clockwise

Building a Business Case for Clockwise

How to make a business case to use or grow usage of Clockwise internally

We're glad you're here!

We know that, now more than ever, you are expected to do more with less by finding ways to make your team more efficient while preventing burnout. As you have hopefully seen, Clockwise can help your team make time for what matters by optimizing meeting times and protecting time for work and life. And since time is a shared resource, the benefits are multiplied as more people join!

So, we appreciate you advocating for Clockwise, and we've created this guide to help you get the buy-in you need to move the investment forward.

Here are the tools you'll find in this guide:

Step 1

Identify pain points and desired outcomes

Which pain points are you looking to solve?

The first step to getting buy-in for Clockwise is to define the problems you are trying to solve and the positive outcomes this could drive for you and the business.

Which business outcomes or related initiatives can Clockwise support?

If there are related initiatives related to time management, meeting culture, or meeting management, learn more about those initiatives and how implementing Clockwise can support the initiative goals.

If there aren't existing initiatives planned, demonstrate how Clockwise can drive business outcomes. Your business drivers could include:

- Getting more work done on time by increasing Focus Time for deep work
- Wasting less time by reducing fragmented time between meetings
- Saving time wasted on scheduling by automatically resolving conflicts and getting smarter scheduling recommendations
- Deepening connections by efficiently scheduling 1:1s that can dynamically update with your schedule
- Preventing burnout by protecting time for lunch and breaks
- Improving 1:1 discussions by informing managers on bandwidth of their team
- Empowering teammates to own their own calendar and improve the meeting culture across the team

Step 2

Gather data to support the business case

Try to gain a better understanding of the time management challenges and needs across the team or company. Have internal engagement surveys surfaced any issues with meeting management, burnout, or time management for teams? Are teammates feeling like they are in endless, inefficient meetings all day? Look for stats internally to illustrate the goals and business drivers for using Clockwise.

Consider looking for internal data in:
- Employee surveys or feedback from teammates
- Manager feedback on time wasted from fragmented time or poor scheduling
- Share of employees supported by executive assistants for scheduling

You can also gather data from Clockwise to support the business case as well, such as:
- Check your Admin panel to see how many teammates are already using Clockwise
  - You can also see what functions are represented to get more buy-in from other teams
- Review the number of schedule assists, Focus Time hours created, and conflicts resolved over the past two weeks
  - You can use the two-week view with existing users to extrapolate what the impact could be over a quarter for a larger number of teammates
- Show how Clockwise usage has been growing over time with the activity graphs
- Use the ROI Calculator to estimate the Focus Time and cost savings Clockwise could generate for your team

Set up your own survey to demonstrate the need

Send a survey with questions about your teammates' Focus Time and time allocation, such as:

Disagree ←   → **Agree**

1	2	3	4	5	In the last month, I have had enough Focus Time.
1	2	3	4	5	In the last month, I have felt productive.
1	2	3	4	5	In the last month, it has been easy to schedule new meetings.
1	2	3	4	5	In the last month, I have spent little time managing my calendar.

Once you get the results, put together a quick analysis that represents the needs of the organization such as:

- X% of our team feels like there isn't enough Focus Time to get work done
- X% of our organization hasn't felt productive over the past month
- X% of teammates struggle with scheduling meetings
- X% of managers feel like they spend too much time managing their calendars

Step 3

Map out how the team or company will use Clockwise and how this addresses the pain points you identified.

First, circle back to the pain points you identified in Step 1, and outline how Clockwise will solve these pain points. Below are examples for some of the common use cases of Clockwise.

Increase Focus Time for deep work

- Clockwise can reorganize **flexible meetings** to reduce fragmented time between meetings to free up more Focus Time
- Teammates can protect time for their work with dynamic **Focus Time holds** and weekly goals

Simplify scheduling and reduce time wasted managing your calendar

- Clockwise can automatically resolve conflicts by moving **flexible meetings**
- **Smart scheduling suggestions** provide recommendations for new meetings that take into account teammate's Focus Time and meeting preferences so you can respect one another's time without an additional lift
- **Clockwise Links** allow you to easily find time with external stakeholders without sacrificing your focus time or breaks

Prevent burnout by protecting time for lunch and breaks

- **Team analytics** provide valuable insights about each teammate's bandwidth and whether they have too many meetings or too much fragmented time

- **Smart holds** protect time for everyone to have lunch, travel to meetings, and go to important personal appointments
- **Smart meeting breaks** help teammates find time between back-to-back meetings so they can catch a breath and stay engaged

Then, use the data points you captured in Step 2 to indicate how you will plan to measure the success of Clockwise. For example, if creating more Focus Time is your primary goal, you could set a target for the number of Focus Time hours you expect to generate based on how many teammates will be using the tool. You might pair this with measuring the number of schedule assists that create your Focus Time or the time saved by the number of conflicts resolved.

The last step is to prepare for objections you may expect to hear from your various stakeholders. List out common questions you've heard about Clockwise or reasons teammates may not want to implement Clockwise, and provide answers for them.

You can think about objections for specific stakeholders as you prepare your talking points for each group in the next section of this guide.

Getting stakeholders on board

Talking Points

Human Resources and People Ops

" It has always been hard to set healthy boundaries at work but Hybrid work is making this harder now than ever.

" Pulse surveys usually cite too many meetings or not enough time to get work done as drivers for employee dissatisfaction. Clockwise can directly help improve these metrics by creating more Focus Time for your teams.

" Clockwise can ensure you have a tool within your toolstack that makes it easier for IC's to set their ideal working/meeting preferences and for managers to have a tool to proactively check in on their team's bandwidth.

CIO, IT, Procurement

" Time to value is incredibly short. Setting up in Clockwise takes less than a minute and without any additional work after onboarding, value is continuously realized.

" Clockwise can help you avoid having to manually dig through Google data to understand meeting load.

" Admin capabilities allow you to control implementation to the groups of users who need it most.

> Clockwise has industry-standard certifications ensuring a highly secure and compliant infrastructure.
>   - [Security landing page](#)
>   - [Data Processing Agreement](#)
>   - [Privacy landing page](#)
>   - SOC2 Type 1 Report available under NDA

> With Clockwise Enterprise, we get access to additional privacy and security options.
>   - Clockwise integrates with leading identity providers to streamline provisioning and user management.
>   - Clockwise offers additional privacy options available for customers with added security requirements.

Finance

> Clockwise offers ROI in the form of Focus Time and calendar automation.

> Clockwise has no implementation costs.

> Clockwise can increase employee productivity and workforce outputs and enable your team to do more by adding time back to their days.
>   - Seemingly small actions, like scheduling a meeting or resolving the conflict of a double-booking, add up when you consider your entire workforce.

> Organizations need to operation more efficiently than ever, and Clockwise helps you make data-informed decisions around how your teams spend their time.

Engineering & Creative Teams

❝ "Fragmented energy is the enemy of engagement", -Adam Grant. Clockwise helps increase the amount of uninterrupted time your engineers and designers can dedicate to getting work done within working hours.

❝ Clockwise helps you gain visibility into bandwidth, making it easy to understand who's at risk of missing deadlines or burnout.

❝ "Engineers have seen an improvement in heads-down time and ability to get work done, which of course is productivity and ultimately business impact." - Senior Product Manager at Amplitude

GTM Teams

❝ GTM teams know meeting overload better than anyone and that context switching will absolutely sink your productivity. Clockwise carves out the precious Focus Time needed to take a break from back-to-back meetings so you can actually get work done during your working hours.

❝ CSMs and Sales teams can be on calls with customers all day long. Clockwise will help them carve out the minimum Focus Time they need to efficiently prepare and follow up with customers or prospects.

❝ Clockwise Links allow teammates to easily schedule meetings with clients, vendors, contractors, candidates, and other external stakeholders while respecting their preferences and protecting Focus Time by scheduling at the best time, not just the next time.

Managers

" Front line managers have more 1:1s than most employees and they don't have an EA to help them with scheduling. Clockwise automates the scheduling and rescheduling of all your 1:1s to completely take the scheduling burden away from the manager, allowing them to focus on what's important: their team and their work.

" Managers don't usually have a tool within their toolstack to keep track of burnout. They have tools like Asana or Jira to show how much work their team needs to do but no insight into whether their team actually has the calendar bandwidth to do the work. Clockwise offers this visibility.

" The best people managers are empathetic and proactive. If a report complains to their manager about stress or burnout, it's usually too late to correct. The added visibility to report bandwidth flips the script allowing the manager to proactively ask about bandwidth at exactly the right time.

Launch Considerations

To prepare your team for the Clockwise roll out, outline the recommended launch plan and timeline.

Clockwise's Customer Success team is available to help streamline the implementation process at your company. Get in touch at customersuccess@getclockwise.com if you want to connect with a Customer Success Manager to discuss your implementation.

While the Customer Success team can take on a good amount of the implementation responsibility off your plate, we'll still need partnership with your leadership to ensure the implementation is well received by your teammates and successful.

First, make sure you don't hit any unexpected obstacles by utilizing what you've prepared in the previous sections. Here are some things to confirm:

Executive Sponsorship
- Do you have a leader who is willing to vouch for and introduce Clockwise to the whole company?
    - Is that leader willing to speak about Clockwise at events like an All Hands?
  - 💡 *Getting a leader at your company to sponsor the initiative will contribute to much higher Clockwise adoption.*

Understand the WHY
- Do you have a clear pain point that you're looking for Clockwise to help solve?
- Do you have a clear understanding of which teams are going to use Clockwise and why?

💡 *Most people don't like to be told what to do, so introducing Clockwise as a tool with a clear goal and explanation will make your teammates more receptive to change.*

IT buy-in

- Do you have buy-in from your IT and Security teams to allow broader Clockwise usage at the company?
- Are you on the correct plan that allows your IT team to have the admin control they require?

Training and enablement team

- Who is going to help with training and onboarding?

The Clockwise Customer Success team can work with you to make this as easy as possible, but you'll need to understand how your onboarding works and what your current training and development processes look like.

- Do you have a partner on the HR team to plug Clockwise into onboarding and internal Learning & Development programs?

💡 *Usually a partner on the HR team is required to embed Clockwise in all the right places.*

If any of the above considerations are still unclear, work to get clarity on how to move forward with confidence. Refer back to the previous sections for guidance as needed.

Implementation Plan

The timing of your Clockwise implementation will depend on how quickly you can get internal alignment and help updating materials and training the team. Once you have all the stakeholders in place, you can implement Clockwise fairly quickly and easily, and most organizations are able to do this in under a month!

Implementation can be done in three easy phases, **Align**, **Prep**, and **Train**.

If you're working with a Clockwise Customer Success Manager, you'll see tips in green for where they will assist throughout the process.

1. Align

Align with culture decision makers like the Head of Engineering, Head of People Operations, or Workplace Experience on how Clockwise is going to be used. This will help inform how you socialize the product across the organization.

Examples	Considerations
It can be used as a management tool to help managers proactively ask their reports about their bandwidth.	If this is the case, make sure to intro Clockwise during a management meeting and include Clockwise in management onboarding.
It can be seen as an Engineering tool to ensure all Engineers have the baseline of Focus Time that they require.	If this is the case, make sure to introduce Engineering at an Eng All Hands or include a Focus Time related goal in your quarterly KRs.

It can be used as a tool across the company to help set healthier boundaries for work/life balance	If this is the case, make sure to introduce it at an All Hands and include it in all new employee onboarding.

2. Prep

You should prepare the appropriate content for onboarding material, training content and internal communications like Slack announcements.

What pain point are you going to communicate Clockwise is solving?

Make sure internal leadership knows how to speak to Clockwise as a solution with a specific pain point in mind that will resonate with your teammates. Understanding the WHY behind downloading a new tool directly from a leader within the company will encourage adoption.

Example

We're adding Clockwise to our toolstack as a product that is going to help decrease the feeling of burnout by increasing your ability to get more Focus Time and help you set better boundaries for yourself at work.

Customer Success can help you craft your internal comms so you're setting correct expectations.

Choose the appropriate forum to introduce Clockwise to the company and prep your training material accordingly.

Consider your entire team when prepping these sessions. Are you distributed across multiple time zones? Should you host two sessions, one in the morning and one later in the afternoon? Should you record the session?

You can leverage Clockwise's Customer Success team to host an introduction training and best practices session.

Our goal is to make training as inclusive and easy to consume as possible.

Make sure to embed your company's values, traditions, and priorities into these trainings so the content will resonate with your teammates.

Include Clockwise in your onboarding and training material.

Improving your meeting and calendar etiquette requires ongoing investment in training your new employees on how things are done at the company.

Make sure Clockwise is included as a part of your new employee onboarding for all new users and is a recommended tool for managers. You can find a [downloadable checklist here](#) that you can include in onboarding materials.

Leverage Clockwise's Customer Success team to help you create onboarding content for your internal wiki.

Draft Slack announcements to drop in a #General or #Productivity channel to remind your teammates about Clockwise after training.

Your Customer Success Manager can help you craft the right message and provide you with GIFs to make the content engaging and easy to read.

3. Train

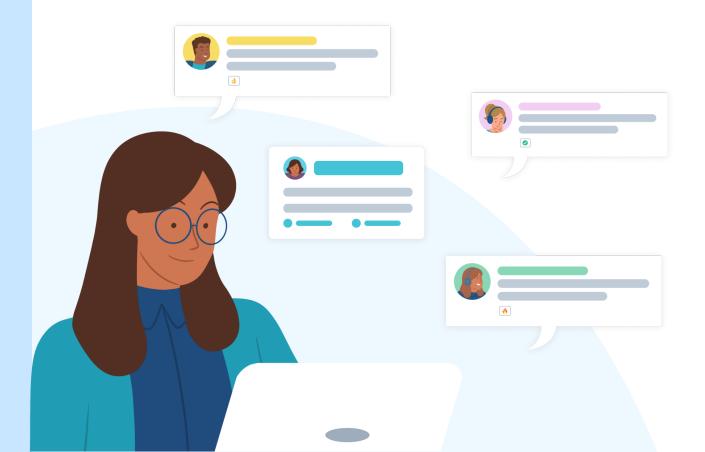Now you have everything you need to train your teammates in 3 easy steps:

1. **Schedule a training session** in whatever forum works best for your team - Lunch and Learn, All Hands, Clockwise Training webinar, etc.

- You know your team best and we'll accommodate whatever training session will work particularly well for your team.

2. Add Clockwise to your **training and onboarding materials**
3. **Share pre-drafted Slack announcements** in popular Slack channels 1 week and 2 weeks after your training sessions to remind your teammates about Clockwise.

💡 To get your team engaged and make things fun, try creating raffles or celebrating your teammates that save the most Focus Time, set the most meetings as flexible, or resolve the most conflicts!

Work with your Customer Success manager to get analytics during this time to gamify the first month on Clockwise.

The timing of your implementation really depends on how quickly you can get internal alignment and help updating your onboarding materials but ideally, this shouldn't take more than a month!

Clockwise Customer Wins

Today, over 10,000 organizations run on Clockwise, including Hubspot, Twitter, Coinbase, and productivity pioneers like Atlassian, Asana, and Airtable. You can use examples of how other teams are using Clockwise to orchestrate their time as a selling point within your company. Some examples and stats are shared below, and you can find more in our case studies and on the Clockwise Blog.

More time for Focused Work

- Clockwise has **rescheduled over 4,000,000 meetings** to help people make time for what matters
- **2,000,000 hours of Focus Time** created by Clockwise for people to do deep work
- **84%** of people managers agree that Clockwise helps them **use their time more efficiently**
- **70%** of users say that Clockwise helps with **productivity in a remote or hybrid work environment**
- **80%** of Engineering Managers said Focus Time helps them **finish projects faster**

> **"The thing that Clockwise really helps us with is finding time — cross-functionally and across time zones — and automating that process so that we don't have to."**
>
> *- Talia Bailey | Technology Product Marketer at Humu*

> **"Having Focus Time on my calendar means that I can actually get my job done."**
>
> *- Michael | Field Sales Strategy Manager at Segment*

Simplifying scheduling

Almost 3/4s of people managers using Clockwise say it helps them manage team meetings and availability.

> **"Being able to quickly find slots that work to minimize loss of Focus Time or gaps in the schedule and that respect the other person's schedule has helped me schedule more quickly and with confidence."**
>
> - *Jim Blomo* | *Outschool's Head of Engineering*

Preventing burnout

36.6%

of ICs agree that clockwise helps them balance work life and personal life.

54.6%

of people managers agree with that.

57.4%

of Clockwise users say Clockwise helps them have a healthier working schedule.

> **"Clockwise has done a fantastic job in figuring out and optimizing my calendar…I feel much more effective and efficient at my job. It saves me at least an hour a day, maybe more."**
>
> - *Anant Gupta* | *Product Engineering, Grand Rounds Health*