Friction: The #1 Killer of Workplace Productivity

DAVID POLITIS
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LOGISTICS

1. Join BetterIT for discussion - betterit.cloud
2. Head to BetterIT #webinars channel
3. Q&A at the end, but feel free to drop in questions as we go

My personal quest to reduce friction

DAVID POLITIS

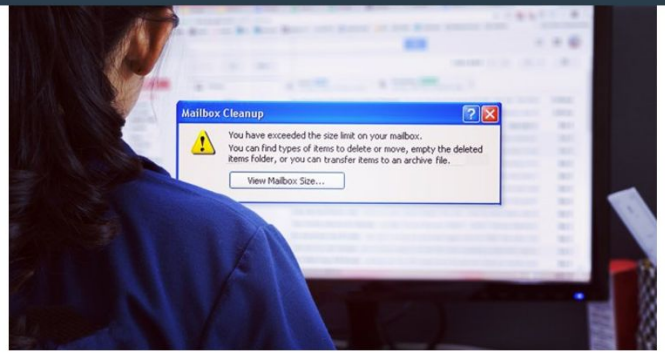
Founder & CEO, BetterCloud

2005-2010 | Vocalocity
First employee and GM (acquired by Vonage)

2010-2011 | Cloud Sherpas
Created SMB practice, became #1 cloud services provider to SMBs in 18 months (acquired by Accenture)

2011 | Founded BetterCloud

#friction



Take a Stand Against the #1 Killer of Workplace Productivity

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David Politis
Founder and CEO at BetterCloud

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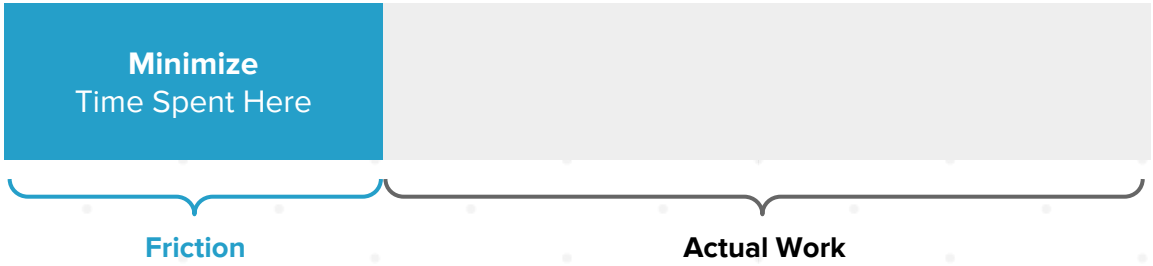
I recently heard a true story about a company in the modern workplace that was amazing.

But not in a good way.

A severe winter storm had hit, resulting in an office closure for the day. So the employees, dutifully working from home, connected to the VPN server to remotely access their email and files. But then the VPN promptly crashed because it wasn't equipped to handle the surge in traffic as the entire company attempted to connect all at once. The IT team then had to call--not email, because remember, nobody could access their email--every single person in the company, *one at a time*, to tell them to stop connecting to the VPN so that executives could check their email first.

FRICTION TO WORK RATIO

TRADITIONAL WORKPLACE



SAAS-POWERED WORKPLACE

My Call to Action

“The bottom line is: We have to stop passing the buck, and **it starts with leadership**.

Executives around the world must lead by **demanding this technological change** and not view it as a cost, but rather a prime opportunity to increase productivity and drive collaboration.”

Reactions

Reactions

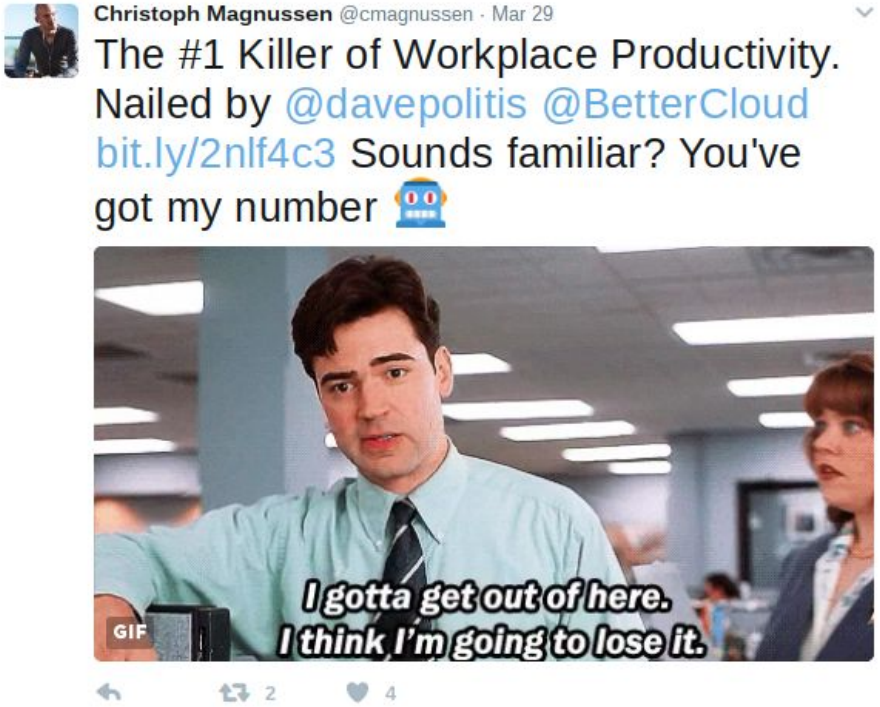
“It still amazes me just how **terrible the experience** of so many people **in the workplace** still is.”

Reactions

“Fond memories of playing Expense Receipt Tetris... trying to tape as many receipts as I could on a single sheet and then scan the stack and email it to the expense department.

Sounds prehistoric but it was **literally a year and a half ago in Corporate America**.”

Reactions


Christoph Magnussen @cmagnussen · Mar 29
The #1 Killer of Workplace Productivity. Nailed by @davepolitis @BetterCloud bit.ly/2nlf4c3 Sounds familiar? You've got my number
I gotta get out of here.
I think I'm going to lose it.
GIF
2
4

Reactions

“I don't know that SaaS is "the promised land."
We've seen too many poorly thought out implementations create huge friction in organizations.

It's the smart deployment of **the right tools, with strong leadership**, regardless of the specific technology implementation **that reduces friction**.”

So what are the different sources of friction?

TECHNOLOGY

Over 40% of Windows devices are running a version that is 8+ years old (Windows 7 or earlier).

Wikipedia, "Usage Share of Operating Systems"

KNOWLEDGE

In a study of more than 200,000 people in 33 wealthy countries around the world, only 5% possessed “advanced” computer skills (e.g. the ability to “sort” in a spreadsheet).

OECD, “Skills Matter”, 2016

PEOPLE

“The dynamics of resistance to innovation have hardly changed over the 600 years that my book covers.”

Prof. Calestous Juma, author of *Innovation and Its Enemies: Why People Resist New Technologies*

POLL

What creates friction in your organization?

How to think about solving friction

1.

Visualize the outcome.

VISUALIZE THE OUTCOME

What is your organization's **workplace utopia?**

VISUALIZE THE OUTCOME

Imagine you have

unlimited time and budget.

VISUALIZE THE OUTCOME

What do your **business teams want or need**?

(ask them if you haven't already)

VISUALIZE THE OUTCOME

What could make **everyone 2x more productive?**

VISUALIZE THE OUTCOME

What technology or process feels

totally unnecessary?

VISUALIZE THE OUTCOME

How do the **most productive teams work?** What do they use?

VISUALIZE THE OUTCOME

What are the processes and systems that **everyone in the company** interacts with?

VISUALIZE THE OUTCOME

What does a **day in the life of** an average employee look like in your workplace utopia?

Visualizing your workplace utopia

Write this all down

Document your utopia so that you can mentally move on.

Don’t worry yet

Think your ideas are crazy and will never be approved?

Next, let’s discuss what it would take to get these done

2.

Determine what it would take to get there.

WHAT WOULD IT TAKE

Be real with yourself, what would it take to execute on EACH of your ideas?

(think about them **each separately** if possible)

WHAT WOULD IT TAKE

What would you have to **buy**?

WHAT WOULD IT TAKE

What **people or skills would you need** within IT?

WHAT WOULD IT TAKE

How much **bandwidth** would you and your team need?

WHAT WOULD IT TAKE

How **long would it take** given the right resources?

WHAT WOULD IT TAKE

Who would **you have to get buy-in from** to make this change?

WHAT WOULD IT TAKE

How many people are affected, and how? Is the improvement **incremental or significant**?

Determining what it would take

Grade your ideas

Score them in a spreadsheet based on how easy they are to execute according to all factors.

Now you have some clarity

The quickest wins should start to become obvious.

Next, let’s talk about ROI.

3.

Quantify the impact.

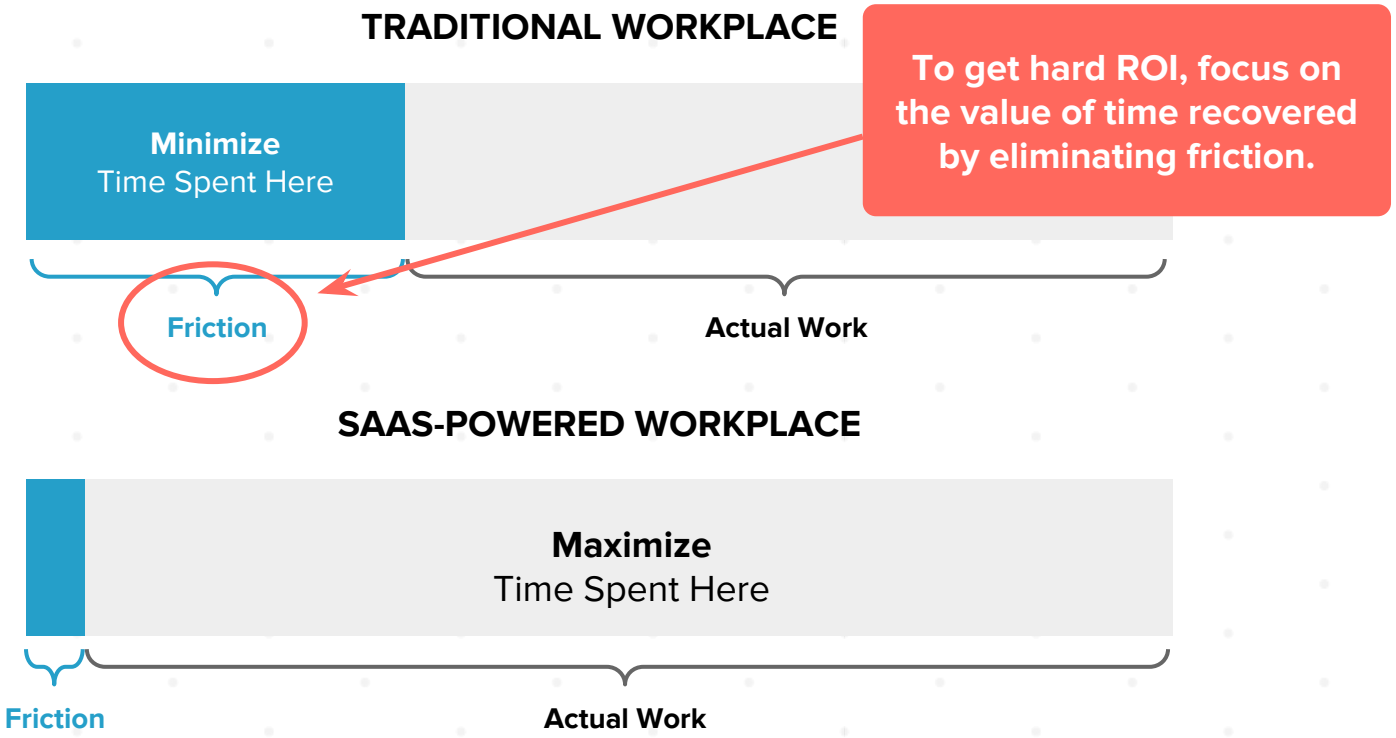
QUANTIFY THE IMPACT

How much **value** is there in **removing friction**?

QUANTIFY THE IMPACT

There are two ways to quantify the value of removing friction: “**Hard ROI**” and “**Soft ROI**”.

FRICTION TO WORK RATIO



HARD ROI

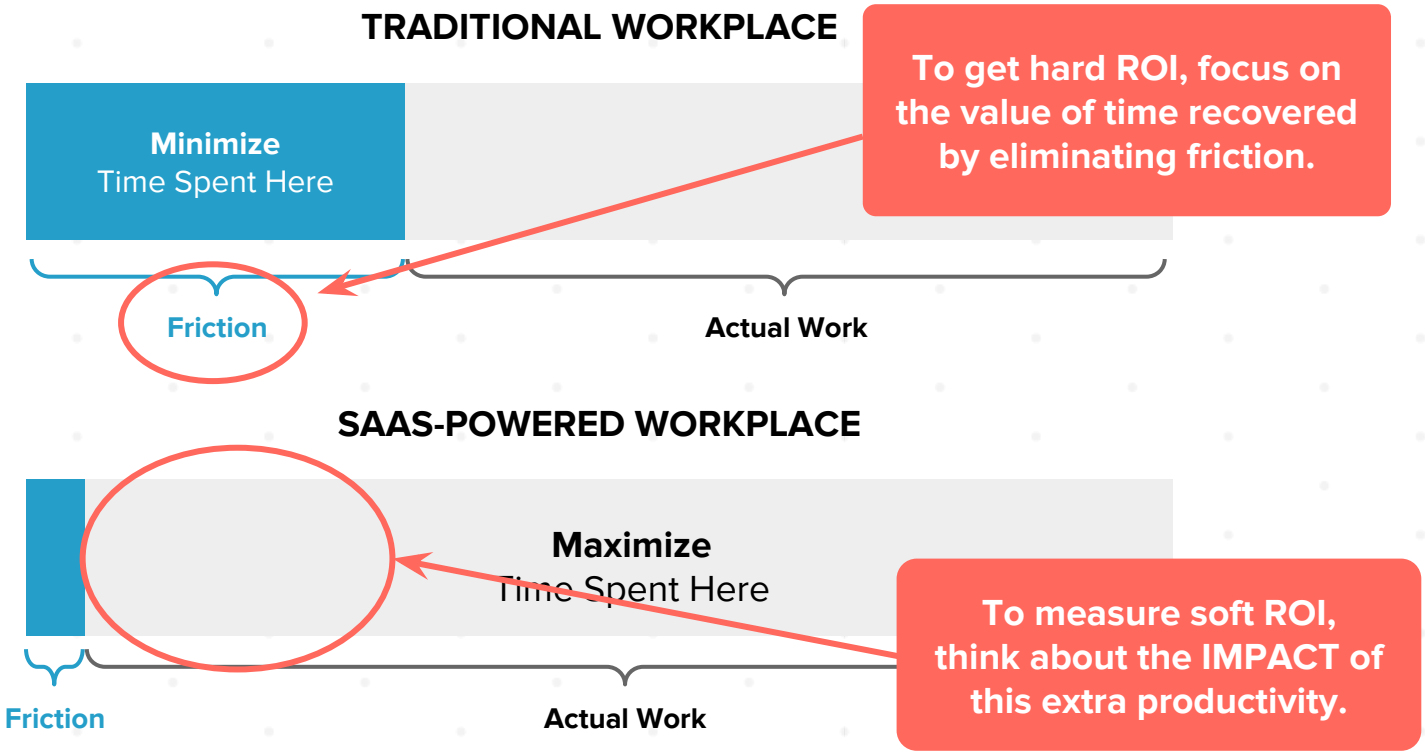
2 minutes
saved per day

Per employee saved through IT reducing friction.

$140,000
in cost savings

In time value recovered annually in a 600 employee organization.

FRICTION TO WORK RATIO



SOFT ROI

1 unnecessary
process removed

Per employee saved through IT reducing friction.

Improved
employee retention

Because they can get to their work more quickly and are happier.

Quantifying the impact of removing friction

The Different Types of ROI

Hard ROI isn't always better. Soft ROI can be highly valuable.

Know your audience

CFO likely wants to know hard ROI, but CEO may also value soft ROI.

Lastly, let's talk about solutions

4.

Prioritize and design the RIGHT solutions.

THE RIGHT SOLUTIONS

Prioritize by considering ROI and ease of execution. Where's the **biggest bang** for your buck, time, or political capital?

THE RIGHT SOLUTIONS

Design by considering technology, knowledge, and people.

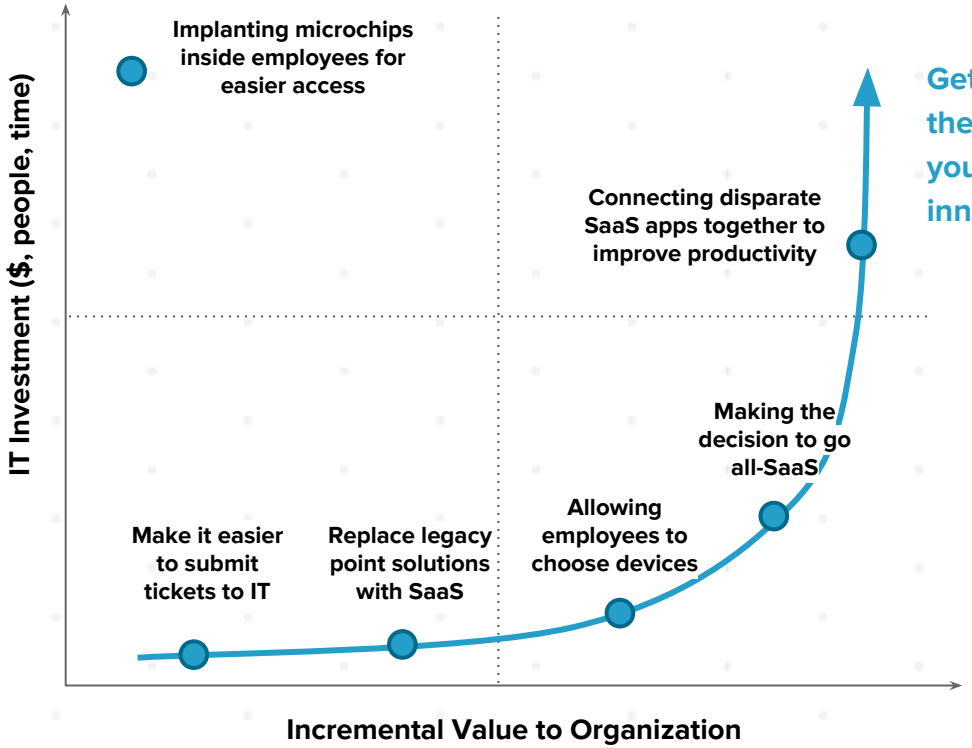
Designing the right solutions

1. **Technology**
   What plays well together? What do you have already?

2. **Knowledge**
   What does your team need? What can you support?

3. **People**
   Who is involved? Who do you have to convince?

Knock out easier wins first



Getting quick, early wins helps the business trust IT and gives you the freedom to really innovate in this area.

POLL

After today's discussion, what do you believe you need MOST to reduce friction in your organization?

KEY TAKEAWAYS

1. Friction is hugely impactful and reducing it is a high ROI activity for IT

2. Friction is created by many different forces, not just technology

3. To solve friction, visualize the outcome, determine what it would take, quantify, and prioritize and design solutions

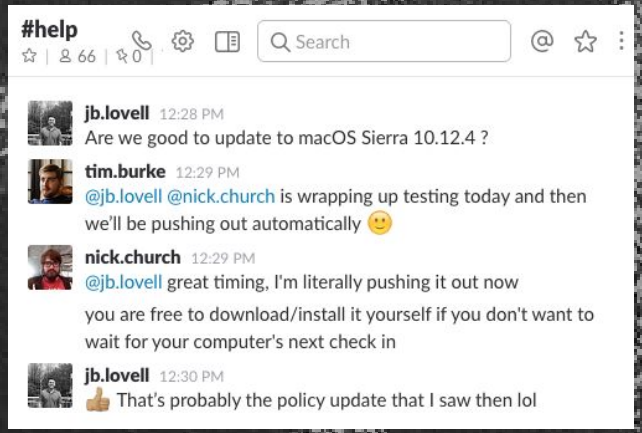
BetterCloud's crusade against friction

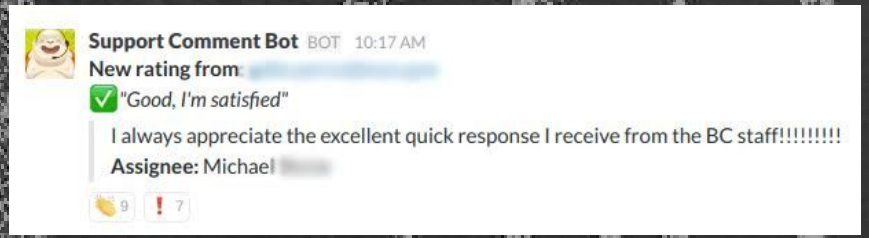
BETTERCLOUD vs. FRICTION

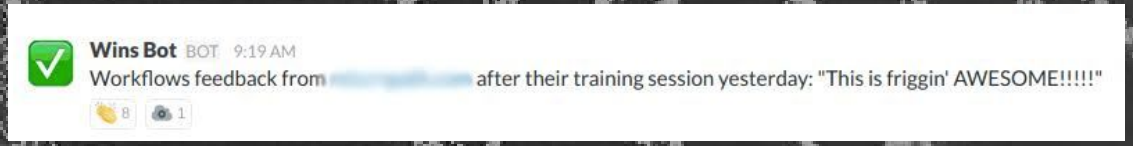
Here's what we've already implemented at BetterCloud **at little to no additional cost**.

CLOUD-FIRST STRATEGY

#WINS, #HELP CHANNELs

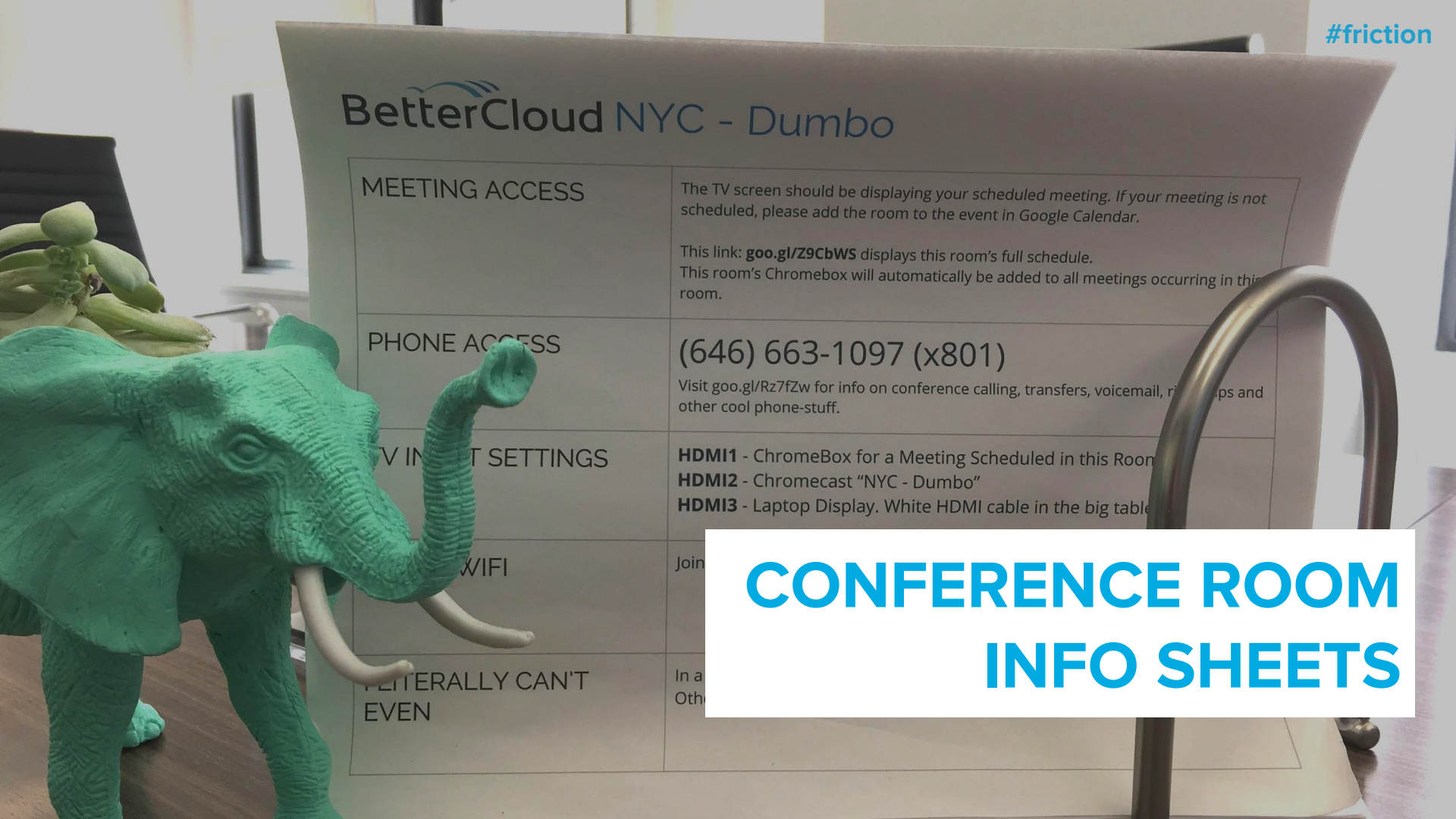






SELECT WHATEVER EQUIPMENT YOU WANT

#friction



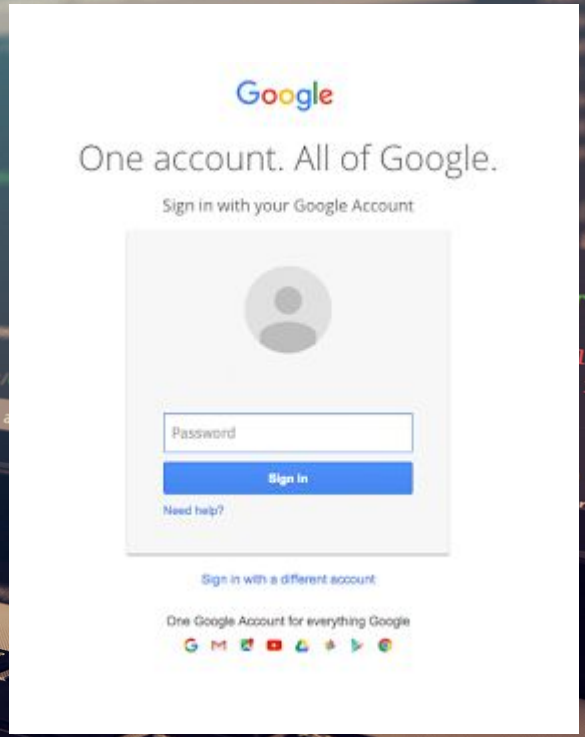
CONFERENCE ROOM INFO SHEETS

#friction

PRE-LOADING LAPTOPS WITH OFFSITE WIFI NETWORKS

DEDICATED IT TIME AT ALL-HANDS MEETINGS

FEDERATING IDENTITY FROM EXISTING PLATFORM (GOOGLE SSO)

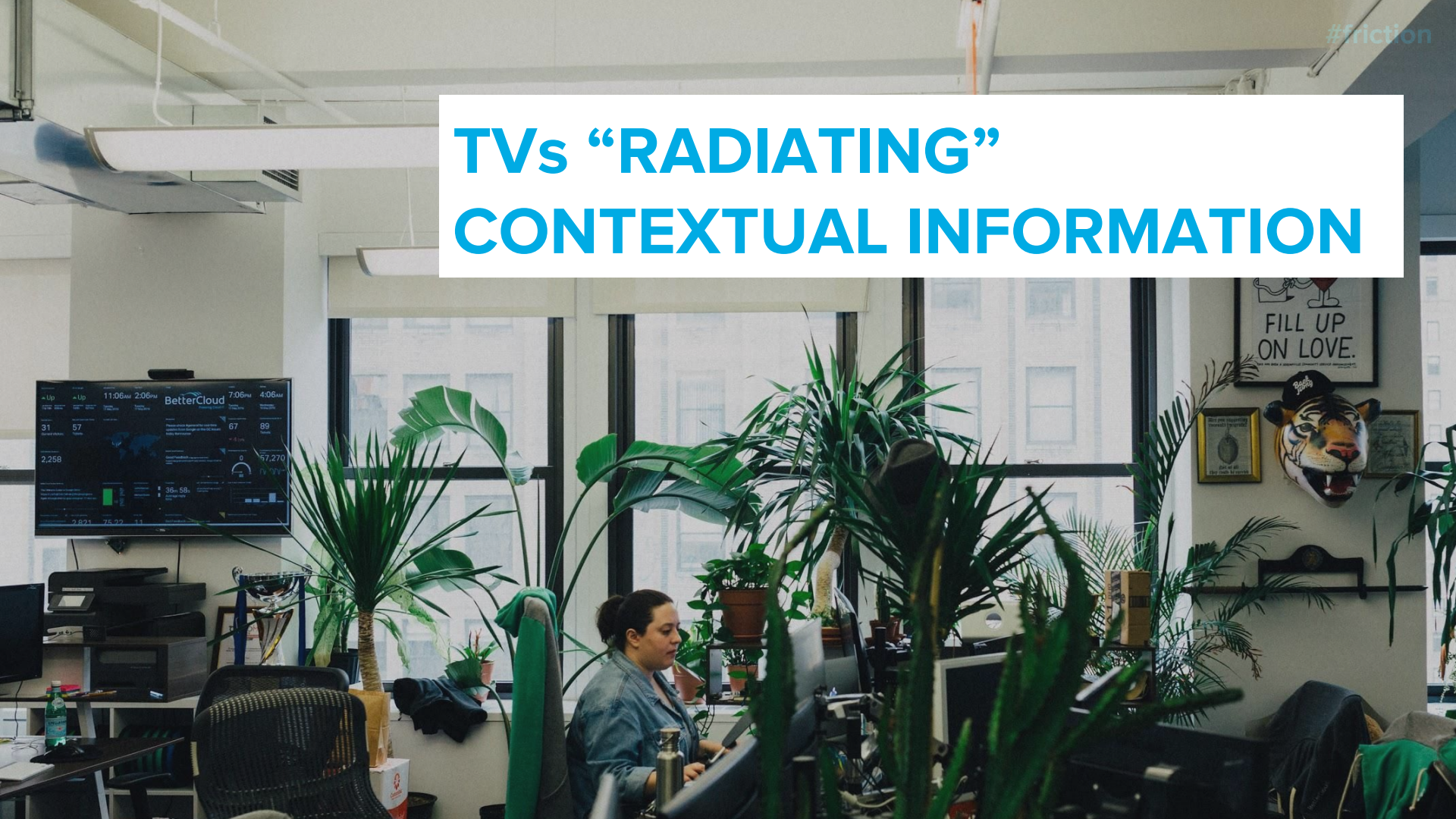


BETTERCLOUD vs. FRICTION

Here's what we've **spent money on** at BetterCloud **to reduce friction**.

INVESTMENT IN TOP OF THE LINE NETWORK

TVs “RADIATING” CONTEXTUAL INFORMATION



CHROMEBOX FOR MEETINGS IN EVERY CONFERENCE ROOM

NEW A/V SETUP FOR ALL-HANDS MEETINGS

GIANT MONITORS FOR EVERYONE

HIGH-PERFORMANCE COMPUTERS THAT ARE REGULARLY REPLACED

BETTERCLOUD vs. FRICTION

And lastly, here's what **we want to do** at BetterCloud but **haven't yet**.

#friction

PULSE SECURE: SEAMLESS INTERNAL NETWORK ACCESS FOR DEVELOPERS

CARDLESS PHYSICAL SECURITY (EMPLOYEE'S CHOICE)

Q&A

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