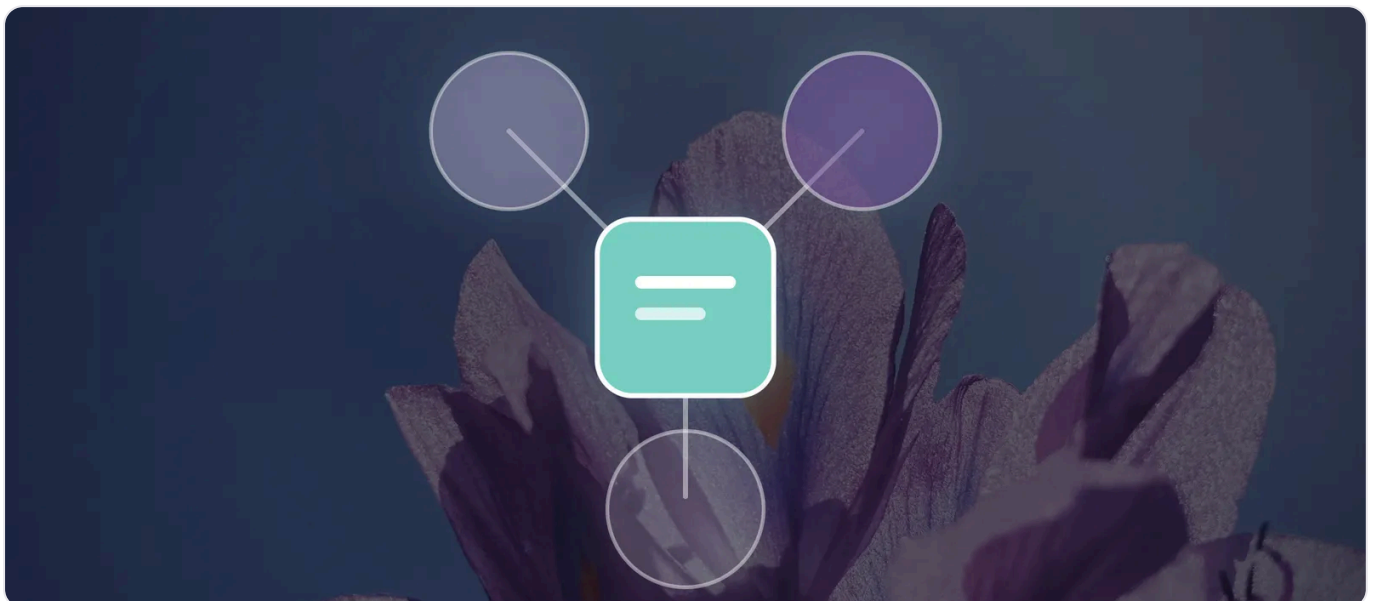


## BLOG

# What is a Collaborative Work Management Solution?

*When we used the term Collaborative Work Management Solution to describe Conductor, we were often met with some variation of "what does that mean?" Here's what it means, and how the category has evolved since.*

Sensei Labs April 3, 2018



When we used the term Collaborative Work Management Solution to describe our platform, Conductor, we were often met with some variation of **"what does that mean?"**

So I thought we should take a moment to unpack that term a bit.

**Collaborative:** working with other people to produce or create something.

**Work Management:** the processes and organization of work-related tasks.

**Solution:** in this context, solution means a software application.

## Ask The Experts

[Gartner](#), a leading global research and advisory company defines work management as:

“Work management is a set of software products and services that apply workflow structure to the movement of information as well as to the interaction of business processes and human worker processes that generate the information. Work management streamlines and transforms crucial business processes and thus can improve results and performance.”

So basically, a Collaborative Work Management Solution is software (and services) that:

- Helps people **communicate** and work together better
- Gives a common structure to **how people work together**
- Collects and coordinates the **work-related data**; and
- Leads to **better performance** and **better results**.

## What makes Collaborative Work Management Solutions different?

Traditional Portfolio and Project Management (PPM) tools were designed based on the old command-and-control approach to project management. Typically, this plays out with one or several project managers who create a project plan and then spend the duration of the project assigning work, chasing after team members for status updates, and then updating the project plan (that no one else is looking at) to reflect the current status of the project.

Instead, Collaborative Work Management Solutions like [Conductor](#) were designed around a more people-centric approach to project orchestration that connects and engages the entire team.

Some early attempts at work management software don't offer a robust project management feature set, Conductor shatters that thinking — with a work management structure and process that encompasses everything from managing large portfolios to individual task management. Outside of project management — this new generation of Collaborative Work Management Solutions also includes a toolset to support efficient project management, including learning management, peer recognition, and social integrations to boost collaboration and connection.

Collaborative Work Management Solutions create greater transparency and accountability, and give team members instant access to all the documents and information they need. This gives teams the support and structure to complete projects faster, avoid issues, and course-correct before the project details.

## How the category has evolved

Since this post was first written, the category has split. Collaborative work management now generally refers to team-level tools such as Monday and Asana, while the enterprise-scale problem this post describes, governing portfolios of initiatives against strategic and financial outcomes, has become what Gartner calls [strategy execution management](#) and [strategic portfolio management](#). Conductor is

positioned there today as a [strategy execution platform](#), but the underlying argument hasn't changed: the plan has to live where the work happens.

## Final Thoughts

No matter how you define Collaborative Work Management — it's clear that traditional workplaces are becoming more and more digitized and that digital workplace solutions are going to play an increasingly important role in how teams work, communicate, and collaborate with each other.

To learn more about how Conductor is changing how teams orchestrate their complex programs, [book a personalized demo](#).

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## Frequently asked questions

### What is a collaborative work management solution?

Software and services that help people work together, give a common structure to how work gets done, collect and coordinate work-related data, and produce better performance as a result. The article builds the definition from Gartner's, which describes work management as applying workflow structure to the movement of information and the interaction between business and human processes.

### How is collaborative work management different from traditional PPM tools?

Traditional PPM tools were built around command and control: a project manager makes a plan, assigns work, chases status, and updates a plan nobody else reads. Collaborative work management is people-centric, engaging the whole team on a shared platform, with transparency, accountability, and instant access to the information needed to course-correct before a project derails.

### Can collaborative work management handle enterprise-scale programs?

Yes, when it is built for it. The article notes that early work management tools lacked robust project management, whereas Conductor spans large portfolios down to individual tasks, with governance and roll-up built in. The category has since evolved into what Gartner now calls strategy execution and strategic portfolio management, which is how Conductor is positioned today.

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