A leader’s guide to the future of work

How high-performing teams use Google Workspace to collaborate seamlessly and move work forward

Amit
It's time to reimagine how work gets done.

Hybrid work environments are here to stay. Many employers are now viewing flexible work models, initially thought to be temporary or short-term, as a strategic opportunity for growth. To be successful working this way, today’s teams need innovative tools that enable everyone to participate equally regardless of location, role, language, or device.

Enter Google Workspace. It’s the easiest way for teams and organizations of all sizes to connect, create, and collaborate using the apps they know and love. Gmail, Chat, Calendar, Drive, Docs, Sheets, Google Meet, and more come together seamlessly in a single flexible, integrated experience. And Google Workspace helps everyone achieve more together. This guide explores how teams, departments, and industries use Google Workspace to succeed.

Explore how Google Workspace transforms work for:

- People, teams, and organizations
- Marketing
- Sales
- Frontline workers
Many business leaders and human resource professionals are taking a fresh look at the tools their people use every day. The decisions they make now will either empower their teams, or hold them back. Google Workspace stands out as a way to both transform work for existing employees and serve as a magnet for new talent. Job seekers want flexible solutions and tools that equip them to work however and wherever they want to — and the next generation of the workforce expects it. They’re already accustomed to using born-in-the-cloud tools to connect, create, and collaborate. And they wouldn’t dream of doing things any other way.

We found that most people already use Gmail and other Google Workspace apps in their personal lives... Especially with younger people coming in, they say, ‘Oh, cool, you’re a Google Workspace shop.’ They can get started working right away.

— Heather Sheston, Program Manager, State of Arizona

Employees want the ability to make an impact at work, and Google Workspace helps companies create a more inclusive culture. Everyone is able to have a seat at the table, whether they’re working from home, from the office, or on the frontlines.

Employees who feel their voices are heard are 4.6 times more likely to feel empowered to do their best work.1
Transforming the employee experience.

Let’s take a look at some of the ways Google Workspace enhances the entire lifecycle of an employee, from recruitment to retention.

Reach, interview, and hire top talent 📷

Collaborate with hiring managers to write polished job descriptions, using helpful features like Smart Compose

Create hiring group chat rooms to share regular updates and make it easy for everyone to provide timely feedback

Deliver the best candidate experience with people-first, immersive video meetings

Send electronic offer letters and capture post-interview feedback

Ensure a successful ★ onboarding experience

Launch an internal site with access to onboarding checklists, HR forms, benefit information, and more

Welcome new hires over an interactive video call with automatic live captions so that everyone can follow along and use breakout rooms for smaller meet and greet introductions

Host Q&A sessions where attendees can submit and upvote the most popular questions without disrupting the flow of the meeting

Ensure a successful ★ onboarding experience

Boost employee engagement 📈

Create two-way communication between leadership and employees

Make it easy for employees to share ideas and feedback through surveys

Use Companion Mode in Google Meet during hybrid meetings so everyone can participate equally

Create Spaces (formerly known as Rooms) where employees can recognize each other’s great work and celebrate accomplishments
MARKETING

How marketing teams bring campaigns to life.

Marketing is highly collaborative by nature. Google Workspace can take your team's capabilities to the next level by making it easier for internal and external contributors to work together, from anywhere. It also streamlines processes and promotes teamwork across every stage of a campaign. This fosters a culture of inclusion and increases creativity.

With up to several dozen stakeholders, getting marketing materials out the door used to take weeks. With Docs, we can create, approve, and deliver assets in as little as 24 hours.

— Leandro Perez, Director of Product Marketing, Salesforce

Top use cases
1. Making ideation more inclusive
2. Enhancing collaboration with external agencies and vendors
3. Tracking tasks and approvals

Did you know?
85% of Google Workspace users say it helps to break down silos that get in their way.²
Inspiring great work.

Take a closer look at how Google Workspace helps marketing leaders build a more collaborative and innovative culture.

- **Increase the quality and diversity of ideas**
  - Host more immersive, inclusive, and productive video kickoff calls for the entire team, regardless of location.
  - Collaborate on the project plan or campaign brief in real time by bringing video calls in your documents.
  - Capture insights and ideas from cross-functional teams like sales or customer support.
  - Sketch ideas whiteboard-style on an interactive canvas that makes it easy to visually collaborate with team members from anywhere.

- **Partner with sales teams and vendors, seamlessly**
  - Store project-related files in a shared drive to ensure you don’t lose work if someone leaves the team.
  - Create a Slides deck to share concepts and mockups – and check version history to make sure good ideas aren’t lost along the way.
  - Record meetings, save them, and embed the videos on a team portal for on-demand viewing.
  - Use smart canvas innovations and interactive building blocks – **smart chips, templates, and checklists** – to connect people, content, and events into one seamless experience.

- **Make every workflow smarter**
  - Track project milestones and campaign results with custom-built apps, created in AppSheet.
  - Collect stakeholder feedback and watch responses appear in real time.
  - Surface insights about the campaign’s impact automatically.

- **Assign task**

- **Host a debrief meeting to review survey feedback** and share ways to improve future project processes.
How distributed sales teams turn leads into customer advocates, together.

Sales has traditionally been a competitive field. Reps have been conditioned to keep their best templates, tools, and pitch decks to themselves. But today’s approach to selling requires frequent collaboration and global knowledge sharing, which benefits everyone on the team, individually and collectively, regardless of where they’re located. In a modern distributed work environment, it’s also important for customer-facing salespeople to be able to seamlessly connect and share with their customers.

A sales unit, comprising 10 to 12 people and a unit manager, is a community. Google Workspace gives them the tools they need to communicate effectively with each other, and with their clients, through Gmail, Meet, Calendar, Contacts, and Groups. It supports them in everything they do.

— László Kriston, Sales Digital Transformation Team Leader, Generali Hungary

Top use cases
1. Sharing valuable knowledge and resources across teams
2. Keeping everyone on the same page
3. Delivering the best experience for external prospects and customers

Did you know?
Companies that share best practices and content with their sales team experience approximately 41% account growth.

Did you know?

Top use cases

Did you know?
Google Workspace

SALES

Achieving more, together.

Explore how sales teams are using Google Workspace to enhance their workflows, from territory planning to securing customer commitment.

Share knowledge and best practices easily

Create an internal site or build a virtual training app in AppSheet to share templates and give everyone access to sales playbooks and customer and market landscape information.

Offer regular training and perform virtual role play exercises to refine positioning, practice objections handling, and anticipate common customer scenarios.

Make sure everyone on the team is always on the same page

Create a Chat room for each account to provide regular customer updates and manage tasks like building customer proposals.

Build a custom quote generator app that makes producing and sending quotes and proposals fast, easy, and efficient.

Remove the friction of collaboration

Collaborate with your teammates and marketing department to develop a compelling customer pitch.

Pitch to customers on a video call, which they can easily join from any modern browser – no plug-ins or account creation necessary.

Respond fast to RFPs, even if they’re in a Word or Excel format, by collaborating on a single document and assigning owners to different sections.

Automatically log email and meeting activity into a CRM system.

Provide visibility into forecasts, account status, and next steps with a shared territory plan.

Achieving more, together.

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70% of deskless workers said more technology would help them do their jobs better. They want more efficient tools for communications, operations and logistics, onboarding, and training.

1. Making collaboration efficient, in any environment
2. Helping everyone feel connected, included, and motivated
3. Improving security and decreasing the use of unauthorized apps

Top use cases

Did you know?

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— Enrico Tizzano, CTO, Virgin Active Italy
Google Workspace

FRONTLINE WORKERS

Keeping everyone connected. 🌍

Check out some of the ways frontline workers are using Google Workspace to stay informed, inspired, productive, and secure.

Collaborate efficiently, right from where they are 📍
Communicate by chat, email, or video all right from the Gmail mobile app
Connect in all conditions with enhancements like live captions, low-light mode, and noise cancellation
Consume or upload content like images, invoices, and more — quickly and on the go

Stay connected with the rest of the organization ➤
Team Meeting 8 — 9am
Schedule daily standups, shifts, appointments, and customer visits
Stay up-to-date with persistent Chat, which archives every message and makes it all searchable
Access the same cloud-first tools as the people in HQ, so everything (that should be) is accessible and searchable for everyone who needs it

Optimize their employee experience ⏳
Digitize manual tasks and streamline workflows including field delivery, retail pickup, inspections, and inventory management — by building custom no-code apps in AppSheet
Shorten onboarding times and the learning curve with the same intuitive Google tools people know and love from their personal lives

Use Smart Compose and auto reply to save time while on the move

Let's do Monday.

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Millions of the world’s most innovative businesses have already chosen to equip and empower their teams with Google Workspace. To learn more about how it can benefit your team or organization, contact sales or start your free trial today.