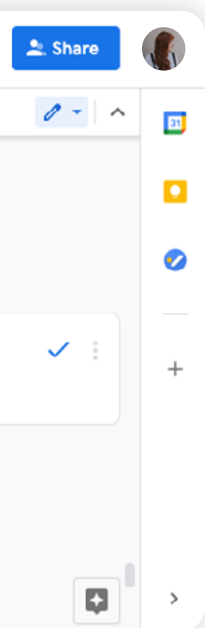


A leader's guide to the future of work

Amit

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





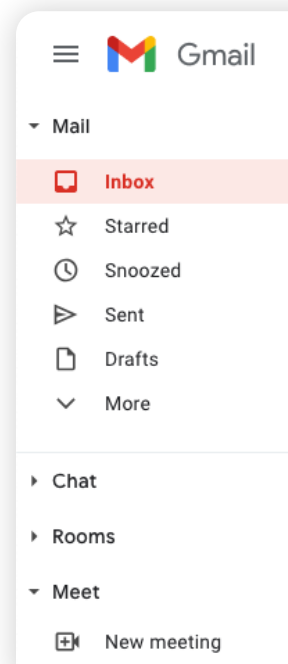
It's time to reimagine how work gets done. ✓

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



BUSINESS LEADERS & HR TEAMS

How businesses improve everything from hiring to **employee engagement**. 23

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.

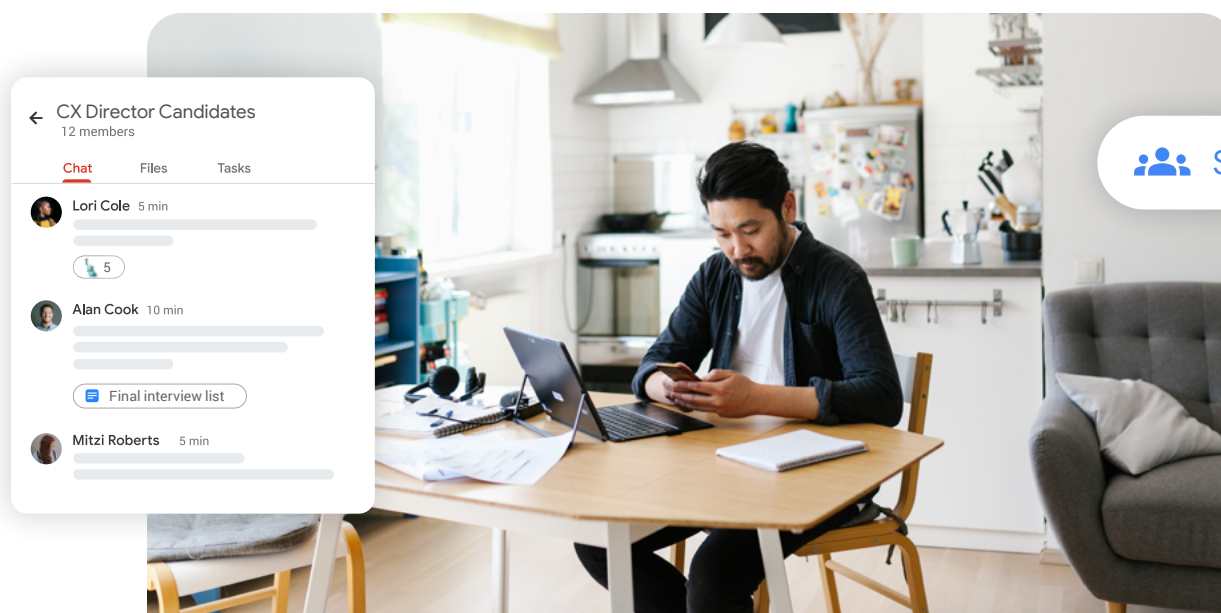
Top use cases

1. Attracting new and diverse talent
2. Improving the onboarding experience
3. Increasing employee engagement

Did you know?



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. 🏆 12

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

 New Chat

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**

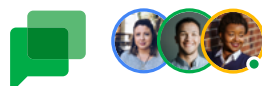
Send electronic offer letters and capture post-interview feedback

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

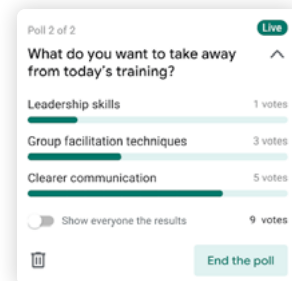
Host Q&A sessions where attendees can submit and upvote the most popular questions without disrupting the flow of the meeting



Create a chat room for each new hire group, allowing them to share resources and network outside of their team

Boost employee engagement ⚡ 36

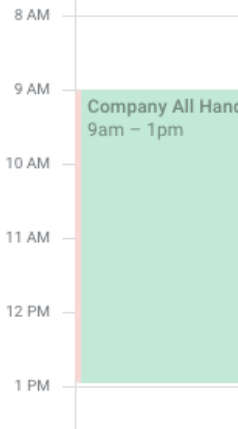
Create two-way communication between leadership and employees



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





New task

✓ Category research



✓ Team review



✓ Presentation design



MARKETING

How marketing teams bring campaigns to life.

★ 15

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

MARKETING

Inspiring great work. 🏆 27

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 🤝 8

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

🔄 Assign task

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 🧠

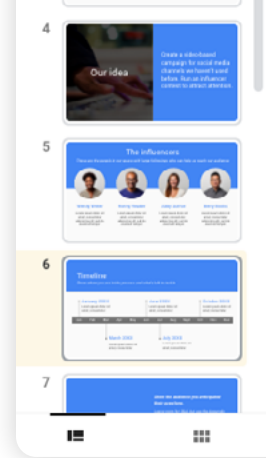
Track project milestones and campaign results with custom-built apps, created in AppSheet

Collect stakeholder feedback and **watch responses appear in real time**

Surface insights about the campaign's impact automatically



Host a **debrief meeting to review survey feedback** and share ways to improve future project processes



SALES

How distributed sales teams turn leads into customer advocates, together. 📢 7

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.*

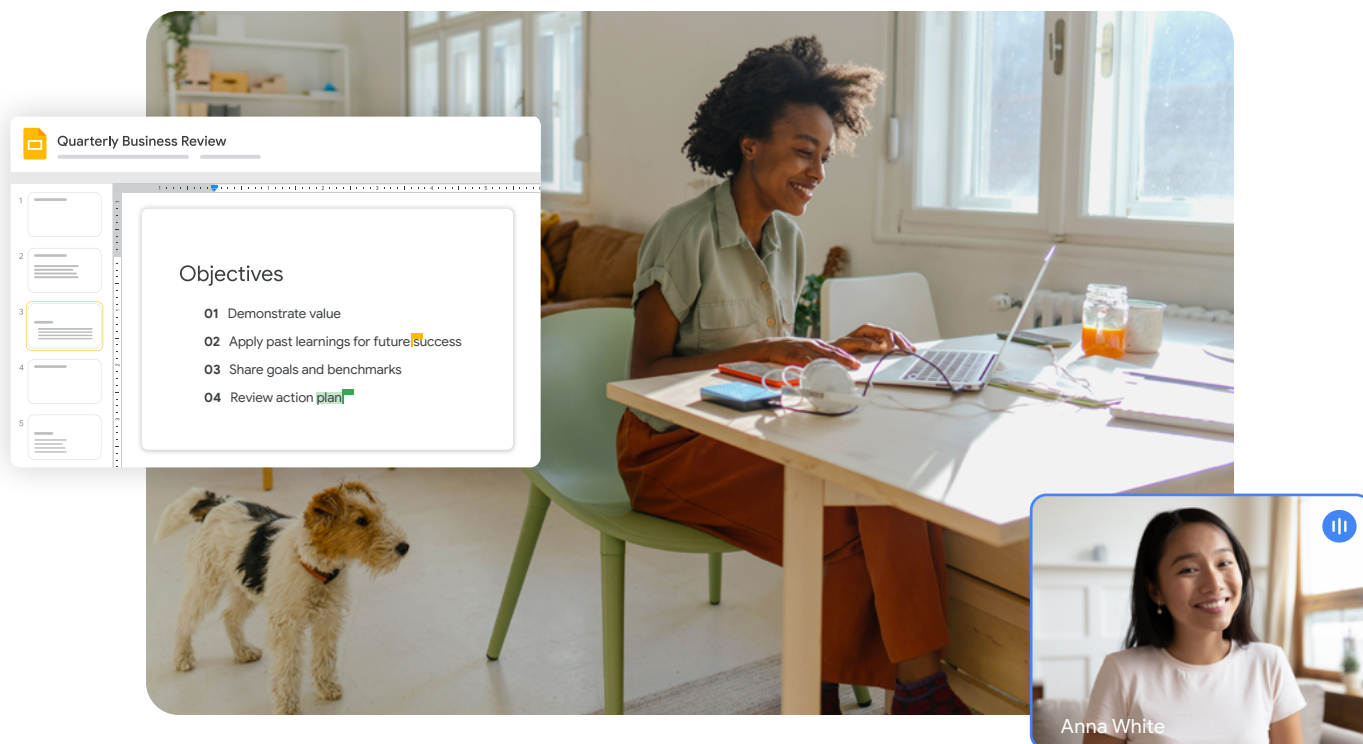
— **László Kriston**, Sales Digital Transformation Team Leader, Generali Hungary

📌 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.**³



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 it easy for sales teams from different areas to **share ideas by setting up a global sales Chat room** or Chat rooms for each region

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

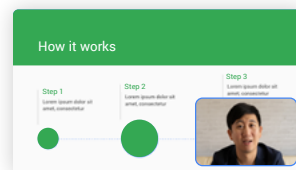


Automatically **log email and meeting activity** into a CRM system

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

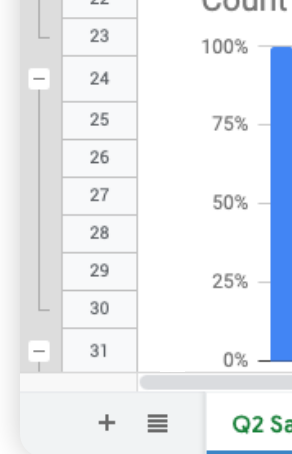
Remove the friction of **External** collaboration

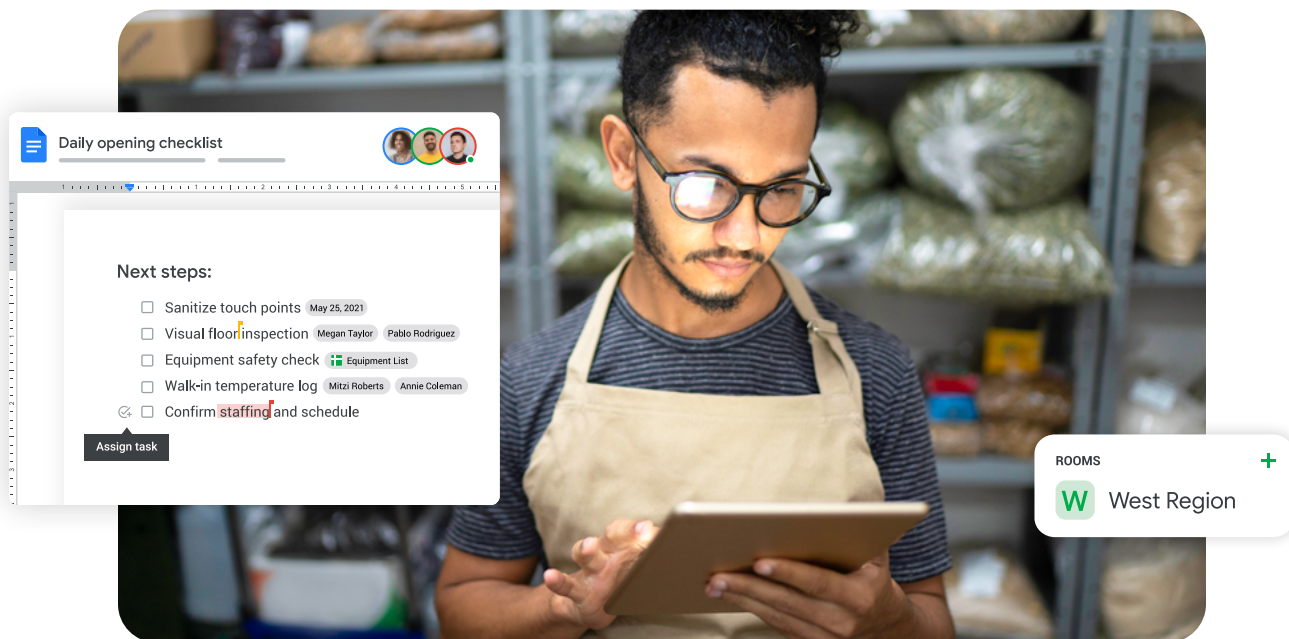
Collaborate with your teammates and marketing department to develop a compelling customer pitch



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





FRONTLINE WORKERS

How **frontline** workers get the tools and **support** they need.

From nurses to grocery store associates to warehouse employees, essential frontline workers play a crucial role in business operations and delivering delightful customer experiences. Despite being essential, frontline workers seldom have access to the same collaboration and communication tools that keep knowledge workers informed and connected. As a result, they often resort to using their own personal devices and apps to get the information they need. This creates security risks while limiting their ability to share insights back to HQ. With Google Workspace Frontline, organizations can open up communication and collaboration channels between frontline workers and corporate teams in a way that's safe and secure as well as empowering.

One of the challenges we had was around communication and collaboration between our head office and the clubs around the country. I saw Google Workspace as an opportunity to remove some of the barriers we had in the past around communication and bring everyone closer together.

— Enrico Tizzano, CTO, Virgin Active Italy

📁 Top use cases

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

💡 Did you know?

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.⁴

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**

Let's do Monday.

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

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

Improve the flow of information by allowing workers to **share feedback and best practices** to headquarters

Optimize their employee experience 12

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



Protect company data and devices with **Advanced Endpoint Management**

Meet with...

 Search for people

My calendars

- ☒ Birthdays
- ☐ Reminders
- ☒ Tasks



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.

Google Workspace

