



OPUSVIEW – WORKPLACE SOCIAL SOFTWARE

What could it do for you?

OpusView helps organizations meet today's business challenges
and secure long-term success

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I.

YOUR WORKPLACE TODAY

If you work for a mid-size or large organization, it's likely that at least part of your business strategy relies on projects, and indeed many top-ranked corporations are shifting their resources to project-oriented working. These companies are gaining a competitive edge through shorter-term, more focused work.

Whatever your industry, you have probably already seen how projects can help your organization evolve and how this can help your company to differentiate its offer.

Another key trend is remote working, which is on the rise across most industries. Technology has underpinned this increase with the work-at-home figures growing by a massive 173% since 2005 and 2018 [1].

These trends are set to continue. Organizations that see people as their greatest asset understand that agile, project-based operational strategies offer significant benefits: making the best use of talent, optimizing your capacity to learn, and empowering your entire organization to grow more effectively. As a result, employers are demanding more tech-savvy employees with higher levels of digital skills. At the same time, we have seen changes in people's expectations with regards to their work environment. Modern employees often referred to Millennials are not satisfied with clocking in, clocking out, and collecting a paycheck. They want more – more diverse and flexible ways of working and a better work/life balance.

Communication also has its part to play. The expectation is that communication is instantaneous, anywhere and anytime, and by 2023, there will be nearly 9 billion instant messaging accounts on the planet – more than the number of people [2]. This is the new normal. Because of social media, people expect organized, fast, and effortless communication at all times. Once, simple phone connections and e-mail accounts were sufficient to connect people within even the largest corporations, yet that is no longer the case. We see the emergence of a workforce which grew up in an internet-centric environment, conditioned to demand more.

There are, of course, two ways to view this situation. We can see these workplace changes as one more thing to deal with, one more need to meet and one more expense to cover. Alternatively, we can interpret these employee demands as opportunities. Any time employees expect engagement from their employers, there are opportunities to improve efficiency and productivity. By fostering an engaged real-time collaborative environment, we can enjoy a wide range of benefits.

Looking at organizational solutions available on the market, it is clear that there are limited solution opportunities that can meet all these needs. Until now. The new realities of our workplace today require us to devise new solutions for flexible working patterns, recognizing work, easier access to knowledge and more collaboration and transparency. This is where OpusView comes in; Workplace Social Software that is rich, blended, collaborative and powerful.

In this white paper, we will define workplace social software, determine what makes workplace social software effective, and examine its benefits.



II.

THE KEY INGREDIENTS FOR HIGHER PERFORMANCE

WHAT ALLOWS SOME ORGANIZATIONS TO OUTPERFORM OTHERS?

We believe there are key ingredients for higher performance and that these ingredients all relate to how teams within organizations work together. This is a sampling of those ingredients.

They tap into the knowledge they need when they need it

It goes without saying that you can have all the knowledge in the world, but unless you can access and apply the right elements at the right time, it is not worth having. We have all seen the negative impact of information overload on the internet. If you don't know where to find the fact or explanation that you need, what good is it to you? Effective organizations, on the other hand, have recognized establishing systems can make the best use of all their harnessed knowledge, wisdom, and insight.

They find the abilities and talents that each job demands

Both a plumber and a mechanic spend much of their time working with wrenches, but how much do you think their skill sets overlap with one another? You could send your plumber out to work on your car and find out. There will be nobody but yourself to blame, of course, if your sink is still leaking and your car doesn't start the next morning. This is an analogy that applies to all work environments, because there is always a closest fit person for every job. Effective organizations strive to locate the best skilled person, finding the abilities and talents that each job calls for and then assigning them appropriately.

They support more effective communication

We have all seen the havoc ineffective communication can wreak. The most seemingly harmless error in communication can have terrible business consequences. You cannot overstate the importance of clear communication lines between all teams. The more effort that you put into encouraging easy, clear communication among your employees, the better they will be able to do their job. This is an immutable law in modern business and one that effective organizations have in mind at all times.

They support effective business planning

Have you ever come up short on your plans from time to time? This happens to the best of us, but if we learn from our mistakes, we can set more achievable goals. Some organizations fail to learn from their mistakes and continue overexerting themselves. In contrast, effective organizations know how to balance realism with ambition. They set achievable goals, follow their plans and enjoy successful project outcomes.

They remain responsive to employee morale

For many organizations, a commitment to making employees happy seems like an alien concept, but in today's competitive climate, it is essential. To reduce our employees' stress levels, we need to provide support and help overcome any challenges they may experience. It is not expecting too much that employees feel good when they are at work. The most effective organizations may pride themselves on their financial results, but they also value the personal well-being and relationships that they cultivate with their employees.

While shaping an effective organization is far from an exact science, these ingredients are crucial, and are available through workplace social software.

III.

DISCOVER WORKPLACE SOCIAL SOFTWARE

To better understand what workplace social software is, let us first consider what it is not.

It is not project management per se. Established project management systems have been around for decades, but few employees benefit from these solutions. Also, it is not any of the traditional methods of today, based mostly on e-mail, spreadsheets, shared drives, and chat/conferencing tools with which data silos result and disjointed processes require manual working.

These approaches now fall far short of modern employees' expectations and needs. Alternatively, workplace social software allows organizations to meet their employees' needs on multiple levels, improving productivity along the way. It applies the concepts of social media to the work environment, integrating the systems of rewards, flows of content, easy communication, people networks, and crowd-sourced initiatives that have made platforms like Facebook and Twitter the cultural forces they are today. Similarly, workplace social software serves as a tool for accessing knowledge, organizing networks of employees, with deeper connections, who can then collaborate on projects efficiently and see the fruits of their labors

Workplace social software is essentially a force for harnessing all the chaotic, hard-to-track energy, skills, and partnerships within any large group of people. Instead of simply hoping that everything works out for the best, workplace social software makes it possible for you to direct the talent and knowledge within your organization neatly and do this creatively, making the most of all the human assets at your disposal.

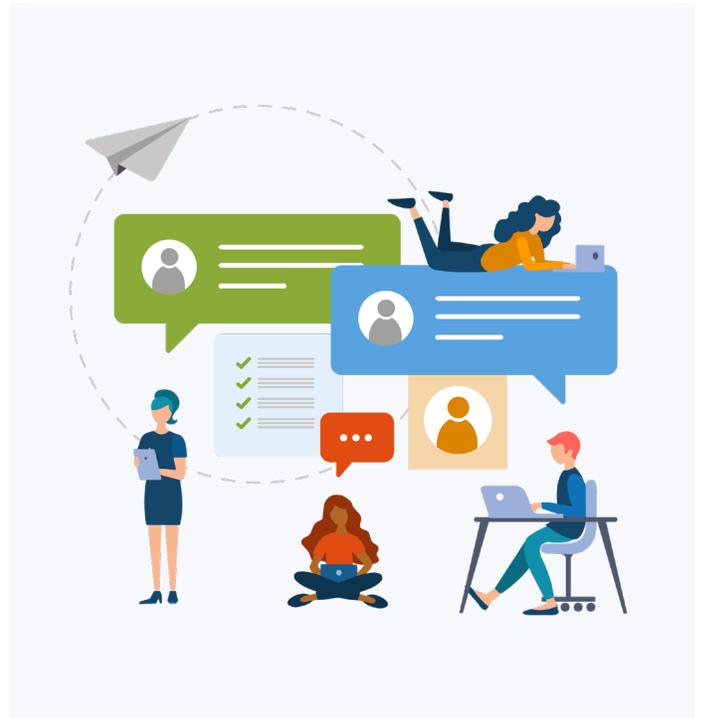
Take Company A as an example: they are rich in talent, they have accumulated centuries of know-how and insight, and they have some idea of where they want to move their organization in the coming decade. Traditionally, Company A would arrange all their employees in such a way that everyone had a set role. These employees interact within a hierarchy, answering to their superiors, so on and so forth.

What workplace social software does is break through all the inefficiencies at Company A. While the hierarchy may remain, the old methods for organization, distribution, and planning work are replaced. The new methods, which are exponentially more efficient, take into

account the fact that an organization's, goals, and requirements are changing constantly. While traditional organizational methods would wrongly assume a static work environment, workplace social software allows for flexibility in how people communicate, how they adapt plans for more specific goals, and collaborate in an effective way.

Whilst workplace social software is making the work environment at Company A more efficient, it is also conditioning the employees at Company A to do what they need to do to work better and faster. This comes down to a system of rewards, something that would have been almost impossible to institute in times past. Workplace social software serves as a kind of automated training system, picking out effective work habits more accurately and more consistently than even the most capable management team.

The methods built into workplace social software are inspired by social media and the historical rigor and controls in project management. This solution emphasizes a socialized workplace for project working that is designed to increase workforce confidence, productivity, trust and wellness.



IV.

THE 6 PILLARS OF WORKPLACE SOCIAL SOFTWARE WITH OPUSVIEW

Workplace social software is a burgeoning field, and OpusView is leading the way.

OpusView stands on six pillars – the six pillars of workplace social software. These pillars represent everything that organizations need to thrive in today's world, the methods that lead to predictable results and that remain elusive without leveraging cutting-edge, social technology.

1. Non-traditional organization

Before you put pen to paper or call a project meeting, you come up with strategies for organizing your talent and your resources. Employees assume that you are going into every project with a plan, and for it to work, you need a creative approach to organizational methods. This is the first pillar of OpusView workplace social software. Going beyond traditional, run-of-the-mill organizational hierarchies and mindsets, OpusView empowers you to think outside-the-box and differentiate your offer – right from the outset.

2. Forming Superior Networks

What makes one network superior to another? It is not necessarily the talent within the network but the multitude of connections between all this talent. You can accomplish far more effectively utilizing existing employees than you can trying to replace them with “someone better”. Once you accept that there is a role and a purpose for each employee in your organization, you can form superior networks based on skills, experience and behaviors, in which talent coalesces and synergizes. Your organization becomes far more than the sum of its parts.

3. Collaborating with Purpose

Once you have effectively organized and assigned your team members to work, you must ensure that they stay on task. Through the tight controls and rewards systems built into OpusView, purpose is a given. This frees your organization to focus on the future, affording you the comfort of knowing that your employees are collaborating with each other and independently, their minds focused on completing tasks and meeting common goals.

4. Controlling Projects in Real-Time

While your employees benefit from the integration and networking that OpusView enables, its real-time management is far more effective than any traditional organizational methods. Whereas Gantt charts or spreadsheets – even shared spreadsheets – require updates and saves, OpusView tracks progress and communication automatically, with the platform keeping records of all activity. This means that you never need to collate information or set up a separate recording system. On OpusView, you can at any time review up to date project status, knowledge and activity.

5. Distribution of Knowledge

Think for a moment about the ramifications of real-time project controls and ultra-effective communication. Picture team members working at greater-speed, demanding more of themselves and pushing their own limitations. Powered by workplace social software that offers an eco-system where specific expertise such as corporate compliance, regulations or standards, is made accessible for confident project working to accelerate progress and outcomes.

6. Recognizing and Rewarding Work

Like social media, OpusView rewards users. However, while social media rewards them for staying on their platforms, OpusView rewards users for doing work. When empowered management and team leaders reward and recognize an employees effort, you demonstrate to your workforce the behaviors they should adopt. This approach adds to and positively develops your company culture.

V.

10 DIRECT BENEFITS OF OPUSVIEW

There are many advantages to getting your organization on course to fulfill its potential:

1. Reduce Lead Times

When you improve your productivity levels through OpusView, you end up cutting your lead times. This means that you can take on and complete more projects in a shorter period of time, gaining a competitive advantage. Just think of all that you could accomplish if you could cut project time frames by just 10% or 20%. How much more could your employees deliver if they had access to all the tools that they needed to optimize their effectiveness.

2. Empower Knowledge Sharing

The power of your knowledge depends on its availability to maximize its impact, you need to make sure that the right people have it at their fingertips. This may seem like an insurmountable challenge if you look at your knowledge as raw data. Yet if it is organized systematically from past projects, you will be in control to utilize it.

3. Make Talent Accessible

It is probable that roaming around your organization there is talent and expertise you're simply not aware of. Through OpusView, you can discover the breadth of your capabilities. You can identify the right-thinking talent which already exists in the workforce and make purposeful connections.

4. Recognize Contributions

When you do good work, you want people to take notice. This may not be your primary driver, but it is still nice when someone compliments you on your contribution to a piece of work. In the workplace, all employees hope that their employers will notice and recognize their efforts. Using OpusView rewards system to recognize employee contributions, you encourage them to work more actively as they feel happy and valued.

5. Integration: Business/Technology and Internal/External

Every component that makes up your organization affects every other component. This is true regardless of your industry, and whether you are talking about business and technology or internal teams and external teams. You will always benefit when the components work in unison, avoiding duplication and taking into account the other areas of the business. All teams need to be aware of the big picture, and OpusView ensures that happens. Although OpusView drives focus, it also makes the breadth of your organization visible and reachable for teams.

6. Identify and Eliminate Bottlenecks

Every business has its inefficiencies. They may seem unavoidable, but they seldom are. The key to avoiding inefficiencies is, of course, to spot them before they are out of control. This has proven a tall task for many businesses, but OpusView makes it far easier. By spotting these "bottlenecks," where work tends to pile up and stop flowing, you can rapidly intervene and then help eliminate them.

7. Foster Creativity and Productivity

For many people, success remains a mystery even after they have encountered it. When your organization is on OpusView, you can ensure successful outcomes are more frequent by building up the creativity and productivity muscles that lead to it. While your competitors are struggling to move forward, you will be speeding along. You will let talent know when there are opportunities for crowd work, pulling in the resources that you need to optimize your project working productivity levels.

VI.

YOUR WORKPLACE WITH OPUSVIEW

In your old workplace, employees did the same job for years on end. There was always a sense that improvement was possible, but who was going to question the way things had always been? Far be it for employees to challenge the status quo. The brightest employees stayed for a short term and moved on to other organizations offering a more progressive workplace environment. Projects started and stopped without rhyme or reason, and even the executives would from time to time express doubt about productivity levels within the organization.

Your workplace with OpusView can be different. It's one that helps raise productivity, encourages creativity and ensures everyone understands their role. Every day, employees meet, remotely or in person, and share ideas, knowledge, and insight. This generates energy in the workplace and a sense that possibilities are endless. Even the most ambitious goals seem achievable.

Every part of your day feeds into every other part of your day. Whatever you are working on, you are aware of how it contributes to the rest of the business. You feel confident that you are making a significant contribution, and feel that your employer values and recognizes it.

Now, which of these two workplaces would you prefer?

You need no time to think about your answer. It is clear which is preferable, for employees and employers. The future has arrived - it is project-centered and it demands agility. On OpusView, you have all the tools that you need to drive your business forward and leave your competitors behind.

Are you ready to see what we can do together?

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