

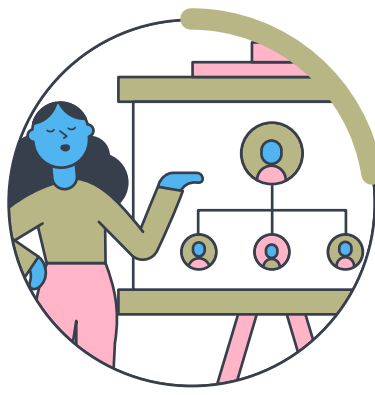
## Connecting Everyone on Workplace

Digital transformation isn't just about technology. It's about information. That's why comms plays a crucial role in supporting change initiatives driven by the CEO. Workplace supports internal communications by **connecting everyone** so the right message gets to the right people at the right time. We'll even help you measure the impact.



**61%** of IC professionals agree that excessive volume of comms and channels are their biggest barriers to success<sup>1</sup>

<sup>1</sup> Gatehouse, 'State of the Sector 2019'



Companies with highly engaged employees are **21%** more profitable<sup>2</sup>

<sup>2</sup> Gallup, 'American Workplace Changing at a Dizzying Pace', February 2017



**59%** of comms leaders do not regularly report on the impact of their communications<sup>3</sup>

<sup>3</sup> Gatehouse, 'State of the Sector 2019'

### 3 Ways Workplace Supports Comms Objectives to Connect Organizations

#### Getting the Right Message to the Right Person

280bn emails will be sent this year – do you really need to add another one? Workplace eliminates email overload by using advanced AI and relevant Groups to make sure people only see the information and updates that are most relevant to them.

#### Communicating Company Strategy

Successful digital transformation agendas bring everybody along for the ride. That means effective communication is critical. Workplace uses familiar formats like Live video to create more engaging, company-wide conversations around key strategic initiatives.

#### Measuring Reach and Impact

Workplace provides comprehensive analytics for admins alongside more lightweight insights – like how many people have read, liked, commented on and shared a post – to measure everyday impact.

## Tools and Technology to Connect Everyone



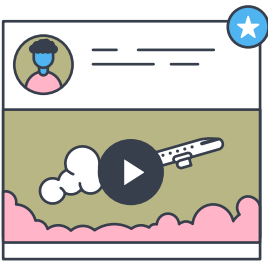
### Deepen Employee Engagement

Reach everybody in one place to create organization-wide conversations and shared cultural moments by automatically sorting people into company, region or team-level FYI Groups.



### Org-Wide Connections on Live Video

If pictures are worth a thousand words, video is priceless. Live video is the most engaging and authentic way to communicate company strategy while encouraging real-time feedback.



### Nothing Gets Missed

Automatically pin critical communications from senior executives to the top of relevant Groups, and receive data on impact and engagement.

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We would do communication from the CEO about an all-hands or the quarterly results and not put any information in an email. We'd just direct people into Workplace. If you want to know how your company is doing, go there.

**Pat Wadors**, CHRO & Chief Talent Officer, ServiceNow

## Take the next step on your Workplace journey

Comms professionals at over 30,000 organizations are using Workplace every day to connect their people. If you're ready to learn more about how they do it, check out this testimonial.

How Hoyts' CEO is using Workplace to connect people to priorities. [Learn more](#)