

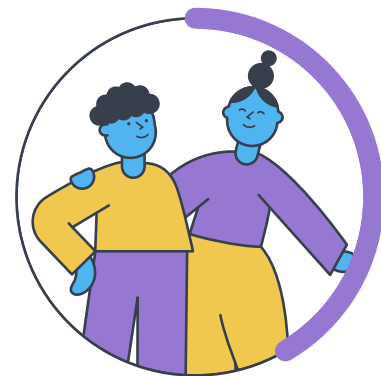
Building a Connected Culture on Workplace

Digital transformation isn't just about technology. It starts with people. That's why HR plays a crucial role in supporting change initiatives driven by the CEO. Workplace supports HR by **building a connected culture** where meaningful work supports a stronger employer brand and increases retention.



50% of employees aged 18-24 say workplace friendships make them more motivated¹

¹ LinkedIn, 'Relationships @Work', 2014



Companies with highly engaged employees reduce staff turnover by **40%**²

² Gallup, 'The State of the American Workplace', 2018

3 Ways Workplace Supports Culture Objectives for HR

Making Work more Meaningful

Workplace changes the cultural dynamic inside organizations by reducing the distance between people. When employees are more connected, trust increases, teamwork improves and people are more engaged with their work.

Improving Employer Brand

Expectations of workplace technology are changing – using the latest tools is a competitive differentiator for employers. Workplace uses Facebook features like News Feed, chat and Live video, which are already familiar to over 2 billion people around the world and don't require any additional training for wall-to-wall deployment.

Increasing Retention

Workplace creates connected companies in which teamwork is faster, culture is stronger and people want to stick around. Work becomes more meaningful as the company mission stops being words on a page and starts becoming visible through everyday interactions with everyone from teammates to senior leadership.

Tools and Technology to Build a Connected Culture



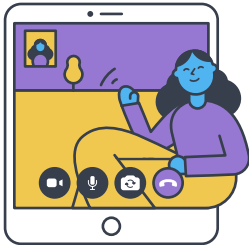
Put a Face to Every Name

Put a face to the name and build relationships with People Directory, a searchable database of your entire company. Get in touch with the people you need, ask the right questions or discover posts to help you learn from others.



Deepen Employee Engagement

Reach everybody in one place to create organization-wide conversations and shared cultural moments by automatically sorting people into company, region or team-level FYI Groups.



Vivid Video Conversations

When the personal touch really matters, switch from text to video at the touch of a button and join up to 50 colleagues in crystal-clear HD.

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When millennials see that we use Workplace, it gives them an entirely different view of the company. They see a contemporary tool to stay connected. They get access to the CEO. They get a strong connection to the purpose, values and goals of the organization, and their work is appreciated and valued.

Pradheepa Raman, Chief Talent and Innovation Officer, Stanley Black & Decker

Take the next step on your Workplace journey

HR professionals at over 30,000 organizations are using Workplace every day to collaborate with people across the organization. If you're ready to learn more about how they do it, check out these helpful blog posts.

- Using Workplace for recognition. [Learn more](#)
- How Clarins UK increased staff retention with Workplace. [Learn more](#)