The Connected Company Effect

Twenty stories of cultural transformation on Workplace
We believe that the future belongs to connected companies.

Where people are closer. Teamwork is faster. And culture is stronger.

Workplace is where it happens.
Business is better when people are connected. But how much better? We commissioned Forrester Consulting to conduct a total economic impact study to help us find out.

Source: Forrester Consulting, The Total Economic Impact of Workplace by Facebook, July 2019

- 10% increase in employee retention
- 34% drop in time taken for frontline workers to get updates
- 3.9x return on investment over three years
- 32% rise in product innovation
- 20% increase in frontline productivity
Our mission is to bring the power of community to everyone at work.

We do it by connecting people. Because when people are connected, it doesn’t just transform the way they work. It transforms the way they feel about work.

Today, more than 3 million people have seen their work communities become closer, faster and stronger thanks to Workplace.

This is a collection of their stories.
Companies run on communication. But the tools we’ve traditionally relied on to get messages out — email, meetings, memos — can’t keep up with the demands of today’s businesses. They’re slow, siloed and they lack the human touch that comes with real connection. They only allow communication to go one way.

Employers need to be able to hear what their employees have to say — both as an organization and as individuals. That’s the only way to understand if your communication strategy is actually having any effect.

Workplace turns one-way broadcasts into two-way conversations by shrinking the distance between people and giving everyone a voice.

Discover how leaders from companies such as Clarins UK Group, Virgin Atlantic and Campbell are doing it.
Why did you decide to bring in Workplace?

Having come from the shop floor, I know what an incredibly lonely experience it can be. No matter how your company tries to talk to you through training seminars or general communications, you can feel incredibly isolated.

Our most important people are the ones on the frontline. They are talking to our customers and making new connections every single day. It’s incredibly important that we give them the opportunity to talk to us.

Our communications were very much top-down driven, pushing out communications. I really wanted to give the frontline an opportunity to share their thoughts, their ideas — not just with us but with their colleagues as well.

Workplace has truly enabled us to achieve that.
As Managing Director, how and when do you use Workplace?
Every day. Every single day. I look every morning, or just when I get five minutes during the day.

One of the challenges of running a business is you get told what people want you to hear. They don’t always tell you what actually is happening. But Workplace has given me the ability to see what’s truly happening in store on a daily basis.

It lets me see how our teams and our customers are reacting to new products and services, how ideas are shared and spread, and it lets me travel from Brighton to Edinburgh in a single click.

How do your people feel about using Workplace?
They love everything about Workplace: the real time sharing, the connection with colleagues from around the country and how it makes them feel part of one family. I love nothing better than going out and talking to the people in the stores, but I’m not always able to do that. Workplace gives me that ability to make that one-on-one connection with people.

They send me Workplace Chat messages. I’ll answer questions. They tell me what they would like to see on a regular basis, but they also engage with the rest of the leadership team. It was key that we built that connectivity with the leadership team — we can become a bit faceless otherwise. I’m very conscious of that myself.

The people we really wanted to connect to, our frontline teams, feel genuinely empowered to be able to talk to us about anything.

“The Workplace gives me the ability to make that one-on-one connection with people.”

What would you say to a CEO who was considering introducing Workplace?
If you’re a CEO who’s genuinely interested in hearing what your frontline teams have to say, there is no better platform.

But you really do have to be open to it. You have to be supportive of it. You have to lead from the top, because if you don’t engage with it, then it’s not relevant to the people that you’re trying to connect with.

For me, that was a big part of it — making that commitment to leading it, engaging with it, posting on it, answering questions on it.

It does take time, but it’s incredibly valuable. So if that is something you want to achieve — to break down that hierarchical feel, to help people begin to feel they’re part of a family, not part of a company — then this really will help you to achieve that.

“If you’re a CEO who’s genuinely interested in hearing what your frontline teams have to say, there is no better platform.”
“Campbell is more connected than we’ve ever been. We’ve seen a complete transformation in just nine months. I think it’s because Workplace has tools that people can use whenever and wherever they are.”

“With Workplace, I can tell you if my engagement is really there in the moment. I can tell you if my leaders are downloading my PowerPoint and getting the information on change management. I can capture the questions and create knowledge bites that serve them around the world. That is powerful stuff. I don’t know how I would do my job without it.”

“About 70% of our workforce is not attached to a computer – they’re mobile. They’re either flying, driving tugs, or just out and about in the business. Workplace gives them the opportunity to get information or share stories when they’re able to get to their mobile device, and just post something real quick back to the business.”

“Workplace has been a real hierarchy breaker for us. That’s a really important part of the culture change that our CEO is trying to drive.”

“With Workplace, the ease of use and the ease of communication actually started new connections that didn’t exist before, which fostered further new connections within the business.”

“Workplace has helped remove the barriers in communication, allowing for a two-way flow. Now everyone is sharing news and working collaboratively. It’s widened our transparency across the organization.”

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Workplace makes company-wide communication more effective by getting the right messages to the right people at the right time. And it turns one-way broadcasts into two-way conversations.

Try using...

1. Groups
2. Live Video
3. People Directory
4. Mark as Important

Bring people closer by...

1. Creating leadership dialogue around company priorities
2. Getting the right message to the right person
3. Giving everybody a voice through comments and reactions
Make your business faster

Making it easier to work together

Teamwork is central to any organization’s success. At its best, collaboration leads to diverse perspectives and new ideas, but it also risks slowing things down.

What if your teams are working in different offices, time zones or languages? What if the information you need is siloed, hidden or hard to access? What if it’s the tools, not the personalities, that are incompatible?

Workplace takes away those obstacles so teams can focus on the task at hand and make better decisions faster.

Discover how leaders from companies such as AstraZeneca, Danone and Sam’s Club are doing it.
AstraZeneca started using Workplace to deliver more engagement with existing tools.

What appealed to you most about Workplace before you launched it?

The thing that initially attracted me to Workplace was the similarity to what consumers are doing. We have new generations coming into the workforce. They have different expectations around tools and technologies. That was the thing that aligned with my thinking around the barrier to adoption of technologies at work.

I liked the idea of being able to deploy something easily, with minimal effort, without having to necessarily train people how to use those technologies. I liked the idea of giving them something that they already knew how to use.
What’s been the most useful thing about Workplace so far?
The biggest selling point for Workplace is its ability to integrate with other tools and platforms.

We integrate it with Box. We’re working on things like SharePoint and OneDrive at the moment.

We have it integrated into our intranet. We’ve seen a 35% uplift in the content that we’ve shared via our intranet into the platform. There are far more people reading those articles now.

It’s also far easier to leverage a mobile device to interact with the content, and that’s made a massive difference.

How has Workplace helped speed up how you work?
At AstraZeneca, we’re finding information much quicker than we used to. Using the search boxes has enabled us to really flatten the organization.

I had a meeting with a vendor just last week who engages with our organization all around the world. I was able to search for their company name and a couple of abbreviations across all of Workplace and very quickly pull together different conversations that were going on with them, different articles that have been shared — even down to the fact that a couple of our people were attending a conference with them.

So it really enables you to scout across the whole organization and understand what’s going on with different topics and different areas. It really matters to AstraZeneca to be able to find this information and find out what’s going on.

We’re moving into an era of rapid growth, trying to become far more lean and agile in our ways of working and flatten our organization. So it’s really valuable for us, and for our science.

It means we can develop our medicines far quicker. It means we can get the right people having the right conversations much faster than we have ordinarily.
Workplace in action

Senior leaders reveal how they’re using Workplace alongside existing tools to collaborate more efficiently.

“We’re now building a document repository in Office365. The cool thing is we’re using Azure Active Directory to manage restrictions and permissions. This will allow people to share links and previews directly through Workplace. They can then collaborate on documents in real time without having to worry about version control. It’s great!”

Filip Winter
Communications Development Manager
S Group

“It wouldn’t be an overstatement to say that Workplace has been completely transformational for our contact centre. Workplace has been a massive enabler in helping us move faster and in a much more visible way.”

Caroline King
Director of Sales and Service
Ageas

“We’ve democratized decision-making. We communicate, share and act on information faster as a result of working out loud on Workplace.”

Kirsty Traill
Former VP Customer
Hootsuite

“The beauty of Workplace is that there’s no training needed. People know how to use it because they use Facebook every day. It was the easiest rollout we’ve ever done. Once people get on it, they’re hooked.”

Jeni Lamontagne
Senior Communications Director
Sams Club

“It’s easy, intuitive and everyone uses it — from our Board to our project teams. I can see a difference in how we’re working together. We’re collaborating more efficiently on projects and creating a sense of community for Danoners around the globe.”

Francisco Camacho
Executive Vice President, Waters
Danone

“With Workplace, teams can be formed quickly and we can make decisions with immediate impact.”

Akarin Phureesitr
Head of Corporate Human Resources
FamilyMart
Workplace makes collaboration faster, easier and more delightful through smart integrations and easy-to-use technology.
Transform your company into a community

By connecting people at work, we can create a shared sense of culture to transform companies into communities.

But why does culture matter?

More and more people aren’t seeing work as just the way they earn money. They want more from the organizations they choose to work for. They want to feel like they’re part of something bigger. And having a strong culture is one of the ways you can help make that happen for your people.

Workplace brings that all important culture to the forefront. It gives people the opportunity to experience it in every interaction. That’s good for people — and great for business.

Discover how leaders at companies such as Walmart, Oxfam and Delta Air Lines are doing it.
Delta Air Lines brought in Workplace to support its mission of connecting people around the globe.

What were you looking for from technology when you invested in Workplace?

In many ways we’ve invested first in customer-facing technology, because we really want to differentiate the travel experience through technology. So we have made a lot of strides in that. But we’ve been much further behind in our employee-facing technology. I’m excited about Workplace helping us on that journey to make our employee-facing technology as good as our technology for customers, so we can really focus on our mission to connect people around the globe.
How has Workplace changed your organization?
Workplace has really allowed us to connect across all the different work divisions across the enterprise. Which is really important to us right now as we look to build a better airline.

It’s about the heart, the brand and the values, and being able to share those internally — as well as business practices, too. Workplace is allowing us to enter new spaces.

How are your people connecting with each other differently now?
There are a few examples that spring to mind. They never would’ve happened without Workplace.

Richard Branson and Ed Bastian, our CEO, announced the Virgin Atlantic partnership with Live video.

During the launch flight for our Breast Cancer Research fundraising month, a flight attendant posted the story of a pilot saying that if we raised $500 on the flight he’d wear pink lipstick. The flight raised $1,600 and the flight attendant filmed the pilot walking out of the cockpit with the lipstick on. Workplace really gave it momentum and helped build a sense of fun.

And during more serious times, Workplace has made a difference to our people. During a hurricane in 2017, when we lost power in our rest center, the way our employees were able to communicate was with Workplace.

“As a company, we really have learnt that we have some great, committed employees. They just needed us to give them the opportunity to speak.”

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We even had a situation where someone couldn’t get into work because trees had fallen all over their property. Unbeknownst to her, a caravan of employees — organized through Workplace — came down with chainsaws and got her out of her house. That was a very cool moment.

What have you learnt by using Workplace so far?
I’ve gotten more vulnerable, but also more engaged. And I think, as a company, we really have learnt that we have some great, committed employees.

They just needed us to give them the opportunity to speak.
Workplace in action

Senior leaders reveal how they’re using Workplace to strengthen their culture and empower their staff.

“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. They get access to the CEO. That’s what employees want – a strong connection to the purpose, values and goals of the organization, and for their work to be appreciated and valued.”

Pradheepa Raman
Chief Talent and Innovation Officer
Stanley Black & Decker

“We wanted Workplace to help drive a sense of culture in a company where we were doubling in size every 18 months. We’ve used it as a way to build a sense of connectedness and amplify our values.”

Karen Peacock
COO
Intercom

“As we underwent significant cultural transformation, Workplace enabled us to connect, empower and unite all 5,000+ employees around our common purpose of creating extraordinary moments for our fans and each other.”

Roopa Shah
Director, Employee Experience & Internal Communications
Maple Leaf Sports & Entertainment

“With Workplace came an understanding that everyone at Ennismore — whether in Scotland, in New York, or in Amsterdam — all have the same work values.”

Marcos Eleftheriou
Head of Culture and Internal Communications
Ennismore

“Workplace has been pretty epic. It’s so agnostic to where you are in the world or which IT system you come from. You come in with the same voice. And that’s very empowering for staff, to be in these spaces together as equals.”

Dianna Langley
Digital Workplace Manager
Oxfam

“When new associates come in, they’re able to see the history and access information in the groups we have. That persistent memory helps them feel a part of the culture from day one. That’s my favorite thing about Workplace.”

Joe Park
VP, Associate Digital Experience
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Workplace makes culture stronger and organizations more successful. Because work is more meaningful and business is better when people are connected.

Make culture stronger by...

1. Attracting and retaining top talent
2. Meeting employee expectations of technology
3. Improving your employer and executive brands

Try using...

- People Directory
- News Feed
- Integrations
- Live Video
Incredible things happen when companies are connected on Workplace.

We transform communication by reducing the distance between people. We help make teamwork faster, easier and more delightful. And we strengthen the cultural connections that give meaning to our work.

That's the power of community.
Find out how Workplace can connect your company.

Go to workplace.com to learn more.