

Motivation Or Mistrust?

How the Digital Work Environment
Impacts Productivity, Motivation,
and Engagement





Introduction

Digital tools and communication channels are now part of everyday life for almost everyone – from knowledge workers in offices to people on the production floor or on the move.

The number of digital tools we need to understand and use is steadily increasing.

In larger organisations, it's quite common to have more than 100 IT systems across departments. This can easily overwhelm employees who aren't "digital natives" and struggle to stay afloat in this sea of digital tools. As a result, employees spend too much time learning new systems and switching between them – leaving less time for core tasks.

Today, occupational psychologists talk about "techno-stress," a term describing increased stress levels due to rising expectations for IT usage during the workday.

This report puts figures to the issue and shines a light on the link between digital wellbeing and employee motivation.

It also offers simple, valuable tips on how to address the problem – with solutions that even benefit your bottom line.

Enjoy the read!

CONTENTS

MOTIVATION4

MANY FACTORS INFLUENCE MOTIVATION
THE DIGITAL WORK ENVIRONMENT CAN EASILY BE
OVERLOOKED

**INFORMATION SEARCH AND
DOCUMENT MANAGEMENT6**

OUTDATED SEARCH SYSTEMS LEAD TO WASTED TIME AND
FRUSTRATION

**HOW COLIBO ELIMINATES UNNECESSARY WASTE
OF TIME AND TECHNO-STRESS7**

EMAILS AND INTERNAL COMMUNICATION8

INEFFICIENT INTERNAL COMMUNICATION IS A TIME-
CONSUMER

KNOWLEDGE SHARING AND COLLABORATION9

CAN THE RIGHT COLLEAGUES AND SKILLS
FIND EACH OTHER?

WHAT IS COLIBO?10

A SOCIAL INTRANET DESIGNED TO STRENGTHEN
COLLABORATION AND DIGITAL WELLBEING

MANY FACTORS IMPACT MOTIVATION

Do your employees come to work feeling motivated? If not, you have a problem that impacts not just the mood at work, but also productivity and your bottom line.

McKinsey has shown that companies with motivated employees have significantly higher earnings than those with unmotivated staff. Furthermore, motivated employees also drive greater customer loyalty. Unfortunately, studies also show that motivation among European employees is on the decline.



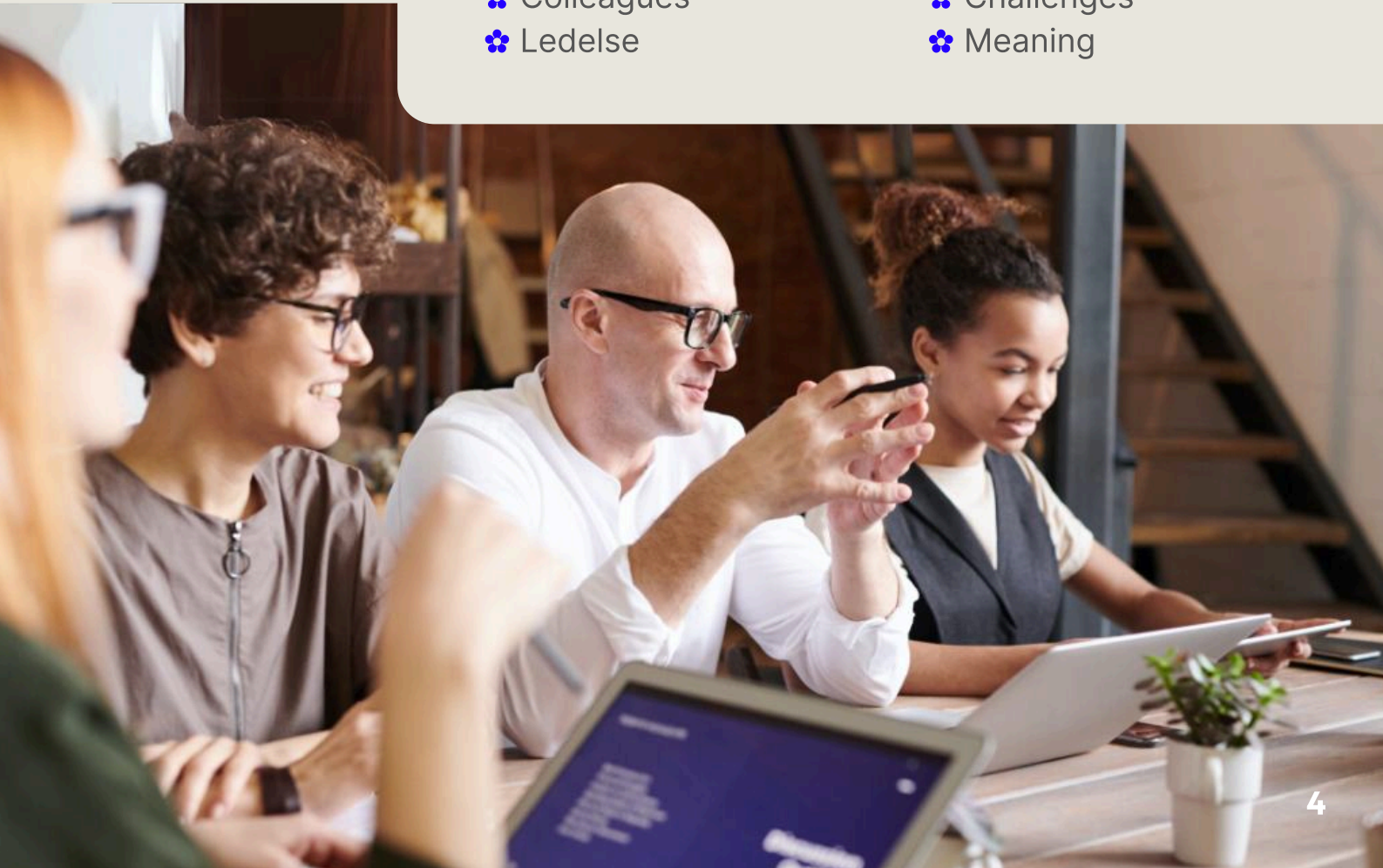
Herzberg's Motivation Theory

Hygiene factors

- ❁ Salary
- ❁ Job security
- ❁ Working conditions
- ❁ Colleagues
- ❁ Ledelse

Motivation factors

- ❁ Recognition
- ❁ Responsibility
- ❁ Influence
- ❁ Challenges
- ❁ Meaning



THE DIGITAL **WORK ENVIRONMENT** IS OFTEN OVERLOOKED

Back in 1959, Herzberg understandably didn't take the digital work environment into account.

And unfortunately, to this day, it remains an under-prioritised area. But why?

Partly, it's because rapid technological development has made it an increasingly complex issue. At the same time, it may seem like an overwhelming challenge for many organisations to even begin tackling.

This report shines a much-needed spotlight on the issue by focusing on the link between digital wellbeing, job satisfaction, and motivation.

DID YOU KNOW...

The economic impact of demotivated employees in the US alone is estimated at \$450 billion per year in lost productivity.

*Source: IDC;
McKinsey Global
Institute*

DID YOU KNOW...

24% of employees worldwide are demotivated.

*Source: Gallup
"State of the Global
Workplace"*



INFORMATION SEARCH AND DOCUMENT MANAGEMENT



OUTDATED SEARCH SYSTEMS WASTE TIME AND CAUSE FRUSTRATION

Do your employees find it easy to access the employee handbook when they need it? Or are there other documents and pieces of information they have to keep searching for again and again?

In many companies, information and knowledge are buried too deeply within outdated and cluttered intranet systems or other complex folder structures.

The result? Employees waste far too much time searching for the information they need – often having to recreate it. That time is taken away from the actual tasks they're qualified to do and that should be their main focus.

You probably know the issue all too well.

You're working on editing a document or an Excel sheet, only to find out later that a teammate has been working on a newer version – saved locally on their own drive.

Not only is it frustrating, it's also incredibly unproductive.

Clogged-up document management and overwhelming information searches are basic hygiene factors that can stand in the way of performing meaningful work – the kind that gives you a sense of contribution and accomplishment.

DID YOU KNOW...

That we spend an average of 19% of our workday just searching for files and information?

*Source: Gallup
"State of the Global Workplace"*





GET A DEMO

HOW COLIBO ELIMINATES WASTED TIME AND TECHNO-STRESS

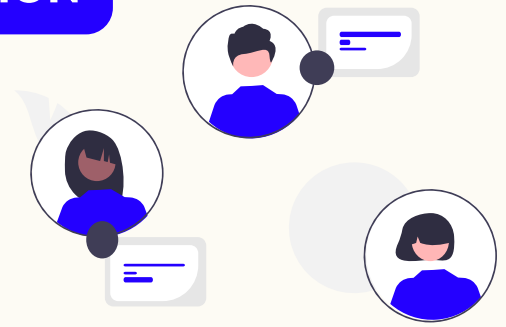
The digital work environment is now essential to most people's workday.

With Colibo, you get a user-friendly and social intranet that ensures strong collaboration and engagement across all devices (PC, mobile, tablets, and info screens) and locations.

Book a demo here – we'll take you on a guided tour through the cockpit.

BOOK A DEMO

INEFFICIENT INTERNAL COMMUNICATION IS A TIME WASTER



Tired of the endless “cc-all” email chains? Fed up with scrolling endlessly to find old conversations in your inbox?

Too many people spend far too much time reading emails – on average, 28% of our workday, in fact. Just like with searching for information and managing documents, email can be a disruptive element that steals time from the tasks we’re truly passionate about completing.

Beyond the problematic time consumption and reduced workplace efficiency, there’s also a significant emotional toll: employees often feel like they’re wasting their time and skills. A satisfied employee who stays in their position long-term is someone who feels they have time and space to fully apply their expertise – that’s also where recognition and purpose in work lives.



DID YOU KNOW...

On average, 24% of all internal emails are never read. That means nearly a quarter of the information sent out is never received.

Source: “Email Benchmark Report”, Campaign Monitor

DID YOU KNOW...

Companies see a 20–25% productivity boost by implementing social technologies that enhance communication and collaboration.

Source: International Data Corporation (IDC); McKinsey Global Institute

CAN THE RIGHT COLLEAGUES AND SKILLS CONNECT?

In larger organisations, knowledge sharing can be a major challenge. And that's a shame.

Sharing knowledge, experience, and competencies across divisions, departments, and professions strengthens an organisation in every conceivable way. Each organisation has its own path to simple and effective knowledge sharing. Some create editable digital libraries (wiki areas), use digital workgroups, or adopt communication channels that span the

entire organisation.

Unfortunately, many still find it difficult to locate the right internal competencies. Knowledge often struggles to reach everyone who could benefit from it. Another negative consequence of poor knowledge sharing and collaboration is that new employees struggle to get up to speed on projects – especially when most of the critical information is locked away in colleagues' email inboxes.

DID YOU KNOW...

33.3% of all LinkedIn searches are people looking for skills within their own organisation.

Source: International Data Corporation (IDC); McKinsey Global Institute

DID YOU KNOW...

35%–50% of business information is not indexed and therefore not searchable.

Source: International Data Corporation (IDC); McKinsey Global Institute

DID YOU KNOW...

We spend 28% of our workday reading and writing emails.

Source: Gallup "State of the Global Workplace"



A SOCIAL INTRANET BUILT TO BOOST COLLABORATION AND DIGITAL WELLBEING

Colibo is a modern intranet and collaboration platform that brings all your digital tools together.

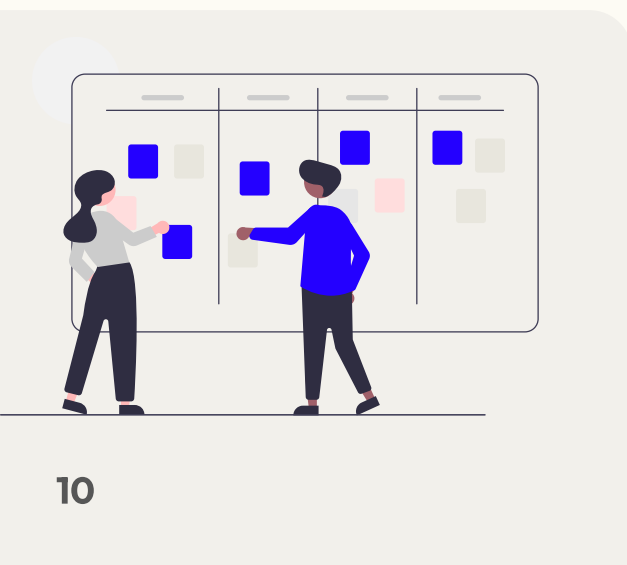


With our intranet, you can offer your employees an easy-to-use and streamlined user experience – across all departments and units.

The intuitive interface and integrated collaboration tools make knowledge sharing easier than ever, creating the perfect foundation for dialogue and teamwork among your employees.

In this way, effective communication and collaboration are ensured – even in large and complex organisations. A well-functioning intranet solution can therefore contribute to improved workflows and increased efficiency through digital collaboration.

We are the launchpad and front door to all your existing business tools. Co-work, co-create & co-productivity.



FACTS ABOUT COLIBO

- ✿ Headquartered in Aarhus
- ✿ Danish development and support
- ✿ 225,000+ users in 28 countries
- ✿ Designed for hybrid and complex organisations, both public and private

30-DAY FREE TRIAL



TRY COLIBO YOURSELF - COMPLETELY FREE

Get access to a fully functional and customised Colibo installation that you and your team can safely and securely test.

You are only committing to a conversation with one of our consultants so we can ensure you get the best possible experience with our platform.

Your credit card can stay in your pocket.

LET ME TRY COLIBO