

An innovative approach to digital collaboration

Defining policy at the speed of relevance



Think Forward Jam 2020 Evolving. Stronger. Together.

MAY
12-14
2020



We asked IBMers to help redefine how we:

- **Engage** with our clients
- **Deliver** our services
- **Innovate**
- **Lead** and work



34,000
IBMers



250,000
Unique responses



3,000,000
Words

34,000 IBMers from around the world came together to learn from each other and discuss how we can be our best.

Participation is representative of overall IBM, with a **balanced mix of input** from across all BUs, GEOs, work location, tenure, generation and job category.

We analyzed **3 million words** and more than **250,000 unique survey responses**.

What We Heard

80% of IBMers said awareness of benefits and **seeing examples from leadership** on best practices are helpful to increase usage of collaboration tools

60% of IBMers prefer to be **in the office at least 1-3 days** per week.

IBMers Believe We Should



Act as a trusted partner to our clients



Think Big



Allow clients to look under the hood



Create a hybrid workspace



Lead in Virtual Delivery response



Adopt a virtual mindset

Our Commitment to Act

Launch and scale *Virtual First Leadership*

- Help leaders and teams thrive in the digital era

Establish IBM-wide Collaboration Center of Excellence

- Facilitate client engagement and team relationship building in a remote model

Build a hybrid work environment

- A mix of home and office with intentional design for time spent in the workplace

Re-imagine the client experience

- Unleash global expertise, remove obstacles for sellers and scale the IBM Garage approach

Launch a newly-imagined and collaborative IBM incubator

- Create a place to accelerate targeted innovation opportunities



Building consensus can be slow. Organizations that want to streamline communication between stakeholders and drive faster decision making are turning to a different type of digital collaboration.

To learn more, visit ibm.co/digital-collaboration-speed-relevance

[Learn more](#)

IBM Institute for Business Value

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