

Teamwork makes the dream work:

# Building a collaborative culture.



# Foster teamwork with collaborative technology.

Teamwork is a competitive differentiator that helps your company break through to new levels of efficiency and game-changing innovation. But with today's workstyles, teams rarely gather in the same room to discuss issues or brainstorm. Instead, they're likely to work remotely, at different hours, and on multiple projects at the same time.

So how can you make collaborative magic happen? Implement a secure communication technology that supports best-in-class collaboration—before, during, and after meetings. Look for a solution with all five of these essential features: around-the-clock collaboration, the ability to multitask across multiple teams and projects, mobile workspaces, a secure collaboration platform, and virtual brainstorming tools.



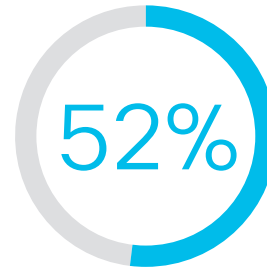
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# Empower teams to work together, whenever.

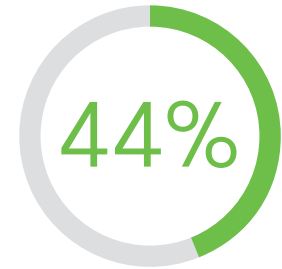


With people working at different times, you can't always just call them in real time with a question or an idea. You need technologies that support both real-time and anytime work styles for around-the-clock collaboration.

Find a solution that enables team members to message, share documents, and collaborate to keep the project moving forward even after the meeting or workday has ended. For around-the-clock productivity, hand off issues to workers on the other side of the world so one team can resolve them while the other team sleeps. When a team member is back at work—or awake in the middle of the night in pajamas—he or she can easily check in to an always-available online meeting room to find out what others have done and to leave messages for people who are offline.



Office employees who have some choice over the times they work<sup>1</sup>



Office employees whose organization offers them flextime<sup>2</sup>



<sup>1</sup> Gallup, *State of the American Workplace*, 2017.

<sup>2</sup> Ibid.

# 2

## Support multitasking across teams and projects.

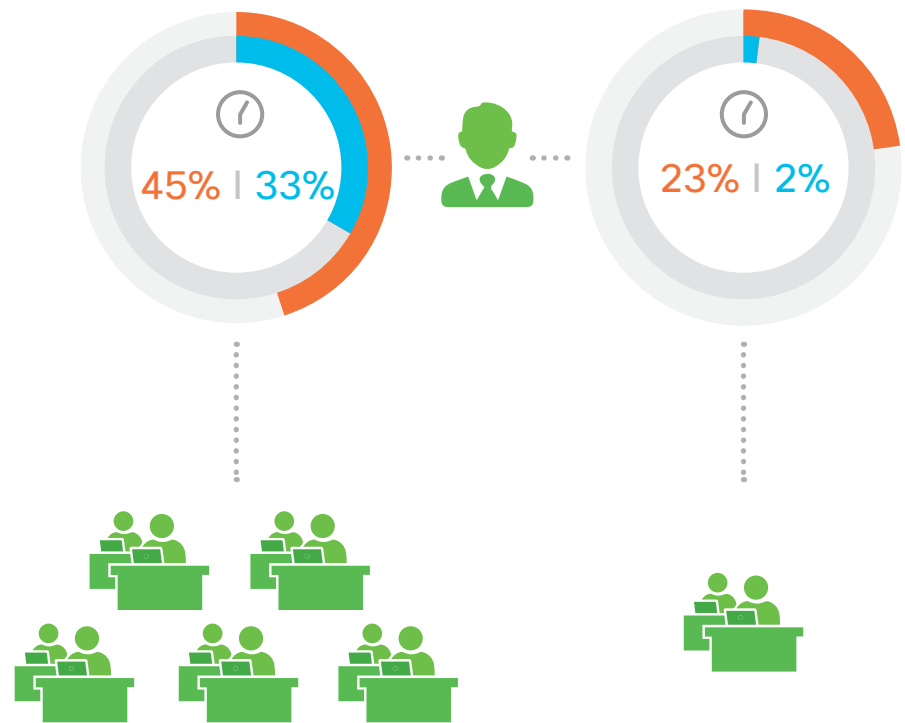


Having employees work on different cross-organizational teams and projects helps increase an organization's flexibility. But for those team members, this multitasking takes a lot more communication, collaboration, and coordination.

Help increase their productivity with dedicated team workspaces. There's no need to hunt around when the corporate relocation project, for example, has its own workspace that holds all related communications, documents, white board drawings, and other materials. Time to switch gears and work on the new product launch? That will have its own workspace, too.

And when someone is multitasking with back-to-back meetings, some collaboration tools will let them stay connected to one meeting and slide seamlessly into the next, and even skim through slides that were shown before they arrived—all without interrupting the presenter.

Employees who work on multiple teams spend almost **45%** of their time responding to requests for coworkers and **33%** attending internal meetings vs. **23%** and **2%** respectively for employees who work on just one team.<sup>3</sup>



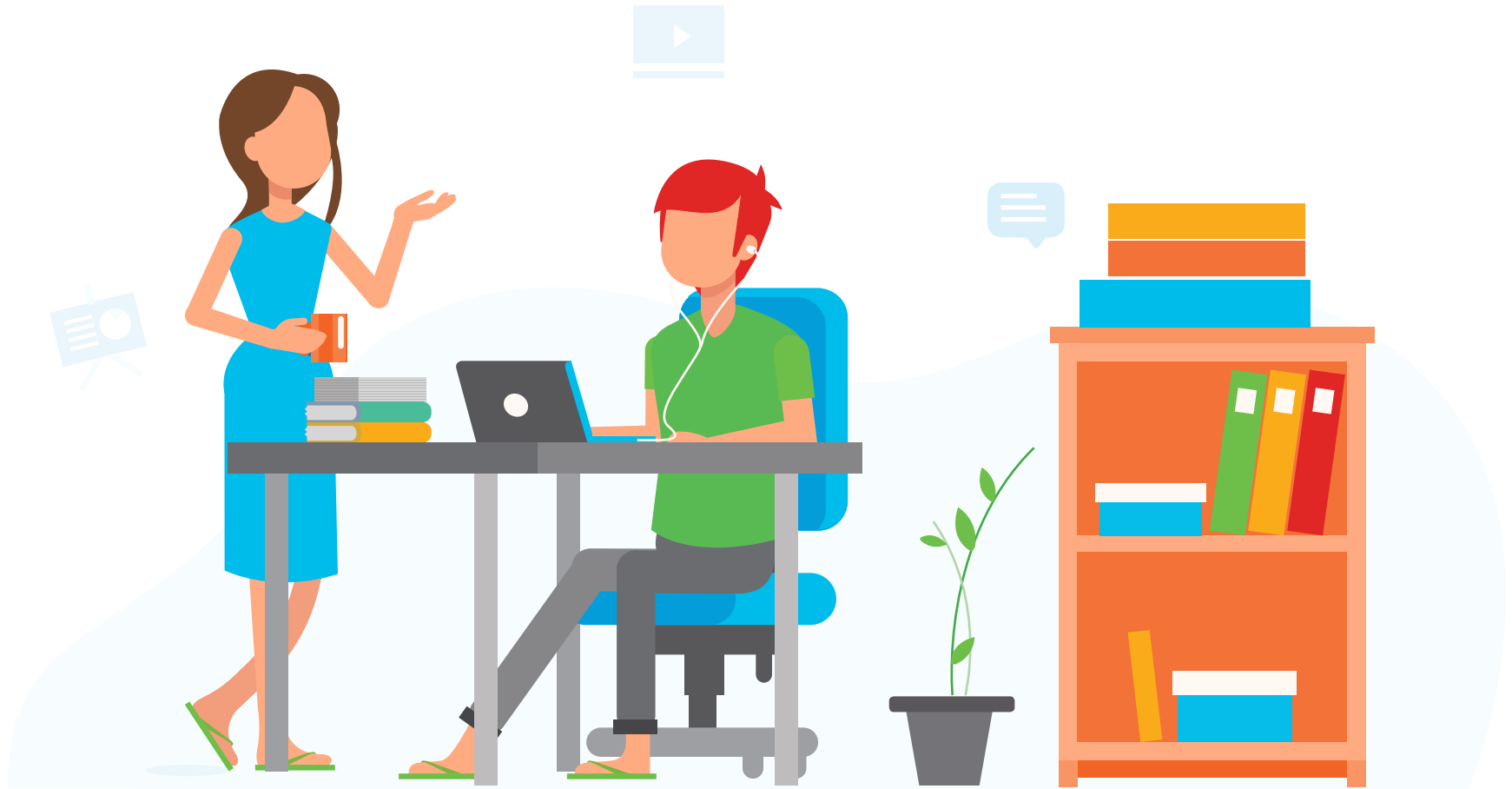
● % of employees' time responding to requests for coworkers

● % of employees' time spent attending internal meetings

<sup>3</sup> Gallup, *State of the American Workplace*, 2017.

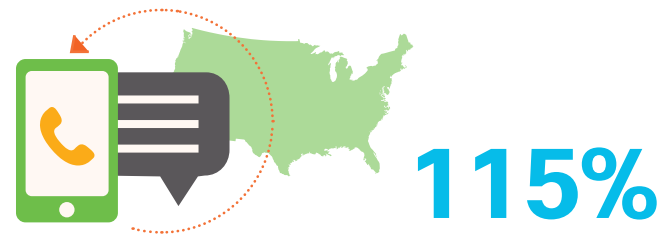
# 3

## Make sure your mobile workers aren't "remote."



Working from home is on the rise. For good reason: One experiment found overall efficiency increased 13% when employees worked from home. The bad news? They were promoted less, and at the end of the experiment, half of them chose to return to the office.<sup>4</sup>

Why? These workers were “remote” in the negative sense of the word. Don’t let that happen to your distributed teams. Instead, create shared virtual workspaces for them. Make it easy for them to join meetings using almost any video or mobile system, at no extra cost. With a state-of-the-art solution, they can enjoy a meeting experience that’s as good as being there, with lifelike HD video conferencing and audio, and written channels including white boarding, chat, and file-sharing. After the meeting, team members can all stay on the same page using a virtual collaborative workspace that captures all interactions and information about the project.



increase in the percentage of people telecommuting in the U.S. in the last **10** years<sup>5</sup>



Distance at which unplanned communication with coworkers drops significantly<sup>6</sup>

<sup>4</sup>U.S. News, “Telecommuting Can Boost Productivity and Job Performance,” March 15, 2013.

<sup>5</sup>Global Workplace Analytics and FlexJobs, “The 2017 State of Telecommuting in the U.S. Employee Workforce,” June 2017.

<sup>6</sup>U.S. News, “Telecommuting Can Boost Productivity and Job Performance,” March 15, 2013.



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Keep it confidential with a secure collaboration platform.



Let's talk. Employees often share highly sensitive information using their collaboration tools. They should be able to speak frankly with each other and share files over online channels without worrying that the information will fall into the wrong hands.

A secure collaboration platform supports fully protected file-sharing. At the same time, it also facilitates easy integration with other collaboration tools—and closes any security gaps between them. Set up a solution that protects mobile meetings with the industry's leading built-in multi-layer security—then relax and let them talk.



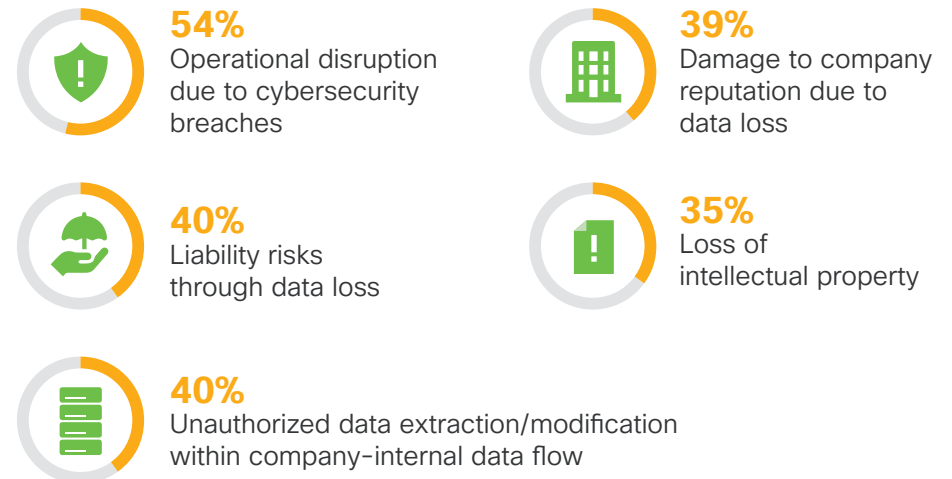
<sup>7</sup>Forrester Research, *Strategies and Solutions for Secure Webconferencing*, 2014.

<sup>8</sup>PwC, *Industry 4.0: Building the Digital Enterprise*, April 2016.

## Types of data employees collaborate on during web meetings<sup>7</sup>



## Top data security concerns<sup>8</sup>



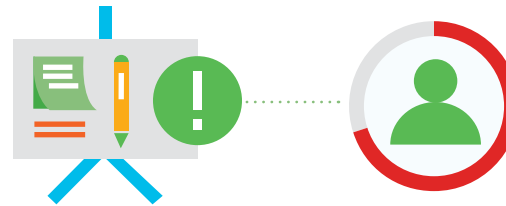
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Bring together the whole team for brainstorming.

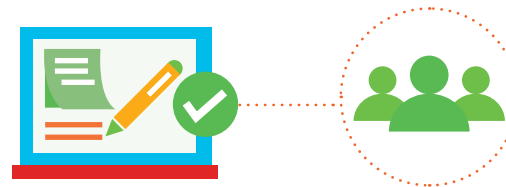


Studies show that creative collaboration—such as brainstorming—works even better in a virtual environment than in person. The most valuable collaboration tools provide virtual environments that integrate audio, video, and content-sharing, and even support white boarding by multiple people from desktop and mobile devices at the same time.

This type of environment creates a “zone” where teams can tap into their greatest creativity, productivity, and excitement about their work. Then, after the meeting ends, all the ideas from the brainstorming—plus follow-up ideas and insights—reside in the team’s workspace, ready to inspire further innovation.



Almost **70%** of participants perform worse in traditional than virtual brainstorming sessions.<sup>9</sup>



Virtual brainstorming works even better with large groups, while in-person brainstorming is less effective when there are more than six participants.<sup>10</sup>

<sup>9</sup>ScienceDirect, *Computers in Human Behavior*, Volume 23, Issue 3, “The medium matters: Mining the long-promised merit of group interaction in creative idea generation tasks in a meta-analysis of the electronic group brainstorming literature,” May 2007.

<sup>10</sup>Harvard Business Review, “Why Brainstorming Works Better Online,” April 2, 2015.

Cisco's suite of industry-leading collaboration products connects people and ideas so teams can produce their best work, with no compromises. Cisco Webex delivers a more intuitive way to work by improving how teams connect, adapting to the ways virtual teams operate, and enabling better-connected solutions to move work forward. And it's all built on a proven, flexible platform that delivers enterprise security and performance to support your growing business.

**Find out how the right collaboration technology can help team leaders foster a collaborative culture—and take your business to new levels of efficiency and game-changing innovation.**



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