



# ACCENTURE, SLACK – INTERNAL COLLABORATION TRANSCRIPT

## VIDEO TRANSCRIPT

00:00:06:02 [Stephanie Sadowski]  
Employees have seen how collaboration can work very well in their personal lives and now they have the same expectations that work should be no different.

00:00:14:10 [Rob Seaman]  
Every single person wants to work where they are, when they want and using the table tools that they want. This has fundamentally disrupted working patterns.

00:00:22:17 [Stephanie Sadowski]  
In the past we had water cooler moments, which helped increase collaboration amongst our teams. But nowadays we don't have those same opportunities, so we have to find new ways for our teams to work.

00:00:33:15 [Rob Seaman]  
Unfortunately, employees feel like they have no time. As we shifted to this hybrid or digital world, they're spending the majority of their time in online digital meetings.

00:00:42:21 [Stephanie Sadowski]  
The sheer volume of data and systems that employees have to work with, make collaboration hard. So we're at this amazing reset point where we can't really go back to the way things were going. So we've got to design a new path forward.

00:00:57:23 [Rob Seaman]  
You can capture this opportunity. You need to have a digital first strategy and we call it a Digital HQ. Instead of thinking of work as a place that we go, the Digital Headquarters is a digital place that helps employees engage with one another as they once did in a physical office.

00:01:12:05 [Stephanie Sadowski]  
But before you implement this digital first strategy, you have to think of it in terms of people, process and platform.

00:01:24:11 [Rob Seaman]  
A lot of people over the course of the last few years have joined companies and never met another single employee from that company in person. So you need to think about as you onboard employees, how do you do that in a better way that's digital first?

00:01:43:01 [Stephanie Sadowski]  
We have to think about how people can collaborate in a fun and creative way that also builds affinity to their company. People have lost that tie and it needs to be recreated.

00:01:54:01 [Rob Seaman]  
Now that you're not seeing your customers as much, how do you pull them into internal conversations about them so you can service them better?



00:02:03:21 [Stephanie Sadowski]  
When you think about process, it can't be about carrying the inventory of what you do forward. You need to embrace this opportunity to think about what is it that you're actually going to leave in the past.

00:02:14:22 [Rob Seaman]  
So I would go through every single line of business and ask yourself, what are the most friction filled processes that we have?

00:02:21:15 [Stephanie Sadowski]  
And how can you make your journeys even better through connection and automation?

00:02:28:23 [Rob Seaman]  
Now you can start thinking about the platform and that's where your Digital HQ comes in and that's where slack comes in.

00:02:34:22 [Stephanie Sadowski]  
And it's true power is the agility it gives you to very quickly collaborate with your clients, your partners and your customers.

00:02:42:06 [Rob Seaman]  
It's a platform that's flexible and inclusive for wherever people are working.

00:02:46:18 [Stephanie Sadowski]  
Slack is secure, it's open and it easily integrates to the existing landscape. You get something out of the box to jumpstart this whole process of reinventing how companies collaborate.

00:02:59:10 [Rob Seaman]  
Having a Digital HQ like this has myriad benefits. It will bring together the collective knowledge of the entire organisation and make that accessible to every single employee so they can solve challenges faster.

00:03:10:10 [Stephanie Sadowski]  
It actually gets people out of their silos and creates more of a mesh across the organisation for people to collaborate directly.

00:03:17:14 [Rob Seaman]  
We've seen several companies use their digital headquarters to onboard thousands of employees and their Digital HQ makes it possible for them to get those employees up to speed and productive as quick as possible.

00:03:28:17 [Stephanie Sadowski]  
One of the best examples I've seen, is between marketing and IT collaborating together to get data driven marketing campaigns out the door faster and more efficiently.

00:03:39:15 [Rob Seaman]  
As we look to the future, businesses need to embrace a digital first strategy and a Digital HQ.

00:03:45:10 [Stephanie Sadowski]  
Every company needs to do this if they want to continue to grow and thrive.

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