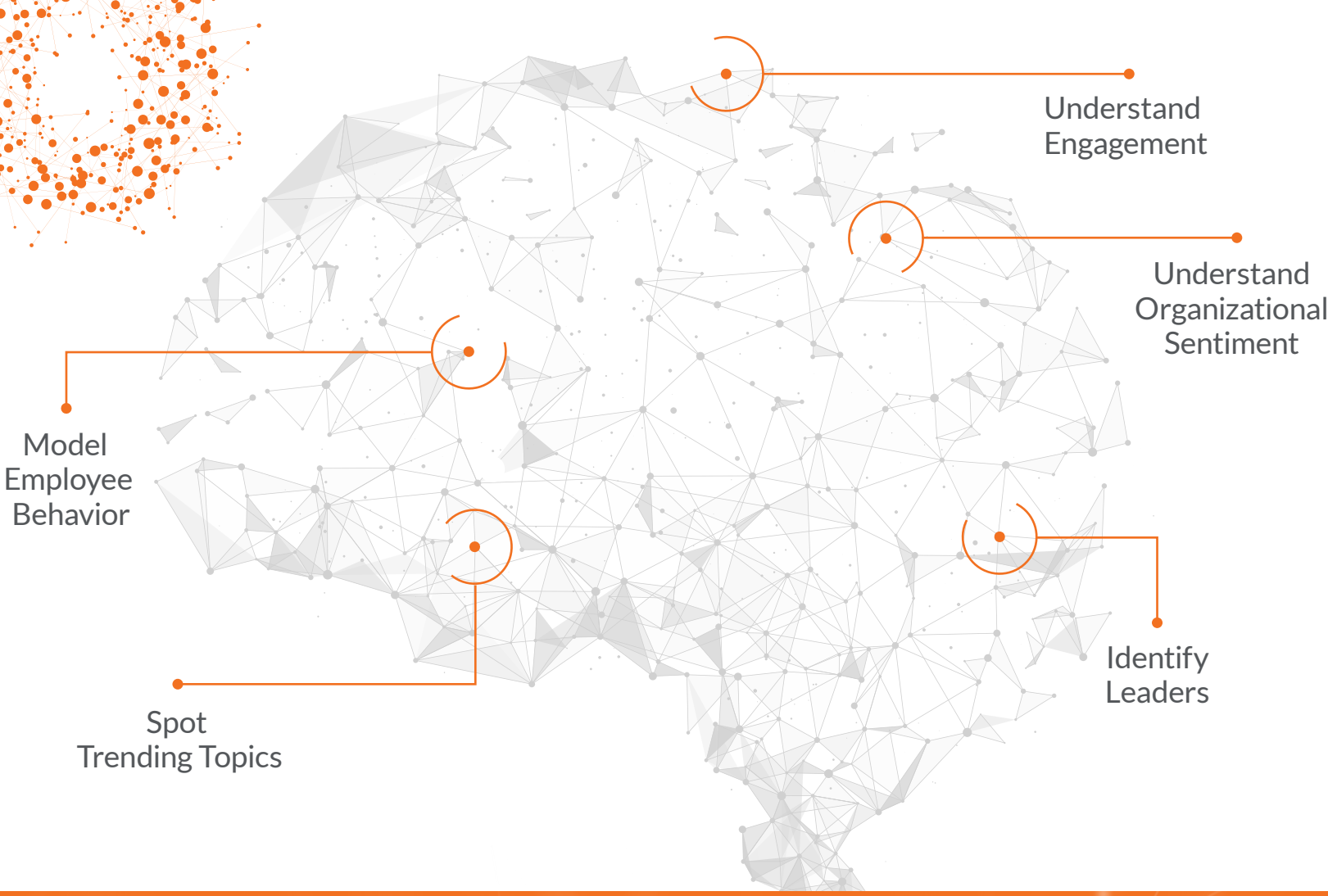
EMBRACE THE EXPERIENCE

Offer a governance solution that doesn't interfere with the user experience.



ENVISION THE FUTURE

Real-time, actionable operational information is available in your collaboration network — and a great deal can be done with it, such as:



Want more details? Download our Field Guide to Collaboration Adoption to learn more.

Tools like Workplace by Facebook, Yammer and Microsoft Teams provide incredible collaboration benefits — but lackluster adoption can prevent companies from fully realizing their value.

Download our new publication, "A Field Guide to Collaboration Adoption" to uncover 6 proven strategies to drive maximum adoption for your company's collaboration environment.

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