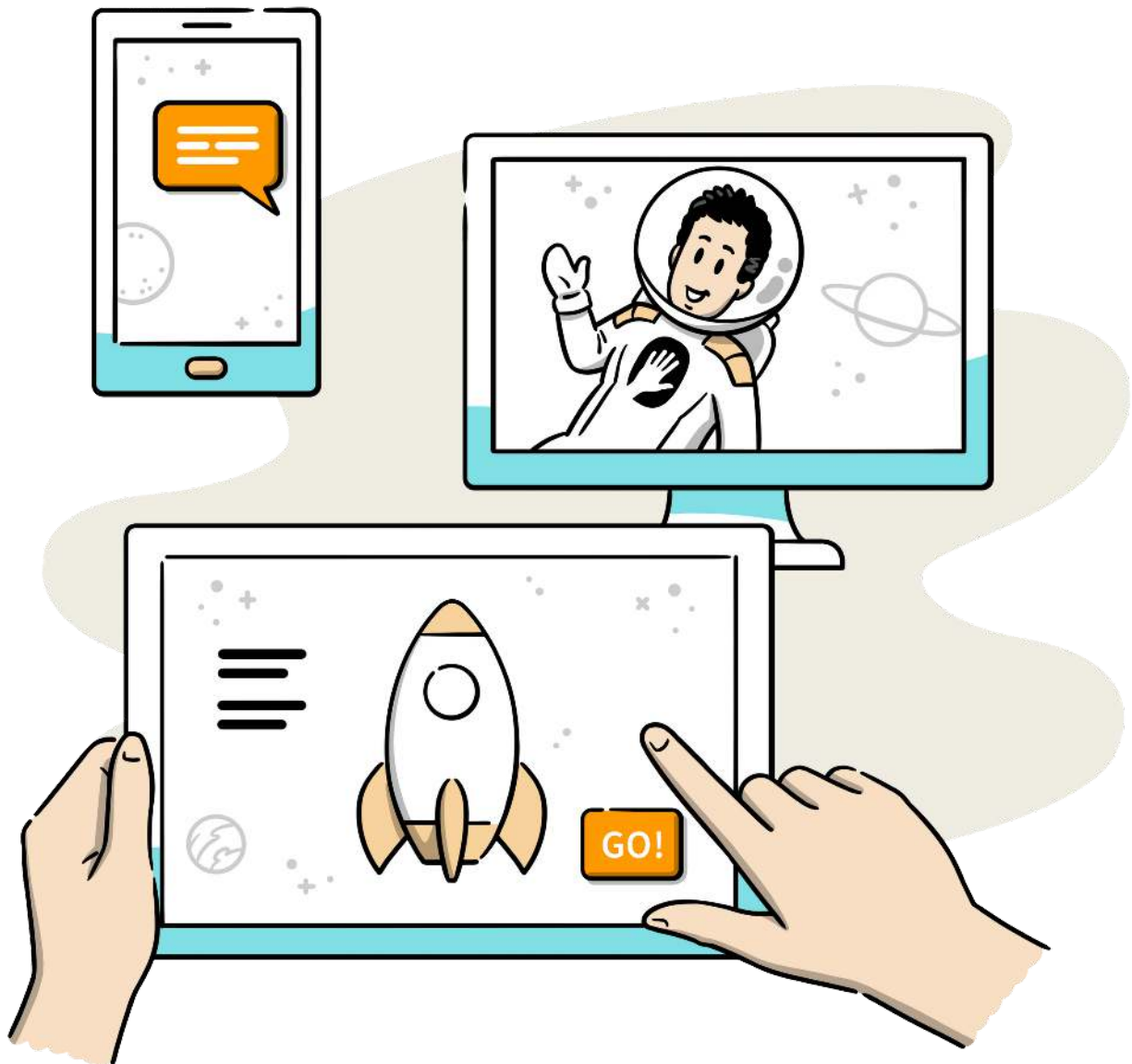


The Future of Work

# USING AGILE DIGITAL CONTENT TO BUILD COMPANY CULTURE



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# INTRODUCTION

Let's be honest: the pandemic threw many companies through the ringer. Valuable lessons were learned, evolved processes were adopted, and significant changes took place. However, one thing remains true--content is king.

It's a bold statement made by CEOs, visionaries, and marketers. Content that has value and is relatable can inspire teams to adapt and perform like never before, even in the face of daunting change or industry overhaul. Current content a constant effort, but the rewards are worth the work.

At simpleshow, we know that content agility is a crucial element to high performing businesses. Teams need to be equipped and empowered to provide resources when messages need to be distributed. That's why we help companies all over the world effectively communicate complex information, and when content is immediately urgent, we empower companies to create materials in seconds with our revolutionary video maker.

Company culture is sometimes categorized as a 'nice to have' rather than a 'have to have,' and we believe that's a grave mistake. Putting your people first and providing them with what they need when they need it builds a culture of trust and loyalty. These environments have lower turnover rates and higher employee satisfaction. In a remote or hybrid structure, content is the company glue that binds your team together.

The best thing about agile content is that anyone can make it happen. You don't need to be a technology expert or a marketer. You just need to be able to consider your company, your employees, and your goals. Tackle one topic at a time, and remember, agile content is a journey-not a destination. Enjoy the ride.



# YOUR EMPLOYEES ARE CONNECTED. OR ARE THEY?

There's an irony taking place in the current state of work: employees are more connected than ever before, but also experiencing high rates of disconnection. What gives?

According to a Gallup poll, in 2020, the percentage of engaged workers ranged from about 31 percent to about 40 percent at different times over the course of the year. That means, even in the *most positive* scenarios, at least **60 percent** of employees can't honestly say they feel engaged on the job.

You might think to yourself, "of course, we were in the thick of a pandemic!" While that is true, 2019 levels were actually lower than the polls that were conducted throughout 2020. Eek.

Part of the problem is an internal digital disconnect that keeps departments siloed in their own projects. While staying in your lane is a good driving ethos, it kills engagement, innovation, and cross-pollination of your company's talent.

One way to increase collaboration and strengthen company culture is by tailoring company content and resources to your team. Your employees care about your company narrative. Making them a part of that narrative will strengthen emotional ties to the company, reducing employee churn and raising morale.

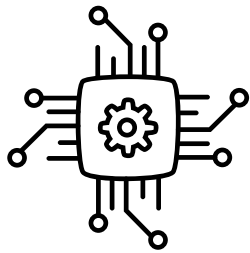
*While staying in your lane is a good driving ethos, it kills engagement, innovation, and cross-pollination of your company's talent.*

# UNDERSTANDING THE ROI OF CULTURE

You might not realize it, but company culture is a quantitative and qualitative metric to measure at your company. And like Peter Drucker famously said, "you can't manage what you can't measure." Employee surveys are a great place to begin benchmarking the current state of your team's attitude towards company culture.

Also, considering the costs associated with training and maintaining a workforce is a crucial component to include. According to Training Magazine's 2020 Training Industry Report, the average company in the U.S. spent \$1,111 per employee this year on training costs: that's \$175 less per person compared to 2019, but still a substantial investment.

But guess what? When employees buy into the vision and mission of the organization, their performance and productivity increases, leading to higher profitability. They also want to stick around.



## **No. 01 – Survey your team**

Creating digital surveys that address company culture is a key place to begin. Schedule these quarterly. Ask a broad range of questions like, "*How do you feel about our company's mission?*" and "*Do you feel left in the dark about the state of our company?*"



## **No. 02 – Review costs**

Consider what new hires cost, but also the cost of disengaged existing employees. If your team has low engagement, productivity and profitability are impacted as well. It's not just about being a feel-good workplace, it's about keeping your team motivated to drive towards company goals.



## **No. 03 – Organize a plan**

Most often, culture leads need to gain executive buy in to prove why company engagement and culture are important metrics for business success. Preparing with the above tips will help you prove why you need the budget to make improvements.

# WHY CONTENT AGILITY IS IMPACTFUL

Feedback from disengaged employees varies, but there are some common offenders that make employees feel out of sync with their employer. Here are some top reasons for employee dissatisfaction:

- Poor communication
- Lack of training or employee development
- Lack of collaboration

However, it isn't all bad news. There is silver lining to these insights. All of the above areas can be addressed with agile and robust internal content!

Key Issue	Content Suggestions
Poor communication	Create material that provides insights into change management, announcements, and recognition. Sharing information about areas of focus for the company , annual updates, and quarterly reviews are all important things to communicate. Agile content tools make this all a breeze.
Lack of training or employee development	Content that informs your employees of processes, programs, and other moments of learning is key to showing development value. Many employees want to grow and develop at work. Content can help accomplish this, and agile content tools can help you instantly adjust information as needed.
Lack of collaboration	Employees want to cross develop and learn from their peers. You might not be ready to create full scale programs to enable this, but collaborative content tools are a great way to get siloed departments working together.

# HOW SIMPLESHOW CAN HELP

Agile content is a constant effort. It takes a village! Let simpleshow be your village. We have 14 years of expertise in simplifying complex company communication. We can help you build content materials for a variety of purposes, like launching new concepts and announcing company initiatives.

We've also taken all of our concept simplification knowledge and built it into an AI-powered enterprise software, so that companies can take the creation of content into their own hands. This is where you, the aspiring agile content creator, comes in.

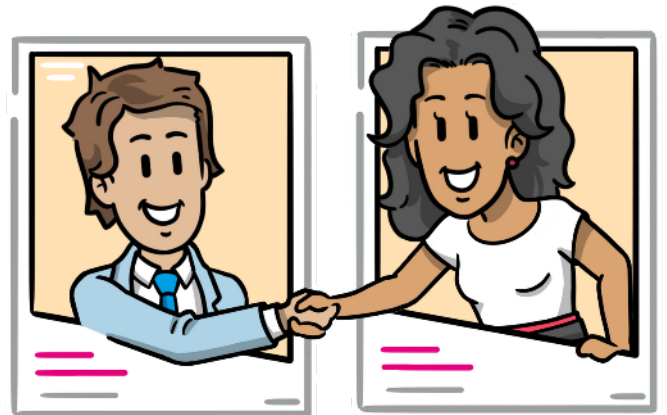
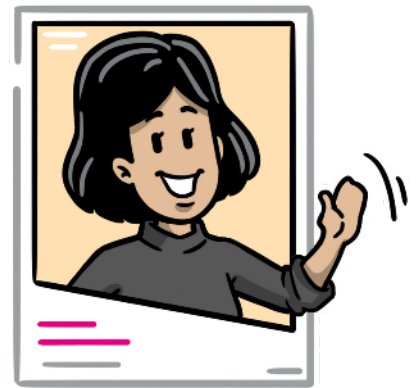
You might be wondering: **Why is simpleshow the ideal agile content partner?**

**We make it simple.** Our software as a solution (SaaS) is so intuitive, even the least tech savvy team member can make compelling and effective content in minutes.

**We are versatile.** Whether it's a quick meeting recap, a go to market strategy, or the launch of a new initiative, your message comes to life with ease. The options are endless.

**We enable global collaboration.** Think of it as the group project 2.0. Invite colleagues to teams, create content together, and collaborate like never before.

**We save you time and money.** Our service team can take the reigns to build content for you, and our authoring tool enables you to create content in minutes. We can help you decide which path is right for you.



So, do it yourself or leave it to the experts?  
Either way, the answer is simpleshow.