

# ***Why Bother Collaborating?***

Increasingly, companies are confronted with the reality that their people, the knowledge they hold and the information they need to get the job done are scattered across the globe. Employees often work across time zones and multiple cultural frameworks, and yet the company may not have adjusted its processes to support the kind of robust collaboration required in the new working model.

Improved sharing and access to information, paired with better, more frequent collaboration will lead to better decisions and bring the company its expected results, faster. Improving collaboration can help in a number of ways:

- For project teams, projects are likelier to complete on time, within budget, and have better outcomes.
- For sales and account teams, it can mean higher “close” rates, higher account share and increased revenue.
- The same is valid for other types teams in such areas as; market strategy, M&A, change and customer service. For each, improvements in KPIs can be tracked and improved through improved collaboration.

The ability for people to collaborate – to access experience and communicate with each other effectively & productively – has consistently shown to:

- Generate wiser, more durable decisions
- Foster effective action
- Produce better, more predictable results

Many companies have a difficult time answering questions like:

- How much duplication of effort takes place in the organization?
- Do teams and projects have access to the information they require to deliver the expected outcomes? If not, they tend to “re-invent wheels”.
- Is there something beyond project management methodology that would help my teams deliver more predictably?
- How does the company approach building collaboration within the organization? Is there a “**collaboration strategy**” / plan in place and if so, has it been adjusted to reflect the global realities the company faces today?

**Step 1** is to start to find the answers to those questions by initiating a pilot of between 5 to 10 teams. This pilot would begin by identifying the relevant KPIs that could be improved by more effective collaboration. From this baseline, a “collaboration assessment” is made, target improvement opportunities identified and collaboration plan set out for each of these teams.

Our collaborative assessment is done through means of a newly developed, **unique big data/analytics framework**, which allows for accurate measurement, over time, without the time effort and subjective aspects of questionnaires and interviews.

Over time, both the team KPI’s as well as the collaboration measurements of each team will be monitored to show how the new collaboration approach is helping the organization become more effective, drawing on the collective wisdom and skills that are already part of your organization.

## **Collab**ogence

### The COLLABOGENCE Assessment

The drop in the cost of computing power combined with the drop of the cost of storage has allowed **BIG DATA** and **ANALYTICS** to happen. Getting an indication of how well a team or organization was at collaborating, was thus far, restricted to time-consuming, costly and often subjective questionnaires and face to face interviews. One rarely even thought of evaluating larger populations as the time and cost associated with doing so is prohibitive.

The basis for the COLLABOGENCE Assessment is the usage data collected from each of the IT tools in place being used by the teams and the organization. This is done either through APIs or through batch extracts. These applications typically span:

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

**Assessment Structure and Options:** Assessments can be done on individual teams, groups of teams or for the entire organization. They can be done on a “one-off” or on a subscription basis (updated quarterly), which allows tracking of performance over time to see the impact of actions, training and/or new tools. The organization, each team and each individual gets an overall Collabogence Score and a dashboard of the main components: Sharing, Communication, Search and E2.0/Social. Examples of how measures are evaluated are: 1. information shared, by the individual, how much consumed (downloaded), and the value of the shared information to others (how often others look at the information the individual has posted), 2, how much do individuals communicate with groups vs. *one-on-one* and are they initiators or participants?

#### What does the Assessment show?

- 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

#### The Collaboration Landscape

