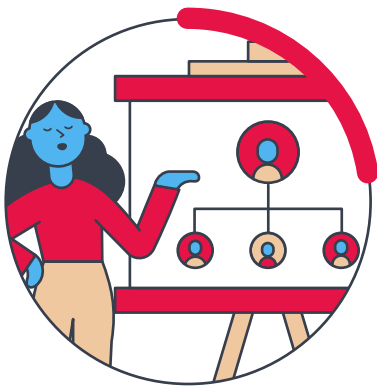


Connecting Everyone on Workplace

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, **connecting everyone** in an organization so the strategy becomes clearer and teams are more motivated.



Only **22%** of employees strongly agree that leadership has a clear direction for their organization¹

¹ Gallup, 'American Workplace Changing at a Dizzying Pace', February 2017



Companies with highly engaged employees are **21%** more profitable²

² Gallup, 'The State of the American Workplace', 2018

3 Ways Workplace Helps CEOs Connect Organizations

Communicating Strategy & Priorities

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.

Creating More Relatable Leaders

Just as Workplace puts people at the center of technology, it also puts a human face on senior leadership, making executives more present and approachable for the rest of the business.

Motivating Employees

By creating a more connected company, Workplace reduces the distance between senior employees and the rest of the business. This is just one way work becomes more meaningful and motivation increases.

Tools and Technology to Connect Everyone



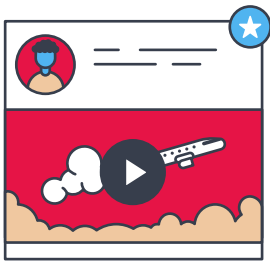
Deepen Employee Engagement

Reach everybody in one place to create organization-wide conversations and communicate company priorities by posting into company, region or team-level announcement 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.

“

Workplace was very, very easy to implement. Our senior leaders are using it to communicate really important strategic updates to everyone.

Vicki Huff-Eckert, Global New Ventures & Innovation Leader, PwC

Take the next step on your Workplace journey

Over 2m paid users are already using Workplace every month to work together more effectively. If you're ready to learn more about how they do it, check out these testimonials.

- How Hoyts' CEO is using Workplace to connect people to priorities. [Learn more](#)
- Why Stanley Black & Decker CEO, **Jim Loree**, has never felt more connected to the company. [Learn more](#)