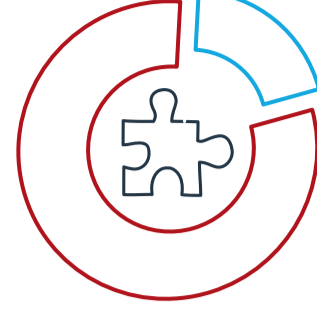
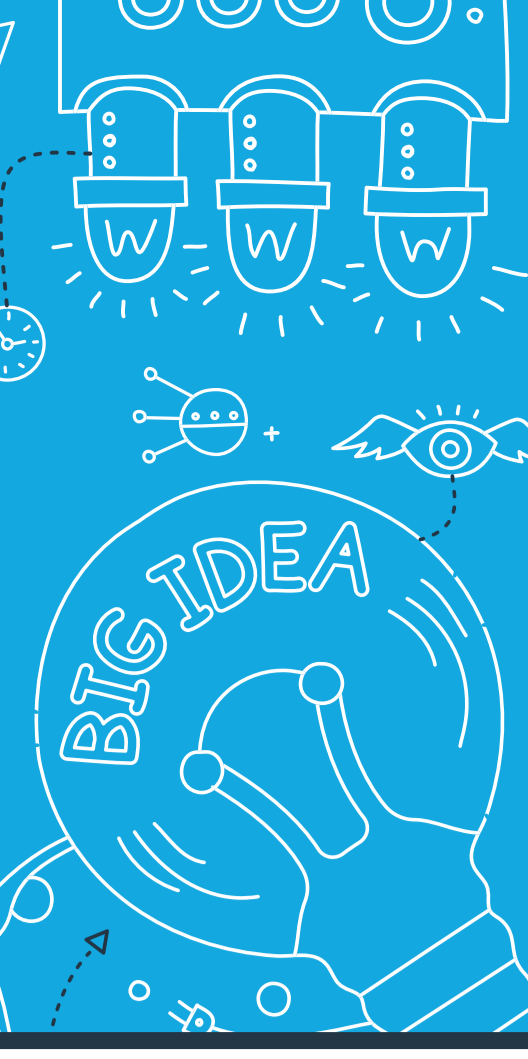




PRYSM

THREE ESSENTIALS TO INNOVATE LIKE A STARTUP

As companies push for more creative problem-solving, they're adapting strategies around communication, technology and workplace flexibility.



72% of Fortune 500 CEOs say the rapid pace of innovation is their organization's #1 challenge.

Source: CFO Survey by Fortune, 2015

Why do companies want to think like startups?

- 45% Innovate to stay ahead of the competition
- 44% Respond quickly to changing market factors
- 43% Enter or capture new markets

Source: The Pulse of IT, "Turning Big Data into Insights," 2012

Yet... **80%**

of executives say their organization is "ineffective" or "experiencing difficulty" in collaborating to be more innovative.

Source: McKinsey, "Driving Results through Social Networks," John Wiley & Sons, 2009



How do companies boost their entrepreneurial output?

1 COMMUNICATION: Drive more ideas through collaboration.

"Today, power is gained by sharing knowledge, not by hoarding it."

Dharmesh Shah, Co-founder and CTO, HubSpot

Remove silos, boost intellectual horsepower

Executives aiming for fresh ideas see the benefit of more collaboration.

79% encourage cross-disciplinary collaboration



68% encourage collaboration with external stakeholders



Source: Herman Miller, "Making Room for Collaboration," Economic Intelligence Unit, "Towersight 2020: Economic, Industry and Corporate Trends," The Economic Intelligence Unit, March 2006, p. 78.



50% say bosses who share information and data have a significantly positive impact on productivity and motivation.

Source: HubSpot, "The One Management Mistake That Causes 76% of Employees Not to Trust Their Boss," March 23, 2016

32% of today's workers consider openness and the freedom to challenge status quo as a key to innovation.

Source: Deloitte, Millennial Survey 2016

2 TOOLS: Quickly turn information into insight.

Collaboration software and support services give companies a way to equip their workforce to...



Create avenues for open, effective and continuous communication.



Eliminate bureaucracy, interference and lack of autonomy.



Track and reward cross-functional outreach.

Source: Workforce, "Some Companies Replace Cubicles with Flex Spaces," May 30, 2013; "How Technology Has Changed Workplace Communication," December 10, 2013

Embrace Digital

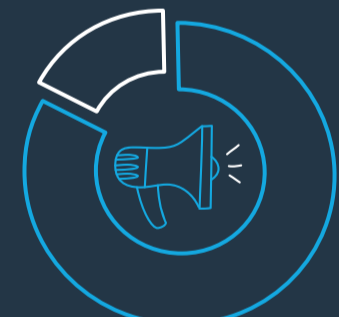


70%

of executives surveyed believe collaboration technology would significantly cut decision-making time and improve productivity.

Source: Tammy Erickson Assoc. and Prysm, "Adopting Transformative Technologies Will Drive Collaboration in the Digital Workplace," 2016

Adopting technology for a more digital workplace...



83%

say it would improve **collaboration**



82%

say it would improve **productivity**



79%

say it would improve **engagement**

Source: "Digital, Disparate and Disengaged: Bridging the Gap Between In-Office and Remote Workers," Forrester Consulting on behalf of Prysm, 2016

3 FLEXIBILITY: View work as a function, not a place.

"The key to more ideas is to understand that people know best how, when and where to work."

Eric Richert, Former Sr. V.P., Sun Microsystems

Source: Knoll Workplace Research, "Five Trends that Are Dramatically Changing Work and the Workplace," 2013

Attract those who think like entrepreneurs



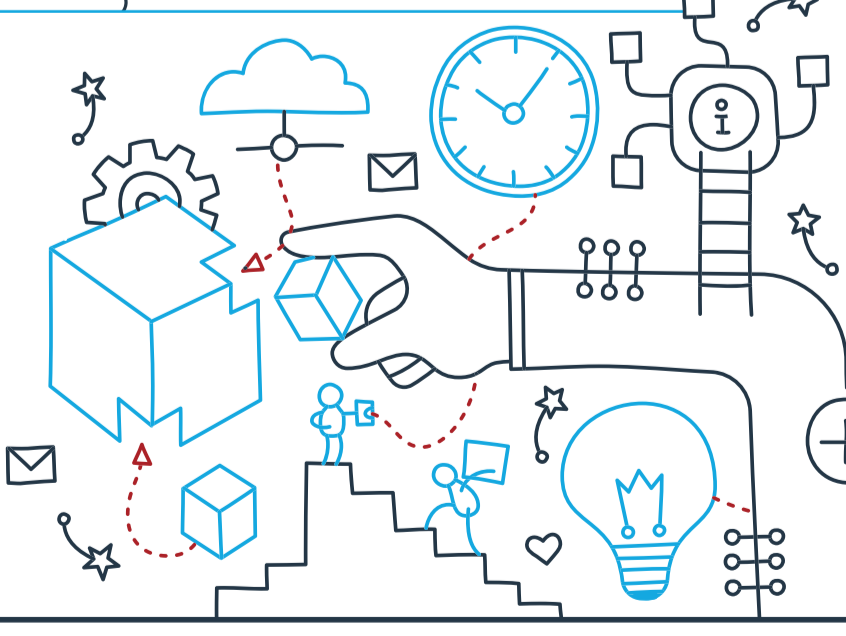
66%

of millennials say innovation is a key factor in making an organization their employer of choice.

Source: Deloitte, Millward Brown, January 22, 2013

Innovative companies are **5X more likely** to have workplaces that prioritize both individual and group workspace.

Source: Genesler U.S. Workplace Survey 2016



Discover better ways to support a culture of innovation.

"Innovation needs more than executive-level vision. It demands tools to capture your ideas and share knowledge."

Source: Harvard Business Review, "How to Implement a New Strategy Without Disrupting Your Organization," March 2006

Foster your own innovative environment:



Embrace openness.



Elevate the digital workplace.



Create a culture of collaboration.

Visit: prysm.com/innovate