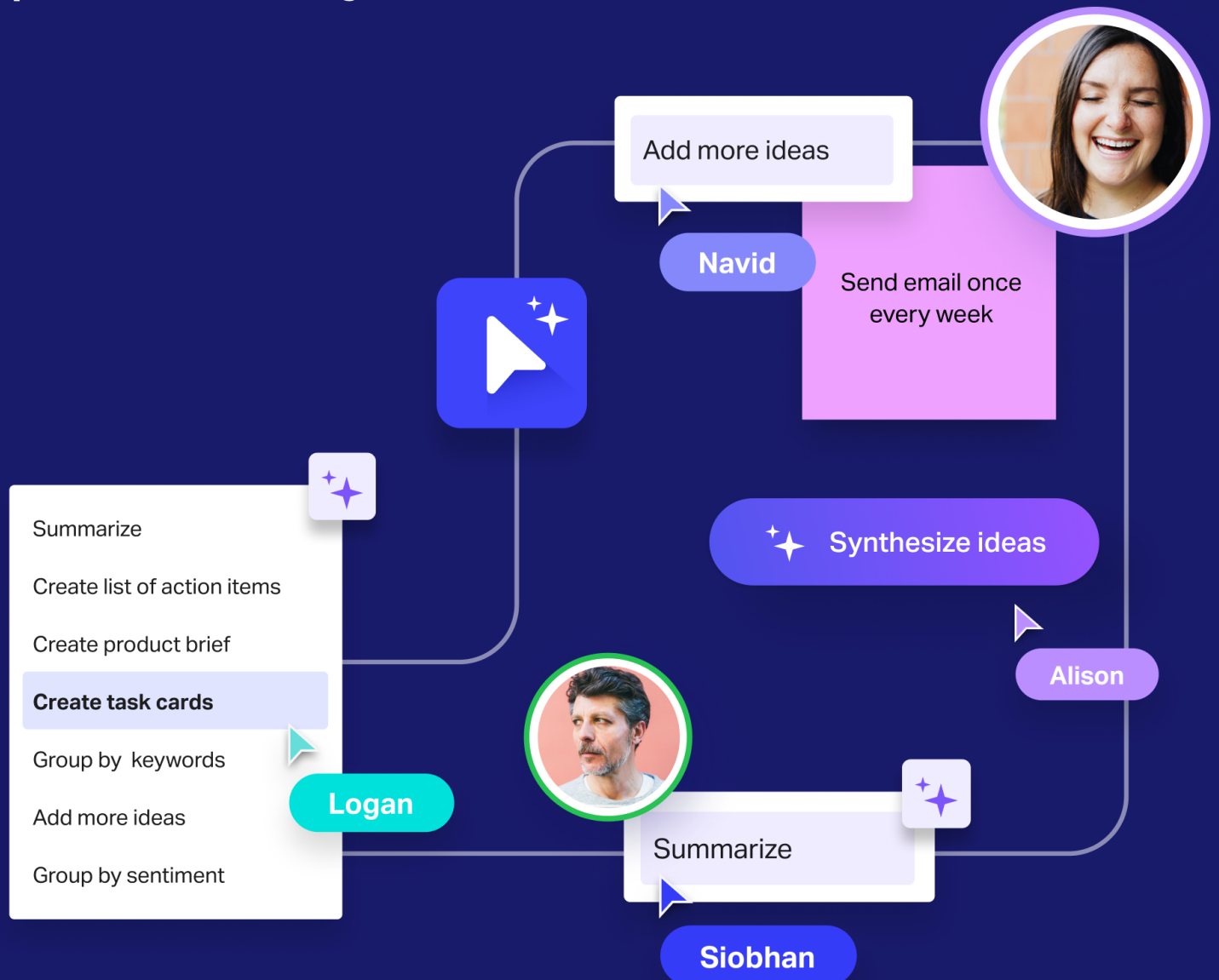A GUIDE

AI-powered collaboration:

Unlocking organization-wide productivity

Everywhere you look, everyone is talking about AI.

How will it impact the workforce? What are the benefits? What are the potential risks? As organizations continue to look for productivity and efficiency drivers, leaders are being asked to look deeper into opportunities that their teams can leverage AI to uncover areas of untapped potential.

But with the wealth of information available, it can be difficult to discern what is actually possible. Evangelists say that nearly anything is possible, while others warn of the potential negative implications. In reality, the middle ground is where teams are already seeing tremendous value from incorporating AI into their existing processes.

In this guide, we'll discuss how AI-powered collaboration can be the unlock to driving organization-wide productivity and efficiency to streamline processes and get to results faster.

What is
AI-powered collaboration?

Think of AI-powered collaboration as the secret sauce to *optimizing the way that your team is already working together*. For collaboration to be effective, teams need to be able to work together seamlessly, with access to the relevant information and the tools that they need to be able to get that work done.

Take the collaborative canvas for example. When the entire team can work together in one space, collaboration increases, the overall output of the work is better, but the synthesis and analysis of so many inputs can be time consuming. Now, imagine if that same work could be streamlined.

Enter AI.

By leveraging the power of AI, teams are able to take their existing workflows and add layers of automation to help expedite their processes and drive to results faster — enabling teams to focus their time on enhancing and refining what's already being done. This may include the automation of routine tasks which will augment employees' capabilities and free them up to focus on more stimulating and higher value adding work.[1]

How will AI-powered collaboration increase productivity?

According to a report by PWC, AI could contribute up to $15.7 trillion to the global economy in 2030. Of this, $6.6 trillion is likely to come from increased productivity.[2]

It's clear there is a significant opportunity for AI to enable organization-wide efficiency. Routine and time consuming tasks can be automated with impressive accuracy. By democratizing and effectively applying AI, teams are enabled to automate repeatable processes, synthesize data for better decision making, and assist with asynchronous collaboration—faster than ever before.

This can have outsized impact when applied to the areas where unstructured work happens. It is the time consuming next steps that come from a high volume of diverse inputs where synthesis and decisioning is needed that present a huge opportunity for efficiency gains.

2. PWC, "Sizing the prize: What's the real value of AI for your business and how can you capitalise?"

With the correct application of AI, what previously might have taken hours and days of manual work, can be done in seconds and minutes.
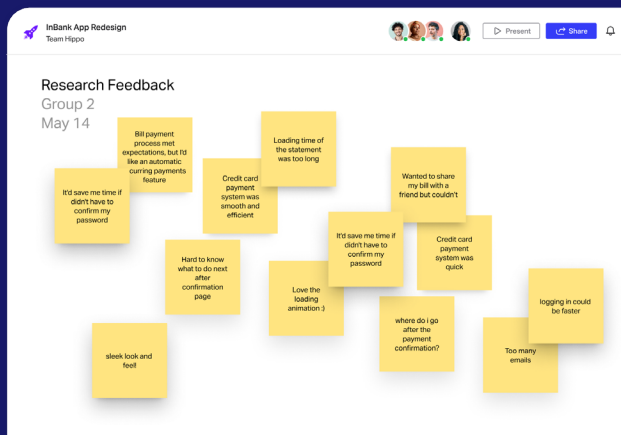
The output, while imperfect, often avoids the bias, errors, and writer's block that creeps into human work, and the time savings can be spent on refinement.

Organizations that implement AI will see more value than just the automation of their existing processes. AI can help to empower teams to make better, more informed decisions. According to a report by McKinsey & Company, AI-driven operations improves accuracy, resulting in a more reliable and efficient organization that ultimately leads to better business outcomes.[3]
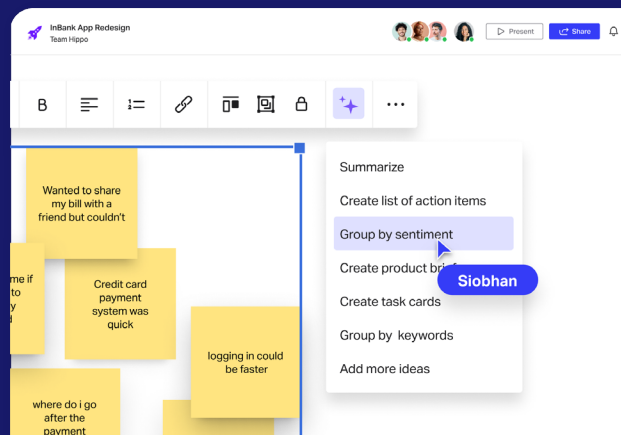
Let's take a closer look at visual collaboration. By bringing unstructured and structured work together in one place, visual collaboration tools centralize workflows and provide end-to-end project visibility for teams. Layer that with AI capabilities, and teams are free to focus on problem-solving, complex thinking, and innovation.

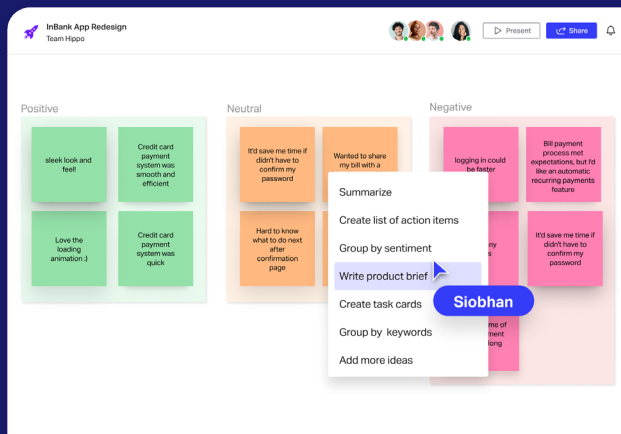3. McKinsey & Company, " AI-driven operations forecasting in data-light environments"

Here's a practical example of how AI-powered collaboration in visual collaboration can take things to the next level.

Your team is getting ready to build a new product feature. You have tons of user research and need to take into account all of the insightful feedback and ideas that you've collected.

By using AI, with a click of a button, you can synthesize all of the information in easy-to-use groupings that makes the information easy to understand and take action on. Identify trends in feedback in seconds, rather than hours.

Then, leverage AI to transform those groupings into a product brief.

All that's required is review and refinement and you're ready to go. You've saved your team hours of work, enabling them to use their energy on higher value work to move the project forward.

Key considerations
to implementing AI

Scalable deployment

Building a scalable process is critical in unlocking productivity organization-wide. A great example of this is leveraging templates. By scaling templates across the team, you can be sure that everyone is on the same page, ensuring consistency and compliance in their usage of AI.

Customization

Every business is unique, and so are your processes. The tools that you are using should enable you to create the best possible outcome for your business through the highest flexibility of implementation. Tools that are rigid in their usage of AI, limit the potential impact.

Security

Security and privacy are of course a key concern for any organization looking to implement new technology. And whether or not an organization has enabled the use of AI, employees are already using it.

A recent report states that 43% of employees claim to be using ChatGPT for work-related tasks, of which 68% are doing so without their manager's knowledge.[4]

So, in order to ensure that proprietary information is kept safe, organizations need to offer scalable, secure and authorized solutions that meet compliance and regulatory needs. In addition, clear guidelines as well as training on how AI solutions are expected to be used should be readily available organization-wide.

When exploring options for AI, it's important to ensure that the tools you are considering are not authorized to use your content to train their models. Research has shown that models have vulnerabilities and can be mined for proprietary information, so ensuring that data is not being stored or used for training in a corporate implementation is critical.[5]

4. Fishbowl App, "70% Of Workers Using ChatGPT At Work Are Not Telling Their Boss; Overall Usage Among Professionals Jumps To 43%"
5. Harvard Business Review, "Generative AI Has an Intellectual Property Problem"

Dos and Don'ts of AI for collaboration

Now before you're off to the races, let's cover some helpful dos and don'ts to remember.
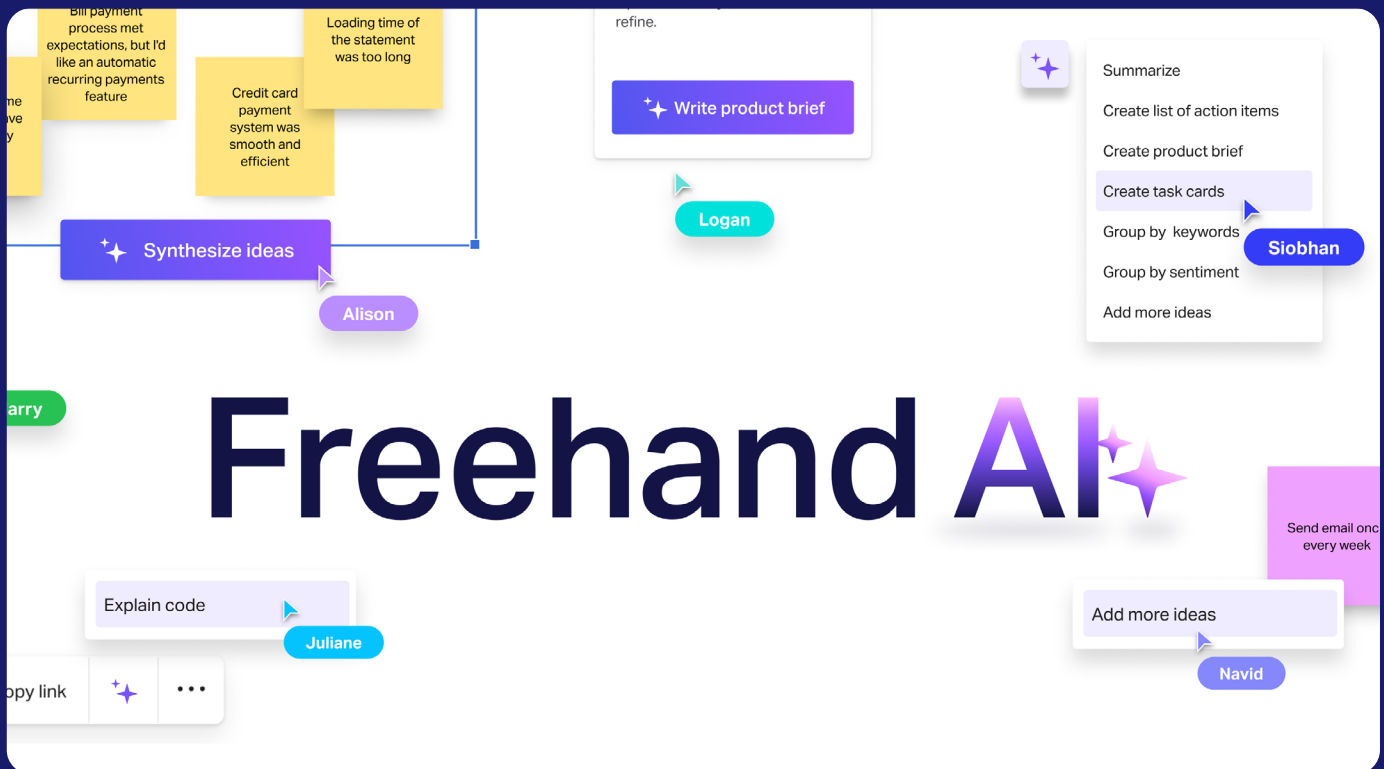
Do

1. Ensure that AI capabilities are available organization-wide. In order to see the most value, everyone needs to be able to have access to the tools. They need to understand how it should and shouldn't be applied, ensuring consistency and compliance.

2. Document processes and workflows. For a scalable deployment of AI, be sure that you keep documentation up-to-date.

3. Evaluate the tools in your current collaboration tooling stack to determine if/what can be eliminated due to new capabilities. Along with its ability to improve processes, certain AI capabilities may also eliminate the need for additional tools (e.g. capacity planning can be calculated directly on the canvas, potentially eliminating the need for a point-solution.)

Dos and Don'ts of AI for collaboration

Don't

1. Overcomplicate processes. AI is a great way to streamline and enhance existing processes.

2. Expect a polished, finalized result! Using AI can be a great way to get a jump start on work, but requires refinements to get to your best possible outcome.

3. Be afraid to try something new! With so many organizations already seeing massive efficiency boosts leveraging AI, you want to ensure that you stay up-to-date and don't fall behind competitors.

AI and Freehand's Intelligent Canvas

Cross-functional work is at the core of what drives the most impactful business outcomes. With the help of AI, teams can save valuable days and weeks that would have otherwise been spent on synthesis to produce more thorough content.

AI becomes more useful when integrated into the place you're already doing your messy work and turning it into structured work. Freehand AI is built into Freehand's Intelligent Canvas and uniquely enhances Freehand's existing Smart Workflows to greatly reduce steps and speed up all processes. It continues to bridge the gap between structured and unstructured work, adding intelligence and automation for each step, and accelerates synthesis — making every member of your team even more productive.

Appendix:
AI-powered templates
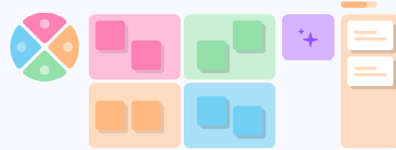# to get you started

About Freehand AI

Freehand AI was built to reduce repeatable steps and speed up processes, helping distill messy ideas, notes, and data into a structured, actionable synthesis in a matter of seconds. It can also generate new content to help get to a starting point faster.

With pre-built and custom Freehand AI-enabled smart workflows, teams can develop and deploy more efficient processes, saving them weeks on synthesis and inspiring better results.

For IT departments, Freehand AI helps increase the return on investment of tooling by driving productivity through automation of time-consuming tasks, with InVision as a thoughtful partner around AI deployment.

As always, InVision is mindful of the privacy and security of our users' data. To that end, InVision will never authorize AI service providers to use your content to train their model.
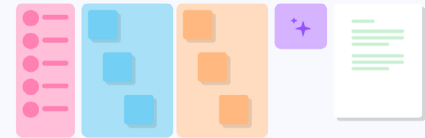
AI-powered templates to get you started

Brainstorm

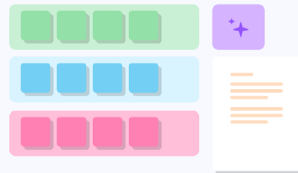Generate diverse ideas and solve problems

Try it here ✨

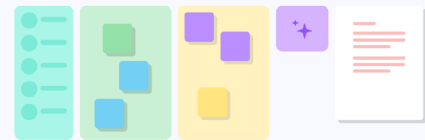**Product Brief**

Transform idea into a product brief with AI

Try it here ✨

User Research Synthesis

Gather insights during user research

Try it here ✨

Press Release

Start with an AI-generated first draft

Try it here ✨

Feedback Session

Analyze feedback faster with the power of AI

Try it here ✨

Blog Post

Start with an AI-generated first draft

Try it here ✨