

# Work, transformed.

How to enable dynamic work  
across your business.

“The greatest danger in times of turbulence is not the turbulence  
itself, but to act with yesterday’s logic.”

—*Managing in Turbulent Times* by Peter Drucker (1980).





# The future takes a new turn every day. Help people and teams become champions of change.

OK, by now the reality has settled in — the world has changed in profound ways. But if we're being truly honest, the shift we're talking about now has been years in the making.

From a world of steady, predictable progress to one of rapid, unpredictable, and dynamic change.

So, what everyone and every business needs is a new approach to business and to work.

A way to more quickly adapt and react to change.

One that instills greater agility into your teams and organization.

And a way to engage everyone, so they're always thinking beyond the next deadline and delivery and continuously optimizing the business to meet change head-on.

Easy to say, but hard to do.

Especially in a time when every business project, process, and initiative is being questioned.

We know, because at Smartsheet we've been questioning how to transform and make businesses — including our own — work better, smarter, and more efficiently since day one. It's a journey we've taken with our customers over and over, learning together what works and what doesn't.

Today, over 90% of the Fortune 100 use Smartsheet to navigate and manage continuous change.

Now, we'd like to share that experience with you.

# The journey: A simple path to enterprise-wide agility

- 1 Understanding the moment: Too fast. Too furious. Too much at stake.
- 2 Reassess: The tools that got you here today, may not work tomorrow.
- 3 Embrace execution at scale: A rapidly changing world demands a new way to work.
- 4 How you get there: The Smartsheet platform.
- 5 Champions of the new dynamic: Dynamic work in action.
- 6 Start here: Make the future work for you and your organization.

**Start your journey.**



# Too fast. Too furious. Too much at stake.

The rate of change has increased dramatically, but so has the speed of opportunity.

**71%** of technology decision-makers are rethinking their longer term strategic decisions around workforce technology. ([451 Research, Get Ahead of Change, 2021](#))



# What was working in your business just a short time ago no longer applies. The simplest questions no longer have simple answers.

## Where are you located?

Today, your business can be anywhere and everywhere.

## What business are you in?

It might be changing on a constant basis, creating complexity and overlapping workstreams.

## How are you going to get it done?

Along with rapid change, you're dealing with more deliverables and tighter timelines. And the lines between partners, vendors, and departments are blurring.

## So, what's the answer?

**To compete in this new reality, people need to work in a new way.** In short, every person, every team, every department and function needs to find

the agility to adapt on the fly, collaborate like never before, and deliver innovation at speed. To get there will take a shift in mindset where people and teams are empowered to innovate based on their own needs, goals, and workstyles.

It starts with acknowledging two truths:

- 1. The tools people have aren't up to the work they need to do.**
- 2. The answer isn't more powerful technology, but in making people more powerful.**

*"If there's one thing that you really need to make sure you're good at in the digital age, it's being agile."*

—Chris Marsh

RESEARCH DIRECTOR OF WORKFORCE  
PRODUCTIVITY AND COMPLIANCE  
451 Research LLC

**Let's explore what that means for your business.**

*[Download the latest report from 451 Research here.](#)*

# The tools that got you here today, may not work tomorrow.

How to turn organizational efficiency into a workforce primed for productivity.

Today, transformation is an ever-present reality. But the goal can't be limited to achieving greater efficiency. It must answer the day-to-day needs of everyone on the front lines of your business: your workforce.

Your top-down systems of record may be important, but to many of the people who

depend on the data, they're unwieldy and inflexible.

So, you fill in the blanks with a series of new apps and processes that result in more tools to learn, more data formats to juggle, and greater overall complexity. **Which still leaves people short of what they need.**



# And what about projects and information needs that fall in between?

Forward-looking IT teams will value future investment based on these factors:

**Time to value:** How quickly can IT implement it, and is it simple, familiar, and usable out of the box, so people adopt it?

**The ability to scale:** If it's a hit here, can you roll it out everywhere?

**Low maintenance/low code:** Will it free up IT to take on big projects or bog them down in trouble tickets?

**Ease of integration:** Will it integrate with and, ideally, enhance our current stack, systems, and applications?

**Security:** Is it built with its own security or does it require us to improvise?

## The bottom line:

*"Digital Transformation Investment Spending to Approach \$7.4 Trillion Between 2020 and 2023."*

*IDC FutureScape, 10/2019*

## Yet:

*"Less than 30% of digital transformations succeed."*

*McKinsey, 10/2018*

## The lesson is this:

**Choose your solutions wisely.**



*"Leaders know that they can't continue what they've done in the past. The whole dynamic of how we do business in this environment is different. What worked in the past, won't work going forward. This is an opportunity for innovation. Businesses need to look at how they start to rethink their processes."*

—Carla Johnson

BUSINESS INFLUENCER

---

Read on to learn why.

Download the McKinsey study [here](#).

# A rapidly changing world demands a new way to work.

## Meet the new demands of work.

**60%**

**HIGHLY FLUID:** 60% of work today is “unstructured” – fluid, reactive, and ad hoc activities that employees manage independently.

**71%**

**BOTTOM UP:** 71% of businesses expect their organization’s leadership to increasingly entrust teams with innovating based on their own specific needs.

**54%**

**INNOVATIVE AT THE EDGE:** 54% of employees say responsibility for innovation will be driven equally by employees and senior leadership – an increase of 14%.

**75%**

**REMOTE WORK WOES:** 75% of employees in 2020 said collaboration suffered most as a result of working from home.

**88%**

**MORE AGILE:** 88% of complex projects fail because of reprioritization or a change in strategy.

**61%**

**SILOES AND SPEED BUMPS:** 61% of executives named silos and slow decision-making as top barriers that slow the pace of work.

**Data Sources:**

1: Gartner, Inc., *Effortless Visibility Is Key to Managing Empowered Workers Without Losing Control*, March 30, 2017.

2: Smartsheet-sponsored Harvard Business Review Analytic Services survey of 642 business respondents.

3: Gartner, Inc., 2019: *When We Exceeded 1 Billion Knowledge Workers*, December 11, 2019.

4: Fast Company, *How to Overcome the Challenges of Remote Collaboration*, November 11, 2020.

5: Strategy Execution, Korn Ferry, *What is Adaptive Project Management?*, June 1, 2017.

6: McKinsey, *The Need for Speed in the Post-COVID-19 Era—and How to Achieve It*, September 9, 2020.



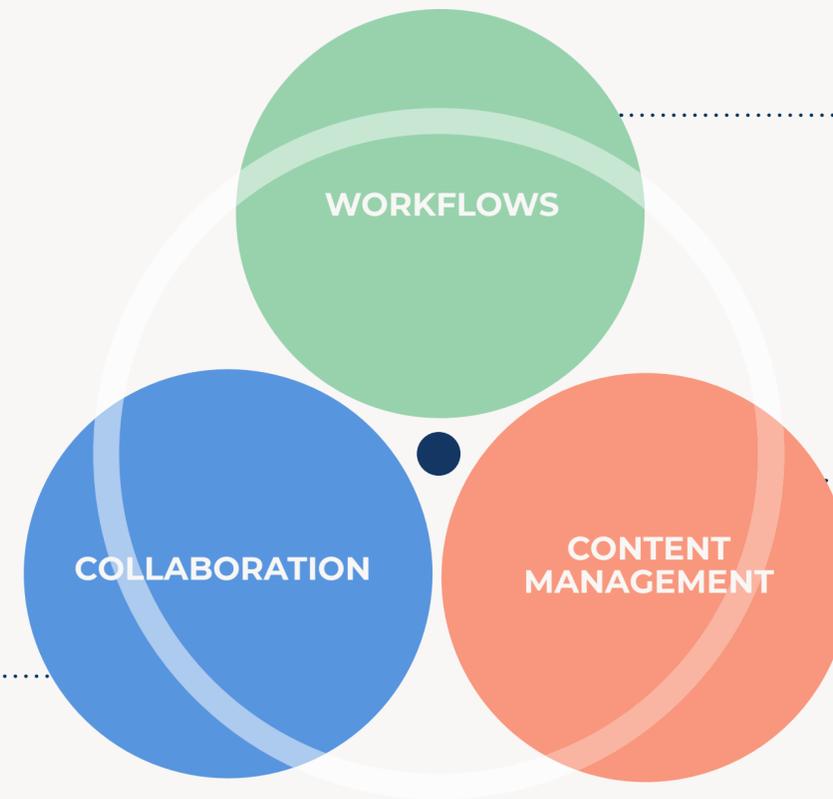
# It's time to transform work into dynamic work.

## THE OLD WAY

The old way of working is no longer enough. The same goes for most work management solutions, which essentially present the same old approach to work in a shiny new wrapper. In other words, you get separate tools for collaboration, creating workflows, and content management. Each in its own silo.

### The old way: Rigid and siloed.

People are given a prescribed set of specialized tools to communicate, align teams, orchestrate meetings, assemble information, and pull together resources. Think endless meetings and email chains.



### The old way: Static and manual.

Workflows are fixed and linear, so when there's any change to project goals, trends, or supply chains, it can lead to major disruption and delay. Many tasks are still done manually, and automation requires IT intervention.

### The old way: Stop and start.

On one hand, project success is determined by how well you meet milestones and delivery dates. On the other, status reports are often manually compiled, inaccurate, and a trailing indicator, requiring multiple rounds for approvals. There's little opportunity for version control and learning.

**Smartsheet does all three of these things well. But we do it in a new and better way that helps everyone adapt faster and deliver more value.**

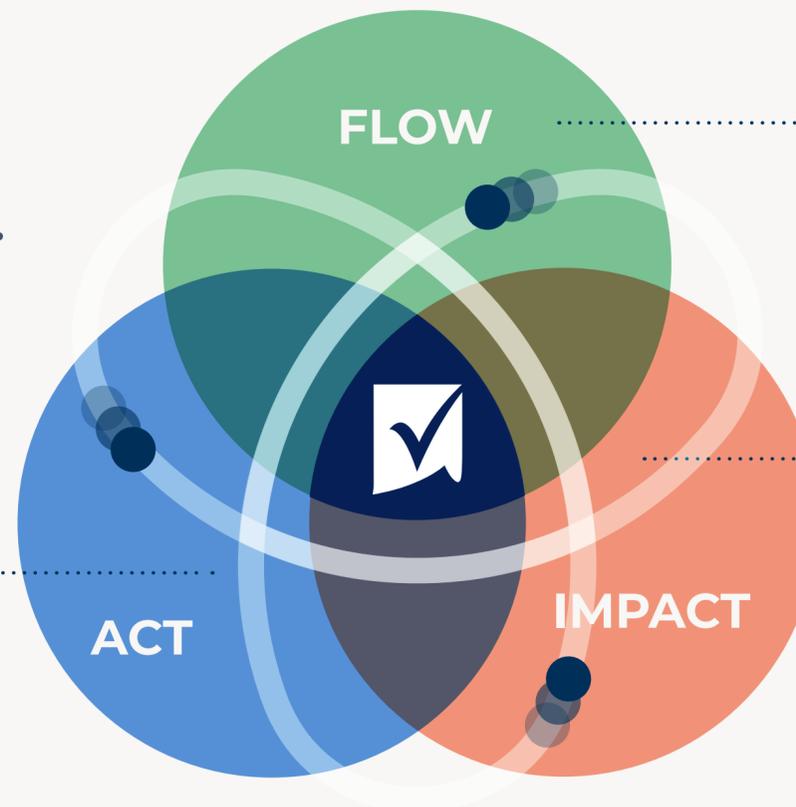
# Dynamic work is the way forward. And how you get there makes all the difference.

## THE NEW WAY

It comes down to doing all three things together — in a single, flowing, continuously improving process. The Smartsheet platform is built to do just that.

### The new way: Active and flexible.

Anyone has the ability to initiate work, engage a team, collaborate, and take immediate action — in the way that works best for them and the team. The structure remains flexible, so everyone can pivot quickly.



### The new way: Work flows freely.

Anyone can create workflows that are multidirectional, easily automated, and adaptable. Mundane, repetitive tasks are automated and everyone stays focused on work that matters.

### The new way: Continuously optimized.

The entire organization is engaged in optimizing how content is managed and delivered, and has real-time visibility into progress and results. With each delivery, everyone is learning, continuously improving, delivering greater value, adapting to change, and making an impact.

**Smartsheet Advance builds on the power of the Smartsheet platform to scale dynamic work across your enterprise. Empower your business with robust tools to automate workflows across systems, align global teams, and build limitless solutions — while giving IT the control to manage risk and maintain compliance.**

“What companies have learned cannot be unlearned — namely, that a flatter organization that delegates **decision-making down to a dynamic network of teams is more effective.**”

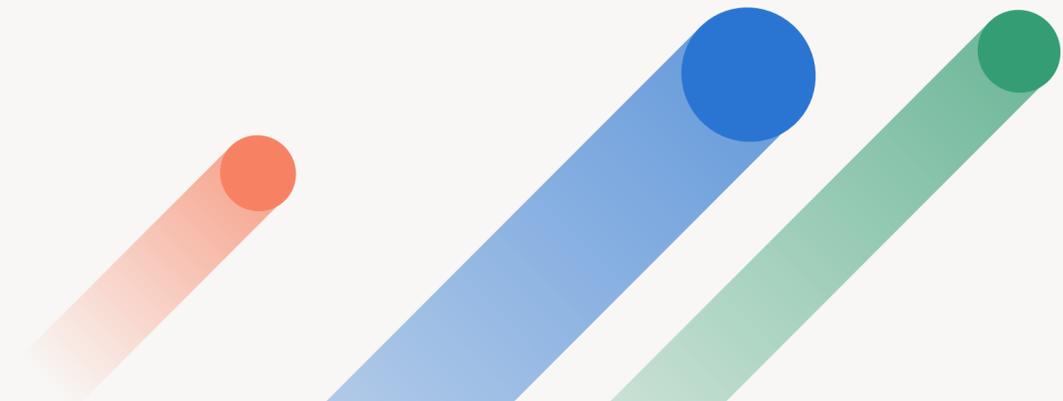
McKinsey, 2020

“There are typically **50 people that make 80 percent of the decisions**, but, as the crisis has shown, moving to agile allows you to take advantage of thousands of brains.”

*“The digital-led recovery from COVID-19: Five questions for CEOs.”*  
McKinsey, 2020

The bottom line is simple. To work dynamically, people and teams must feel empowered to act on their ideas and have a say in the processes that bring them to life. Only then will everyone get off the sidelines and take innovation to the next level.

**Next: The one sure way to get everyone working dynamically.**



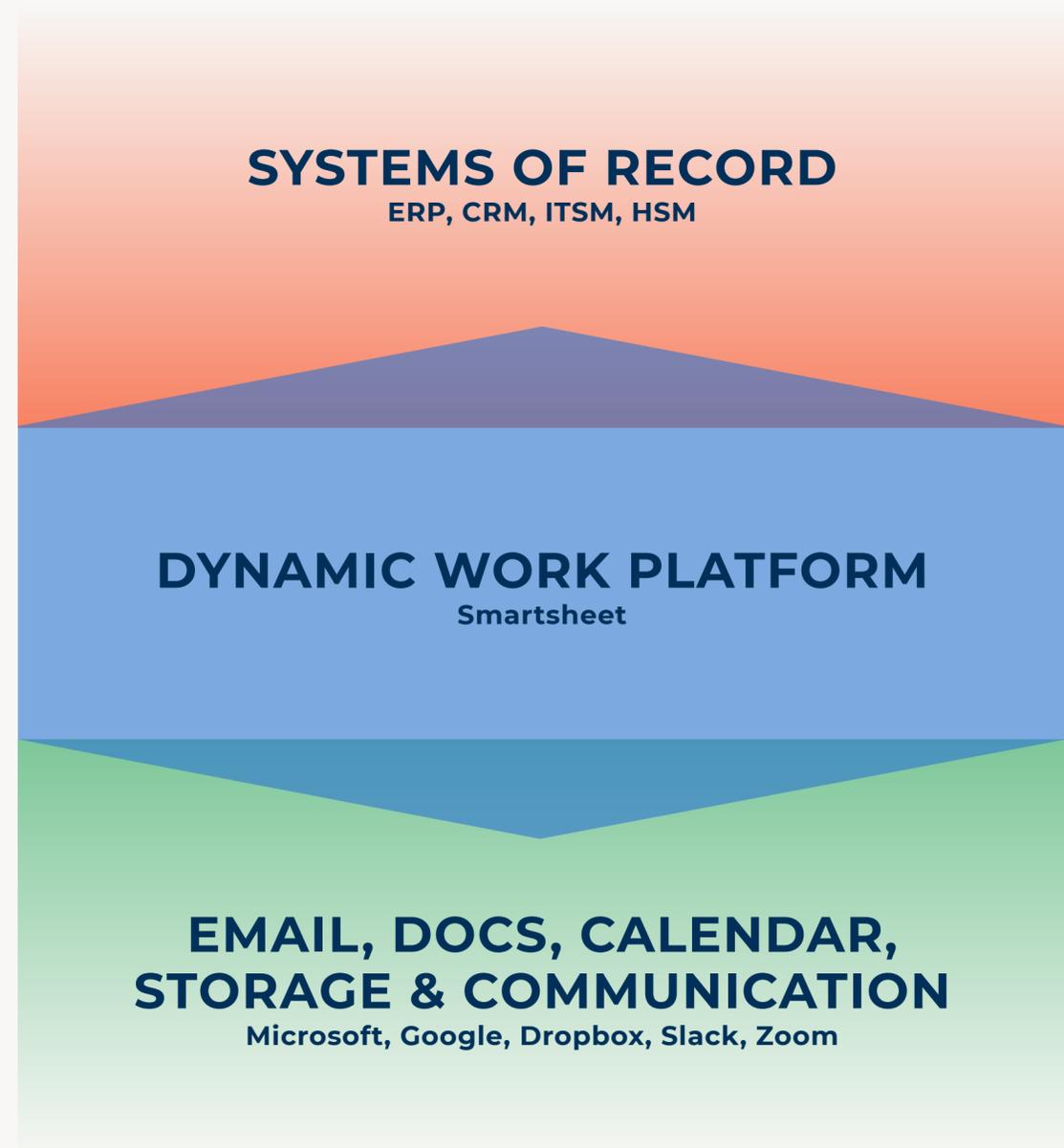
# The Smartsheet platform.

Smartsheet unifies collaboration, workflows, and content management into a flexible, secure, scalable platform that gives everyone the ability to continuously make an impact, so the enterprise can compete in a transformed world.

But more than that, Smartsheet transforms work into *dynamic work* by creating impact from the edge — empowering individual users and teams closest to the customer to get into the game and innovate as a dynamic workforce.

Smartsheet gives everyone a common source of truth and a way to connect with the teams and resources they need, enabling everyone to work off the same page and pivot faster.

It unifies the top-down systems of record that generate information about your business and the bottom-up productivity tools people use every day.



# Six ways the Smartsheet platform enables dynamic work.

Most work management solutions are point products focused on collaboration or on creating workflows or on managing content. Leaving your teams endlessly flipping between apps.

With Smartsheet, collaboration, workflows, and content management flow into each other in a way that is seamless and continuous.

And the only way to do that is on a platform that meets the needs of the people doing the work, the business leads responsible for delivering on core goals, and the IT teams ensuring that the organization is secure and compliant.

## 1. Secure

Unleash your teams, but govern with confidence through administrative visibility and security capabilities.

## 2. Scalable

Reliably scale from small, team-based deployments to large deployments that activate more of the organization.

## 3. Unified

Bring together people, information, data, conversations, content, and other solutions to better align people with their work and provide one reliable knowledge database.

## 4. User-Driven

Empower everyone with an intuitive platform and no-code capabilities to automate steps and design custom solutions that are adaptable to everyone's needs.

## 5. Adaptable

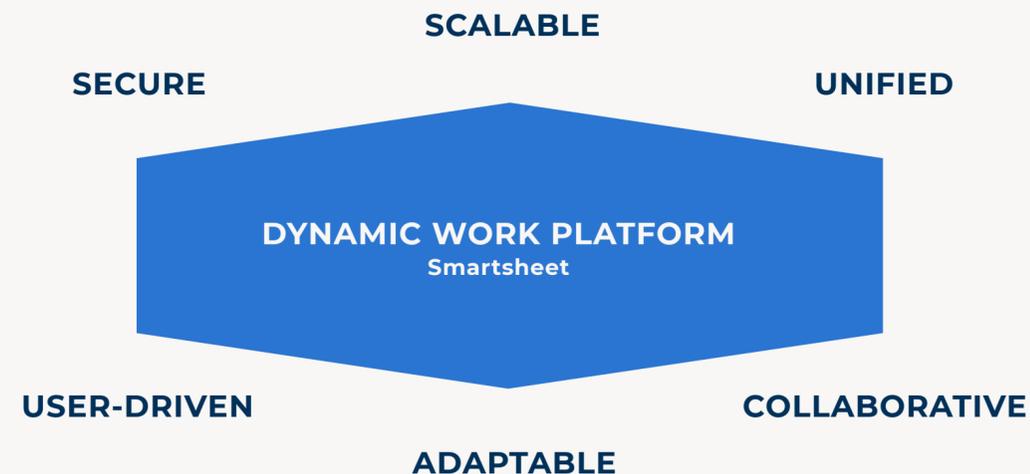
Give everyone the flexibility to adapt to any type of work, and continuously evolve to meet ever-changing needs.

## 6. Collaborative

Unite the right people, at the right time, wherever they are so everyone can work together transparently in the context of the needs of the business.

**With Smartsheet, everyone can master anything. And that changes everything.**

# Smartsheet unlocks greater potential in your teams and possibilities for your business.



**Business will accelerate** as you unify and maximize the value of your existing systems, processes, and applications with a solution built to scale as demands change.

**IT is able to deliver a powerful set of new capabilities** that won't drain their time, while remaining confident that security needs are met.

**Your teams are able to optimize their tools (without code)** to meet the unique demands of each project, so they can collaborate more effectively and pivot to new projects and challenges with greater agility.

**Everyone is working from a common source of information** and able to track real-time results to ensure strategic objectives are met.

## You're creating a more agile organization ready for whatever comes next.

**Now see how one company put it all together to change the world.**

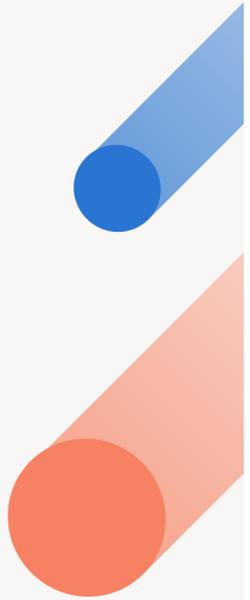
# Dynamic work in action.



Amid a pandemic, Roche is managing 30% more projects with the same number of project managers as before.

[See how they do it](#)

See how Roche works dynamically in this [video](#).



“There is a transparency that we’ve never seen before. **People are able to share and see information in ways they never envisioned or imagined they could before.** People are working in real time on three continents. They could never have done that before.”

—Chuck Mihaliak, IT Portfolio Manager, Syngenta North America



# Make the future work for you.

The greatest defense against disruption is to build an organization with the agility to pivot, optimize at scale, and create value from it. That's how you master change, own it, and win.

That's what Smartsheet is all about. Easy enough for everyone to use. Powerful enough to drive any project or initiative. It's the platform for dynamic work.

## For Marketing Organizations

As the landscape shifts, marketing teams need a dynamic approach to scale campaigns, content, and their best ideas. Smartsheet for marketing is the toolkit modern marketers use to achieve more.

## For Project and Portfolio Management

Today, everything is a project and everyone is a project manager. Smartsheet for PPM is the solution you need to bring together the right people for the work at hand and the tools they need to meet any challenge.

## For the Enterprise

The Smartsheet platform is built for the enterprise with the flexibility teams need and the security IT expects. Smartsheet Advance provides your business with robust tools to automate workflows across systems, align global teams, and build limitless solutions — while giving IT the control to manage risk and maintain compliance.

# The time to transform opportunity into action is now. With Smartsheet.

The platform for dynamic work.

Your future with dynamic work starts here. [Contact us today.](#)

Or review our enterprise resource page [here.](#)