

Understanding employee collaboration and what it means for your business

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— Charles B. Kreitzberg, Ph.D., CEO of Cognetics.

The value people place on work is shifting. The influx of Millennials into the workplace is pushing companies to break down long-established structures and policies that traditionally have influenced their workdays¹. Flexible scheduling and work-from-home opportunities make it increasingly more important for companies to provide tools to help foster collaboration, communication and a sense of belonging among employees.



The rise of the online social community

Online social communities, just like any other communities, are built around common interests—family, friends, work, school, and the like. In the workplace, communities consist of a diverse group of people throughout the organization and can come together around any number of interests from functional area, to geographical region, to skill set.

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According to the McKinsey Global Institute, with the right collaboration tools, companies could get 20–25% more out of their knowledge workers.

The importance of online social communities

More and more companies are using online social communities to drive internal communications and increase employee engagement. Social communities provide a forum for individuals and teams to share best practices, collaborate, innovate, and communicate issues or insights. Online social communities also help to flatten an organization making leaders and decision makers more accessible.

The need for easy collaboration among employees can't be underestimated. Companies that provide collaboration tools and ensure the tools are easily accessible are set up for success. According to a recent study by the Aberdeen Group, best-in-class companies are 70% more likely than their competitors to have the ability to set up role based social communities within their organization. This can lead to more innovation, faster problem resolution and other competitive advantages.

But most important, online social communities foster a sense of connectedness—both with other employees and with the company—making them essential to empowering and engaging employees by making information and people accessible anywhere.

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1 State of the American Workplace, Gallup, 2017
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