



Be Part of Something

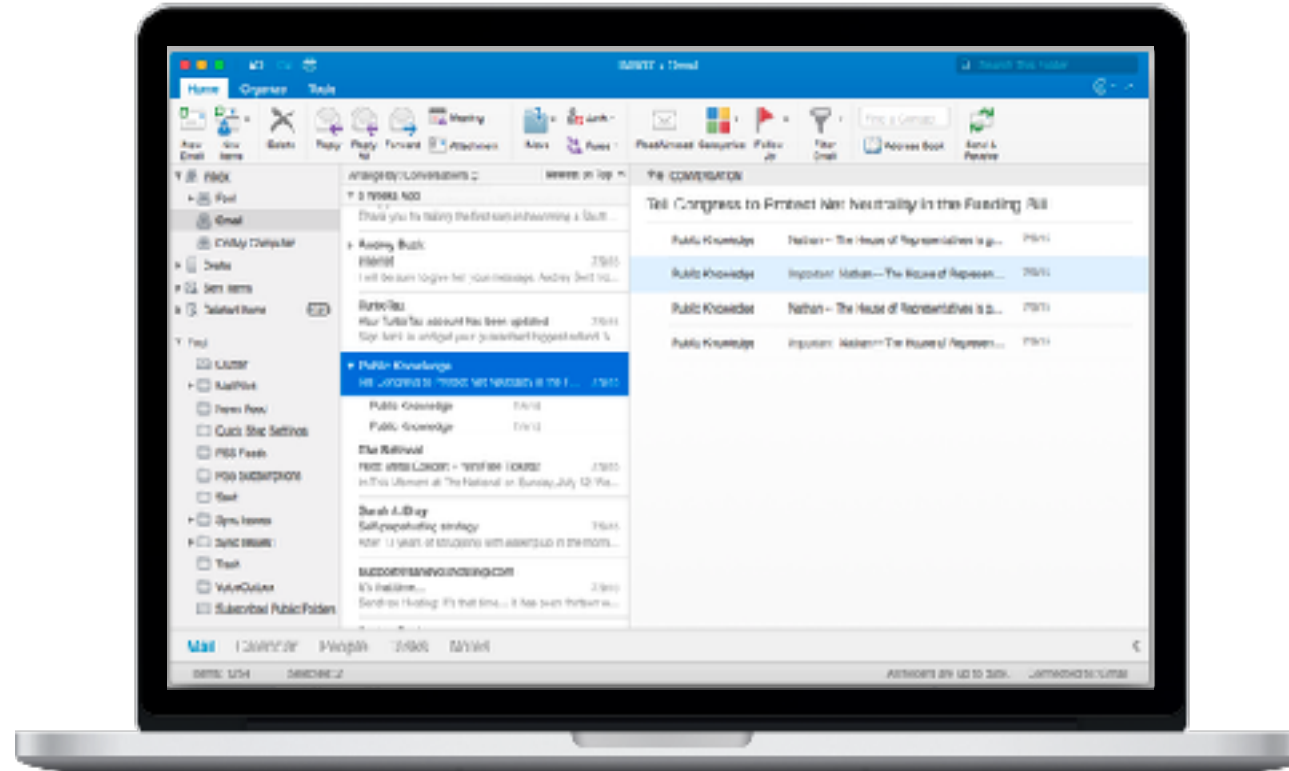
Cyrus Akrami

Head of EMEA Marketing
Workplace by Facebook





Today's enterprise communication tools...






Work isn't working



“Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients”

Sir Richard Branson

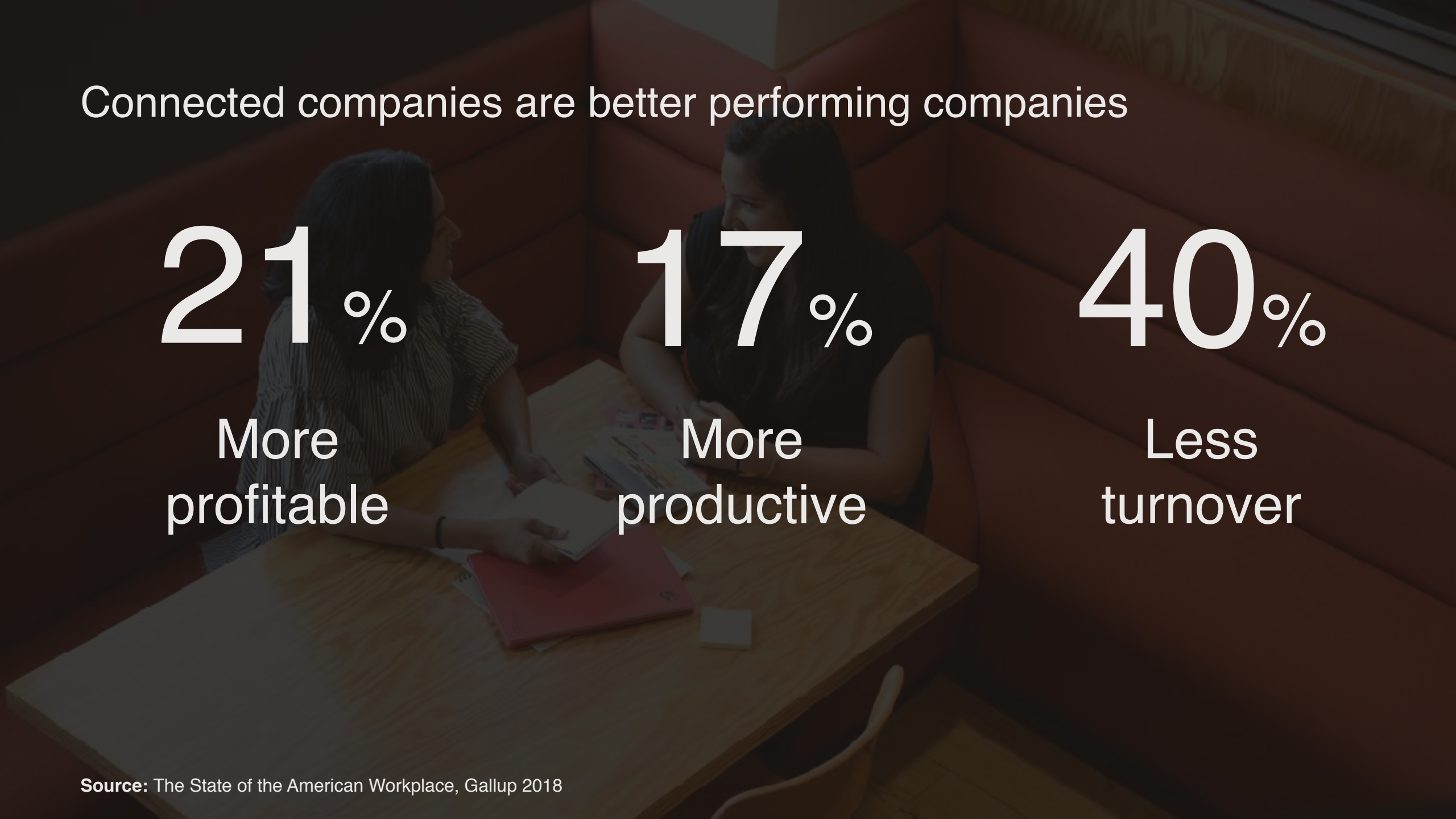
The background image shows the interior of an Apple Store. In the foreground, a male employee in a grey Apple t-shirt is assisting a customer. The customer, a man in a dark polo shirt, is looking at a white product box. Another employee in a blue shirt is visible in the background, and a female customer is standing further back near a display of headphones. The store has a clean, minimalist design with light-colored wood tables and white walls featuring large product images.

Turn Your Company
into a Connected
Community

A man and a woman are sitting on a couch, working on their laptops. The woman is on the left, wearing an orange top and pink pants, looking at her laptop. The man is on the right, wearing a dark green shirt and blue pants, also looking at his laptop. They are both smiling and appear to be collaborating. The background is a vibrant wall with a blue grid pattern, white thumbs up icons, and a large yellow rectangular area with a black and white geometric pattern. The overall atmosphere is bright and collaborative.

Connected companies are
better performing companies





Connected companies are better performing companies

21%

More
profitable


17%

More
productive

40%

Less
turnover

Key attributes of a connected company



The mission my company makes me feel my job is important

I know what's expected of me at work


Recognition for doing good work



My opinions seem to count

Opportunities to learn and grow

Colleagues care about me as a person



I've the materials and equipment to do my work right

At work, I have the opportunity to do what I do best every day.

My associates or fellow employees are committed to doing quality work.



Sheryl Sandberg to All FYI

March 23 · 🌐

I joined Facebook because of this team and because of the company's mission. A lot has changed in 10 years, but I still feel that way — and I believe in our mission even more.

I want to thank all of you, my colleagues at Facebook. You've challenged me to think about things differently — to learn and to grow. During my highest highs, you've been there to celebrate with me. And during my lowest lows, you've been there to help lift me back up. Together we're building products that have more impact than I could've ever imagined. You've become another family to me and I'm deeply grateful to all of you.

As the posters on our walls say, the journey is 1% finished. I have a lot more to learn and we have a lot more to do together. There will be more challenges ahead of us, but also more opportunities.

I've never been more committed to our company and our team.

👍❤️👏 6.4K

104 Comments · 2 Shares

❤️ Love

💬 Comment

➦ Share

View previous comments

3 of 100



Jean Anderson Congratulations and thank you for all you do. So enjoyed Lean In circle and engagement at Cisco. What a positive impact for all of us.

Like · Reply · 9w

👍 1



Michael Devine My favorite memory of you from the last 10 years is from one Taco Day in the old Cafe X in Palo Alto.

The way I remember it goes like this: there was a huge line of employees to put toppings on their tacos at a small table that was up against a wall... See More

Like · Reply · 8w

👍 3w



Julien Lesaichere is 🥳 feeling excited.

December 8, 2017

Welcome **Cyrus Akrami**

I am excited to welcome **Cyrus** to the EMEA Workplace team. Cyrus is joining as the team's first Market Development Manager, based out of London.

Cyrus is joining us from Dropbox where he spent the past 4 years in a variety of sales roles in San Francisco, Dublin, and London. He helped grow Dropbox Business from SMB to enterprise, and I'm excited to see what insights he will bring about scaling sales teams and about the future of collaboration platforms.

As MDM, Cyrus will be in charge of the emea wp mid term enterprise pipeline. 4 key priorities 1/ Engage with large Private Equities and VC firms to bring companies on their portfolios on Workplace 2/ Work with the business associations (CDOs, CIOs, Internal Comms...) 3/ develop our relationships with communities in Retail, Travel, Business Services industries 4/ Work on special projects (ie: new focus on education) to validate business opportunities before scaling things up.

👍❤️👏 49

26 Comments · Seen by 1.3K

👍 Like

💬 Comment

➦ Share



Philippe Benamara Welcome to the team **Cyrus Akrami**

Like · Reply · 1y

👍 2



Gabriel Loftus



A person wearing blue jeans and sneakers is walking on a brick path. The image is partially obscured by a dark blue overlay.

01

Lead with
Authenticity

A man wearing a straw hat, glasses, a purple sweater, and a yellow backpack is standing on a train platform, looking at a smartphone. The image is partially obscured by a dark blue overlay.

02

Redefine the
Knowledge
Worker

A woman with long dark hair and glasses is looking at a smartphone. She is wearing a red cardigan over a black and white striped shirt. The image is partially obscured by a dark blue overlay.

03

Augment
business
workflows

A person wearing blue jeans and sneakers is walking from left to right in front of a dark metal gate. The scene is dimly lit, with shadows cast on the ground. A small white circle with the number '01' is positioned near the person's legs.

01

Lead with Authenticity

Creating transparency between leaders and employees crafts a clear line of sight that allows employees to understand the impact of their contributions to the organisational strategy. – Deloitte Human Capital Trends Report, 2019





Simon McNamara was live.

Wednesday at 09:29

Ask Ross live with **Ross** and Simon



👍❤️😞 575 160 comments 46 shares 8.7K views

👍 Like

➦ Share



Ross McEwan

Tuesday at 16:23

Reminder that I'll be answering your questions live on Workplace on Wednesday morning 09.25 - 09.55 am UK time. **Simon McNamara**, our pioneer of Workplace, will be joining me for the session.



In addition to Starbucks and RBS, other leaders are embracing authentic leadership

virgin atlantic



Craig Kreeger

22 September at 10:31 · 🌐

Thanks to Matt Murray and Simon Williams for spending some time with me this morning showing me what it takes for line engineering at LGW to turn an aircraft. Fantastic. Cheers. CK



👍 Like 💬 Comment ➦ Share

👤 Matt Stewart, Dan Buckingham and 32 others

1 share



Matt Murray Thanks for coming down Craig

👍 Like 💬 Reply 🌐 1 22 September at 10:39



Write a comment...



ELKJOP



Jean Ivar Semliach

August 19 at 3:45pm

Today, we have been updating our UK owners around our Nordic business. They are impressed by our OI - so it's for us just to continue the hard work. Please find attached interview with our CEO, Erik Gustaf Senatorud and his reflections as well as our COO, Per Wernersson. Note second video a bit of noise since 2,200 people working in UK Head Office in open landscape... Thanks by the way to the Telecom team for providing me with a wireless Huawei selfie stick for this take!... See More



👍 Like 💬 Comment ➦ Share

DANONE
ONE PLANET. ONE HEALTH



Connected Leaders are Better Leaders

2:1

Employees
prefer to work
for a digitally
active CEO

73%

Employees feel
it's important
for CEOs to be
active on social

48%

CEOs in the
S&P 500 and
FTSE 250
with social
media
presence



02

Redefining the knowledge worker



14%

of employees
feel connected to
HQ



48%

of employees feel head
office understands the
role they perform



54%

of employees feel
they are voiceless
at work



95%

of business leaders
recognize the value
of collaboration tools

**COMMUNICATION
BREAKDOWN**

**IDEAS
LOST**

**EMPLOYEES
DON'T FEEL
VALUED**

**.. BUT
BUSINESSES
ARE CHANGING**

Research by CensusWide, "Deskless Not Voiceless", Commissioned by Workplace by Facebook, June 2019



“ We thought Workplace would solve top down/bottom up communication, but it actually created peer to peer communication, creating a true community feel. This was a win-win for all of us

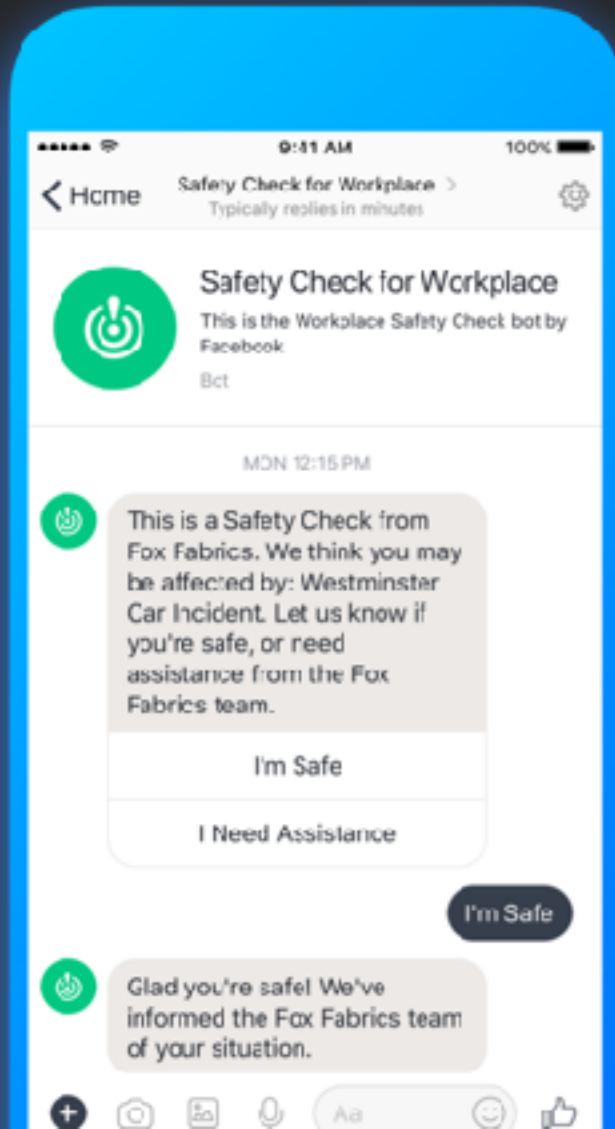
EMILIE MAUNOURY

CLARINS



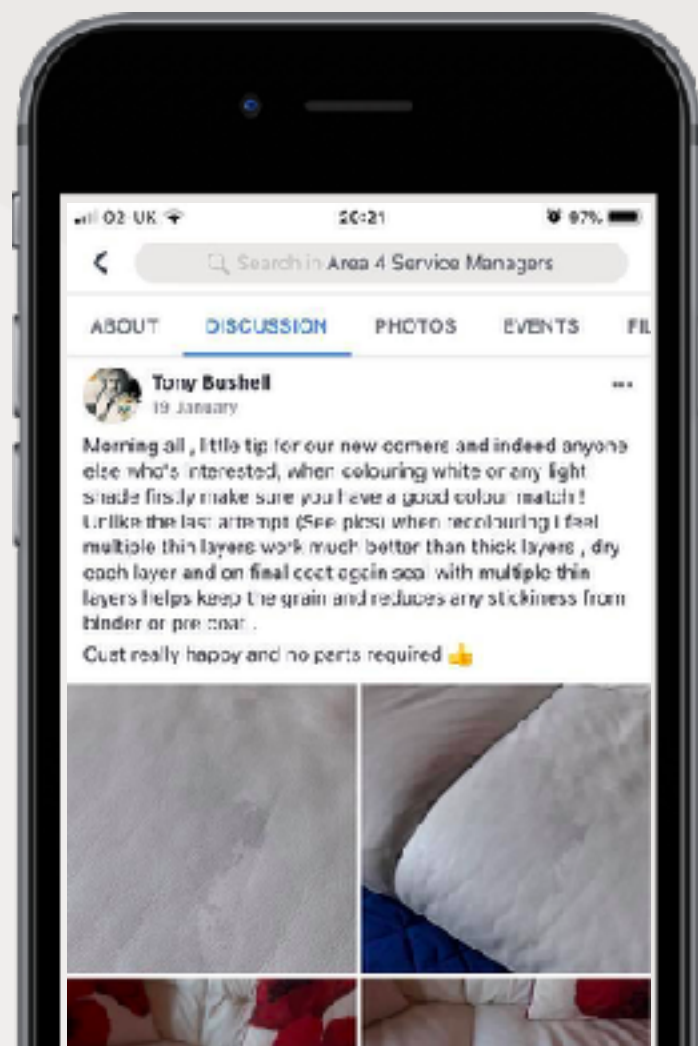
- 95% adoption
- NPS at 91%
- Mobile adoption at 97%
- **Employee retention up 6%**

CLARINS

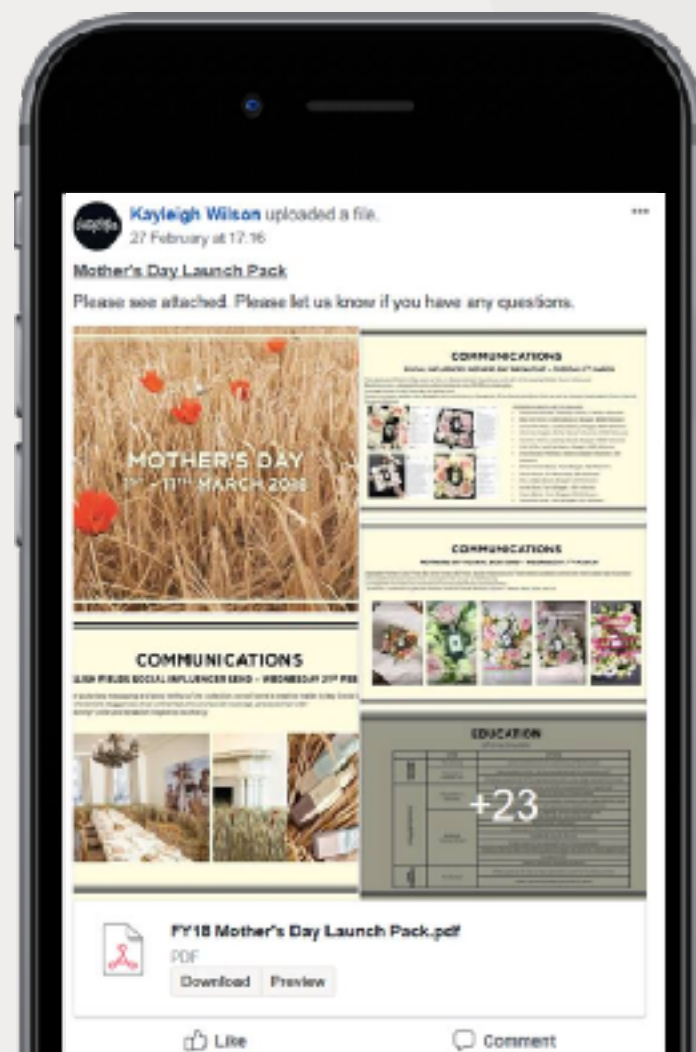


70%

OF WORKFORCE
IS FRONTLINE



ESTÉE LAUDER





03

Augmenting Business Workflows



Virgin

“Doug McMillon’s ownership of social media has **changed the game** for this company. He understands that if connects us, drives us, and builds morale within the store. His presence gives that extra ‘spark’ we all need.”

Erica Lewelling, Walmart
Associate
Store #742, Kingsport,
Tennessee





A person wearing blue jeans and sneakers is walking on a sidewalk. The image is partially obscured by a dark overlay.

01

Lead with
Authenticity

A man wearing a straw hat, glasses, a purple sweater, and a yellow backpack is standing on a train platform, looking at a smartphone. The image is partially obscured by a dark overlay.

02

Redefine the
Knowledge
Worker

A woman with long dark hair and glasses is looking at a smartphone. She is wearing a red cardigan over a striped shirt. The image is partially obscured by a dark overlay.

03

Augment
business
workflows

A woman with long brown hair is sitting on the floor in front of a large, dark wooden bookshelf. She is wearing a white VR headset and a blue and white striped long-sleeved shirt. Her arms are crossed. The bookshelf behind her is filled with many books of various sizes and colors. The lighting is soft and warm, creating a cozy atmosphere. The text "Turn your company into a connected community" is overlaid in white, bold, sans-serif font across the center of the image.

**Turn your company into
a connected community**