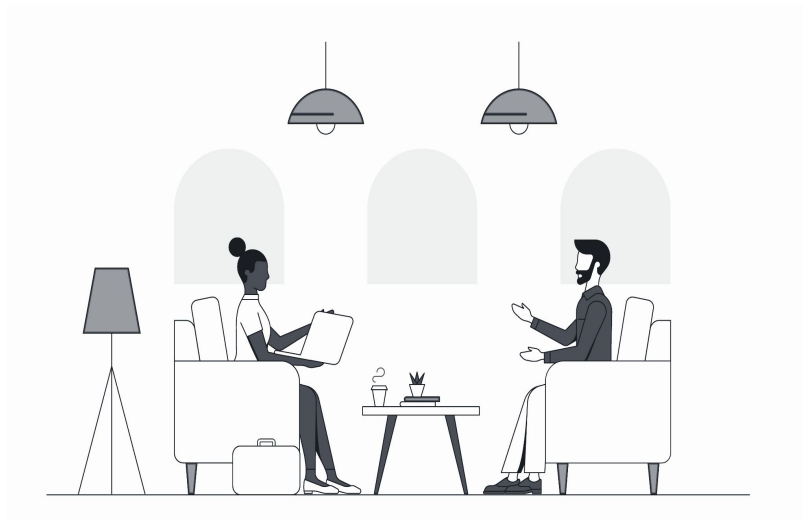




451 Research

S&P Global

Market Intelligence



Visual collaboration

The key to engage and accelerate hybrid workforces

May 27, 2021

Today's speakers



Bryan Stallings

Chief Evangelist

Lucid



Chris Marsh

Principal Research Analyst

Workforce Productivity & Collaboration

**451 Research, part of
S&P Global Market Intelligence**



Rosanna Jimenez

Associate Analyst

Workforce Productivity & Collaboration

**451 Research, part of
S&P Global Market Intelligence**

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Purpose and outcomes

Purpose

Understand the power of visual collaboration in supporting modern ways of working

Outcomes

- Identify new strategies to drive accelerated decision-making and learning
- Reduce tedium and enhance engagement with remote employees and dispersed teams
- Discover how visuals create an easier path to productivity
- Understand the importance of building a flexible environment to facilitate creativity

How will you participate?

Tools we will be using

Share your experience and feelings about the
topic through:



How to get what you came for...

Take notes, make connections, and be curious.
Participate in the polls/chats.
Ask questions.

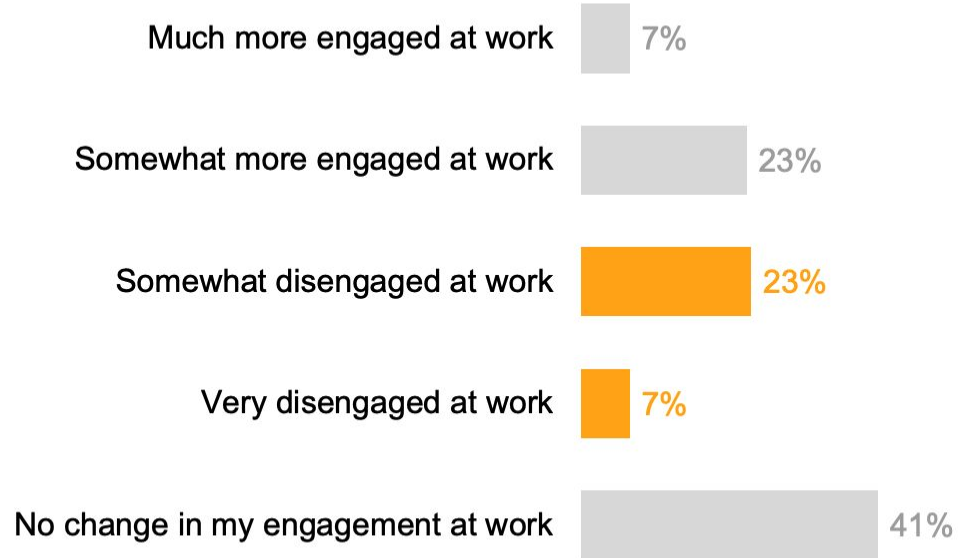
Visual collaboration: A response to employee needs



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Employee engagement is under strain



Q. Do you feel more or less engaged at work since the coronavirus (COVID-19) outbreak at the start of 2020?

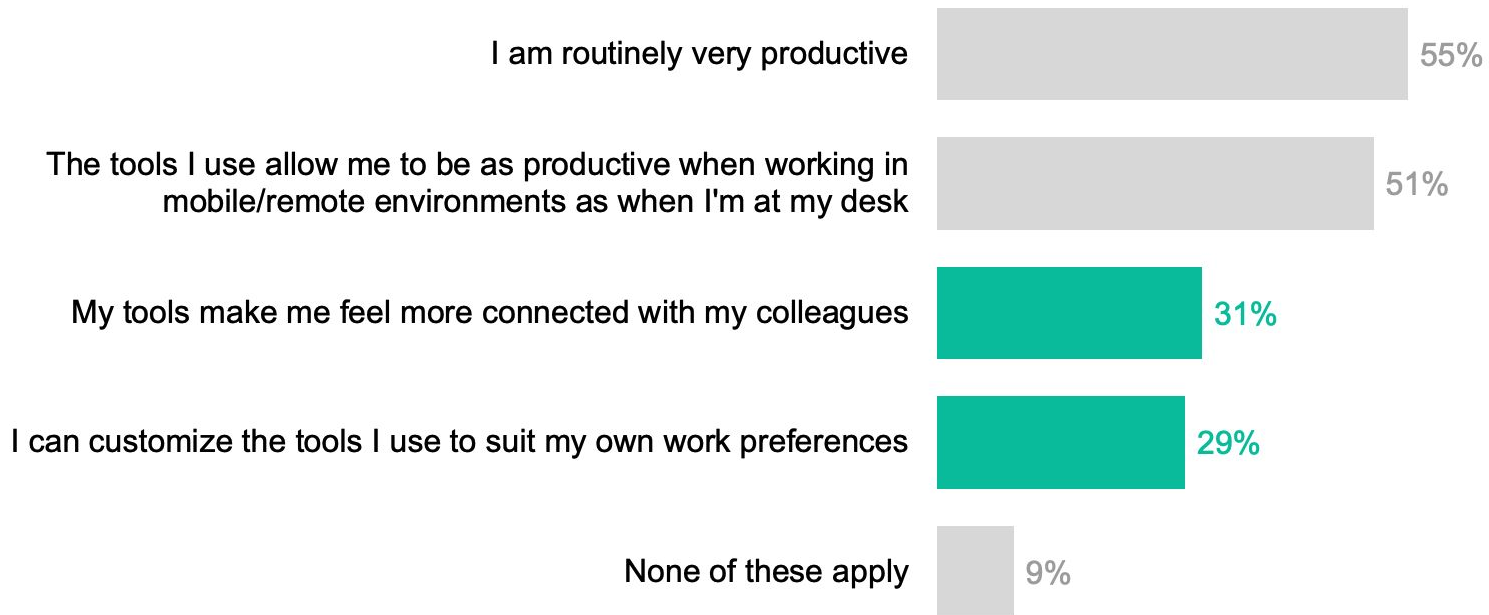
Base: All respondents, excluding HR (n=150)

Source: 451 Research's Voice of the Enterprise: Workforce Productivity & Collaboration, Employee Lifecycle and HR 2021

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Two areas where workplace tools are failing: Connection to colleagues and customization



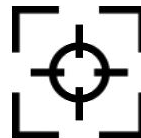
Q. Which, if any, of the following statements apply to the tools you use as part of your day-to-day work? Please select all that apply.

Source: 451 Research's Voice of the Enterprise: Workforce Productivity & Collaboration, Employee Engagement 2020

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Technology friction is increasingly becoming a strategic concern



Technology friction

- Ineffective search
- Siloed information
- Lack of automation
- Poor usability
- Weak collaboration

Productivity friction

- Silos
- Replication
- Manual error
- Dead ends
- Rejection

Weak execution

- Disjointed collaboration
- Undifferentiated processes
- Fragmented reporting
- Weak governance
- Context-switching

Strategic debt

- Lack of vision
- Lack of business agility
- Impaired morale
- Stifled innovation
- Low customer engagement

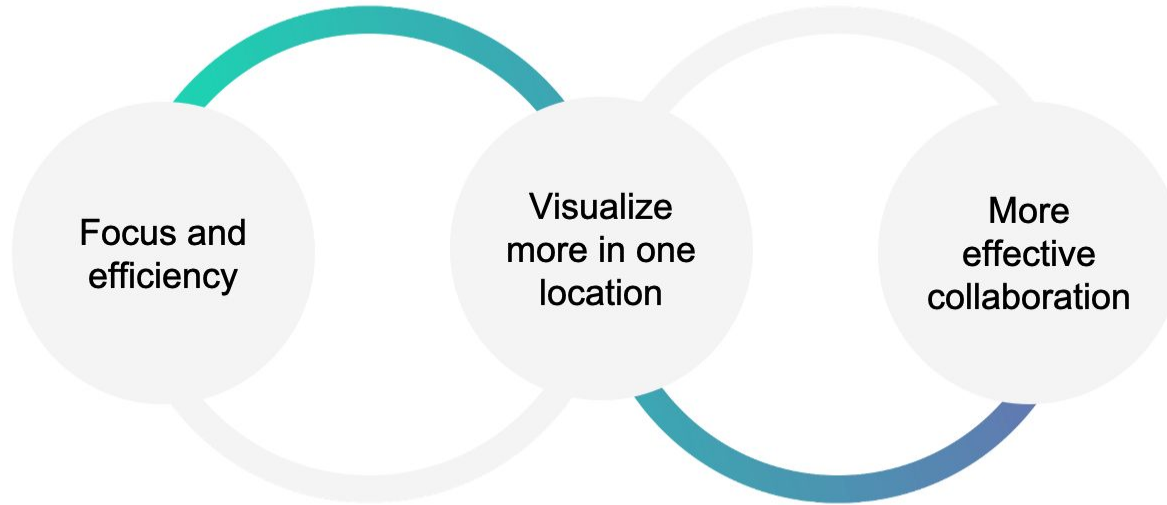
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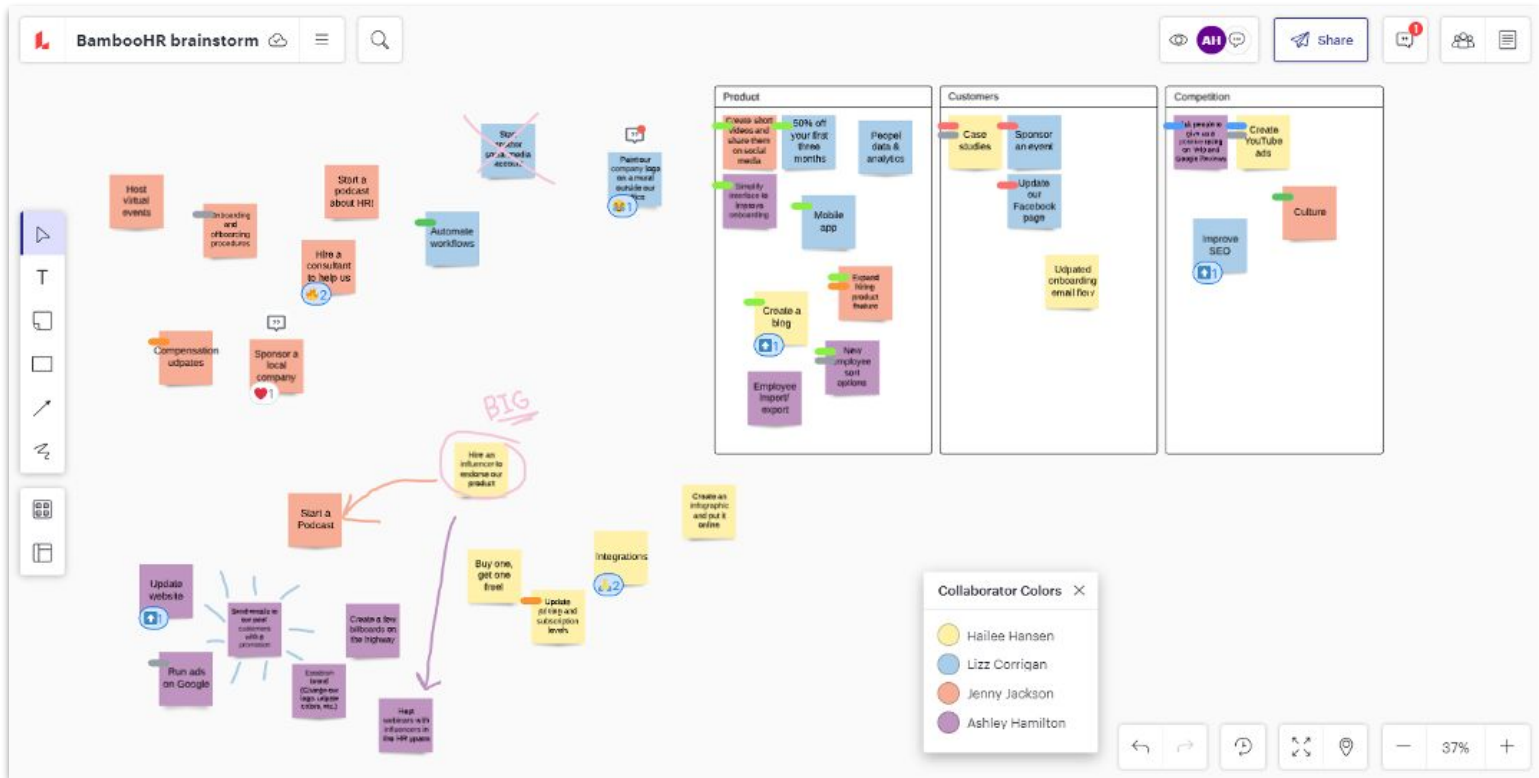
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Visual collaboration benefits: Accelerated decision-making & learning



Example: BambooHR



BambooHR



Brad Rencher
BambooHR CEO

“We’ve all had virtual calls where cameras are off, you’re talking to a blank screen, and it’s not going well. [...] it’s key that I as CEO can draw context out of everyone’s minds and hearts so we can make the best decision.

We’ve tried other online collaboration products, but the dynamic nature of Lucidspark with features like color coding and voting, all in one application on one canvas with flexibility, really helped [us] reach a new plane.”

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Visual collaboration benefits: Less tedium, more engagement

Fewer distractions

More time for priority tasks

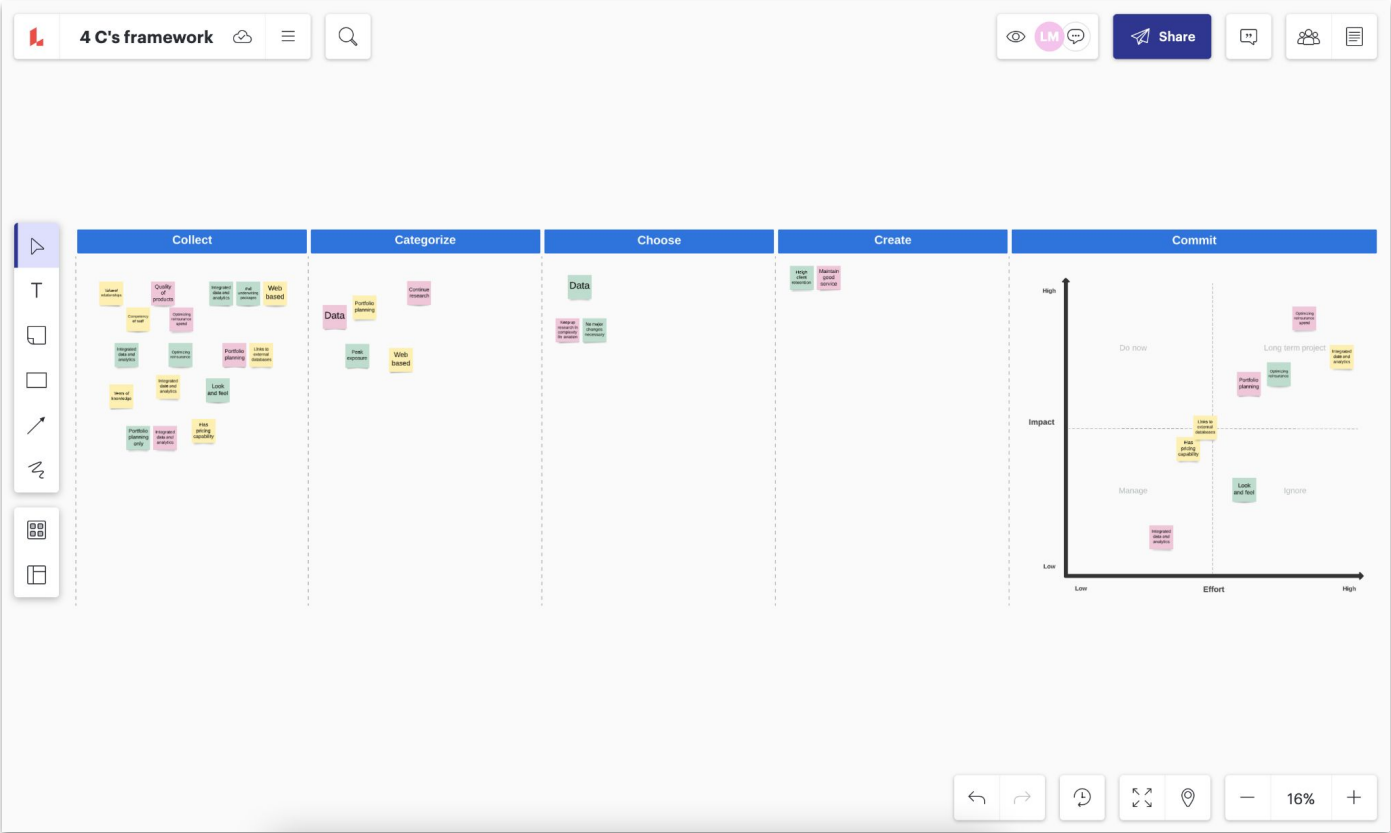
Less tool toggling

Less scattered thinking

Fewer video conferences

More action-orientation

Example: Russell Group

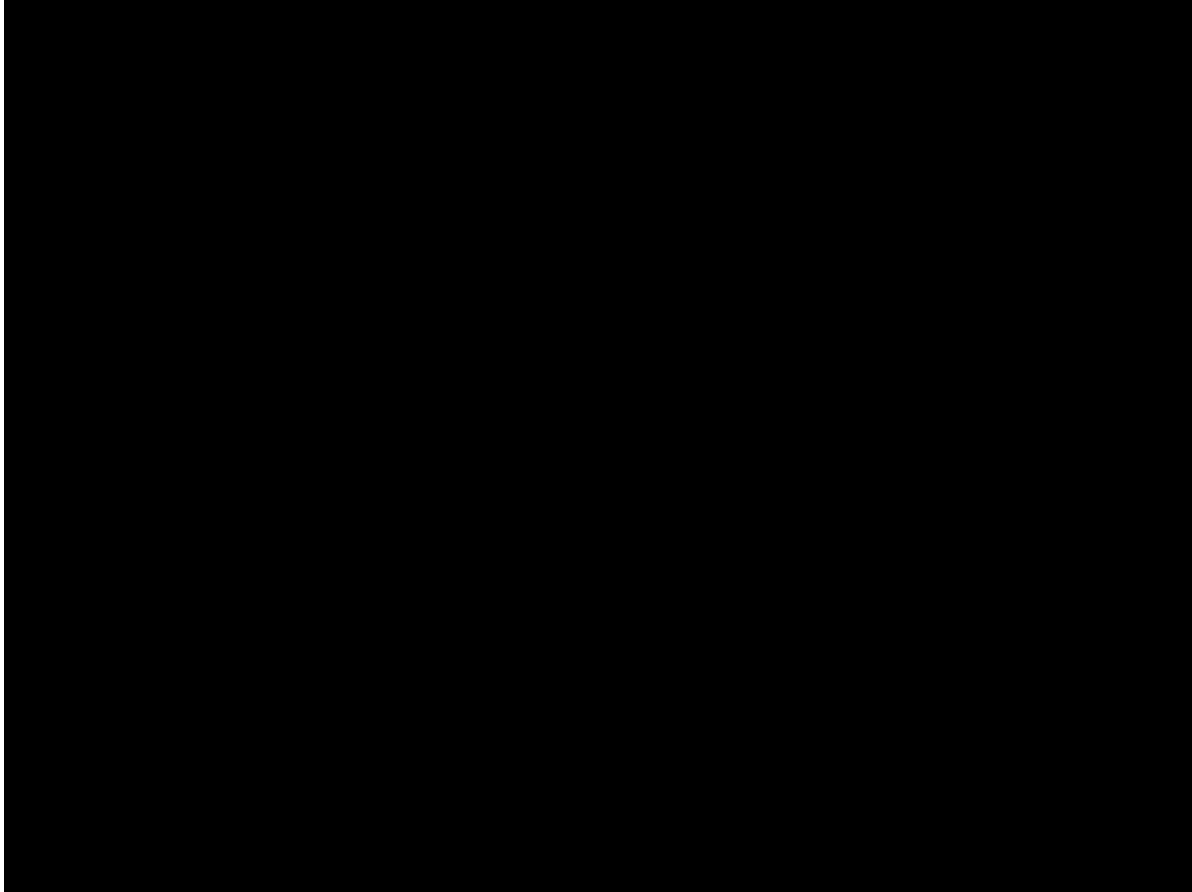


“Immediately after using Lucidspark for the first time, I really liked it. Right now, everyone is on Microsoft Teams or Zoom, and you get loads of people all talking without something visual to focus on. A PowerPoint presentation doesn’t work. But something like Lucidspark is really good for a team session so you can get people focused on ideas and actually generate an output.”

“[I] also love how Lucidspark leaves you with a live document that can house anything and everything needed for the project—you don’t need separate Word docs, meeting notes, presentations, or spreadsheets. The board provides a single source of truth.”

-Manvir Basi, marketing executive

Move ideas into Jira



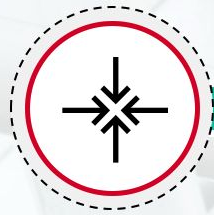
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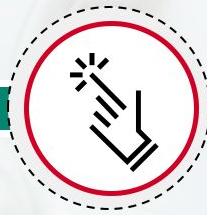
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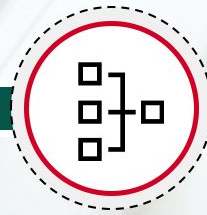
Visual collaboration benefits: A path to higher-value productivity



Promotes alignment

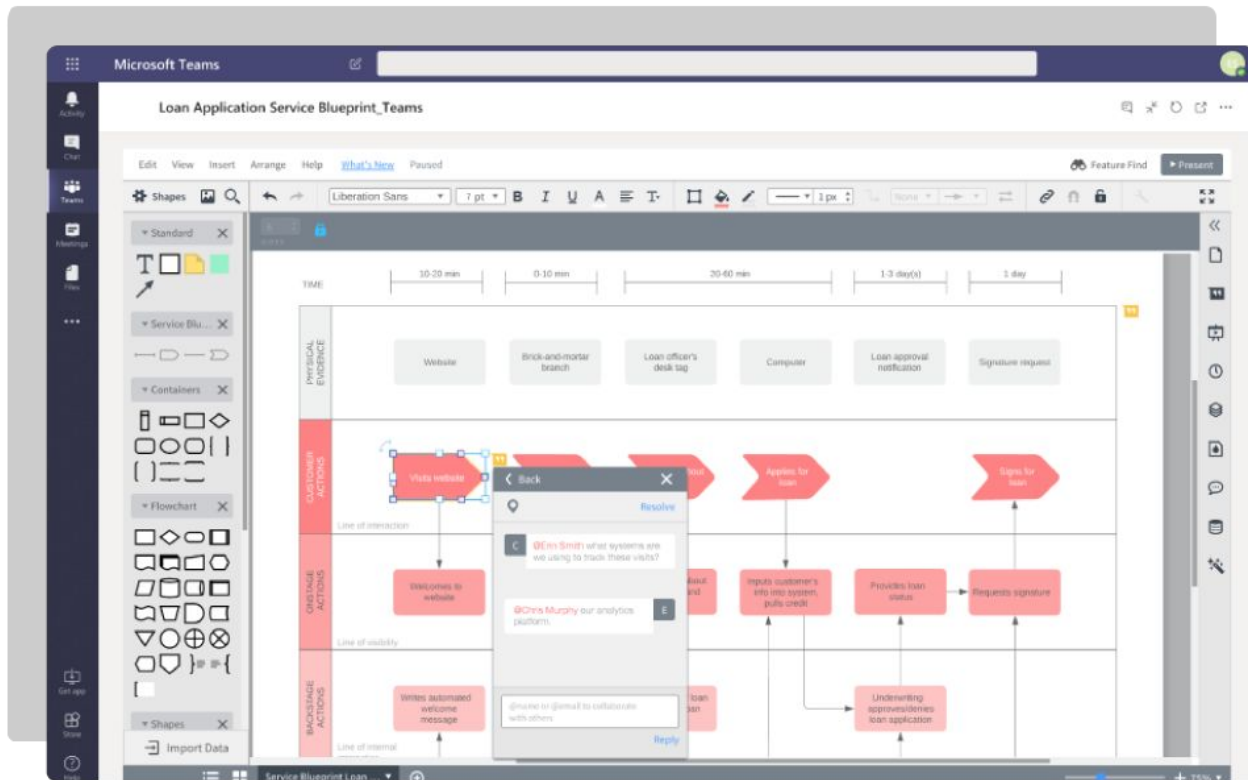


Drives engagement



Streamlines complex processes

Example: Credera



“Lucidchart allows us to show our clients visually what we tell them verbally. It takes a story from words to pictures, which makes it easy for anyone to understand.”

“The value is in the product’s simplicity—it’s easy [...] for anyone to understand, regardless of their technical level. Clients can understand a process flow intuitively even if they can’t understand a technical architecture diagram.”

-Nathan Shaub, senior consultant

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Visual collaboration benefits: Facilitate creativity



Some standardized tools can impede creative thinking



Aspect of play within digital environment makes work engaging



Easy to use visual components aid in creative problem-solving, planning and brainstorming

How will you put the power of visual collaboration into effect within your teams?

- **What is your next action?**
(write it down!)

Next Webinar:

June 15th - *“How Lucid uses
Lucid: Collaborating
visually--and virtually”*

Thank You

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 **Lucid**

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