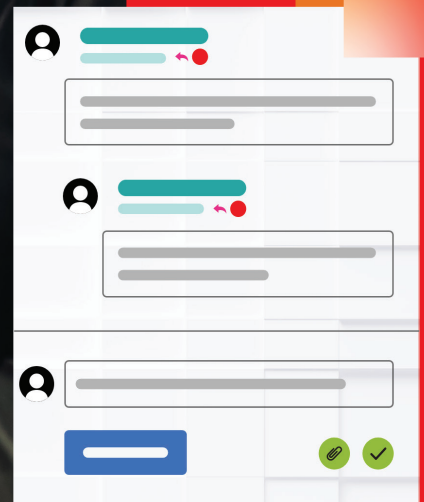
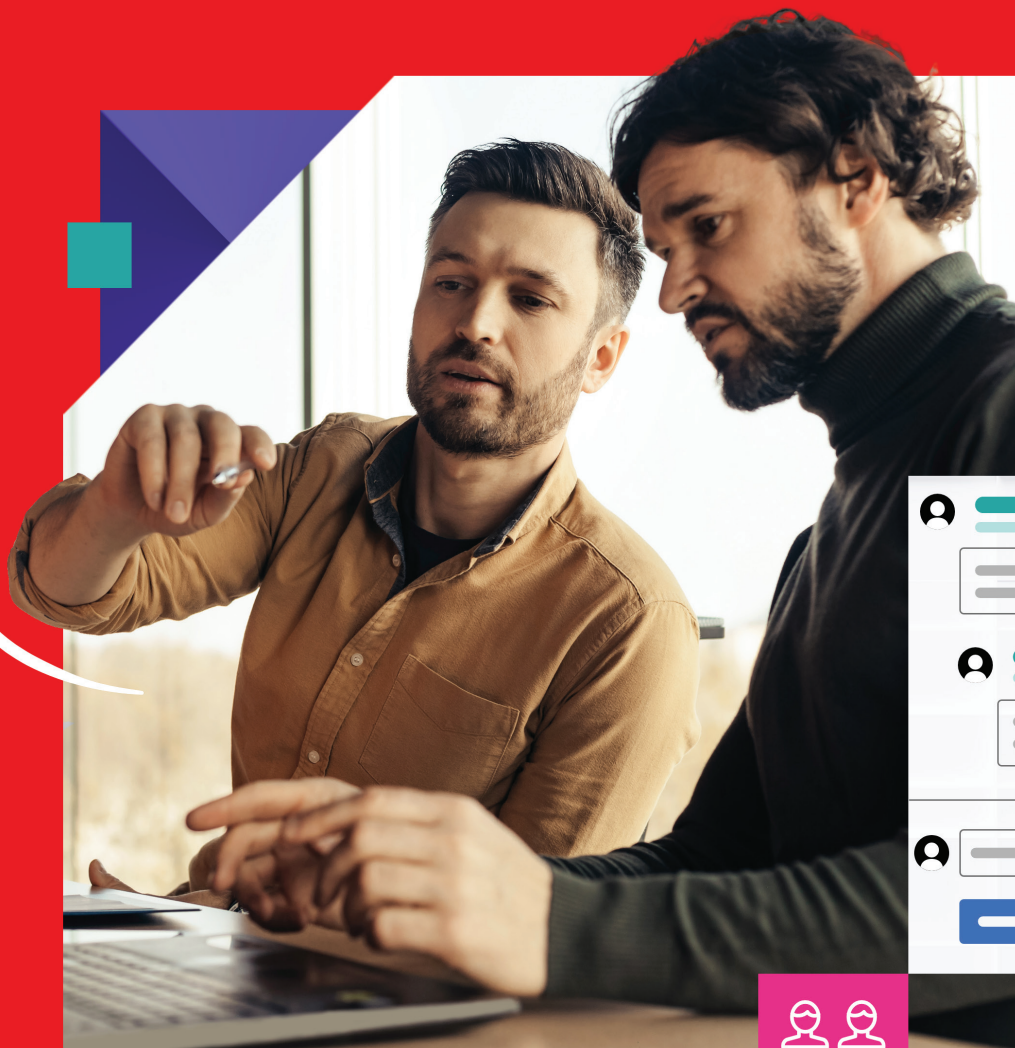




All your work. All your people. One powerful solution.

A starter guide to collaborative work management.

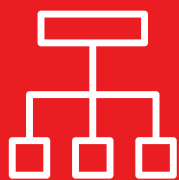


There's a popular saying that "love makes the world go 'round." Yet when it comes to business, the reality isn't quite as rosy—it's work that keeps your brand's world moving forward.

But let's unpack that word for a minute. **Work.** It's a daily occurrence for billions of people. And in a lot of ways, it's that global cooperation that keeps the economy moving. That means it's imperative to not only make sure work is getting done at your company—but that the people doing that work find it meaningful and fulfilling.

One crucial way to make this happen is to do all you can to eliminate the pain points that beleaguer modern workstreams. Too often, organizations unintentionally introduce chaos into work processes—there's no visibility into work, results aren't tied to strategy, systems are disconnected, and collaboration is siloed if it even happens at all.

Fortunately, there's a brighter future. And it's called **collaborative work management.**



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 so much more.

In our study *The Future of Creative Experiences*, we set out to understand how the creative and work experience is evolving for brands. The people we surveyed offered some valuable insights into their priorities moving into the future.



Top-ranked work priorities



Source: Adobe

Still, it can be tough to know where to start with collaborative work management, especially since it’s a continually evolving idea. But in this guide, we’ll go over four main steps to help you start working better—not harder.



1. Centralize all your work.



2. Plan and track your work.



3. Encourage cross-functional collaboration.



4. Automate your workflows.

STEP 1

Centralize all your work.

With so much work being done across your business, it's not always easy to get a clear view into what's already been done and what still needs to happen. By bringing all your work into a central hub, you get 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 the work across the enterprise. In turn, this makes it easier to connect work back to strategy so that everyone is working 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, with a strong work management tool, 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 your 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 your work.

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

Because all your projects and initiatives will be in one place, you can easily define goals and start mapping incoming project requests against them. Plus, your 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 or not, who has already worked on it, how many people will work on it moving forward, and how much longer it will take to get it finished.

CHG Healthcare is just one brand that's 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 work as well as what is planned and what's recently been completed. This helps teams get faster access to important project details and deadlines, which in turn keeps employees focused on important work. Ultimately, CHG employees are given the freedom to control every aspect of their jobs from start to finish.

“ 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

CHG Healthcare

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

STEP 3

Encourage cross-functional collaboration.

Centralized work? Check. Planning and tracking in place? Check. Next up? Making sure your teams are collaborating across teams and departments. In short, it's time to break down your silos.

Fortunately, if you've unified all your work into this centralized workspace, then the hard part should already be done. Doing this naturally eliminates the common silos that slow and complicate work. But be sure that your teams have been properly onboarded to your solution and know what this centralized space can do for them.

Once everyone's up to speed, you can streamline the way teams review and approve projects. And 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—you can keep your teams in the tools they love, all while collaborating in a single space.

Let's check out another real-world example of this step in action. 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, it just wasn't enough. 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 a week

Nordstrom is saving 3 hours of administrative work a week for the creative ops team with collaborative work management.

NORDSTROM

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

STEP 4

Automate your workflows.

Finally, once you've done the heavy lifting to centralize your work, plan and track projects, and encourage collaboration, the step that will push you into the future is automation. This systematic approach will keep all your projects on track—and the work flowing.

By using your 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, you can use prebuilt templates to save time as you set up a project. You can also create a request form that, once filled, 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 ensures that everyone always knows exactly where projects are and when they can expect to work on a task as well as exactly when that task needs to be completed. And because all this data is shared across your company and other integrated systems, everyone is empowered with the information they need to guide each decision they make with robust internal data.

Stanley Black & Decker, the world's largest tool manufacturer, is a testament to the value of automation. Like many other companies in the industry, Stanley Black & Decker struggled with time-consuming data entry, where teams would spend valuable time manually entering and updating this data after every task. But 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. This means that 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

StanleyBlack&Decker

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

Collaborative work management starts with Adobe Workfront.

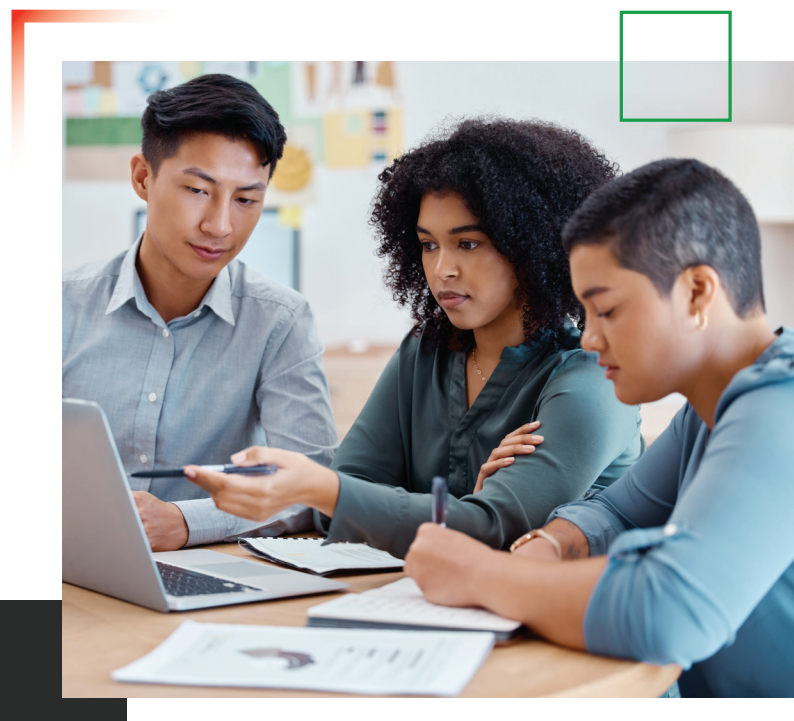
Four simple steps. That's all it takes to start building a culture of collaborative work. Core to those steps is the solution that makes it all possible.

That's where Workfront comes in.

Workfront is built for the enterprise, 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, tailored to the way they work.

And because it can integrate with other essential applications, Workfront keeps all your teams in their favorite tools—all while they collaborate within Workfront 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. So you can get the right insights to make 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, with the Forrester Wave™ report stating 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 take your 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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