



# **Collaboration Catalyst**

## **An Introduction to Working Effectively in Digital Era**

**Connect with us at [www.thrivedigitalera.com](http://www.thrivedigitalera.com)**

# Contents

- Context
- Why Collaboration Matters
- What You Can Accomplish with Collaboration
- Process
- Case Studies
- Learn More

**1) What is it about leveraging  
the power of collaboration that  
grabs YOU?**

**What possibilities do you see?  
Do you see it as your role?**

Many organizations are flooded by all the new “collaborative tools” available. *SharePoint, Salesforce.com to name just a few.*

Yet research shows that most large organizations are struggling to apply new collaborative tools. This **means organizations waste time and effort, instead of realizing the gains possible.**



# Collaboration Perspectives

You	Your Team	Organization
Practices that enable YOU to be more productive and manage all of the information you receive efficiently and without overwhelm.	New ways to collaborate with virtual, highly matrixed teams. Support knowledge sharing and centralized info with modern tools. Eliminate bad meeting and email habits.	Taking what you have learned and systemizing it across the organization. Collaborating with colleagues and customers.

# Why Collaboration Matters

We need to strengthen our ***capacity to create community, act and make high quality decisions.*** It is critical in today's fast paced, global, and highly-competitive business environment.

# What Can You Accomplish with Collaboration?

Drive a  
Culture of  
Accountability

Enable true  
Co-Creation

Keep Abreast  
of Key Trends

Decrease the  
amount of  
meetings

Streamline  
Work  
Processes

Facilitate  
Functional  
Excellence

Improve  
Decision  
Making

Reduce Email

Foster  
Inclusion

# The Rub...

All of these outcomes are possible with the simple application of tools you probably already have in your workplace, or can get for free on the internet.

BUT, the true gains of collaboration can only be achieved **when individuals and teams are willing and committed to new behaviors and ways of working.**



# Our Process



▶ Assess



▶ Envision



▶ Design



▶ Shift

Our approach starts with assessing the situation and digital workplace landscape. Employees are engaged through interactive workshops that redesign the way that work gets done. We bring smart design, facilitation and adoption planning to the table.

### 3) Case Studies

**In-the-Know**

And not stuck  
in meetings

**Power  
Project  
Teams**

**Aggregated  
not Agitated**

**Super-  
Charged  
Workflow**

# In-the-Know but not stuck in meetings

## Status updates done *the right way*

Al knows that being a successful leader means keeping his **business partners updated and engaged**, especially during large-scale organizational change. So this team created a series of digital tools including:

- A regular eDigest
- A leadership blog
- A digital Annual Review
- And they are soon to begin micro-blogging with Chatter

Not only do these tools create a **regular, interactive flow** of info with stakeholders, it also does something much more valuable (it keeps status updates out of in-person meetings!)

# In-the-Know but not stuck in meetings

Site Actions - Browse Page

**AMD Online Digest April 2013 Edition**

AMD Online Digest - Main Page

**This Edition**

- Service Spotlight: Our New Coordinated, Structured Way of Deploying Releases
- Team Spotlight: Application Services
- AI's Leadership Blog: Meetings & Collaboration
- Status Updates

**Previous Editions**

Download our 2012 Annual Review (PDF)


Recycle Bin

All Site Content

## IT AMD eDigest


A source of news and status updates for our Business Partners

**Service Spotlight**  
**Our New Coordinated, Structured Way of Deploying Releases**



As part of our new Managed IT Environment, Pharma IT for the first time has in place a release schedule—a more coordinated, structured way of deploying releases into production across the entire organization. This shift represents a significant change to the way AMD, its IT business partners and the business are used to working—and it's one worth making, according to Carl Feldman, Director of Reporting Services, who spearheads the new release schedule... [Go to Full Article](#)

**G&A Team Spotlight**  
**Application Services Team: Our Very Own "Air Traffic Controllers"**



There's never a dull moment for these self-proclaimed "air traffic controllers of Novartis IT," as Application Manager Joe Herman calls



Site Actions - Browse List Tools Items List

**AI's Leadership Blog**

AMD Online Digest - Main Page AI's Leadership Blog - Landing Page

**Links**

- Service Spotlight: Our New Coordinated, Structured Way of Deploying Releases
- Team Spotlight: Application Services
- Status Updates

**April 16**

## Meetings - Setting the

by Al Dello Russo Jr. on 4/16/2013

With the first quarter of 2013 already behind us, we need to accomplish in 2013, it requires us to reach across AMD, collaborate to deliver the best results. In areas, like mobile, touch many parts of at large, we must work as an efficient team. Clearly, being successful is not just about deliver results.

With this in mind, we in AMD have identified business partners. Specifically, we see most important forums for working together.



# Aggregated Not Agitated

## 50 IT Projects at-a-glance




Ken heads a staff of 5 IT managers. Collectively, this team oversees over a 50 important projects per year. They were asked by their business partners to **find a better way** to summarize and show statuses. *In the past, this included each manager sending out their own updates in their own format at their own pace.*

They decided they needed an **online Project Portfolio** and set out to build it. First they work-shopped what this could look like, including clarifying shared definitions & agreeing to the commitment needed to make it work. They now have a simple SharePoint list that automatically aggregates all of their updates into one single report.


# Aggregated Not Agitated

	UPS Trackpad	Yellow - project is delayed	Dorio, Michael	Scope and Seek
	Digital Signage	Green - project is on time	Dorio, Michael	Detailed Design and Development

## Area : E + C (3)

	Investigations Dashboard	Green - project is on time	McMurray, Thomas	Completed
	Overture Risk Management	Green - project is on time	Thomas McMurray	Scope & Seek
	Sunshine Act Final Rule	Green - project is on time	Thomas McMurray	Scope & Seek

## Area : Finance (6)

	Ariba Server Upgrade	Green - project is on	Purpura, Deborah	Solve - Testing and Acceptance
---	----------------------	-----------------------	------------------	--------------------------------

- *Everybody updates their own areas.*
- *The team created the columns to be used and the shared definitions*
- *Commitment is to update at least once a month*

# Power Project Teams

## From Data Dump to Team Room

Amy heads a staff that is broken into 7 project teams. Each team is focused on a different product area, but works very similarly. When they were informed that IT would be migrating their old Intranet (a true data-dump!) they **recognized the opportunity** to leverage collaborative features in their new platform – SharePoint.

This team did more *heavy lifting* than just moving files, they:

- Defined a new way to work with their files (tagging instead of using file folders)
- Setup “Team Rooms” for each (adding social tools to help manage work)
- Clarified roles and...
- Declared a change *for how they work and interact with files!*

# Power Product Teams

The screenshot displays the 'LPT NS Team Site' interface. The top navigation bar includes 'Site Actions', 'Browse', and 'Page'. The main content area is divided into several sections:

- Recently Modified:** A list of recent updates including 'How To's', 'CV Team Site', 'Infectious Disease Team Site', 'Respiratory Team Site', and 'NS Team Site'.
- LPT Hub:** A section with links to 'Auto Immune', 'CV', 'Dermatology', 'Infectious Disease', 'Rheumatology', and 'MS'.
- Libraries:** A section with links to 'LPT Compound Library', 'LPT Resources Library', and 'All-Novartis Content'.
- People and Groups:** A section with links to 'Co-Lead Forum' and 'Core-Team'.
- Issues List:** A section with links to 'Issues List for LPT Site in Development', 'Site Admin', and 'Ideas to Improve the Site'.
- Recycle Bin:** A link to 'Recycle Bin' and 'All Site Content'.

The main content area features three primary tables:

- LPT Compound Library:** A table with columns for Type, Name, Compound, Indications, Line Function, Modified By, and Modified. It lists two compounds: '2012 Dec FDA Biologics Trial enrichment guidance' and 'NS LPT Program Status July 19 2012'.
- NS LPT Resources Library:** A table with columns for Type, Name, Content, Modified, and Modified By. It lists one resource: 'NS LPT Roster'.
- Team Discussion:** A table with columns for Subject, Created By, and Replies. It lists one discussion: 'What do you think about this site?'.

The bottom section, **LPT Action Items**, is currently empty, showing a message: 'There are no items to show in this view of the "LPT Action Items" list. To add a new item, click "New".'

## Team Rooms typically have:

1. Tasks / Action list
2. Shared file area (with version control)
3. Announcements
4. Calendar
5. Team Discussion Area
6. Shared links
7. Other tools

*Everything a team needs in one spot.*



# Super- Charged Workflow

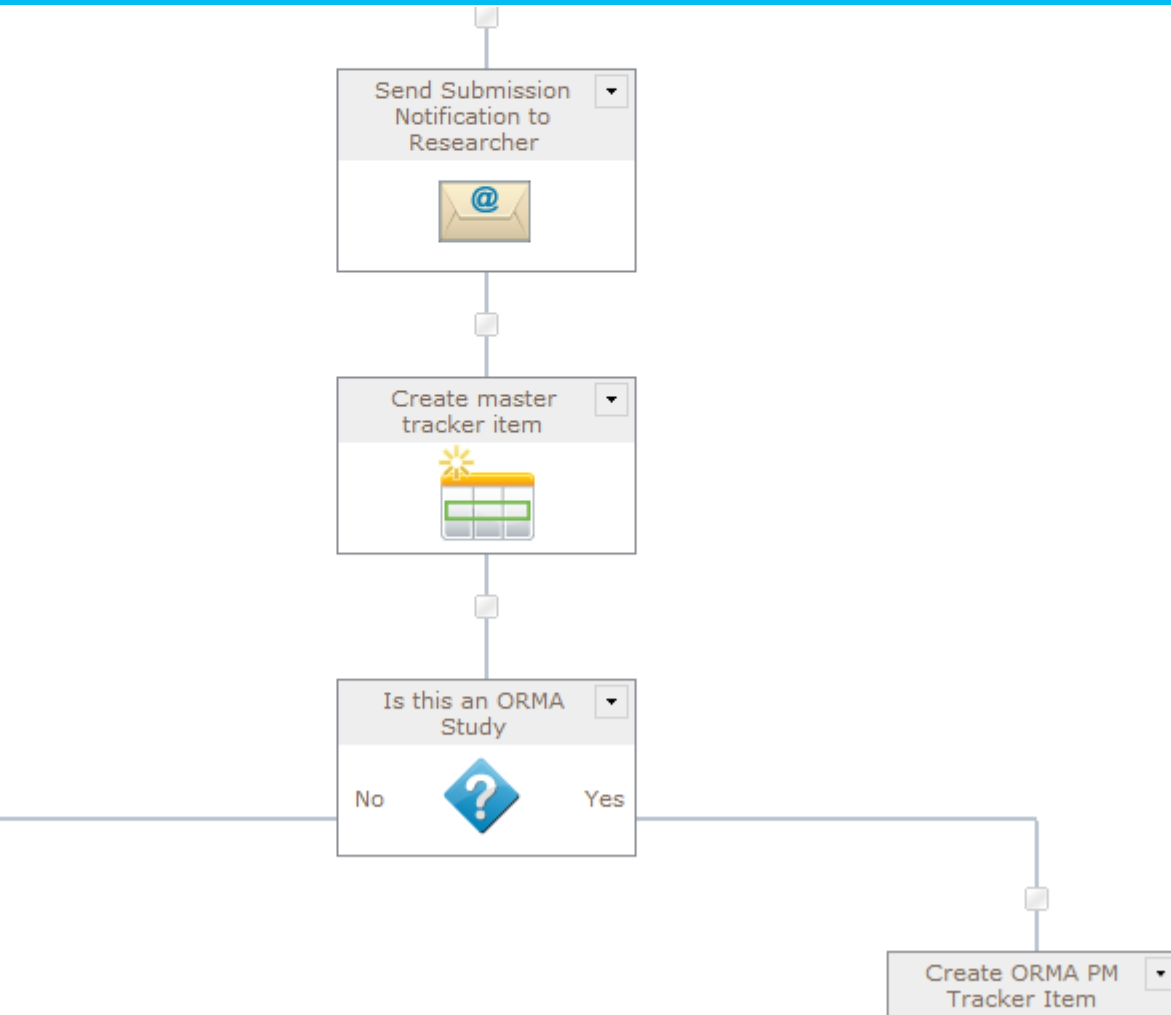
## Making Work Better. Faster.

Jacob, a Research Director at a major Pharma noticed, "While we already had SharePoint, **many of our workflow steps remained disjointed, manual & time consuming.**"

Their first step was to take a good, long look at their current workflow. They found duplication and an opportunity to improve compliance. With this as the driver, they simplified and automated parts of their process. This included:

- Aligning 3 disparate “trackers” into one
- Mapping the workflow, and defining online tasks
- Adding email alerts to trigger action when needed
- Automating meeting agendas and decision process
- Setting up role-based Dashboards-- *letting different stakeholders in the process see what mattered for them*

# Super- Charged Workflow



The engine of the workflow is a back-end tool that works with SharePoint, that literally **allows us to diagram flow, and then trigger actions** (like alert with an email) once certain conditions are met.

# Collaboration is a Journey

## Level 3: “Transformed Work Flow”

- Full suite of collaborative tools applied (online and off).
- Site reflects a **new view of work**-reorganized for a Web 2.0 context.
- Workflow connects the right stakeholders (internal and external to the team) with the right information at the right time.
- Blogs, wikis, and other forms of user-generated content are prominent. Expert use of workflow and permissions.
- The site becomes a dynamic, up-to-date reflection of the work at any point in time

## Level 2: “Interactive Team Space”

- The architecture for finding content is related to the existing work flow.
- Becomes the “Team Hub.” It’s active and often updated with content related to the group’s work, commitments and ideas.
- User- interactivity starts to emerge via calendaring, document sharing, commenting, and surveys.

## Level 1: “All in One Spot”

- Team Key docs organized in one place
- One-way, little interactivity
- Can suffer from poor usability

# Learn More

- ❑ Focus on the **Behavior Shifts** (for example, reading updates before meetings)
- ❑ Make the Most out of technology you already have
- ❑ Work with key partners of your business
- ❑ Use the Passion of Early Adopters



**Connect with us at [www.thrivedigitalera.com](http://www.thrivedigitalera.com)**