

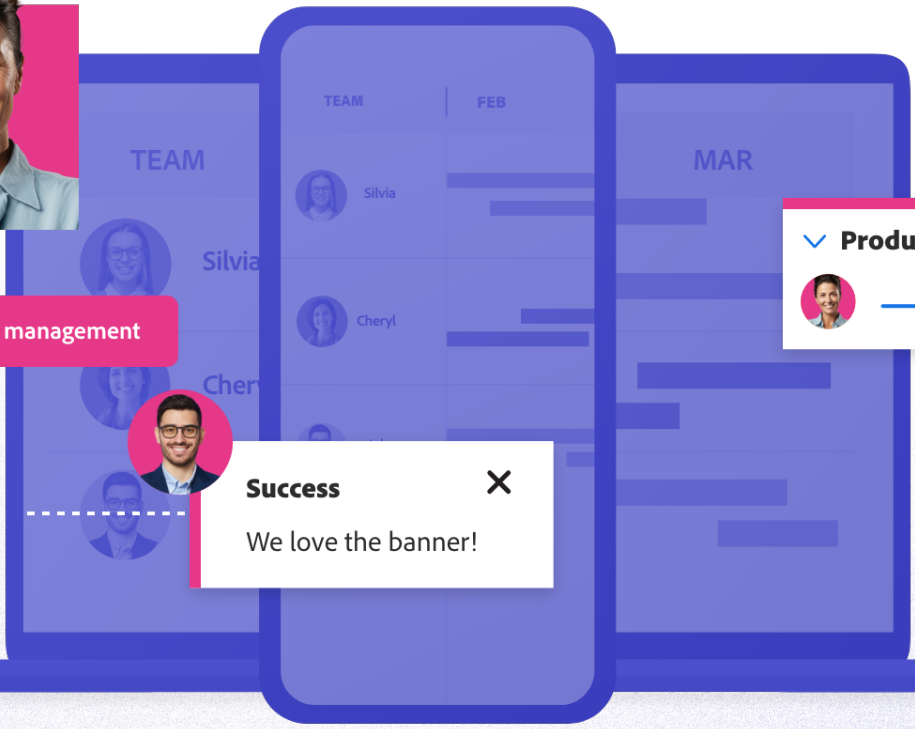


# A starter guide to collaborative work management.

Manage all work across teams with one powerful solution.



Collaborative work management



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No matter the industry, company, team, or role, work is at the core of what keeps business moving. That means it's imperative to not only make sure work is getting done at your company, but also that the people doing that work find it meaningful and fulfilling.

One crucial way to make this happen is to eliminate the pain points that create challenges for modern workstreams. Too often, organizations unintentionally make processes more complicated than they need to be—there's no visibility into work, results aren't tied to strategy, systems are disconnected, and collaboration is siloed, if it happens at all.

Collaborative work management is the solution for all these issues.

**Collaborative work management** is an approach to work built on a unified platform that acts as a central hub to make every aspect of every job at a company more efficient. It empowers people to efficiently collaborate, communicate, find resources, track progress, create workspaces, and more.

**Top-ranked work priorities**

Creative collaboration	43%
Collaboration between teams at multiple worksites	39%
Managing workflows	35%
Managing intake, reviews, and approval processes	35%
Communication across departments	32%
Ability to make data-driven decisions	27%
Faster turnaround times	24%
Sharing content across departments	23%

Source: Adobe

Still, it can be difficult to get started with collaborative work management. In this guide, we'll go over four main steps to help your teams work better—not harder.

- 1 **Centralize all work.**
- 2 **Plan and track work.**
- 3 **Encourage cross-functional collaboration.**
- 4 **Automate workflows.**

## STEP 1

# Centralize all work.

With so much work being done across your business, it's not always easy to get a clear view of completed tasks and pending activities. Bringing all work into a central hub establishes a single place and source of truth for everything your employees are focused on.

Centralizing work helps eliminate duplicative efforts, but it also gives you and your teams visibility into all business activities across the enterprise. This makes it easier to connect work back to strategy so that everyone is focused on the most important projects or business initiatives.

T-Mobile is seeing some major payoffs from being able to centralize all work across the company. The brand used to face the common issue of silos and disconnected teams. But now, T-Mobile empowers everyone to plan, track, manage, and deliver campaigns in a centralized platform in Adobe Workfront. As a result, teams have increased their output by keeping work moving faster and more efficiently.



To get more details about T-Mobile's journey and why centralizing work is so important, [read the full story](#).

“ Workfront enabled us to drive better project flow and bring previously siloed people and tools together in one central place. It's super impressive. And now we can manage that flow in a way that allows us the ability to target and talk directly to the customer.

**Peter DeLuca**  
Chief Creative Officer  
T-Mobile

## STEP 2

# Plan and track work.

Once work has been centralized, you're ready to start looking to the future.

Because all projects and initiatives will be in one place, you can easily define goals and start mapping incoming project requests against them. Plus, project managers will know the capacity of each team, which will let them identify who has time to work on it, what other resources they'll need, and more.

Above all, your teams will have high visibility into all their work, which means they'll be able to track it all from start to finish. This will help them know where it is, whether it's on track, who has already worked on it, how many people will work on it moving forward, and how much longer it will take.

CHG Healthcare has seen huge benefits from being able to keep track of work across the company. By using Adobe Workfront, project managers and marketers at CHG are now able to easily view and track existing, future, and recently completed work. Teams get faster access to important project details and deadlines, which in turn keeps employees focused on high-priority work. Ultimately, CHG employees are given the freedom to control every aspect of their jobs from start to finish.



To get more details about CHG's journey and why planning and tracking is core to the brand's evolution, [read the full story](#).

“ As the CHG project management role has evolved, having an operational system of record has enabled us to successfully transition from taking orders to becoming a strategic planning partner.

**Amy Pett**

Senior Director, Marketing  
CHG Healthcare

### STEP 3

## Encourage cross-functional collaboration.

Once work is centralized and planning and tracking are in place, you need to ensure your employees are collaborating across teams and departments—and that means breaking down your silos.

Unifying work in a centralized workspace helps teams collaborate seamlessly within it. This naturally eliminates the common silos that slow down and complicate work, like searching for the correct versions to review or the proper assets to use for content creation. You need to ensure that your teams have been properly onboarded to your solution and know what this centralized space can do for them.

Once your teams understand the benefits of a centralized workspace, you can streamline the way they review and approve projects. Teams can easily collaborate on everything—status updates, feedback, project changes, decisions, and everything in between. What's more, as you integrate your work management solution with other core applications—like delivery and analytics solutions—teams get to stay in the tools they love, all while collaborating in a single space.

Nordstrom used to work with disparate tools, all trying to track multiple projects. But for a world-class retailer that handles huge campaigns from Valentine's Day to Black Friday, this led to complicated workstreams that made planning, managing, and producing content more difficult. By moving to a stronger work management tool in Adobe Workfront, Nordstrom now supports a much more collaborative, communicative culture. And because employees can work directly within this solution, they're able to eliminate redundant meetings and reduce review times—so that people spend more time working together to achieve a unified goal.

# 3 hours/week

Nordstrom is saving three hours of administrative work a week for the creative ops team with collaborative work management.



To learn more about Nordstrom's story and how the company has benefitted from better collaboration, [read the full story.](#)

## STEP 4

# Automate workflows.

Finally, once you've established ways to centralize the work, plan and track projects, and encourage collaboration, it's crucial to focus on automation. This systematic approach will keep all projects on track—and the work flowing.

Using established processes, you can start automating and connecting workflows between people and systems, pushing every project through, and making each step of the workflow automatic. For example, prebuilt templates can save time when setting up projects. Once a request form is created and filled out, it immediately alerts your teams to a brand-new project. Then, as each task of that project is completed, data is automatically synced between systems. And the person or people in charge of the next task will get an automatic notification to let them know it's ready to go.

This kind of workflow allows everyone to always know exactly where projects are, when they can expect to work on a task, and when that task is due. And because all this data is shared across the company and other integrated systems, all team members are empowered to make informed, data-driven decisions.

Stanley Black & Decker, the world's largest tool manufacturer, is a testament to the value of automation. Like many other companies in the manufacturing industry, Stanley Black & Decker struggled with time-consuming data entry. Teams spent valuable time manually entering and updating data after every task. By switching to the more robust Adobe Workfront, teams have been able to automate all their data—removing manual updates and boosting efficiency along the way. Now, teams can automatically notify sponsors of project updates and send project requestors tracking numbers. The days of cumbersome data entry are over—and people can now focus on priority work instead.

“ It was a task that people kept forgetting to do, but now they don't even have to think about. It's something small, but it definitely helps.

**Monique Evans**

System Operations Manager  
Stanley Black & Decker



You can get more details around Stanley Black & Decker's journey—and the benefits of automation—in [the full story](#).



# Collaborative work management starts with Adobe Workfront.

These four steps are the foundation for building a culture of collaborative work. Core to each is the solution that makes it all possible.

Workfront is built to power cross-functional collaboration in enterprise-specific ecosystems. But more importantly, it's designed for the people who make your brand what it is—and tailored to the way they work.

Because it can integrate with other essential applications, Workfront keeps all your teams in their favorite tools while they collaborate in real time, from anywhere. Above all, everybody's day-to-day work is tied back to your core strategies. As you define goals and map projects to those goals, you can easily compare plans side by side and tap into the power of real-time reporting to get the right insights for the right decisions. Every time.

“ Adobe Workfront remains the Leader in the market.

*The Forrester Wave™: Collaborative Work Management Tools, Q4 2022*

For the second time in a row, Adobe Workfront is a Leader for collaborative work management. The Forrester Wave™ report states that “Adobe Workfront excels in work creation, asset creation and management, and support for work at scale in global deployments.” We understand exactly what it takes to elevate work to the next level. And we're here to help.

**Learn more about the features and benefits of Workfront and see for yourself why our tool is the best in the business.**

[Get details](#)

# Sources

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