

@workplace



JOIN THE
CONNECTED COMPANY
REVOLUTION

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Connected companies are able to unlock the full potential of their people. Workplace makes it happen, using familiar features like Groups, Chat and Live video to make communication more engaging and teamwork more effective.

This supports key Comms objectives like communicating company strategy, giving everyone a voice and attracting the best talent. It also impacts the bottom line.

According to industry experts Forrester Consulting, companies that are connected on Workplace can see:

- 25% reduction in leadership communication costs
- 34% reduction in time taken for frontline workers to get updates
- 20% faster decision making

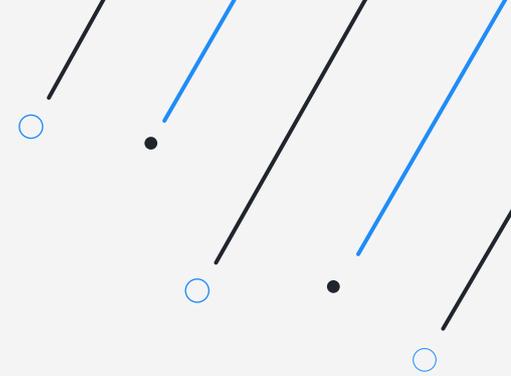
Nestlé is the largest food and beverage company in the world, with 320,000 employees serving 2,000 brands in 190 countries. Nestlé launched Workplace in 2018 to unlock the collective power of its people so it could turn more great ideas into great products.

After a pilot in Mexico, teams reported a 94% increase in their visibility over what was happening in-market, as well as a 60% increase in innovation. That led to a global launch that has delivered on Nestlé's strategic goals of becoming a simpler and more agile organization.

"We've seen the inspiration and innovation that come from simply connecting people that don't speak the same language or have never been able to interact."

Cristina Macina,
Global Internal Communication & Engagement Strategy Lead,
Nestlé

WHY WORKPLACE?



Facebook has been building tools to connect people for over 15 years. With Workplace, we're bringing that deep understanding to the enterprise. That translates into three unbeatable benefits for businesses.

Adoption

Workplace is built on a design system that's familiar to billions of people around the world. That familiarity, along with ease of deployment, results in very high levels of adoption with limited need for training.

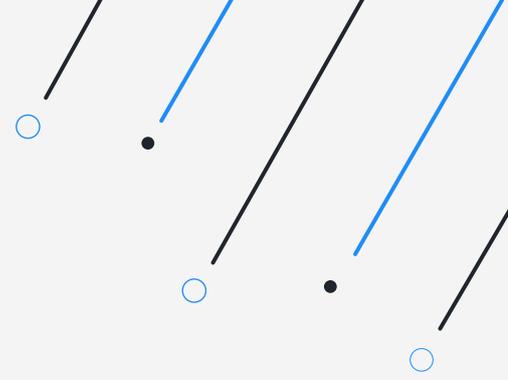
Innovation

Workplace is part of a cutting-edge technology company that is shaping people's behavior around the world. Not only do we understand consumer trends, we're perfectly placed to deliver these innovations to businesses to improve employee communication and collaboration.

Ease

We're committed to seamless integrations with existing enterprise tools to keep people in the flow of work. It's why we've built deep partnerships with the likes of Microsoft and Google for friction-free provisioning and file sharing.

ARE YOU READY TO **GET CONNECTED?**



There's more to getting connected than choosing a new piece of software. Here are four things you can do to get started.

✔ **Set performance goals**

Align your leadership team on the business problem you're trying to solve and the role that technology is going to play. Solving complex organizational issues requires changes in behavior, process and technology all working together to support your performance goals and objectives.

✔ **Pick your KPIs**

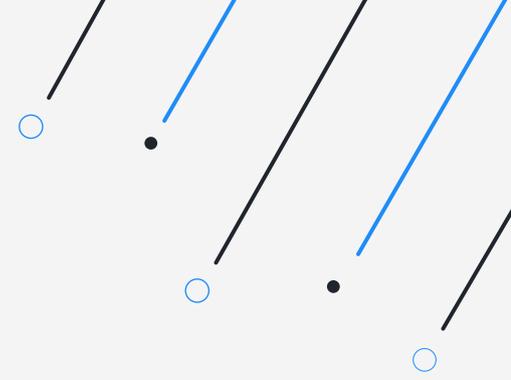
Decide how you're going to measure your KPIs. And remember that collaboration is not a KPI - it's a means to an end. KPIs could include external factors like customer satisfaction and revenue per store, or purely internal measures like employee sentiment and retention.

✔ **Shut things off**

If you have an existing tool with poor adoption or outdated use cases make sure you have a path to either turning that tool off or at least integrating it into your new workflows. This will impact adoption of any new tools or ways of working you're looking to introduce.

✔ **Put somebody in charge**

Someone needs to take charge of educating and engaging employees around new technology. This could be someone from HR, Comms or the office of the CEO. It might even include a team of community managers or product champions. Make them responsible for generating and engaging with content, which will be the single most important driver of adoption and engagement at the outset.



LEARN MORE ABOUT **CONNECTED COMPANIES**

Check out our [YouTube page](#) to discover more stories and hear from leaders of connected companies.

Workplace.com



from
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