

PRYSM®

# EMPLOYEE DISENGAGEMENT IS A DISEASE:

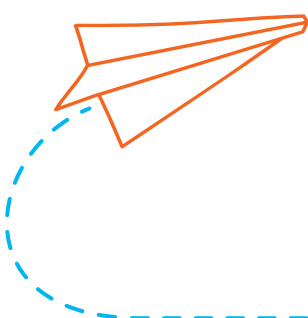
## HOW ORGANIZATIONS CAN CURE TODAY'S WORKPLACE PANDEMIC



## What is creating such a high level of disengagement?



In the past, businesses focused on the manager-employee relationship as the key to employee engagement. Managers received training and support to help set performance expectations, promote regular feedback and ensure that employees had what they needed to do their jobs.<sup>2</sup> Today, there is a new factor at play: the growing friction between employees who desire to move to contemporary work styles and the slow-to-adapt employers who are stuck in the past.



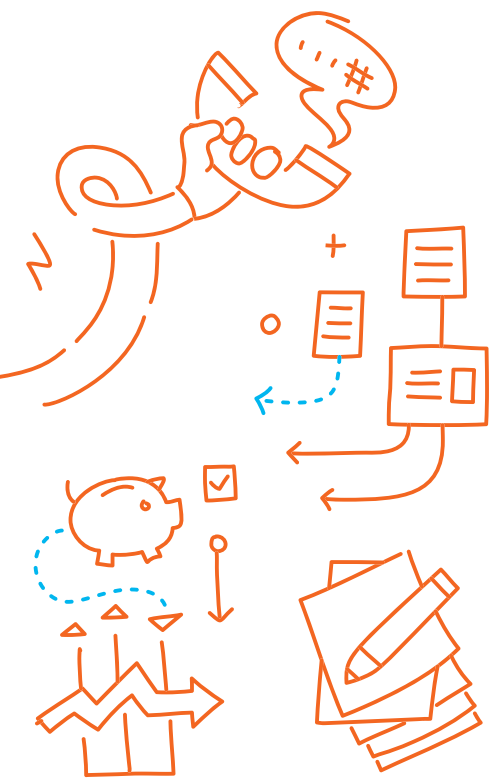
	The “Old School” Workplace	The Contemporary Workplace
Working hours	9-5	Flexible
Where	In the office	Anywhere there's an Internet connection
Number of hours	40 hrs/wk	Variable, as workload demands
Business equipment	Company-owned	Greater choice; combination of company-owned and employee-owned
Work style	Focus on process and hierarchy	Focus on achieving objectives and innovation
Communication style	One-way (presentations, email, memos)	Two-way, collaborative

What happens when your employees live in 2016 but your workplace is stuck in 1999? A tidal wave of discontent that affects everything from employee morale to productivity.

The following explores the various causes of employee disengagement and suggests some new ways businesses can deliver a positive experience for workers, as well as the innovation and productivity required in today's market.

### Who's responsible for employee engagement?

Traditionally, HR departments have “owned” employee satisfaction and experience — guiding workplace policies on compensation, training, culture, transparency and more. The path to improving engagement was all about fulfilling the basic needs of employees and helping managers forge connections with their reports.



While these factors remain vital to employee motivation, the overall equation has increased in complexity. Teams are more distributed, and an increasing number of employees are working from home. This shift has changed expectations regarding connectivity and teamwork, as well as the technology required to achieve those objectives. These days, HR is no longer the only department concerned with employee engagement and satisfaction. Today's workplace requires business leaders in every department to understand the mechanics of creating a productive, engaged environment.

According to a recent article in Harvard Business Review, "collaboration is taking over the workplace." The result is an increased strain on time and resources. The mounting number of hours spent in meetings and responding to messages translates into less time for employees to complete essential tasks — resulting in stress, burnout and turnover.<sup>3</sup>

**"Leaders can solve this problem in two ways: by streamlining and redistributing responsibilities for collaboration and by rewarding effective contributions."**

Source: Harvard Business Review

Business leaders across the organization need to take a closer look at the causes of disengagement and find new ways to boost employee satisfaction. Case in point: a 2016 study by Forrester Consulting, commissioned by Prysm,<sup>4</sup> indicates that 71% of information workers say they would be somewhat or much more likely to remain at their company if investments were made in modern, digital collaboration solutions. It stands to reason then, that those organizations that don't incorporate effective technology for collaboration will begin to lose the battle for talent.



## Technology must keep pace with our changing work styles

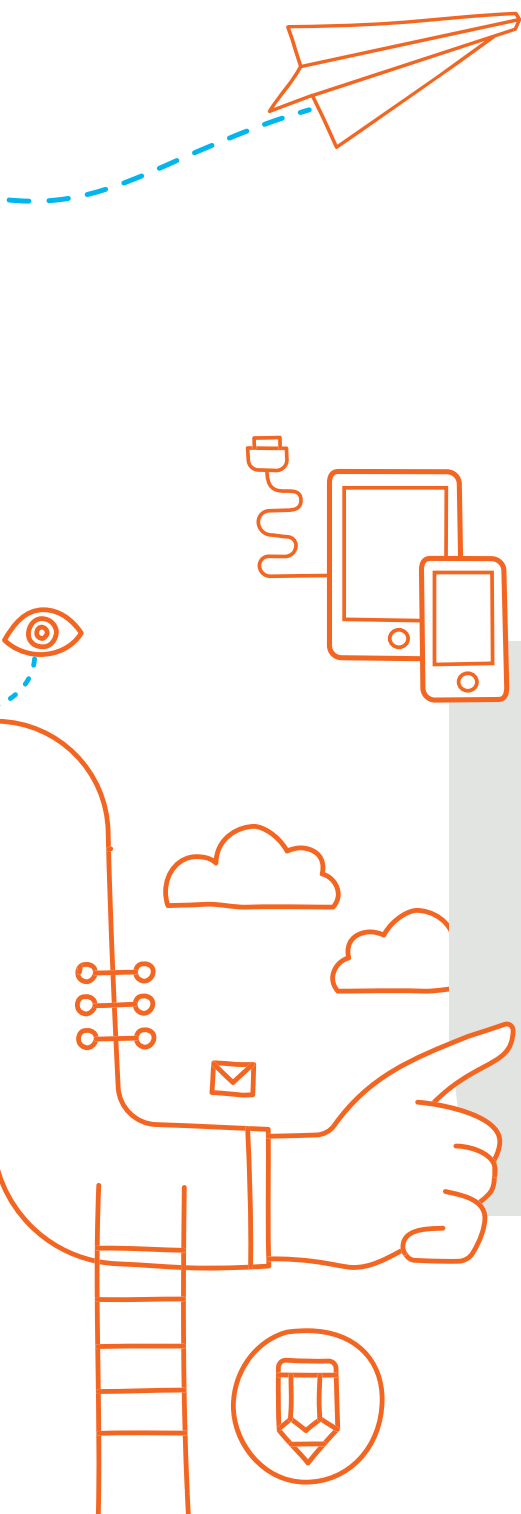
Today's work environment is faster paced and more complex than ever before, and the trend shows no sign of slowing. Increasing globalization — coupled with the escalating number of millennials and the emergence of a distributed workforce — creates additional challenges.<sup>5</sup> The proliferation of mobile devices has enabled these changes, but it has also created an expectation of constant connectivity. "Work" is no longer a place we go; it's something we do. Technology has forever changed the character and cadence of the workplace.

Considering the explosion of mobile devices and audio conferencing technologies, it shouldn't be surprising that over 60% of enterprise knowledge workers typically work from home at least once per week.<sup>6</sup> There's no question that remote work is here to stay and that it's highly beneficial to business.

## Remote workers get the job done — if they have the right tools

- Teleworkers are more productive and will typically continue to work, even when sick.<sup>7</sup>
- Over two-thirds of employers report increased productivity among their telecommuters.<sup>8</sup>
- Eighty-three percent of information workers said they can be productive with the right collaboration tools regardless of location.<sup>9</sup>

Despite this research, company policies and processes have been slow to adapt. There are still many business leaders that resist new technology, including the use of collaboration tools, in the workplace. This is creating a great strain in the workplace, because disconnected workers are frustrated workers.



## Winning the war for talent with support for contemporary work styles

Today's workers require an environment that promotes effective teamwork. They value flexibility, mobility, communication and the ability to collaborate easily and effectively. These advantages make them happier and more productive.

Business leaders must focus on implementing technology that makes it easier for work groups to collaborate on projects, documents, conversations and ideas—in live meetings, in virtual conferences, as well as asynchronously, offline.

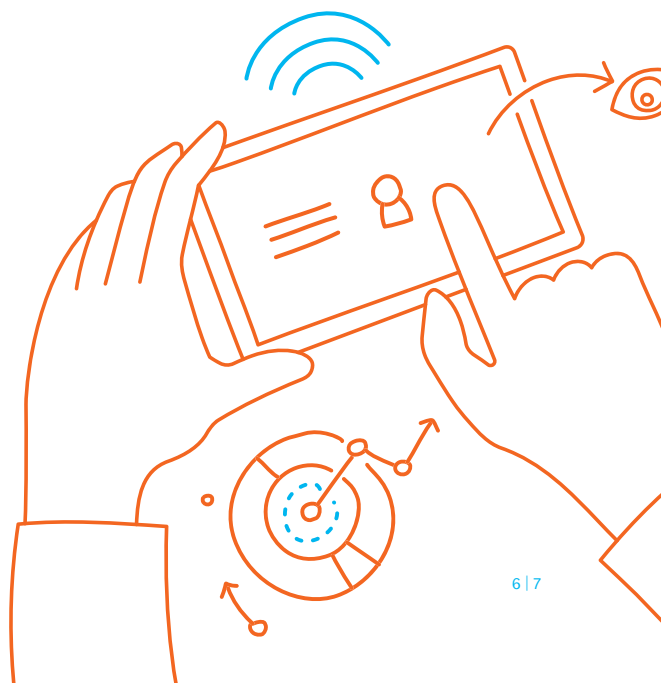
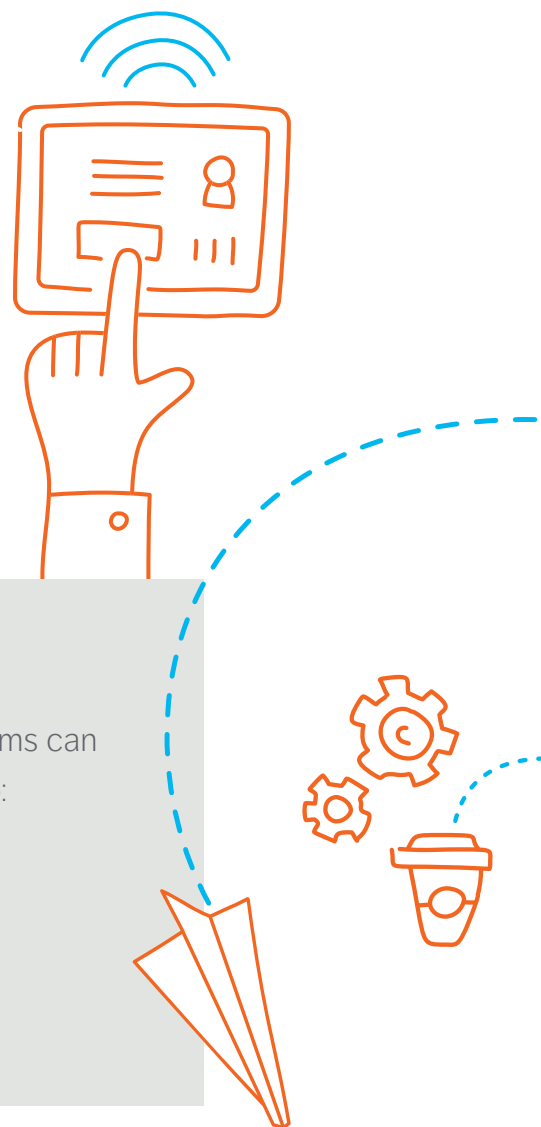
## New ways to connect your team

Visual workplace solutions are cloud-based meeting places where teams can collaborate across the globe. These solutions offer teams the ability to:

- Save, store and organize meeting content and results
- Conduct more productive meetings
- Create a shared digital and dynamic workspace for collaboration
- Unify video, audio, file sharing and video conferencing

A modern digital workspace has the potential to not only increase engagement, but also to impact broader business goals. Over three-quarters of IT and facilities respondents and over half of information workers reported [that a modern, digital workspace] could help their organizations make strides in product development, grow revenue, and speed time-to-market.<sup>10</sup>

A modern digital workspace has other benefits, as well. It provides the opportunity to grow, train and retain the workforce with improvements in onboarding and training. Modern technology solutions can make organizations more attractive to potential hires who seek to leverage the same technologies at work that they're already using at home.



## Ignite employee engagement with a visual workplace


Employees who are committed to their organizations put in **57% more** effort on the job — and are **87% less** likely to resign — than employees who consider themselves disengaged.

Source: PwC

The nature of work is in the midst of a revolution. Collaboration is now a critical driver of problem solving, creativity, innovation and competitive advantage. The workplace itself has become a platform for exchange.

However, collaborative activities are complex, dynamic, unstructured and unpredictable. As a result of using old technology and legacy processes, employees spend too much time coordinating teams and information and not enough time collaborating. The friction between contemporary work styles versus old-school "business as usual" needs to be addressed if we want happier, more productive employees.

To facilitate effective collaboration, businesses must create modern workplaces that allow more employees — no matter where they are located — to actively contribute. Prysm Visual Workplace can help your business achieve this goal, by enabling distributed teams to exchange content, visualize data and combine knowledge in real time. Prysm's touch-enabled, wall-sized displays turn war rooms into idea factories, invigorating meetings, engaging employees and empowering businesses to win.



**Visit: [prysm.com/teamwork-transformed](https://prysm.com/teamwork-transformed) to watch an online demo**

### About Prysm

Prysm is defining a new way of work. One where applications, content, video conferencing and the Web can all be easily combined into a visual workspace where teams can create, edit and share. These interactive workspaces are stored in the cloud and available on any sized screen. Prysm's Visual Workplace solutions span from executive briefing center to home office — and every size workplace in between. Today, Prysm powers 20 percent of the Fortune 500 and our customers are leaders in all industries including technology, energy, finance, healthcare, media and universities. To define your company's new way of work, visit [prysm.com](https://prysm.com).

1 & 3 "Collaborative Overload," Harvard Business Review, Jan-Feb 2016

2 "How Can We Solve The Employee Disengagement Problem?", Fast Company, June 26, 2013

5 "Corporate Responsibility", PwC, February 2014

6 "Let them wear pajamas", Inc Magazine

7 & 8 "Costs And Benefits", Global Workplace Analytics

4, 9 & 10 "Digital, Disparate, And Disengaged, a commissioned June 2016 study conducted by Forrester Consulting on behalf of Prysm."

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