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Working Together.

Knowledge is more valuable if it's shared, prompting smart businesses to review the way people communicate and collaborate.

The way we communicate and collaborate keeps changing, and rapidly. As the workplace becomes increasingly digitised, and the workforce increasingly mobile, having smart processes and tools in place is more important than ever.

In marketing, and particularly global marketing, process and collaboration are essential to successful implementation. And having the right technology in place is key.

By working with worldwide talent, being open to new partners and empowering teams with the right tech, businesses are breaking down barriers – replacing silo mentalities with open communication and collaboration channels.

Those who wish to move quickly must work well together. An ability to embrace new ideas and operate in an ever-changing environment are essential business traits, and achieving fast decision-making, increased productivity and cutting-edge innovation means regularly reviewing, improving and rethinking processes.

The digitised workplace offers a host of internal process-boosting options. Collaboration software, project management tools, instant messaging and video conferencing – the tech is out there, but are businesses using it effectively? Bring your own device (BYOD) becomes less a trend and more the status quo as businesses increasingly call upon freelance resource. And, as a result, now is the time to consider the implications of bring your own software (BYOS).

Working with Anyone, Anywhere.

We now operate in a sharing economy. It's no longer good business sense for a team to 'own' information, or for agencies to act as their clients' gatekeepers. Marketing campaigns increasingly rely on collaboration – between departments, between organisations and between an increasingly flexible workforce. It's predicted that the number of mobile workers will reach 1.87 billion people¹ – that's 42.5% of the total global workforce – in 2022. Not only are more people working remotely, more people are employed in a freelance or contract capacity as opposed to full-time. In the UK, freelancers now account for 42% of the 4.8m self-employed population² and represent 6% of the UK workforce, while in the US, studies predict that 40% of the workforce will be composed of freelancers by 2020³.

1.87 Billion

The number of mobile workers predicted by 2022

The result? A blended workforce, where freelancers team up with permanent employees to work on projects together. Managers are able to draw on a pool of people with specialised skills and to scale operations up or down as needed. In the case of remote workers, there is also the opportunity to reduce operating and overhead costs. But to really reap the benefits of a blended workplace, it's essential that businesses prioritise their communication and collaboration processes.

Whether it's Google Drive, Slack or Trello, multiple collaboration solutions can often be found in a single organisation's tech stack. And, according to our 2018 Global Marketing survey, video clearly plays an important part in closing the gap between colleagues. Marketing decision-makers say they use it for intra-office communication – with 50% saying they use video conference and Skype, whilst 41% use video for internal communications.

When it comes to internal communications, identifying common platforms and introducing them during onboarding sessions, writing them into the company culture and defining best practice is key.

¹ <https://www.rcwireless.com/20170104/opinion/2017-predictions-mobile-workforce-to-drive-further-enterprise-change-in-2017-tag10>

² <https://www.ipse.co.uk/uploads/assets/uploaded/de84dfb7-283a-4c26-ba446f95f5547c1f.pdf>

³ http://http-download.intuit.com/http.intuit/CMO/intuit/futureofsmallbusiness/intuit_2020_report.pdf

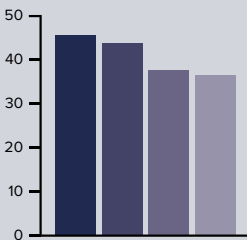


Perfecting Processes.

Another form of external resource that's gaining in popularity is partnerships between multiple agencies and organisations in order to deliver the best possible creative solutions to brands. In fact, collaboration has become a signifier of success. High-performing companies are three times more likely to describe their inter-agency collaboration as 'highly effective', while 86% percent of brands say agency collaboration is important to their growth⁴.

It's also increasingly common to see larger agencies partner with start-ups, a practice that's facilitated by start-up accelerator **Collider** through its 'speed-dating' sessions. These mini meetings connect global agencies to the people behind some of today's most agile and innovative start-ups, giving them a 14-minute platform in which to pitch for a potential partnership.

Also championing face-to-face meetings are the forward-thinking organisations that have taken inspiration from the tech world and introduced their own Hack Days or Hackathons. With a view to improving company culture, this approach sees people come together and collaborate in small teams to redesign and reimagine internal processes.



Respondents to our survey cited a range of relationships across their organisation that they rate as 'collaborative':

- Cross-department collaboration 46%
- Intra-office collaboration 44%
- Intra-agency collaboration 38%
- Mentoring 37%

Apps Aid Collaboration.

Today's workforce demands connectivity. Whether teams sit side-by-side in the same office or are tasked with cross-border collaboration, there are now hundreds of software tools and apps aimed at streamlining internal process.



82%

of workers want their IT departments to provide better tools and support for them to work remotely

80%

of workers report that their team messaging and collaboration applications help with productivity and work efficiency

Source: ZK Research

We spoke to Jada Balster – Vice President of Marketing at work management solution Workfront – about the challenges that lie in collaboration: “One major challenge occurs at the task-assignment stage. Most times, it is done in an ad-hoc manner that lacks structure, with each collaborator leaving with a very different impression of what the objective is. Another major problem is a lack of clarity on the progress of a task. This is often linked to each collaborator not being entirely certain about their roles, responsibilities and objectives.”

Collaboration tools allow project managers to outline the goals and objectives in a custom form. This eliminates ambiguity and the inevitable chaos that ensues from a misaligned team. “The abundance of such tools speaks to the increased value companies are placing on structured management of work. Our UK State of Enterprise Work report found that employees estimate they only spend 40% of their time on their primary job duties⁵, and these tools are crucial for allowing them to get back to focusing on the work that adds value,” says Jada.

Millennials and Gen Z demand clear and concise messages and, unlike previous generations, do not choose email as the internal communication tool of choice. According to a recent McKinsey study, the task of managing email now consumes 28% of the working day and around a third of workers feel too much email is hurting their productivity. In contrast, an Ipsos Workstream Communication and

We asked marketing decision-makers which collaboration tools their organisation regularly uses:

75%

Google Drive

28%

Slack

27%

Sharepoint

26%

Trello

Collaboration survey reveals 42% of respondents reported saving two hours a day by working on collaborative communication tools and apps, such as Microsoft Teams and Slack⁶.

In addition, the cloud is no longer a buzzword – it's a reality. Real-time collaboration can only be achieved when workloads migrate to a cloud-based platform. It's just one of the ways digital transformation can result in faster, leaner process streams.

⁵ <https://resources.workfront.com/workfront-awareness/2016-17-uk-state-of-enterprise-work-report>

⁶ https://netstorage.ringcentral.com/documents/zk_research_rise_of_communication.pdf

HOW FREEDMAN FACILITATES COLLABORATION.

Our robust infrastructure and experienced team have been designed for global collaboration and implementation, and optimising and refining processes are part of our DNA. We always look for the best way to ensure campaigns are delivered efficiently and effectively. We work with multiple stakeholders – brand, creative, media and social – in order to execute projects, and partner with third-party agencies to deliver work on time and to brief. We love efficiency-boosting tech and use it with a vengeance to track timelines and smart process from brief to global activation.

