



## ***How Good (or GREAT) are Your Teams at COLLABORATING?***

***With little effort on your part (application administrators)...and NO cost you can find out!***

COLLABOGENCE has developed a methodology, framework, toolset and dashboard, allowing organizations to truly capture how well their groups and teams are collaborating. It allows organizations to see how well their groups/team are accessing their organizations' collective knowledge base and collaborating to attain better results, faster and at a lower cost, thus contributing to better organizational performance. Our goal is to validate the methodology, framework, toolset and dashboard.

The general consensus is that a group of people, working together in an environment of open communication and sharing will come up with better solutions, quicker and have significant positive impact on financial results. Paired with this is the trend that more and more, group and team members are scattered over multiple locations, or even working as "mobile workers", dramatically reducing the amount of face to face time. The last 15 years has seen the advent of numerous tools which can be used to improve the collaboration amongst group/team members. Ultimately, these tools contribute to improving efficiency and effectiveness if they are paired with changes in behavior and optimized business processes.

With the ability to measure and track each group's/team's collaborative performance, companies will be able to train their people, adjust business processes and develop and implement IT tool roadmaps with a much great level of confidence in attaining their objectives and targeted ROI. The measurement will also be of great value in evaluating pilots of new tools (such as E2.0/Social tools). With a baseline established before the pilot, one will be able to see the comprehensive impact of the addition of the new tool. In a first phase the focus is internal cross-functional teams. In a second phase, collaboration across the firewall with customers, partners and suppliers will be examined. This will be done separately as there are very different considerations around access, privacy, security and compliance.

***The ASK:*** COLLABOGENCE is in search of 10 companies which would provide historical individual tool usage data from each of the collaboration tools in use by 5 to 10 groups or teams over a period of 6 months.

Possible tools in place:

*Repositories/Content Mgmt*

*Knowledge & Project Mgmt*

*Bus. Process and workflow*

*E2.0 Soc. Media & communities*

*Email & Unified Com.*

*Web-conf & telepresence*

*EIM & Enterprise search*

*CRM and Tribal Knowledge Apps*

**In RETURN:** Each participating company will receive:

- Company performance against other companies in the database
- Intra-team collaboration and Collabo-map showing all four components
- Team collaboration performance and Collabo-map showing all participants relative to each other
- Individual performance within the team/company
- Tool by tool effectiveness, contribution and ranking

### ***Timeframe***

- Team selection, tools selection and data extraction is to be completed by the end of July.
- Data analysis and model development will be done in the course of June through October.
- Assessments will be released to participating companies in October 2013

### ***Candidate Companies***

For the purpose of the research we are seeking representation from a cross-section of industries. We are looking for companies with a large number of employees who would benefit from and seek to improve collaboration and access to information within the organization. Ideal the teams would not only benefit from improved collaboration within the team, but also from sharing and communicating with the other teams. These will likely have groups and/or cross functional teams which are dispersed across multiple locations

### ***Profile of Groups and Teams***

We are looking for groups and/or teams which work together to attain common objectives. They will likely have between 10 and 100 individuals, are cross-functional in nature and may have a large portion of mobile workers or be scattered over a number of locations. The groups and teams would benefit from increased communication, collaboration, sharing and access to other members' experience and knowledge.

### ***Types of Groups / Teams (not limited to)***

PMO – Project Mgmt Office

Project Teams

Sales Teams

Account Teams

Product Development Teams

Market Strategy Teams

Initiative Teams

M & A / Integration Teams

Product & Category Teams

Change Mgmt Teams

### ***Background***

The methodology, framework, toolset and dashboard are the result of Peter Smit's lifelong journey. He has an MBA from Georgetown University, speaks four languages and has lived in seven countries. Since in the 80s, he has been managing projects, programs, account relationships and businesses, across divisional boundaries and geographies. His experience in structuring, implementing and running global programs, led to exposure to many tools and heightened his awareness to their value, not only from an internal company-internal use, but also as a tool to strengthen the collaboration and relationships with customers, partners and suppliers.

**Collabogence**

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