

Creating a Culture of Collaboration with Liferay DXP

Overcoming Three Major Enterprise Roadblocks

Introduction

Your developers are based in China, your designers work remotely and your marketers are spread throughout Europe; all separated from your headquarters. As global and mobile workforces become more commonplace, striving to be a highly collaborative workplace proves to be a very challenging endeavour.

What are the signs of low collaboration in an organization?

- **Colleagues are disconnected** from the larger workforce and competitive with each other. Instead of working towards accomplishing the larger business goals together, they keep information and work to themselves. In fact, 86% of employees and executives cite the lack of collaboration¹ as the top reason for work failures.
- **Duplicate content and work exists** because there is no cross-departmental communication or collaboration. Teams work on their own individual projects only to realize that another team was doing the same thing.
- **Productivity and engagement levels are low**, which affects customer experiences and ultimately hurts the bottom line. These disengaged employees can cost US companies \$450 to 550 billion a year in lost productivity.²

It may be simple to recognize low collaboration but building a culture of collaboration is much more difficult. Is it even worth it to try to go through all that effort? Imagine if your workforce, no matter where they worked, was collaborative and communicated well with each other. Your organization would experience:

- A 20% increase in productivity, 15% growth in successful innovation and 20% uptick in sales.³
- A reduced time to market by 20% and a 50% lower turnover rate.³ Your workforce would be made up of more engaged, satisfied, loyal and productive employees. They would also be more proactive about their professional development and willing to adopt new work skills.

¹ [Disengaged Employees Cost Too Much](#)

² [Worldwide, 13% of Employees Are Engaged at Work](#)

³ [From Me to We](#)

- Two times the amount of profitability⁴ and increased growth against competitors. When you empower employees to collaborate, you increase the chances of delivering more value to your customers.
- 48% fewer safety incidents and 41% fewer work quality incidents⁵ which can contribute to improved employee health, wellness and performance that leads to overall cost-savings.



Collaboration is crucial to the profitability of your business because it unlocks the potential of one of your greatest assets: your workforce.

So how can you start to cultivate a culture of collaboration in your organization? One of the most effective ways to accomplish this is through an enterprise collaboration tool like an intranet.

Intranets can be built through either a platform solution or an intranet point solution. The latter tends to be rigid and marketed as a “one size fits all,” suggesting that they will instantly work for any kind of business. While these point solutions do decrease time to market, a platform solution provides far greater flexibility and scalability for large or complex enterprises. More specifically, a digital experience platform⁶ (DXP) provides the architecture for organizations to build effective and personalized intranets.

⁴ [5 Ways Collaboration Can Make or Break Your Company](#)

⁵ [Disengaged Employees Cost Too Much](#)

⁶ [What is a Digital Experience Platform](#)



Source: [Forrester](#)

Liferay Digital Experience Platform (DXP)⁷ empowers enterprises to create an intranet tailored for their unique business needs. Using the flexibility, interoperability and scalability of Liferay DXP, you can build an intranet that will help foster a culture of collaboration according to what will be effective for your organization.

However, many collaboration initiatives fail; it's time-consuming, requires effort and commitment. We'll explore how you can use Liferay DXP's powerful features and capabilities to tackle three of the biggest obstacles that hinder your progress in becoming a truly collaborative workplace.

⁷ [Liferay Digital Experience Platform](#)

Overcoming Collaboration Challenges Using Liferay DXP

1. EFFECTIVELY CONNECTING MOBILE AND REMOTE WORKFORCES

Work is no longer confined to desks at an office but is happening around the world, in people's homes or through mobile devices. Although working remotely and telecommuting are becoming more common, those experiences are fundamentally different from those of your employees who sit at a desk in the office. These mobile workers can feel disconnected from the team, which can hurt their performance.

Mobile Functionality: Liferay DXP's mobile and application products can be used to create experiences tailored for your remote workforce. Liferay DXP's mobile suite contains tools to create an intranet that can work on all browsers and all platforms. In addition, different features and frameworks can be defined based on device platform, iOS or Android. Rapidly develop native apps with a collection of fully integrative mobile components, using Liferay DXP as a mobile backend.

On top of creating mobile-friendly experiences, keep employees up-to-date on unfolding events or what's happening at the corporate level with push notifications. Share and synchronize files between sites and devices, even if you're offline, using the Liferay Sync app.

Multitenancy: Organize users by business-defined categories such as department, geography or office. Each organization and site can inherit or define its own permissions and administer user, group and role management. Take advantage of these categories to connect disparate users together; remote employees can be included into groups, integrating them to the larger organization.

2. INCREASING EMPLOYEE ENGAGEMENT

Employee engagement⁸ is the emotional commitment an employee has to the organization and its goals; it does not necessarily mean employee happiness or satisfaction, though it may encompass those attributes. Highly engaged employees will work because they care about their work and how it affects the company, not simply for a paycheck. Ultimately, these employees are more productive, satisfied and proactive.

⁸ [What is Employee Engagement](#)

Carol Rozwell, an analyst at Gartner, says that “engaged employees will be more willing to collaborate,⁹ take on challenging roles and provide coaching if they are excited by their work and see the opportunity for growth in the changes being requested of them.” According to Deloitte, employee engagement has become a top priority¹⁰ for business leaders over the past few years because a large percentage of American workers are disengaged; in fact 70% of US employees feel disengaged¹¹ largely in part due to communication barriers. Break down these obstacles to empower an engaged workforce.

Blogs: Build employee engagement by encouraging team members to write and share about team updates through blogs. When individual team members post regular updates, they can feel the impact of their work while the whole team is being brought up to speed on their progress. Empower your employees by providing these opportunities to let them be active participants and contributors to the well-being of the company. Liferay DXP includes a full blogging platform supported with commenting functionality, allowing open communication among users. Other features include friendly URL creation, estimated reading times and inline videos.

Forums and Message Boards: Set up more casual channels to encourage more frequent and open interdepartmental communications with Liferay DXP. Increase engagement as employees come together to solve issues, discuss ideas and share knowledge. Some of the best information sharing can come from different team members answering and communicating with each other.

3. MITIGATING THE SILO EFFECT

The silo effect refers to the lack of information exchange within an entity. On a farm, silos prevent different grains from mixing together; in an enterprise, workplace silos separate different types of employees from communicating and working with each other. The silo effect has far-reaching dangerous effects for businesses; failing to connect these silos together kills productivity, prevents communication and holds organizations back from accomplishing their goals. Break down these collaboration barriers with effective knowledge sharing enabled by Liferay DXP.¹²

⁹ Effective Enterprise Collaboration

¹⁰ 7 Fascinating Employee Engagement Trends for 2018

¹¹ Worldwide, 13% of Employees Are Engaged at Work

¹² Dealing with Market Disruption

Bidirectional Exchange of Information: Fix top-down communication using Liferay DXP capabilities. Communicate with any user across departments with @ mentions and follows. Give any employee the means to broadcast news, updates and alerts based on the user's role, group, organization or personal preferences.

Knowledge Bases: In addition, use knowledge bases to display professional documentation, guides, policies and articles that can be accessed by team members across departments, geographies and different time zones. Employees can also upload their own articles to a knowledge base to share their expertise and engage with other team members. Knowledge bases on Liferay DXP also have article templates to help users follow a common outline, as well as a tool that surfaces user suggestions to improve articles. Add custom workflows to content authoring so that these articles go through an approval process before publication. Employees not only can access relevant information more easily but also are encouraged to share and collaborate with others.

Single Content Repository: House all the relevant files, assets, information and marketing materials on one platform to make it easy for your employees to find anything they need from a single source of truth. Using Liferay Sync, your team can easily and rapidly upload, edit and download the assets that they need. Files can be uploaded through desktop or mobile app and then synced across the organization.

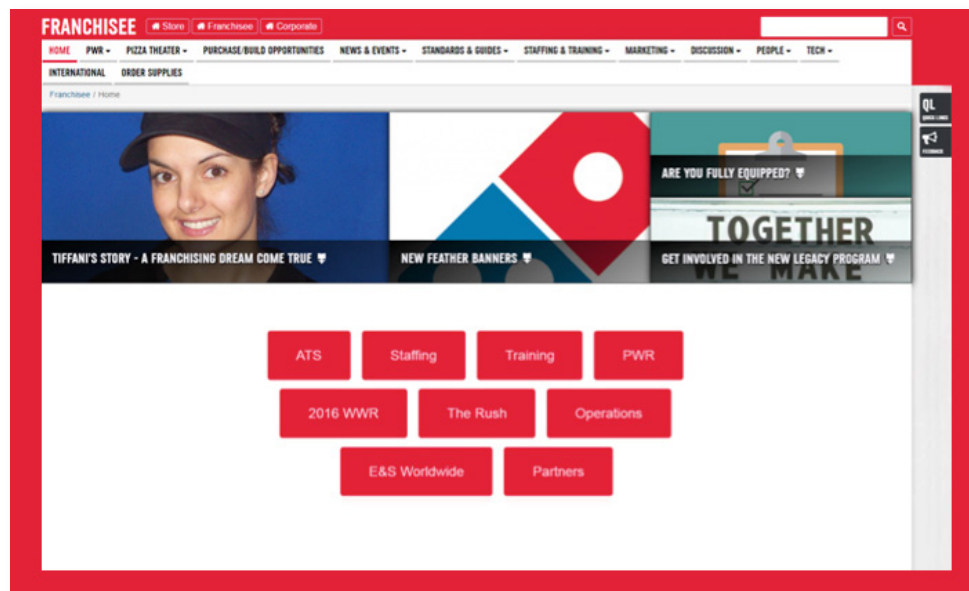
Empower your employees to conquer these collaboration challenges with an intranet that can promote connectivity among your talented and diverse workforce and ensure open and efficient communication no matter how large or complex your company is.

Domino's Pizza: Delivering Success with Liferay DXP

As a world leader in made-to-order pizzas and pizza delivery that struggled with connecting and encouraging collaboration across more than 12,000 stores across the world, Domino's realized that they needed a more effective digital workplace.¹³ Often franchisees wouldn't see updates or information pertaining to their particular store, affecting their ability to serve customers. This lack of effective cross-communication put a strain on the relationship between corporate and franchisees.

Domino's utilized Liferay to create dLive, a user-friendly intranet that connected employees and franchisees across roles and geographies and helped fuel a collaborative company culture. The intranet bridged the communication gap between corporate team members and different franchises, encouraging multi-directional communication across the organization.

Leveraging Liferay's granular permissioning, Domino's also delivered relevant information and announcements based on role and location to ensure employees were up-to-date on the latest promotion, coupons and news.



¹³ Domino's Sees Company Culture Shift to Greater Collaboration



The Liferay site helped bridge communication gaps.

Stacie Barrett, Manager of Internal Communications for Domino's Pizza

Additionally, the Domino's team also created a social sharing tool that allows for all team members to share photos and posts, serving as a fun way to interact and get to know other employees. The intranet tool actually has helped spark a significant shift in company culture to increased collaboration and improved relationships between corporate and store operations.

How Leadership Can Facilitate Collaboration

Although Liferay DXP is beneficial for increasing collaboration, intentional leadership is the foundation needed in order to successfully implement strategies for good collaboration. Since leaders have considerable influence over the culture of a workplace, consider these factors to help encourage collaboration:

1. Collecting and Encouraging Feedback

Ultimately, providing tools and establishing processes to build collaboration is meant to benefit your employees. If your workforce doesn't adopt the technologies and procedures that you've set in place, then these collaboration initiatives are not effective. Leadership should be actively collecting and encouraging employees to provide feedback for continual improvement. Requesting feedback not only gives you insight into your employees' experience but also invites them to actively be committed to collaboration success.

2. Recognizing, Rewarding and Celebrating Collaboration

Praising employees who are active participants in the collaborative culture will motivate other team members to also actively collaborate. These rewards do not need to be monetary but can be simple, such as team dinners, social events, or even public acknowledgement on the company intranet. Celebrating collaborative accomplishments will also encourage peers to also recognize them amongst their peers, building even stronger bonds between team members.

3. Providing Time and Structure for Teams to Meet

While intranet technology is helpful in meeting collaboration needs, frequent face-to-face or video communication still needs to take place. Establish meetings, regular updates and open discussions to prevent issues, facilitate knowledge transfer and move projects along.

These strategies should work alongside Liferay DXP to obtain the most effective results. While executing these initiatives may take time, investing into your workforce will ensure a truly successful workplace, one where employers and employees work together to build something greater.

Summary

Establishing collaborative workplaces can be challenging since there is no one-size-fits-all enterprise strategy but the benefits that arise from doing so are well worth the effort. While using a platform like Liferay DXP can greatly ease that process, ultimately it is effective leadership that can shift the culture within an organization. Implement holistic strategies that will help your business align the right people, resources and processes to get work done together and effectively.

Moving Forward

Read the full list of Liferay DXP [intranet features](#) to learn how you can start building a solution that can engage, connect and equip your employees.

Talk to a Liferay expert and schedule a demo of our software.

Visit liferay.com/request-a-demo



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.

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