

Good to know

Helping you identify opportunities for collaborating with other departments



What are the benefits of collaborating with another department?

Benefits of collaborative working with other departments:

- ⦿ Significant financial savings can be achieved relatively quickly.
- ⦿ Responsiveness can be increased through availability of greater resources.
- ⦿ Increased capacity and expertise means that more can be achieved for less.
- ⦿ Waste can be reduced by better decision making and a broader understanding of the bigger picture of the organisations activity.
- ⦿ Investments can be made based on sharing of best practice, so that the wheel is not reinvented over and over again.



What are the challenges of collaborating with another department?

Collaboration with other departments also brings challenges and these shouldn't be ignored:

- ⦿ Sometimes departments are not always starting from the same place; a flexible approach that is aware of local issues in different departments is needed.
- ⦿ Decision making can become more complex and so clear communication methods are essential.
- ⦿ Conflicting objectives between departments can create friction which leads to delays.
- ⦿ Return on investment can be difficult to measure.
- ⦿ A perception may exist that each department is different, so helping them collaborate may be challenging.



What is the best way to share best practice?

Sharing best practice is key in organisations that want departments to collaborate as it is a method of achieving a win-win scenario, and there are five straight forward steps that you can use to share best practice:



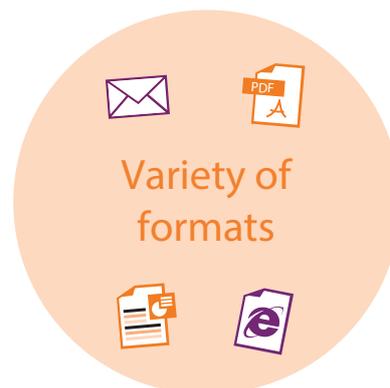


An example of how this sharing of best practice model could work:

- **Collect:** Your IT department has an effective data management system which provides data in real time.
- **Select:** This real time data could help your department's ability to manage information more quickly.
- **Validate:** Working collaboratively with the IT department run a pilot study on a specific set of data and work through any problems in this safer pilot study scenario.
- **Apply:** Once validated, apply the data management system to improve your department's management capabilities in line with changing organisational needs.



Don't forget to store this best practice knowledge such that it can be accessed by the whole organisation.



References

Cravens, D., and Piercy, N. F. (2012) Strategic Marketing, 10th ed., publ. McGraw-Hill