



Enterprise Discussion Management

WHAT IT IS & WHY YOU NEED IT



WHITEPAPER



A new solution to the challenges of the distributed workforce

If 2020 taught us anything, it's that disruption waits for no organization. The way we work has transformed—not only where we work, but how we work. The good news is that while remote working has become the new norm, individual productivity has also gone up. The Boston Consulting Group reported that 75% of individuals have the same or increased productivity in a remote setting. But this figure drops to 51% for cross-functional collaboration and problem solving tasks.

51%

of workers struggle with remote collaboration and problem solving tasks.

— The Boston Consulting Group

13%

more meetings attended by workers at the height of the pandemic

— Harvard Business School

Additional meetings are not the answer. An analysis of 3 million U.S. workers revealed that the average person attended 13% more meetings in the early months of the pandemic. Meanwhile, 'Zoom fatigue' became a dreaded part of our lexicon and caused millions worldwide to feel the effects of burnout.

These challenges aren't new. Business leaders have long grappled with how to achieve strategic alignment, maintain employee engagement, and boost team performance. Finding answers to these issues has just got a lot more urgent.

McKinsey predicts that 20% of workers could permanently work remotely 3-5 days a week, which represents "three to four times as many people working from home than before the pandemic." And with everything still so up in the air; Gartner's analysis found a rising number of companies postponing their "return to normal" timeline.

Faced with the complexity of an expanded distributed workforce, the distance between executives and their teams will only widen. How can leaders be expected to understand their business, build effective strategies, and deliver results when they're able to see less and less of the full picture?

We believe the answer is to rebuild those lines of visibility with an ***Enterprise Discussion Management Platform.***

3-4x

more people are predicted to work from home than before COVID-19.

— McKinsey



Discover the power of scaled, real-time discussions

What's the value of a good discussion? It's in the new insights shared, the timely decisions made, and the actions agreed upon. Such discussions fuel alignment and often result in stickier, more mutually-beneficial plans and strategies.

And while organizations can scale discussions with digital tools and communications, the results are often overwhelming. Emails, meetings, and platforms like Slack and Microsoft Teams generate volumes of broad, unstructured, and open-ended 'discussion data' that is difficult to mine for prevalent insights.

As for getting a view of the whole picture? The thing is that while modern communication and collaboration tools have made a wealth of information and data more accessible, they are still limited in that they can only surface information and ideas that people are willing to share publicly.

What's missing is a solution that can structure discussions in a way that surfaces the truth of what people are thinking and feeling, but that also goes one layer deeper and extracts value from all this 'discussion data'—as opposed to simply creating more of it.

That solution is *Enterprise Discussion Management (EDM)*.

What is Enterprise Discussion Management (EDM)?

Enterprise Discussion Management (EDM) efficiently collects and connects vital data, insights, and ideas that are typically scattered and siloed across in-person and digital discussions. EDM provides leaders with a solution for surfacing meaningful, critical insights from the volumes of 'discussion data' generated by modern communication and collaboration tools.





Align Strategy

Gather data, ideas, and perspectives from stakeholders and staff to make actionable goals and get everyone on the same page.

With EDM, leaders can facilitate productive conversations across organizations and communities, access employee insights at scale, and reach greater alignment through peer review.

With the support of an Enterprise Discussion Management platform, employees and community members are empowered to rally around shared sentiments, issues, and ideas. Best of all, participants remain anonymous throughout the process, which evens the playing field for people of all backgrounds to participate and lend their voice to the topics and issues that will impact them.



Unlock Top Performance

Quickly identify what's working—and what isn't—to scale the things that work and consistently deliver results.

Leaders who make EDM part of their digital toolkit benefit from receiving detailed and instantaneous reports complete with a series of prioritized, vetted insights. Without hesitation or doubt, leaders can make action plans based on this data and they can do it in minutes versus hours, days, or months.



Improve Collaboration & Culture

Get scalable, honest feedback to understand what matters to employees and how key initiatives are received.



Speed to *better* with ThoughtExchange

ThoughtExchange is the essential enterprise tool for leaders who need to solve complex problems and get teams aligned—quickly.

Leaders use ThoughtExchange to:

Support strategic prioritization and drive results | Efficiently include and consider all voices by facilitating many-to-many engagement | Uncover insights unique to your business or community | Access rich data that helps you immediately identify key priorities and next steps



Friction-free engagement at scale

Rapid exchanges with 10 or 10,000+ people



Patented anti-bias platform

Objectively and inclusively rate thoughts and ideas



Insights backed by data

The rigor to power precise, aligned decisions



Analytics in real time

Live results and one-click visualization for easy sharing



"ThoughtExchange provides NetSuite with the ability to diagnose and solve critical sales challenges, quickly. We're driving increased performance by putting strategies in place that are aligned across our organization."

AARON MITTLER,

Vice President, Account Management Organization, Oracle Netsuite



How ThoughtExchange works

Leaders use ThoughtExchange to accelerate their existing cadences. Decision-making timelines that once relied on sequential conversations unfolding over days, weeks, and months transform into simultaneous in-depth discussions that happen in minutes.

With ThoughtExchange, you can infuse business plans and new programs with real-time, actionable insights on what's working, what's getting in the way of growth, and what's needed to succeed.

1

Scale group discussions, *quickly*

Leaders create an Exchange asking open-ended questions and share it widely.

Not all questions are created equal

Some questions are more effective than others. Our Customer Success experts work with you to craft questions that maximize Exchange participation and increase the volume of high quality contributions and responses. Examples include:



What do you want leadership to understand as plans are being made for the coming year?

Where might we run into challenges that we haven't considered?

What are the 1-3 key factors that have helped you consistently hit your quota?

2

Receive candid, unbiased answers

Exchange participants confidentially answer questions and objectively rate other responses and ideas.

3

Learn what people think in real time

ThoughtExchange provides data-rich reports capturing top themes and thoughts.

Participation is only half the story

ThoughtExchange's patented algorithms uncover common ground and areas of misalignment in real-time. Use this deep and instant analysis to discover the magic ingredient that can bring people together and increase support for your plans and decisions.



4

Take decisive action that everyone supports

Leaders use ThoughtExchange insights to align groups, prioritize next steps, and get ahead.

Get ready for bigger conversations and better decisions

ThoughtExchange is trusted by leaders of the world's most advanced organizations.

