jive

Taming the chaos

To build a thriving modern workplace

How to choose technology that understands and supports your people

The workplace is changing and your organization cannot afford to bury its head in the sand any longer. Organizational complexity is killing collaboration and productivity more and more every day. But, finally, there is a solution.

The changing workplace

Every year, your business is becoming more complex. According to a Boston Consulting Group study of more than 100 U.S. and European companies, organizational complexity has doubled in the last 10 years.

Organizational complexity, measured by the number of requirements companies have to satisfy, is not a new concept. However, it has seen a sharp increase in recent years. In fact, in its study BCG found that the amount of procedures, vertical layers, interface structures, coordination bodies and decision approvals within organizations had increased by anywhere from 50% to 350% over a 15-year period.

Now, if you assess a large organization you're sure to find countless factors contributing to this growth in complexity. However, when you focus solely on internal operations, these key pain points stand out:

Enterprise apps are increasing exponentially

Companies are deploying more apps than ever before. According to an analysis by Okta Inc., the number of software apps deployed by large companies (2,000 or more employees) increased 68% over the past four years. And, as this number will only continue to grow, we think it's safe to say that the enterprise appetite is getting out of hand.

Despite an increasing demand for effective collaboration software, enterprise apps continuously fail to deliver on their promises of increased productivity and cooperation. Companies then deploy more and more apps in a desperate attempt to fix the problem - creating a complex web of tools and applications. As a result, employees end up toggling between apps as often as 10 times per hour, causing them to waste time and lose their train of thought. The apps actually end up causing a productivity drain even larger than the one they were deployed to fix.

The workforce is becoming more dispersed

Employers and employees alike have started to see the vast benefits of remote work, so it's no surprise the trend of geographically dispersed teams has quickly taken hold across the globe. But a remote workforce, whether it's 200 or 2,000 employees, directly increases the complexity of an organization. And while it comes with many benefits, it also comes with major challenges - especially in the areas of communication and collaboration.

When it's done right, remote work improves both productivity and morale. When it's done wrong, remote work leads to isolation, decreased visibility, and a lack of connection between coworkers. Unfortunately, getting it right is easier said than done, which is causing many companies to struggle.

## Communication channels are becoming overwhelming

Communication is critical - in every role, at every level. It allows companies to be productive, operate efficiently and keep employees engaged. Unfortunately, the immense value placed on workplace communication is causing many companies to overcompensate with a flood of different communication tools and channels.

Employees are expected to use different channels for phone calls, texts, web meetings, emails, messages, video conferencing, etc. And each channel brings with it a flood of separate threads - a thread for your team, a thread for everyone company-wide, a thread for all employees on the third floor, a thread for planning Thursday's potluck, etc., etc. Rather than helping to facilitate efficient and effective communication that fits naturally into sworkflows, this channel oversaturation leaves employees feeling disconnected, unproductive and overwhelmed.

Content creation booming, but no one can find what they need

At a time when "Content Is King", it comes as no surprise that the amount of content being created and consumed by companies around the world is increasing exponentially. And each time someone clicks "share", your organization grows a little more complex.

How this content is organized, stored and made accessible to others determines its value. Even a well-written, up-to-date training manual is completely useless if it can't be found by the right people. Should new hires expect the manual to be emailed to them? Should managers direct them to the "training" folder in the Google Drive? Or maybe it can be found in the "files" section of your project management platform? Keeping content organized is a daunting task for any company, but without thoughtful organization your employees will suffer from content chaos.
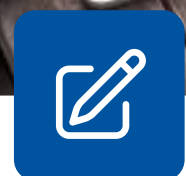
The rise of the social workplace

With organizational complexity growing daily, companies became desperate to make sense of the chaos. Enter the rise of social tech.

Social tech is a growing industry

Social tech tools engulfed the workplace - bringing with them promises of easier collaboration, faster communication and happier employees. Soon the likes of Google Drive, Yammer, Office 365, Box and Trello could be found in offices across the world.

These tools, along with innumerable others, make up a $3.5 billion global market. A market that, according to research firm IDC, is forecasted to grow nearly 70% in the next three years.

Unfortunately, despite being an extremely successful industry profitwise, social tech failed in its mission to improve collaboration and break down organizational complexity. In fact, many experts would say social tech actually made things worse.

More tools = more distractions

Social tech tools that are designed to facilitate collaboration end up doing the exact opposite. While they sound good in theory, they are horrible in practice. One example is popular cloud-based collaboration hub, Slack. According to its website, "Slack is where work happens." According to data, Slack is where employees get lost in a digital time suck.

The Slack app, which sees users sending more than 200 messages per week, creates a communication overload. Not only are employees spending more time on less valuable communication, but it also becomes near impossible for them to find the useful, work-related tidbits hidden among all the memes and emojis.

To make matters worse, employees aren't just using one tool at a time. They are checking their email inboxes, responding to messages on Slack, rearranging boards on Trello and then starting the cycle of distraction over again. With the rise of social tech, employees are drowning in notifications, wasting time switching from app to app, and seeing their productivity (and morale) hit an all-time low.

Content is disconnected

And, even when employees are out of the messenger apps and trying to focus on work, they continue to struggle because the use of social tech has made content more disorganized than ever before.

Employees are sharing content within social tech platforms without giving any thought to how they, or their coworkers, will find it again. So, when a piece of content is needed to complete a task, employees end up searching for it across multiple different applications - again wasting time and lowering morale.

Organizations then try to combat this by adding, you guessed it, more social tech tools. But, since these tools are designed to organize content top-down rather than intuitively, the problems persist.
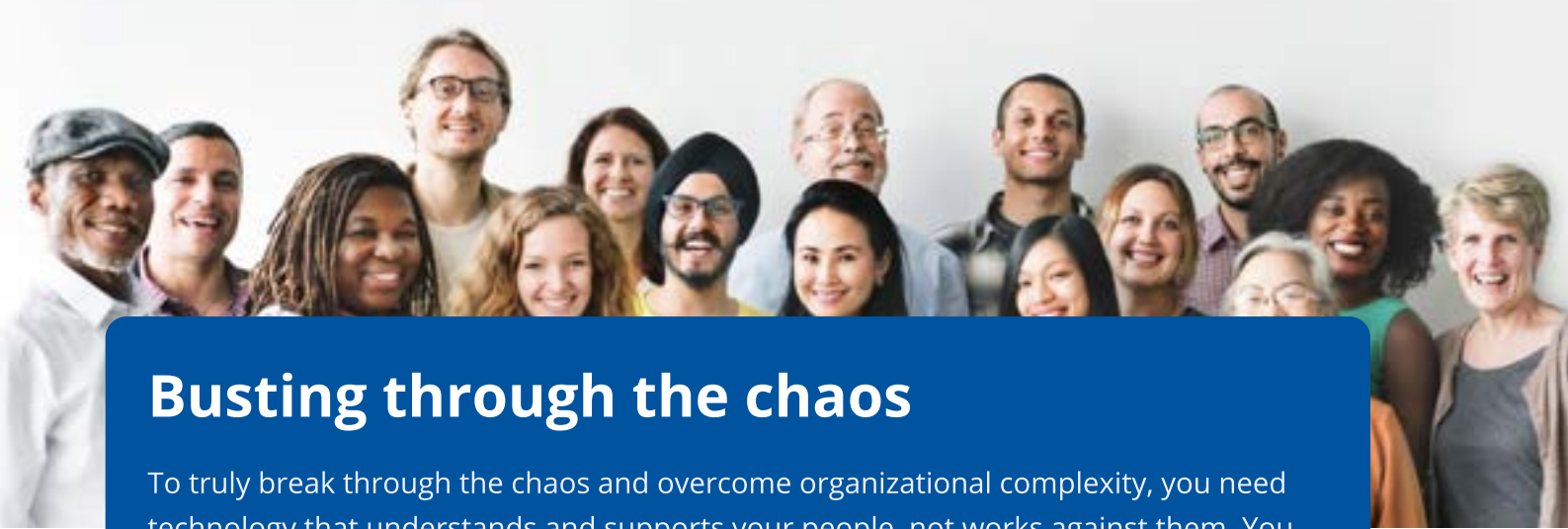
Busting through the chaos

To truly break through the chaos and overcome organizational complexity, you need technology that understands and supports your people, not works against them. You need a modern solution that connects your employees to the information and subject matter experts that will help them get their work done more efficiently

Staying ahead

Your employees are hoarding content, so much so that the data your company retains doubles every 1.2 years. Some of this can be blamed on social tech as it has made it easy for everyone to publish everything. However, today's massive storage solutions are also to blame as they encourage employees to save everything "just in case".

This oversaturation of content means that your workforce spends 20% of their time searching for internal information, be it a new training manual, an old presentation or a colleague's extension. This wasted time is money lost.

There's no slowing down the amount of content that your organization will create and retain. However, with the right technology, you can help ensure that the important pieces of information rise to the top.

Yahoo vs. Google

Remember Yahoo? Despite being hailed as an innovative platform, Yahoo ultimately fell to Google. Why? Because it was built like an intranet.

Designed to organize giant masses of information and help users find things, Yahoo was built topdown, like a directory. Users visited sites across the Internet and placed them into a hierarchy of categories. And it was great! Well, it was great when the internet was small. But as the content on the web exploded, it became impossible to keep up and stay organized.

Meanwhile, Google approached content in an entirely different way. It invested in new technology that understood both the content on webpages as well as how users interacted with those pages. The amount of content didn't matter because the technology was intuitive and scalable. So, even as the internet exploded, everything remained findable.

To successfully battle organizational complexity and improve productivity and collaboration, companies need to think and act like Google - or risk falling behind like Yahoo.

Meet Jive

Jive is not an intranet. Nor is it another social tech tool. Jive is a collaboration hub, designed for how people actually work.

The Jive platform

Jive's innovative platform serves as both a modern document depository and a people-centric collaboration hub. It is the one true answer to your collaboration and content problems. And it comes ready out-of-the-box with everything you need to battle organizational complexity and win.

PeopleGraph™

Jive's groundbreaking PeopleGraph™ technology takes content organization to the next level. Instead of top-down, directory-like organization Jive delivers intuitive, AI-driven organization that removes the need for governance and manual maintenance.

PeopleGraph™ uses machine learning to map the relationships among people, content and activities across your digital ecosystem. It understands your people - their jobs, their skills, their connections, their needs, their content - and it uses that intelligence to deliver any information they need, exactly when they need it.

And, our PeopleGraph™ technology is still evolving. In 2020, machine learning will throw our core capabilities - search and discovery - into hyperdrive.

Search

Jive brings Google-like search to your organization's information architecture. It doesn't just help users find what they're searching for; it understands their search intent and helps them discover critical information and subject matter experts they aren't even aware of.

Connect

Break down silos with boundaryless collaboration that extends to content housed outside of Jive. Connect to all of the apps and platforms your employees love with Jive's flexible integrations. And stay organized even when you're working in external apps, thanks to continuous automated syncs.

Suggest

Using machine intelligence, Jive learns how your employees work and then proactively connects them with the content and collaborators they need to get their work done, faster.

Analyze

Go beyond standard analytics and measure the true health of your collaboration hub with worldclass analytics that provide unprecedented insight into how people in your organization are really collaborating.

Jive delivers

Cutting-edge companies that have made the leap with Jive report that their employees are finding things 34% faster. Their people are more productive, sending fewer emails, having fewer meetings and staying with the company longer.

Plus, our customers have experienced:

15% productivity improvement

21% reduction in email load

16% reduction in meetings

24% reduction in staff turnover

Jive is an intelligence-driven enterprise social network that is driving productivity, improving collaboration and modernizing search for leading companies around the globe. With our help, you won't just survive in today's evolving business world, you'll thrive.

See what our groundbreaking platform can do for you

Get your demo →