

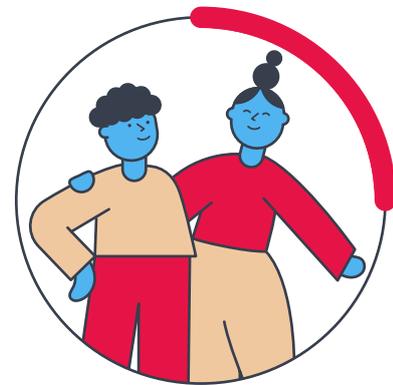
## Building a Connected Culture on Workplace

Digital transformation is at the top of the agenda for CEOs. But how do you know when you've got it right? Workplace puts people at the center of that transformation, building a **connected culture** that attracts top talent while growing the business.



**28%** of CEOs put 'workforce' in their top three priorities<sup>1</sup>

<sup>1</sup> Gartner, 'Growth, Corporate Strategies, IT and Workforce Issues Continue to Top CEOs' Priorities in 2018', May 2018



**25%** improvement in productivity for organizations with connected employees<sup>2</sup>

<sup>2</sup> The McKinsey Global Institute, 'The social economy: Unlocking value and productivity through social technologies', 2012

### 3 Ways Workplace Builds a Connected Culture

#### Creating a Modern Workplace

Employees no longer accept work tools that are inferior to the technology available to them at home. Workplace takes consumer-level innovation and adds enterprise-grade security to create a modern work environment that's fast, familiar and safe.

#### Attracting Top Talent

Great technology is a competitive differentiator in the battle for talent. Workplace makes it easier to recruit, onboard and empower the best people with familiar tools and cutting-edge experiences.

#### Building a Better Business

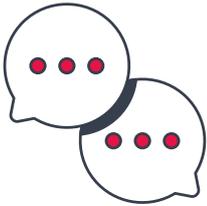
Business is better when people are connected. Connected companies have more effective communication, smarter collaboration and stronger cultures. That drives bottom-line business value by making work more meaningful and people more engaged.

## Tools and Technology to Build a Connected Culture



### Put a Face to Every Name

Put a face to the name and build relationships with People Directory, a searchable database of your entire company. Get in touch with the people you need, ask the right questions or discover posts to help you connect with others.



### Instant and Authentic Communication

Workplace Chat is modern mobile messaging for real-time conversations. Use text, stickers and gifs, make voice calls or hit a button to switch to high-def video conferencing with up to 50 colleagues.



### Deepen Employee Engagement

Reach everybody in one place to create organization-wide conversations and reduce the time from communication to action by posting into company, region or team-level announcement Groups



When millennials see that we use Workplace, it gives them an entirely different view of the company. They see a contemporary tool to stay connected.

**Pradheepa Raman**, Chief Talent and Innovation Officer, Stanley Black & Decker

## Take the next step on your Workplace journey

Over 2m paid users are already using Workplace every month to feel part of a more connected culture. If you're ready to learn more, check out these helpful blog posts.

- How Telefonica is building a more connected culture for 120,000 employees. [Learn more](#)
- Creating a better business at Ennismore. [Learn more](#)