

#### Agenda

1. Virtual collaboration comes of age

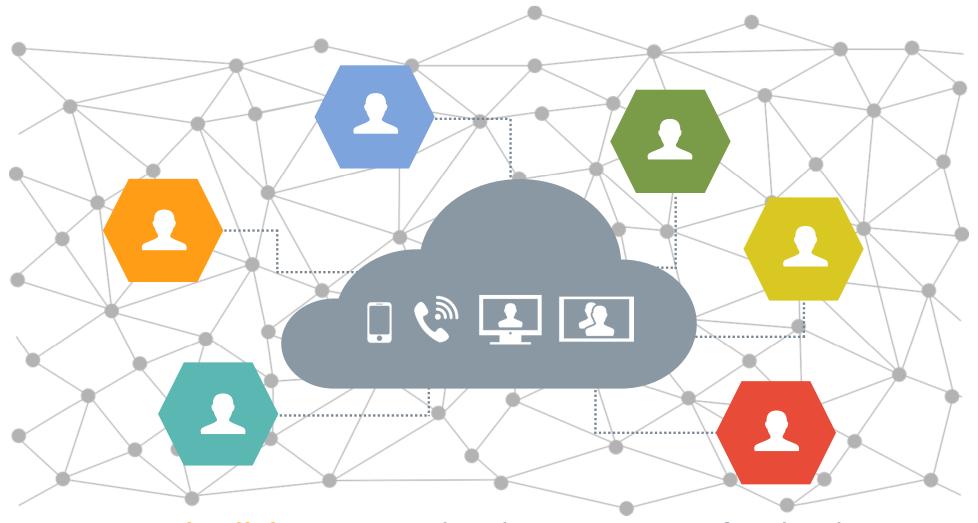
2. Virtual collaboration supports core business strategies

Capture virtual collaboration's potential through total collaboration management

4. Employee engagement – a critical component of your strategy



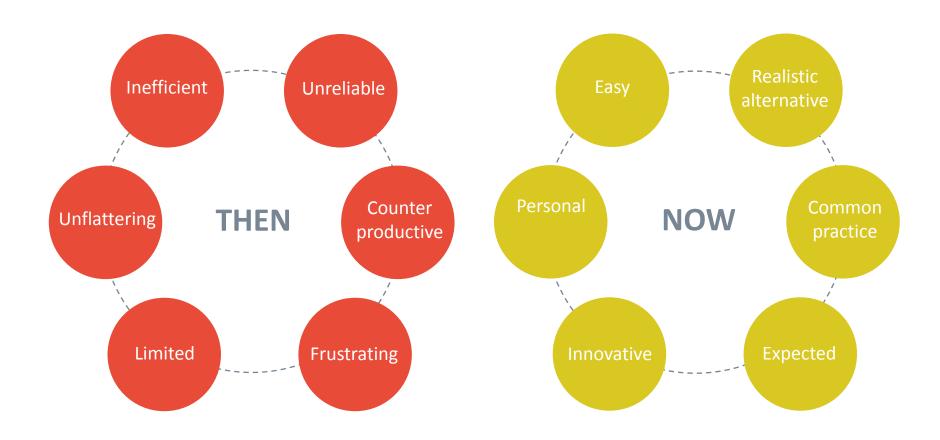
# Virtual collaboration comes of age



Virtual collaboration is the alternative use of technology when face-to-face meetings aren't an option.

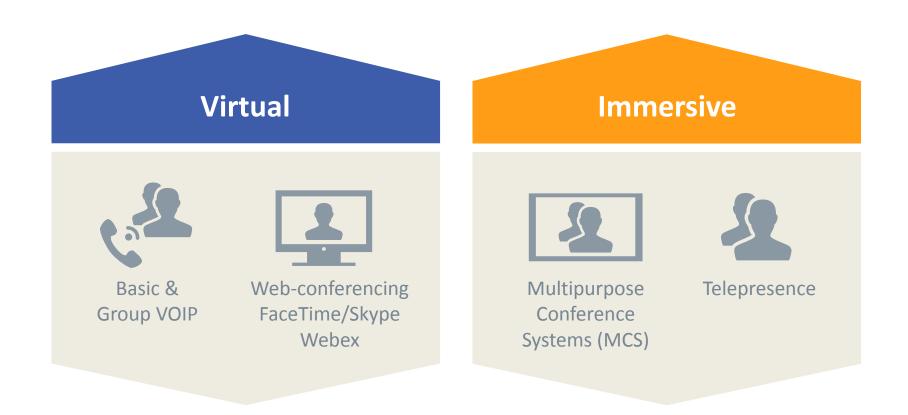


#### **Virtual Collaboration**





#### A wide range of collaboration options





# Virtual collaboration supports COre business strategies

### Business has changed

Colleagues work in

different locations

Companies are

more global

Teleworking is a

growing trend

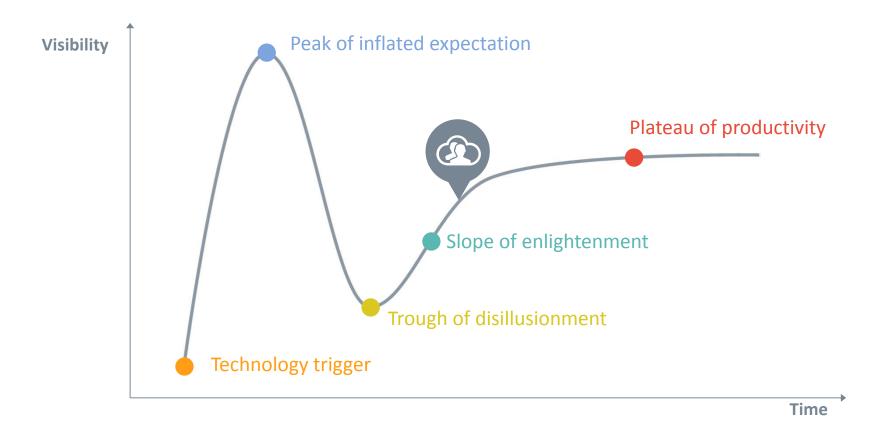


#### And so has virtual collaboration





#### The state of virtual collaboration today





## Companies avoid



by investing in and executing a comprehensive virtual collaboration strategy



# Capture virtual collaboration's potential with a total collaboration management strategy

#### The (often unrealized) promise

#### What's missing?

Specific goals

Tangible ROI

Collaboration between functional groups

Training

Communication

Employee expectations



#### Do your employees know...

- What virtual collaboration assets the company has invested in and why?
- The capabilities of the different assets (e.g. webex, multi-purpose conference room systems)
- What types of interactions work best with each of those assets?
- How to access the options?



#### How do you realize the potential?

#### **Total collaboration management**

Build and execute a strategy

Do I stay or do I go?

Make it easy to stay

Collaborate across
ICT, Facilities and
Travel to create and
execute a meaningful
collaboration
strategy – whether
virtual or live

Make sure employees understand what's available and how to determine "do I stay or do I go?"

Make it easy to stay and leverage the investment in virtual collaboration



#### Five steps to total collaboration management

1

#### Measure the baselines

Understand the state of collaboration & travel at your organization. Too much internal travel? Not enough budget to travel to clients? Current collaboration tools underutilized?

Employee satisfaction challenges?
Evaluating major VC upgrades?

2

# Create the strategy

Set your goals.
Improve employee work/life balance?
Reduce internal travel? Improve internal interactions and relationships?
Create action plans and measurable objectives.

3

## Gain leadership commitment

You're not just talking about implementing some new technology, you're talking about changing the organization's collaboration and travel culture. You'll need leaders' commitment to change themselves.

4

# Execute the strategy

It's critical to do more than just implement the technology. Make sure you use marketing tactics so employees understand expectations and new capabilities well. Train many to use new assets.

Ensure employees know "Do I stay or do I go.?

5

# Make it easy to stay

Think about how difficult it is to organize a video conference or live meeting in your organization. How can you make it easier than booking a trip? Consider implementing workspace management software.



# Employee engagement is a critical component of a total collaboration strategy

#### Components of a total collaboration campaign



# SHOULD I STAY, OR SHOULD I GO

Be mindful of our people and our environment. Before traveling, consider this:



Can my **goals be** accomplished virtually?



Does the **benefit overcome the cost** if I travel?



Will my time be used effectively?

Know what travel alternatives are available to you!

# Are you ready to tackle collaboration at your organization? Advito can help.