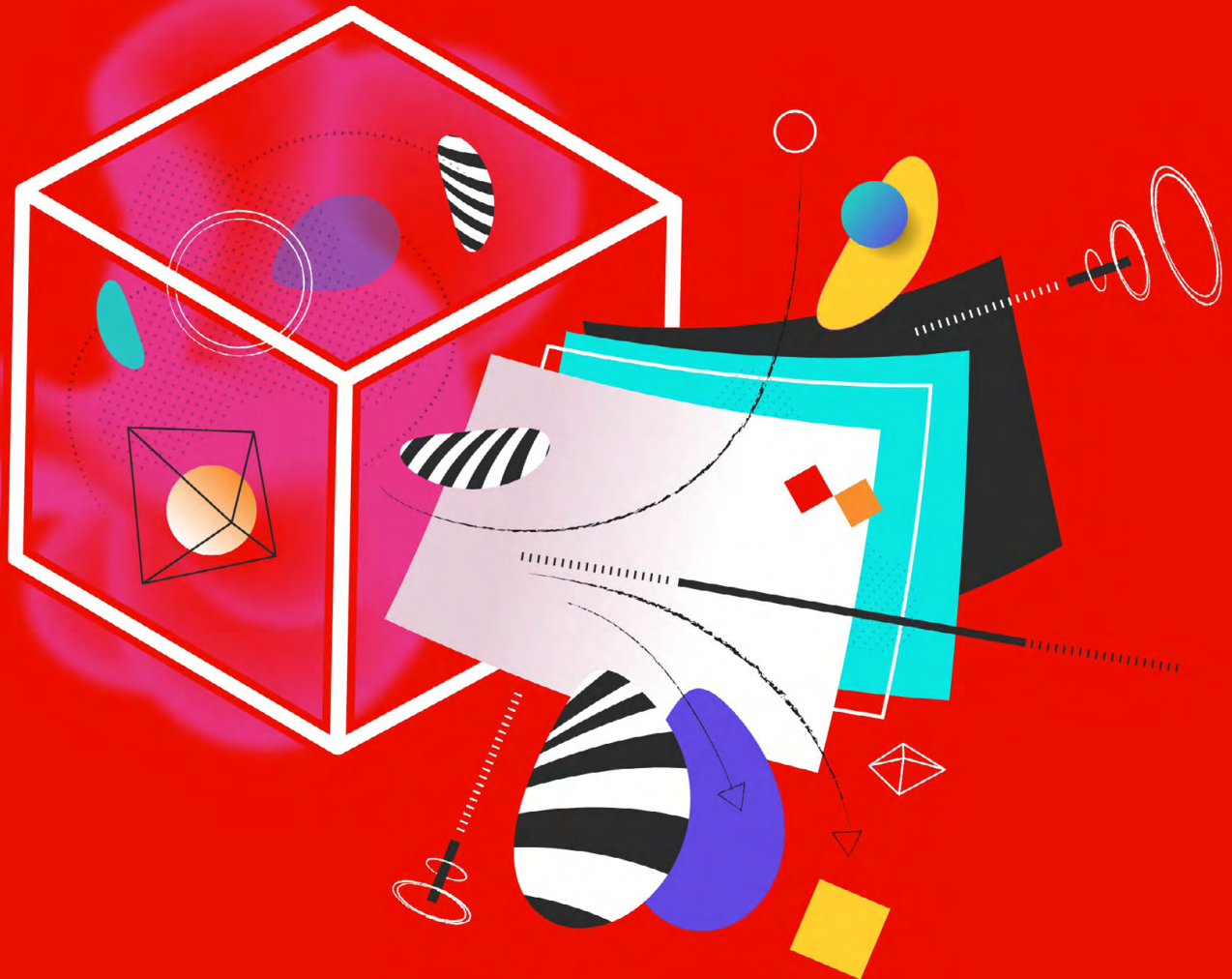





EBOOK

The in-house powerhouse:

Proving your creative team's company-wide value starts with a smarter workflow.



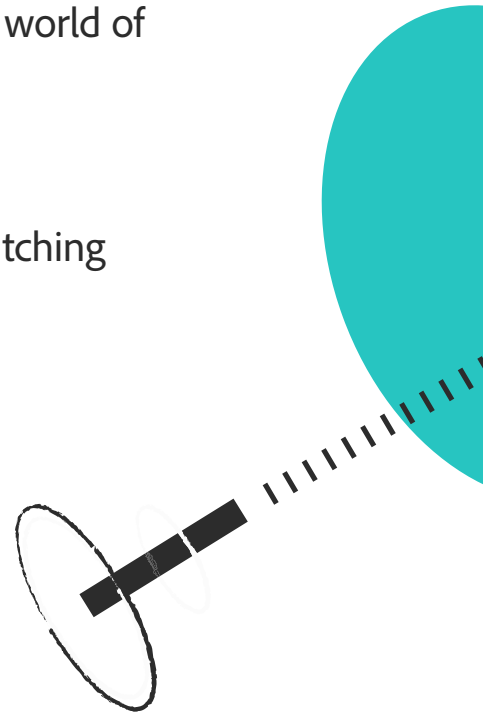


You're a creative—not a juggler. Yet you, like most creative leaders, probably spend your days performing a near-impossible balancing act managing workloads, competing priorities, rush jobs, revisions, versions, and reviews. Not only are you caught in a swirl of moving parts and spread across an entire organization, but you constantly have to justify the resources you need, the timelines you require, and the recognition your team deserves.

If your company could understand what you do, not only would your team gain added respect—you'd also gain the support that comes with that. When your team can show the insights that demonstrate your real value to the company, a world of opportunities opens up:

- Justify the resources and budgets you need
- Be entrusted with the best projects rather than watching them get outsourced
- Have a seat at the decision-making table
- Get the recognition you and your team deserve

It's all achievable with the right processes and solutions in place.





1 **Build trust in your team:**

Get more visibility—and reliability—than ever through data-driven timelines.

Meeting deadlines is massively challenging when you have limited resources, heavy workloads, and an ongoing pileup of requests. In one survey, 59 percent of in-house professionals ranked managing heavier workloads as their biggest challenge, and 69 percent said they work more than 40 hours per week. As the number of corporate initiatives continues to rise, meeting deadlines will remain a challenge. But if your colleagues and in-house clients don't understand the challenge, they certainly can't help with the solution.

The key: tracking your work. Not only does it make accurate and reasonable timelines possible—it also builds trust that your team can deliver.

Tracking the time that goes into your work:

The first step toward timelines you can actually achieve.

All too often, timelines are based on a fuzzy combination of intuition and educated guesswork, with the squeakiest wheels adding pressure to the process. By collecting and measuring historical data around how long tasks and projects should take, you can build timelines that you can achieve and your in-house clients can count on.

The data will then give you a picture of what to expect for a phase or a full project, so you'll have metrics you can not only meet but you can also point to as justification for stakeholders. It's a significant step toward keeping workloads under control.

By tracking the time, you'll:

- Know how long team members have historically spent on similar undertakings
- Make good estimates based on previous history
- Provide stakeholders with deadlines that are reasonable for all

Currently, only a little over half of in-house creative teams are tracking the time their work takes. And they're missing out on an opportunity to use valuable data to improve their workflows and demonstrate their worth.

WHAT YOU'LL GAIN:

You can manage what you can measure.

When you know how long each piece of a project should take, you can create deadlines you can meet without working late nights and weekends. And if it's not the deadline your client wants, you can clearly explain why you need the time you do—with data to back you up. According to Rena DeLevie, a creative operations business coach, communicating clearly with clients and consistently delivering as promised will most likely get you "bigger budgets and longer lead times," because your value, credibility, and proficiency will be more obvious.

You'll also be able to track your cost savings compared to outsourcing by calculating:

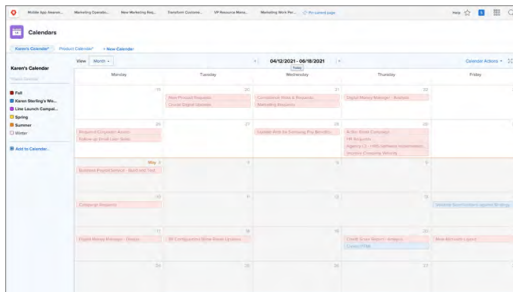
- The time it takes to complete specific tasks and your costs
- What a vendor would charge for the same work
- The savings of keeping key projects in-house vs. outsourcing them
- If applicable, your client chargeback rate

Analyzing the margins between the above rates can be an important indicator of the cost efficiencies and value you're creating for your organization. With data you can point to, your team will only continue to grow and gain credibility—and gain the resources needed to do their best creative work.



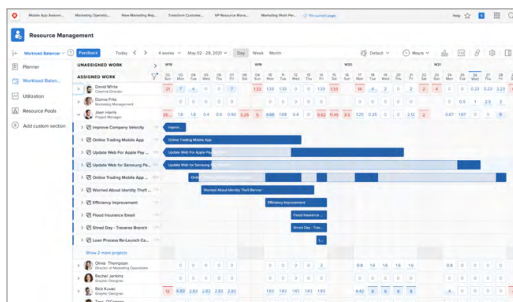
Tracking and entering your tasks in Adobe Workfront is as simple as it is valuable.

Adobe Workfront tools and features are built to let you reap all the benefits of entering and tracking your tasks.



Calendar

Easily see when each portion of your project is due. You can also share these calendars with team members, stakeholders, or any email address to give additional visibility into dates and status when needed.



Workload Balancer

Creative leaders have the ability to not only see who is available on certain days or weeks, but the platform also shows what they are working on, so priority decisions can easily be made.



2 Get strategic:

Channel the power of prioritization so the right things get done in the right order—no burnout necessary.

If you're like most creative teams, you're overwhelmed with requests and constant interruptions—everything from small banner ads to large lead generation email campaigns. And no matter how hard you work, it's tough to get ahead when the requests just keep coming.

When you lack a good system for prioritizing or evaluating jobs based on their strategic value, current workloads, and other important factors, you end up working on whatever project has the soonest deadline—or whichever internal client is chasing you down hardest.

The danger in saying “yes” to the constant, disorganized flow of requests is that “the price of a ‘yes’ goes up with each green-lighted project, following the law of diminishing returns,” says Jon Weinstein, a leading project management expert. “The more projects an organization undertakes at one time, the less focus it retains, the less speed it acquires, and the less resources it has to put to any single project.”

The only solution is to strategically plan. If you can gather visibility into all work requests by streamlining and standardizing the process, you can examine how all the work is laddering up to your company's larger goals. You can then make crucial decisions about how to prioritize projects, budgets, and people, and you can shift on the fly and reallocate resources whenever things change. Suddenly, you're not adrift—in fact, you're right in the flow.

Standardization is power:

Gather work requests in a centralized place and get into strategic alignment.

By understanding your organization's strategic goals and prioritizing work accordingly, your team will be better able to show their value. Start by standardizing your work request process so that everything goes into the same pipeline. (As you know too well, scattershot requests coming in through email, chat, meetings, and in-person chats are tough to organize.)

But if every request can come in through a standardized form that's then weighed against strategic goals, you have a clear picture of what to prioritize, what to push back, and what to say no to. You can accurately project how much time a given request will take and can factor that in, too.

This lets your team work on the right work, in the right order. You can focus first delivering ROI for the company—instead of pet projects or requests coming from the most insistent individuals.

“ Before, we couldn't plan capacity. With Adobe Workfront, we can see request types' volumes, so we're able to ask the right questions: 'Do we have enough internal resources to deliver what people are asking of us? How much are we spending? Do we have the right agencies on board?' Since we can see what we're delivering internally versus outsourcing, we're able to find data-driven answers to those types of questions before making decisions.

Amy Potts

Global Senior Manager, Creative Operations
Sage





WHAT YOU'LL GAIN:

When you create order, you create ROI.

When you gain control of the work request process and can see all requests in one place, who's working on what, and where it is in the process, you'll be able to:

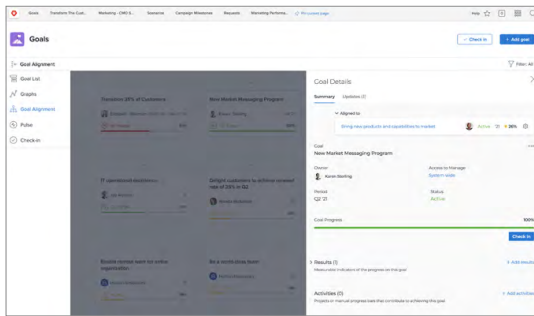
- Evaluate which project offers the most value, and score according to their priority level
- Allocate your resources and move strategic projects to completion more quickly
- Create a higher ROI for the organization by completing the most strategic projects first
- Save time by eliminating confusion, fire drills, and requests that aren't priorities

In a recent study, 65 percent of organizations that successfully completed an above-average number of strategic initiatives also reported well above-average financial performance and strategic implementation. It goes to show that by setting priorities—such as working on an important new product campaign that will increase your company's market share before designing an internal newsletter template—you help add to the bottom line and build respect across your organization, too.



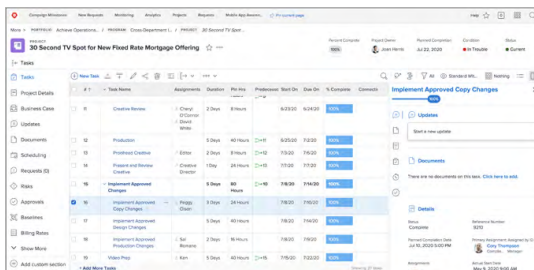
With the right tools, visibility is clear and prioritization is a cinch.

Adobe Workfront features are built to let strategic prioritization naturally direct your workflow.



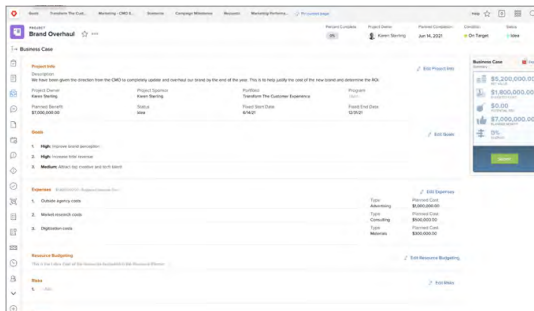
Adobe Workfront Goals

Whether you're defining strategic objectives and KPIs, sharing that vision across your company, or planning and prioritizing the work to achieve those objectives, Workfront Goals can help.



Team space

Quickly see your team members' most recent updates, what they're working on, and how they've sorted their priorities. You can comment on those tasks and let them know if priorities need to shift.



Business case builder

Weigh or compare individual requests against what's already in the pipeline and your company or department's strategic goals. You can make sure your team focuses on the most valuable jobs.



3 Put time on your side:

Eliminate unnecessary rework and inefficient reviews—you can put those hours to better use.

If you're spread thin, at least you're in good company—roughly 70 percent of creative professionals say they need more “creative time.” But that's tough to carve out when your team is already putting in long days and still facing pressure to get more done.

One of the biggest hassles jamming up progress is often the approvals and revisions process. It's a challenge to get stakeholders to weigh in, consolidate feedback, resolve internal questions and debates, and convey feedback quickly so tasks can stay in order. All too easily—and all too often—one of these steps hits a snag. A designer may add copy to a web page before it's approved, or a late-stage reviewer might throw a curveball.

Avoid this kind of unnecessary rework by standardizing workflows for different project types. It turns the process for reviews, proofing, and approvals into a smooth flow that's clear, organized, and properly ordered—saving headaches and time for creatives.

Process makes perfect:

Use project templates, digital creative brief submission, and automated workflows to stay ahead of the game.

You may think more forms take more time—but these aren't those kinds of forms. With the right work management system, you can templatize the workflows for the types of work you handle most often, like eBooks, video content, web design, and email blasts. This saves your team tedious effort assigning tasks, handoffs, reviews, and delivery over and over—which opens time for their greatest thinking.

And anyone creating a new job request can do so in a creative brief they fill out, categorize, and put into your request queue, where you can see and prioritize the big-picture view. These briefs and templates capture all the relevant job or project information before your team starts working, reducing the number of iterations you do due to rework and mismanaged requirements and expectations.

On top of that, an automated review process can eliminate many of the most painful parts of the creative journey—you can create a chain of custody tracking, a clear approval process, and visibility into each stage to see who has reviewed and approved. The proofreading process can be simplified too with digital proofs, notations, and comparisons between visuals and copy.

WHAT YOU'LL GAIN:

Streamlined workflows, improved productivity, and higher creative output.

With 25-40 percent of all spending on projects wasted as a result of rework, using creative briefs and templates can add significant value by saving both time and money:

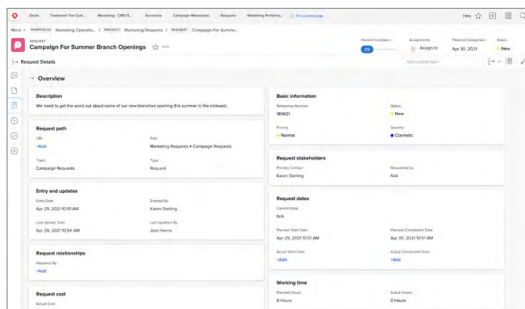
- Get the information you need at the right time from the right people
- Set clear expectations and reduce the amount of time spent waiting on approvals
- Eliminate unnecessary rework that occurs because steps get done in the wrong order
- Ensure no steps in the process get missed

With project steps clearly outlined and communicated, your approvers can see the schedule and understand how their delays impact the entire project timeline. Meanwhile, your team can see when to start specific tasks (or wait)—if your web designer can see copy hasn't been approved by all the right people, they can wait to flow it in. And even more important than saving rework time, you'll free up bandwidth for more fulfilling creative tasks like coming up with your team's next big idea.



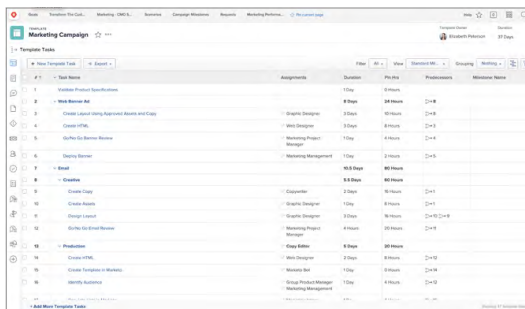
A creative process free of snags and setbacks.

The creative brief request tool and creative asset templates in Adobe Workfront save your team time and headaches.



Custom creative briefs

Your request forms and incoming work requests arrive complete, with all the information you need to get started—reducing the amount of back-and-forth typically needed before new jobs can begin.



Custom templates

There are templates for each type of job or project your team does, so you don't have to waste time starting from scratch each time. You can even draw from a repository of blueprints from proven work and project templates. And you can streamline your approval process by creating templates that designate and track who and when approvals will occur in your workflows.



Adobe Creative Cloud plug-in

If you have the Adobe Workfront plug-in for Adobe Creative Cloud, the creative team can perform every single one of these steps throughout the process within their normal Cloud programs, getting notifications, seeing reviewers' comments, and tracking where each deliverable is in its approvals journey.



4 Consolidate and integrate:

Too many tools will spread your team thin.
There's a better way.

The average creative professional uses 13 different methods to control, communicate, and manage their own projects. Throw in the Creative Cloud and Adobe Experience Manager tools your teams work in, and it's a lot of windows competing for focus and attention.

Not only does this platform pileup slow your work, but it makes it incredibly difficult to track the data behind what you're achieving. It's incredibly inefficient for creatives to hop back and forth to gather feedback then dive into the Adobe tools where their work actually happens.

The only solution is to streamline, centralize, and standardize in a way that lets everyone—especially the creatives—work within the programs they've already got open on their desktops.

Streamline to cut through the noise:

Eliminate excess tools, and tap into your data while you're at it.

To successfully manage your teams, multiple campaigns, tight deadlines, and budgets, you need streamlined work processes and tools that keep your teams connected and make collaboration easier. According to one senior analyst at Forrester Research, "Consolidating tools offers many benefits, including real tool integration, better service perspective, quicker incident resolution, and higher service reliability."

Here's how:

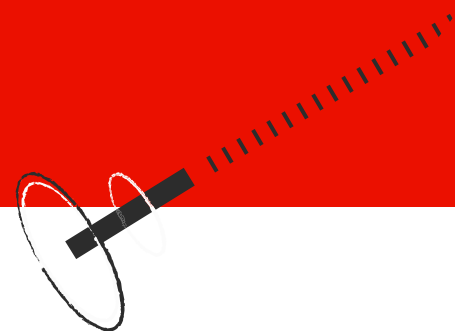
- Standardize the tools your team members are using so all work stays in one system.
- Look for a tool that has multiple functions so you can consolidate as many tools as possible into one.
- Look for solutions that allow integration between crucial tools—such as pulling workflow- and review-related tasks right into Creative Cloud and Adobe Experience Manager.
- Standardize your version registry and have the team use the same subfolder structure to store the different file types and versions.

These best practices will deliver less headaches and confusion, less scattered work data, and a better understanding of the exact status of each project.

“ Thanks to the integration between Adobe Experience Manager Assets and Adobe Workfront, Poly’s designers will be able to move back and forth between tasks on the same system. In addition to making them more efficient, this approach will give Poly greater control over the content creation process and gives everyone in marketing a greater sense of accountability.

Jenifer Salzwedel

Senior Director of Marketing Operations and Enablement
Poly





WHAT YOU'LL GAIN:

Eliminate data disparity and use it to enhance performance.

By consolidating tools, you'll be able to:

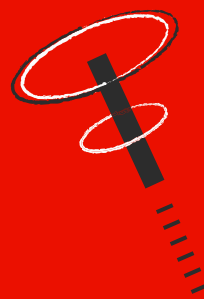
- Get data and generate reports in one place
- Save time gathering important information
- Stop having to enter data manually
- Eliminate team and informational silos
- Improve collaboration and visibility
- Make the creative work process smoother and contained within creatives' work tools

According to recent research, for every \$1 billion spent on a project, 56 percent, or \$75 million, is at risk due to ineffective communication. This means it's not just a smart move to consolidate tools so you can gather important data—it's an essential move. It lets you use your resources more wisely and demonstrate your positive outcomes to company leadership and stakeholders.

“ We were already ramping up our use of digital collaboration tools. When the pandemic hit, we had no option but to accelerate those efforts, and that's been a gift. Today, we can take the creative process that happens by being together and building on each other's ideas in person, and make it possible virtually. Our creativity isn't limited because we don't sit next to each other.

Robyn Tombacher

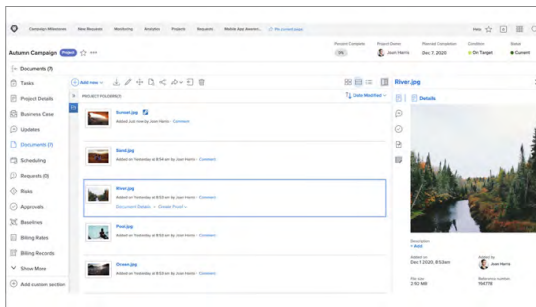
Global Head of Workforce Management
WPP





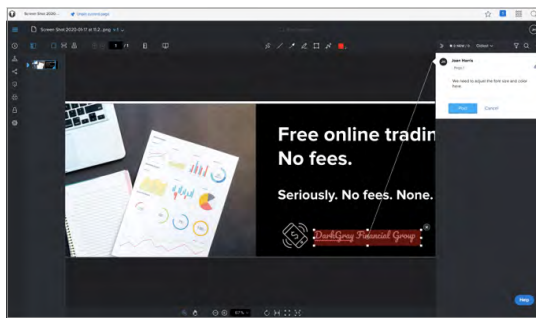
One tool does the work of many—so you can focus on your work.

Adobe Workfront provides a centralized location for all of your workflow needs, including:



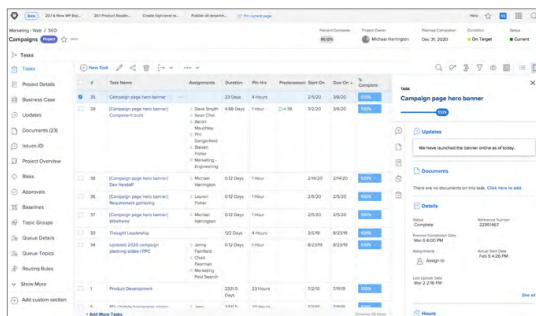
Digital asset management

Store, view, proof, and approve all of your documents and digital assets in one place—and within the context of the specific task and project they are tied to.




Digital proofing

Upload creative assets to a task and then use the Digital Proofing and Approvals features to view drafts, request and provide feedback, share assets, and get approval in one place.



Real-time update streams

Embrace the collaborative capabilities—commenting, real-time update streams, and notifications—to keep work, communication, updates, and data in one place, in the context of the work being done.



5 Detailed metrics add up to large-scale success:

Measurement and optimization add up to empowerment and performance.

Research shows the biggest priority of 76 percent of companies is to improve the visibility and awareness of projects across the organization, and there's a good reason. If you can measure and track all the metrics behind your work processes, you know how many projects you've completed this month, how efficiently your team worked, the number of billable hours you spent on a certain asset, and how your projects create cost savings and strategic value for the organization.

To get a bird's eye view of your work—and constantly improve and optimize it—you need to not only track each aspect of your work process but also measure how it performed using clear campaign analytics data, targeting data, and project management data.

Put data to work:

Make your team more agile, creative, and successful—all at once.

When you can measure each aspect of your work, including its performance in the marketplace and the cost in terms of time, resources, and budget, you can make the best decisions and align with your greater strategic goals.

Here's how:

- Standardize the tools your team members are using so all work stays in one system.
- Look for a tool that has multiple functions so you can consolidate as many tools as possible into one.
- Look for solutions that allow integration between crucial tools—such as pulling workflow- and review-related tasks right into Creative Cloud and Adobe Experience Manager.
- Standardize your version registry and have the team use the same subfolder structure to store the different file types and versions.

You can then provide real data about what your team is doing and how your team is creating value through improvements to the bottom line or through increased revenue and reduced costs.

WHAT YOU'LL GAIN:

Turn metrics into master plans.

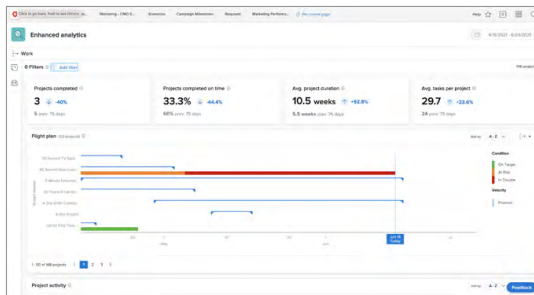
According to one study, 70 percent of marketers believe it's a competitive advantage to have access to in-depth data and the ability to translate it into insights.

You'll be able to:

- Know who is working on what to ensure it's the right work for them, know when they'll be finished, and know any dependencies
- Track and prove how much your team has done in the last quarter or year (including the number of projects, number of clients, and categories)
- Gain a holistic view of the entire asset product process—from conception and production to delivery and optimization
- Identify and eliminate inefficiencies in your work processes so you can maximize content velocity and provide more personalized experiences to your customers
- Easily create reports and dashboards to convey these insights to executives

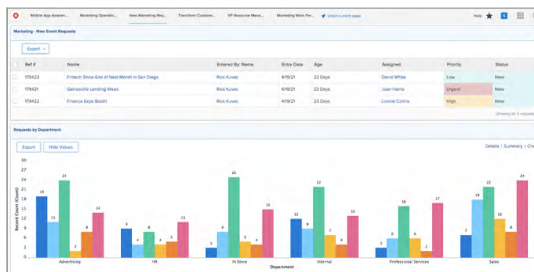
With your work and your data all in one place, new things are possible.

Adobe Workfront provides a centralized location for not only your work management but also your work measurement.



Enhanced analytics

Enhanced analytics gives you precise data and actionable insights into team and work performance.



Dashboards

Use customized Dashboards to help you and your executives or stakeholders stay up to date on all your creative projects at a glance.



Don't just prove your value. Amplify it.

In-house creative teams bring a unique value proposition to organizations—quality work, deep brand knowledge, and the ability to move swiftly and cost-effectively. You bring your customers amazing, timely content. And if you implement our five steps to streamline, strategize, and superpower your workflows, you'll not only do better work than ever, but your visibility and value will be more evident than ever.

[Learn how Adobe Workfront can change the game for you.](#)

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