



WRIKE  
PRODUCTIVITY  
TOUR

# Deploying The Wrike Way

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Wrike Professional Services





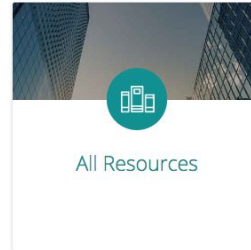
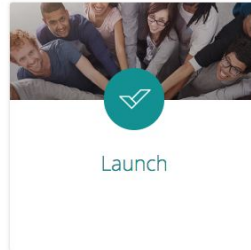
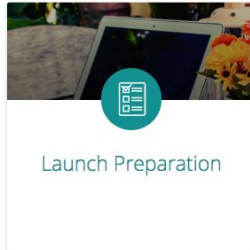
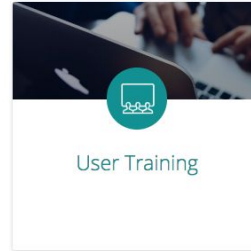
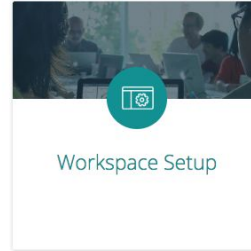
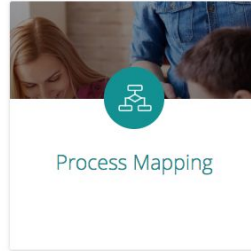
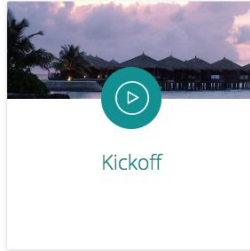
# WRIKE PRODUCTIVITY TOUR

## Agenda

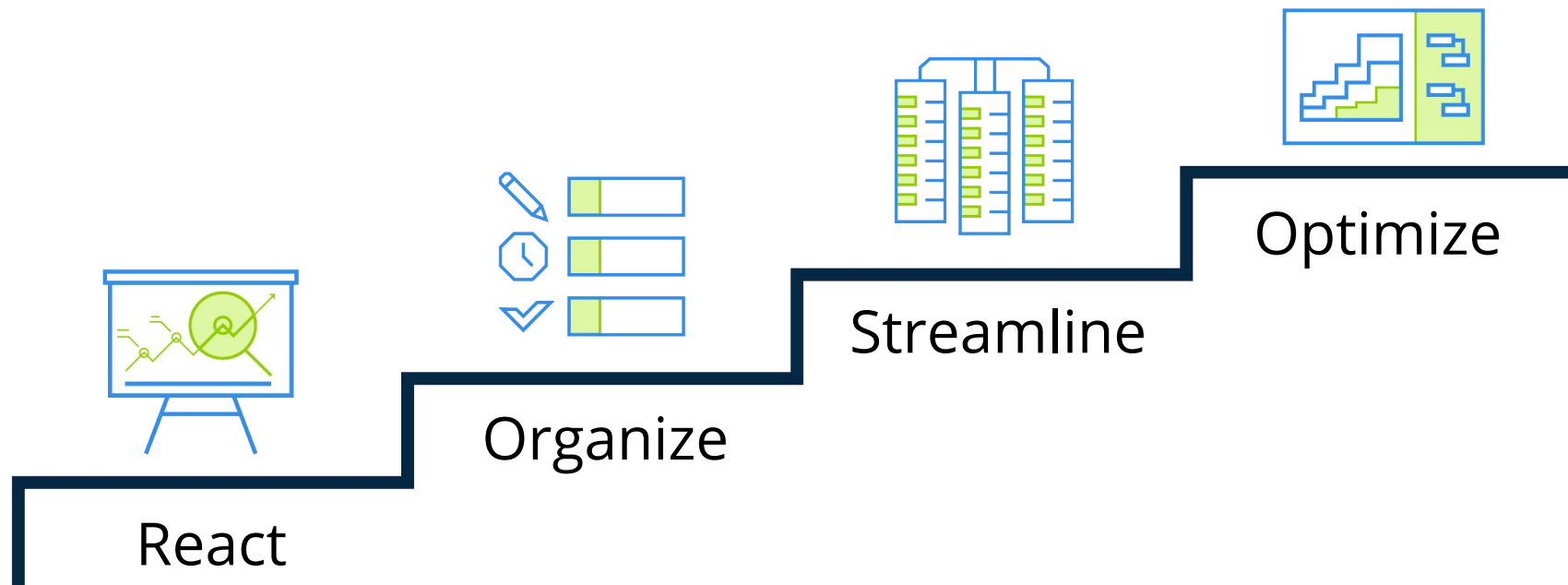
- The Wrike Way in summary
- Scenario & Assumptions
- Using best practices to move upstream
- Review
- Q&A





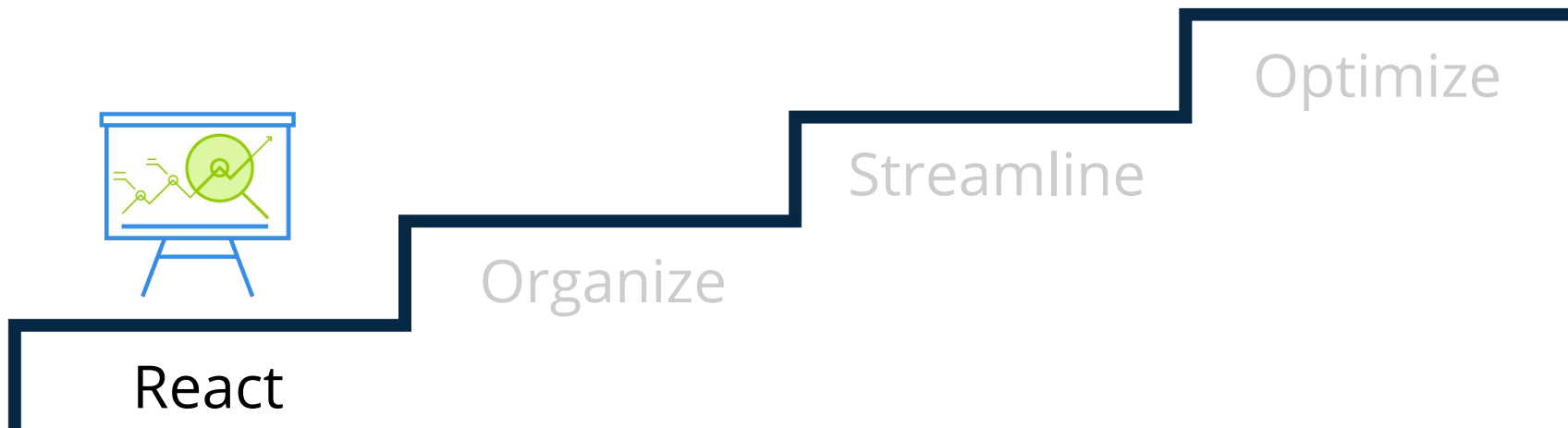


# Increased Work Management Maturity Leads to Improved Organizational Velocity



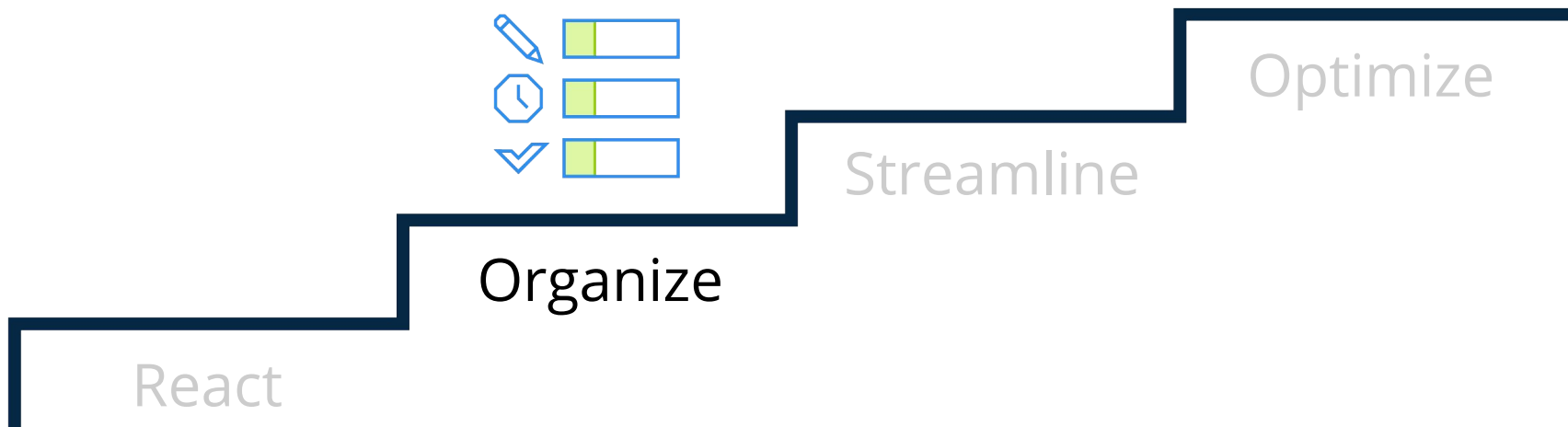
# Different Companies Fit Into Different Levels of Maturity

Ad hoc and on defense, with little visibility and few, if any, established processes. This is typically a pre-Work Management stage.



# Different Companies Fit Into Different Levels of Maturity

You've created basic processes and established a single source of truth for your most important work.



# Different Companies Fit Into Different Levels of Maturity

You've improved process efficiency and extended your work management system to capture as much work as possible.



Streamline

Optimize

Organize

React



# Different Companies Fit Into Different Levels of Maturity

Execution becomes a competitive advantage. Your organization is running like a well-oiled machine, with aligned priorities, proactive reports & alerts, and continuous improvement cycles.



Optimize

Streamline

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React





Advancing to next stage requires that you master these four success keys at your current stage

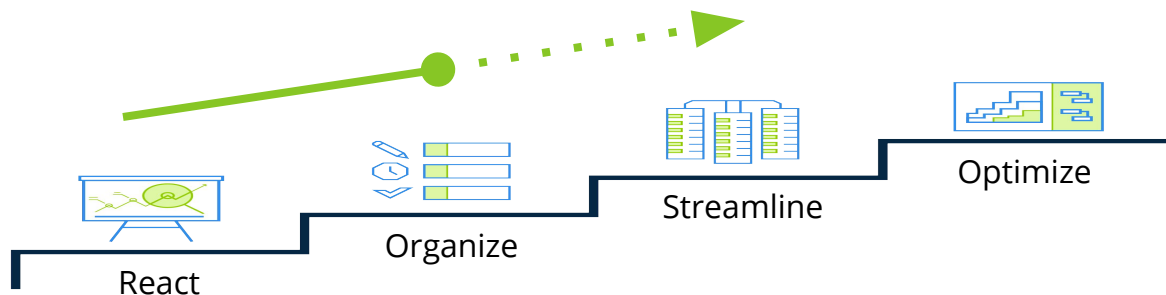


# Our Scenario

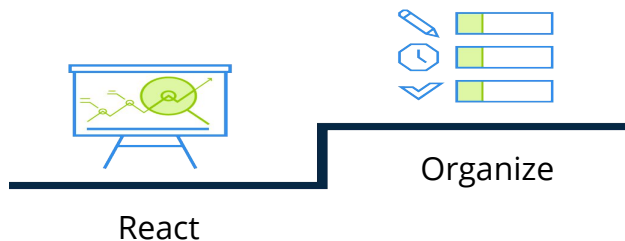
Your organization likely began in **React** stage

Your organization is likely now in **Organize** stage

Our goal now is to propel you to the **Streamline** stage



# React → Organize Assumptions



Your project work is contained within Wrike (**planning**)

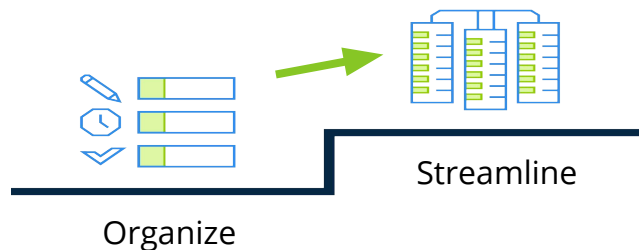
You've established project templates (**planning**)

You utilize request forms for intake of requests (**workflow**)

You've organized your folder structure, allowing for a cleaner workspace (**visibility**)

You've greatly reduced the number of emails (**collaboration**)

# Now on to Streamline



## Best Practices

- **Planning** Expand the use of work management system to include a broader scope of work efforts, including work ideation & resource planning phase
- **Planning** Plan, prioritize and balance work efforts with an understanding of resource utilization and availability.
- **Workflow** Address bottlenecks, then automate and streamline processes to improve throughput and quality.
- **Collaboration** Improve individual productivity by having team members prioritize and manage their individual tasks in the work management system.
- **Visibility** Enhance and extend reports and dashboards to provide visibility to upper management, key stakeholders, and the full team.





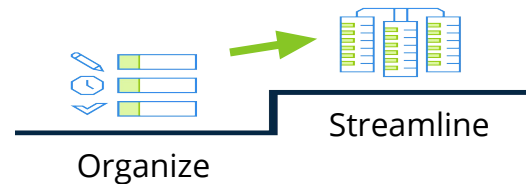
# Best Practices

**Planning** Expand the use of work management system to include a broader scope of work efforts, including work ideation & resource planning phase



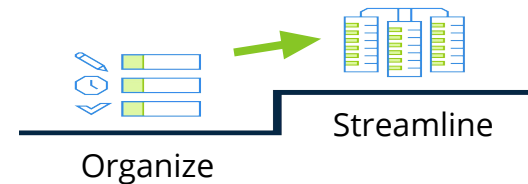
Implement additional use cases within Wrike (e.g., ideation phase, performance tracking, etc.)

Track and report on additional data elements with custom fields (e.g., priority, additional task attributes, flagging tasks, etc.)



# Best Practices

**Planning** Plan, prioritize and balance work efforts with an understanding of resource utilization and availability.



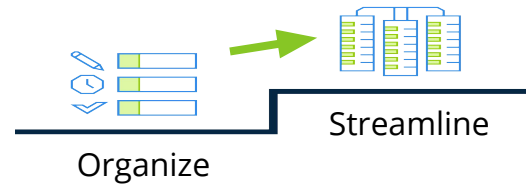
Build total effort into project templates

Assess overall resource availability within Workload View

**Wrike**  
Demo

# Best Practices

**Workflow** Address bottlenecks, then automate and streamline processes to improve throughput and quality.

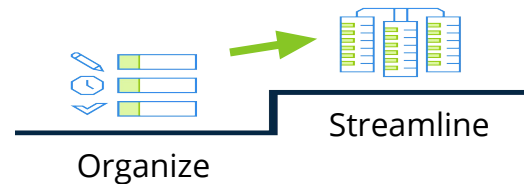


Automate Workflow by utilizing Request Forms and Project Templates in tandem

**Wrike**  
Demo

# Best Practices

**Collaboration** Improve individual productivity by having team members prioritize and manage their individual tasks in the work management system.



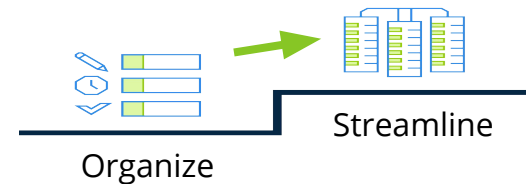
Personal folders to encourage adoption

Track and expose non-project work (administrative, overhead, etc.) for more precise resource management



# Best Practices

**Visibility** Enhance and extend reports and dashboards to provide visibility to upper management, key stakeholders, and the full team.



Create Dashboards to drive weekly meetings

Share Report and Timeline snapshots with anyone outside of Wrike

*More in Advanced  
Dashboards and  
Reporting session!*



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# Thank you!!!



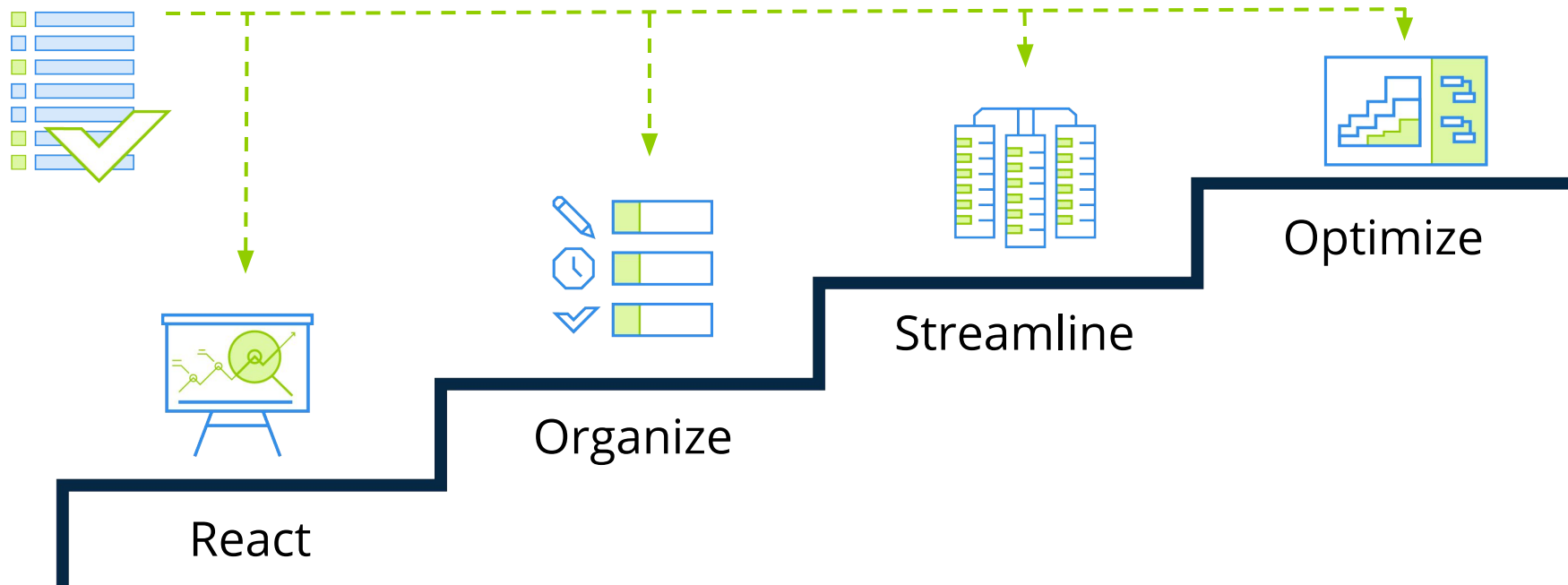


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# Extras

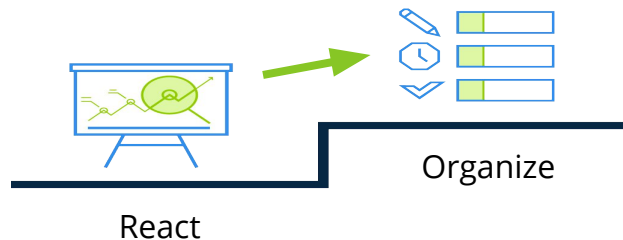


# Coming soon: Assessment Surveys





# Moving from React to Organize



## Best Practices

- **Workflow** Identify and standardize core processes for intake, execution, and delivery.
- **Collaboration** Capture work content, requests, assignments, and due dates of core work efforts in a centralized work management system that can sync with other applications.
- **Planning** Create a common How-To Guide to capture "rules of the road" for multiple teams to collaborate efficiently inside the work management system.
- **Collaboration** Use work management system instead of email and spreadsheets to collaborate, and to communicate status real-time, preserving meetings for decision-making, ideation and collaborative execution.
- **Visibility** Begin with the end in mind: Establish success criteria, and create dashboards and reports early on to give you visibility into most important aspects of your work.

