

Guided Attention Technology

THE LAUNCHPAD FOR DIGITAL WORKPLACE GREATNESS.



Workgrid



Table of Contents

Chapter 1

Taking your digital workplace beyond the pandemic

Chapter 2

Tackling the threat of digital friction

Chapter 3

Guided attention - a new approach to eliminating digital friction

CHAPTER 1

Taking your digital workplace beyond the pandemic

The digital workplace isn't meeting employees' needs.

You've done a great job keeping your employees and your business functioning in the midst of tremendous disruption. It's cost you a lot of sleepless nights, but it's been worth it.

After all that hard work, it would be nice to think you could sit back and coast for a little bit.

Unfortunately, your work is only just beginning.

The time has come to optimize the digital workplace you've worked so hard to put into place. To take stock of what's working and what isn't and make adjustments along the way, so you can truly deliver the digital work experience your workforce expects and needs.

This stage is crucial, because the reality is, your digital workplace isn't where it needs to be just yet.

Work has become too complicated.

The host of new apps and collaboration platforms you deployed to enable remote work have been great. They've performed admirably and things wouldn't have survived the past few years without them. But all of those tools have caused some negative side effects you never could have predicted.

While each individual solution was well-suited to helping workers be more engaged and productive, their cumulative effect has been a frustrating, disjointed experience that drags down productivity.

There are too many places to go to find information and complete tasks, communications are coming from more sources than ever before, and precious time is being wasted on cumbersome manual processes that deliver no business value.

In fact, productivity has decreased by 40% as employees waste time context switching, app hopping, and searching for information.

PRODUCTIVITY HAS DECREASED BY

40%

as employees waste time context switching, app hopping, and searching for information.

Source: <https://www.unsify.com/the-myth-of-multitasking>



Employees are struggling to *survive*, let alone thrive.

This complicated maze of technology is causing serious damage to the employee experience. Workers are stressed and disengaged, and they aren't able to work as productively as they could. Sometimes they're even so unhappy that they're leaving. Technology is a big source of their frustration:

91%

of employees reported that they're frustrated with their work software

57%

of unsatisfied employees say their current software makes them less productive

49%


of employees report that inadequate workplace technology causes them to feel stressed and **48% claim it has negatively impacted their mental health**

Work has become more complicated than it needs to be.
So what can you do?

Source: Report: 91% of employees say they're frustrated with workplace tech | VentureBeat

CHAPTER 2

Tackling the threat of digital friction



Eliminate the invisible threat to productivity and the employee experience.

You can eliminate the digital friction that's holding your workforce, and therefore your business, back.

Digital friction is the unnecessary effort employees have to exert to use technology.

It's all the extra steps, the maze of disparate systems, and the silos of information they have to deal with on a daily basis. These minor but constant frustrations add up, and they're keeping workers from getting the full value you intended out of your digital workplace.

It's a shame. You've worked really hard to give workers what they need. And they're trying to make it work. But something is missing.

The good news is, you can fix it. You can give employees the simplified work experience they need, reducing their stress and helping them unleash their full potential.

It all starts with understanding where digital friction comes from...

3 main sources of digital friction

Digital friction is all around us, hidden in the most mundane daily activities. That's part of what makes it such a pervasive problem that will destroy your organization from the inside out if left unchecked.

Application Overload
70%

of workers toggle between apps up to >10 times an hour

Information Overload
30-50%

of the day is spent wading through and reviewing the wrong location, data and information

Digital Noise Pollution
23 Minutes

is the average time it takes to recover focus from digital distractions and disruptions

Let's take a look at each of them in greater depth...

01

Application Overload

App sprawl isn't new. For as long as there have been apps, there's been a drive to create new and better ones. But we've gone beyond simple sprawl into overload territory.

As a result of the app explosion brought on by the pandemic, **employees typically context switch more than 1,100 times every day.**

There are simply too many apps for employees to reasonably manage.



02

Information Overload

The more applications that are peppered into an organization's tech stack, the more silos of data and information are created that stand in the way of workers being productive and efficient.

An overabundance of apps also proliferates redundant capabilities and duplicative locations for where information can be stored. This waters down information saturation and increases the time it takes for users to discover and evaluate information.

The end result?

The likelihood of outdated, overlapping information, followed by slowdowns in productivity and decision-making.

03

Digital Noise Pollution

The result of all these apps and the deluge of information they deliver is digital noise pollution. Being constantly peppered with all the pings, alerts, signals, emails, @mentions, tasks, and to-dos - none of which are prioritized - that constantly clamor for attention.

It's exhausting. It's also incredibly problematic for both businesses and their employees.

Human beings have finite attention spans as well as a limited capacity to retain and process data. When they're overwhelmed by too much input, it becomes difficult to make good decisions (or even make any decision), and overall performance suffers.

Each of these issues on its own is capable of derailing the productivity of your organization.

When experienced together, they have the power to destroy the employee experience.

**Thankfully, there's
guided attention technology.**

CHAPTER 3

Guided attention — a new approach to eliminating digital friction

Employees need help managing their attention.

When employees struggle with digital friction, their work suffers. This isn't hyperbole, it's science.

Having their attention fractured and being constantly interrupted throughout the day compels employees to hurry to get their work done. This sense of urgency increases the stress hormone cortisol, driving their anxiety to untenable levels.

But what if employees had help managing their attention, a way to aid focus and productivity?

What if, instead of grinding against technical resistance, technology made their work easier?

What if they had a truly intelligent digital assistant that provided news, information, alerts, and tasks where they were needed, when they were needed, right within the flow of work?



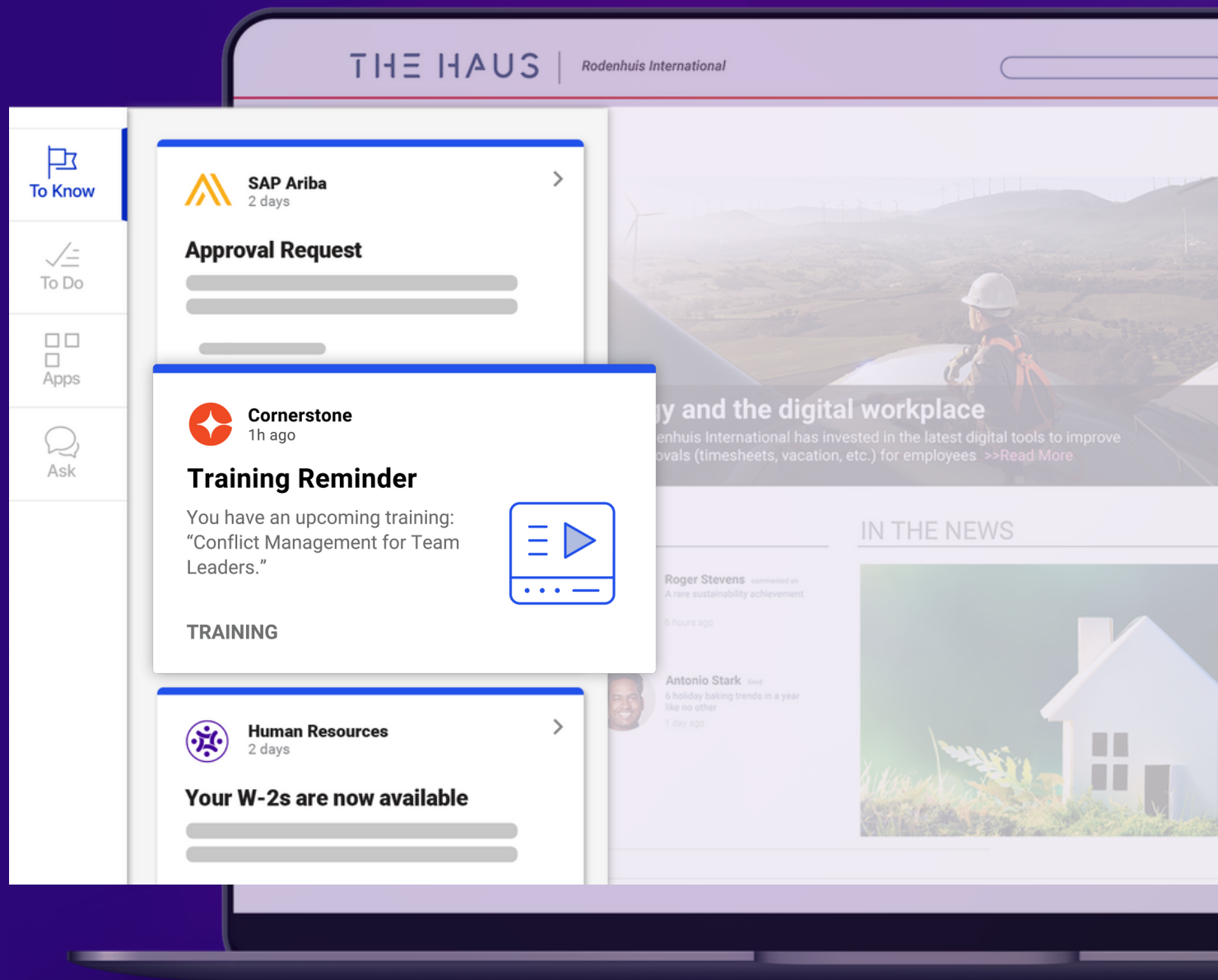
**"It's not information overload,
it's filter failure."**

— Clay Shirky

Introducing guided attention technology

Workgrid's guided attention technology is the first solution of its kind, transforming the way employees interact with technology and simplifying the digital experience by minimizing digital friction.

Guided attention technology helps free workers from the everyday chaos that destroys focus, wastes time, hinders productivity, and decimates the employee experience.



What is Guided Attention Technology?

Guided Attention Technology frees employees from the chaos of digital friction empowering all employees to do their best work; aids personal productivity decision making, increases alignment – ultimately leading to happier employees and better business results.

Optimize

News, Data, Tasks

Prioritize

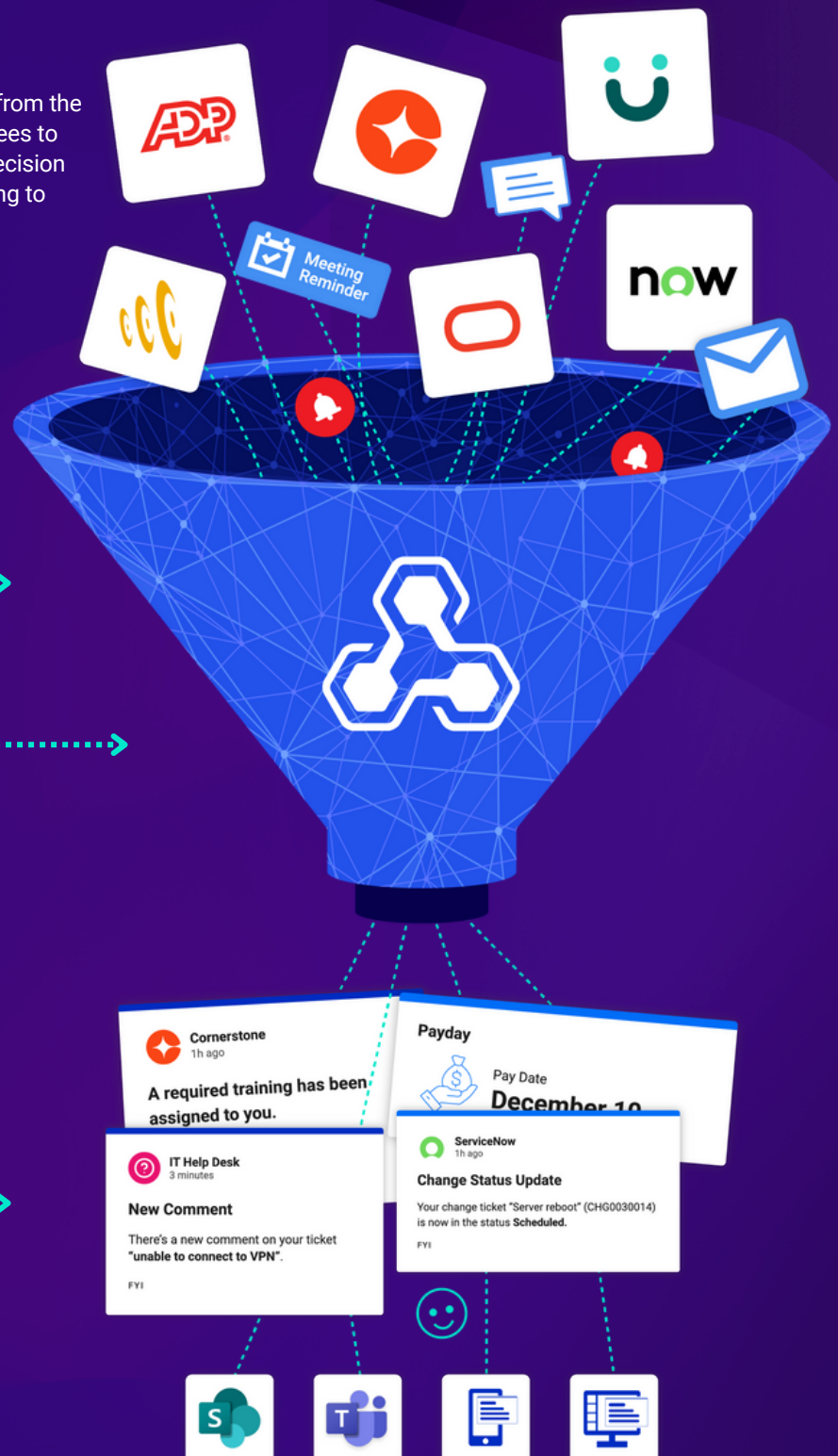
Key Information, Updates

Minimize

Pings, Dings

Deliver

Right Channel, Time, Moment




Guided attention technology helps employees focus on just the tasks and information that need their attention.

Guided attention technology integrates with the key business systems you rely on, abstracting just the content and action items employees' need from enterprise systems.


This creates a custom user experience for each employee that:

- **Surfaces** the right notifications, signals, alerts, and information when they're needed, and where the user is working.
- **Sends** nudges for time-sensitive information or tasks that require awareness or action.
- **Automates** complex workflows and processes, giving the user greater flexibility and more time to focus on meaningful work.


**Trish Anderson**
1h ago

Congratulations On Your 3-year Work Anniversary!

You've reached another milestone! We appreciate you and the work you do. Congrats!




ANNOUNCEMENT


**SAP Concur**
2h ago

Expense Report

"Travel Expense", in the amount of \$34.97, has been submitted to Jane Smith for approval.


REMINDER

Expense Report

[Approve](#)

**Workday**
1h ago

It's Time For Quarterly Check-ins

Set up time in the next two weeks to review goals, objectives and performance with your team.



REMINDER



Guided attention technology simplifies your tech stack for a better employee experience.

Guided attention technology eliminates the levers of digital friction by getting to the source of employees' digital workplace frustrations: application overload, information overload, and the constant stream of notifications of digital noise pollution.

It creates a simplified experience for your tech stack, optimizing the employee experience within the channels employees work in the most, such as on the intranet, in workstream collaboration platforms like MS Teams, or through mobile or desktop apps.

By empowering employees to do their best work, guided attention helps workers be more productive, make better decisions, and feel more aligned with the organization, which ultimately leads to happier employees and better business results.

Now is the time to give employees the digital experience they deserve.

You have a unique opportunity to transform how work gets done in your organization, to reject the old-fashioned idea that busy work and digital frustration are simply part of doing business.

Now is the time to embrace a new way of working and abandon the pain and practices that are holding your organization back.

It's time for a fresh start, a new approach to working better – and guided attention technology is it.



To Know



To Do



Apps



Ask

Want to learn more?

To see how other organizations have used guided attention technology and learn more about how to put it to work in your organization, check out these resources:

[Introducing Guided Attention Blog](#)
[What is Guided Attention Technology Video](#)

