

# TitanFile

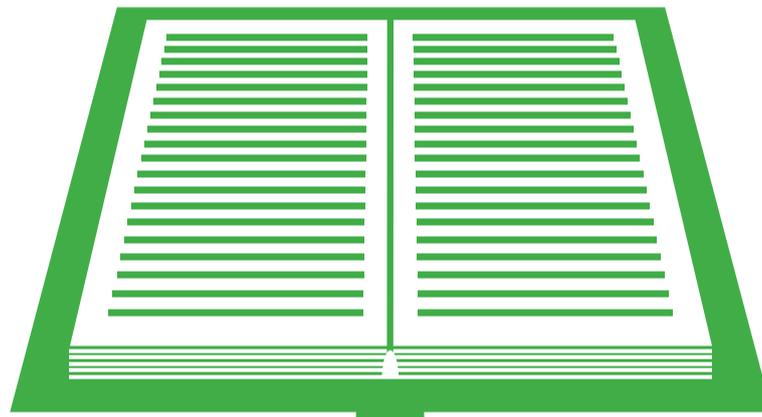
## **How to Build** your Enterprise **with Collaboration**



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# Introduction

When you think about collaboration what's the first thing that comes to mind? Does it make you think about working on group projects in school? Maybe it gets you dreaming about the latest duet or mash-up from your favourite musical artist. Hopefully it hits even closer to home, and is a term and practice you've brought to your current career. Collaboration might seem like an industry buzzword, but it's much more than that. Providing a work environment that empowers employees to work together to enhance innovation, break down geographical barriers and improve productivity is a winning solution for all involved.



## What is this ebook going to offer you?

This ebook covers four components of collaboration: how to create a collaborative culture at your enterprise, telecommuting and distributed offices, combining internal and external collaboration and the Return on Investment of collaboration. In each chapter you'll get tips on the impact of collaborative thinking and learn more about how it can benefit your organization. This information will help organizations who already have a strong focus on collaboration extend their practice, and give a guiding hand to those who are just starting out.

## Chapter 1: How to Create a Collaborative Culture

People are looking for more than just a job. They want to feel involved and invested, they want to contribute to something they believe in. Having a desirable corporate culture sets your enterprise apart from the competition, helping you attract and retain top talent. But in order to develop your corporate culture, you have to understand what it means to your business and employees.

### What's Corporate Culture?

Corporate culture. It's not a new term, but it's gathered a lot of traction over the past few years. It helps organizations become sought-after workplaces, and gets businesses in the headlines. Studies have even demonstrated that corporate culture, as stated by James L. Heskett in the Harvard Business Review, [“can account for 20-30% of the differential in corporate performance when compared with ‘culturally unremarkable’ competitors.”](#)

So what makes a strong corporate culture? It's more than a games room and a holiday party in December, although those are both tried-and-true ways to engage your employees. Your corporate culture depends on your business, employees, their interests and needs. Take the time to understand what rewards employees are seeking, how they spend their time in the office and what people enjoy doing to let loose. In our office we get together every Friday to share lunch. Despite being separated by geographic regions, the team at TitanFile knows that every Friday we'll hop on a videoconference to update one another on the latest goings on, and share some pizza. While distance might divide us, we still collaborate and remain connected.

### What does Collaboration mean to you?

Collaboration is not a buzzword. In fact, if you're invested in the success of your business it should be something you're encouraging daily. We've got an entire chapter coming up on the benefits of collaboration (here's a sneak peak: collaboration empowers creative problem solving and promotes better office communication), so just trust us when we say it's something you want to keep on your radar.

### Creating the Collaborative Culture of your Dreams

While there may not be a right or wrong way to establish a corporate culture, there are tactics that can make the process more effective. In many cases it happens organically, with the leadership team developing their own set of traditions and rituals that extend down to all other employees. In a lot of cases this stems from an organization's mission and values.

Whether they're a formalized document that's been shared around the office, or a set of guiding principals scribbled in a notebook, your business more than likely already has a firm understanding of its mission and values. Ideally, all decisions big and small will be guided

***“Culture is less about written words and more about daily follow through”***



A green crane is positioned above the words 'CORPORATE CULTURE'. The crane's hook is attached to the top of the letter 'C', and the crane's vertical mast is positioned behind the word 'CORPORATE'. The crane is lifting the word 'CORPORATE CULTURE' as if it were a heavy load.

# CORPORATE CULTURE

by these principles. If your mission focuses on client experience, everything you do should benefit that end goal. Is developing a top tier product your dream? Keep that in mind when making plans for the future. Same goes for collaboration – if it's important, you'll make time to ensure it works. Remember - outlining visions and values is an important step in recognizing what kind of culture you want for your organization; ultimately culture is less about the words you've recorded on paper, and more about how you follow through on them each day.

A great thing about corporate culture is it's not set in stone. It's not impossible to modify or change a corporate culture, in fact it's important to avoid situations that make your business static and stale. In order to stay tapped in to employee needs you've got to be flexible and willing to bend with the tide.

**Here are some tips to make a corporate culture work for your business:**

**Walk the walk.** You can't declare that something is important to you, only to turn around and put that idea back on the shelf for another day. Role modeling and executive buy-in play a large role in implementing corporate culture. Inspire the organization and get everyone working towards achieving the same goals. If collaboration is the desired outcome, make time to gather feedback and work with others. Drive positive

behavior shifts through demonstrating the change you want to see.

**Find the right fit.** We all know that a square peg in a round hole just doesn't work. The same goes for employees. Whether your corporate culture is firmly entrenched in your enterprise, or you're working to build it from scratch – you need the right people. Keep your culture in mind when hiring. Hard skills can be taught, but it's difficult to give training on being polite and being a team player. The same goes for forcing ideas on others – culture should develop organically. If you find people have to be strong-armed into agreeing with your ideas, maybe it's not the right time or place.

**It's a lifestyle.** Corporate culture is all encompassing. If you want organizational buy-in, the organization has to be equally invested. Think about collaboration. It's more than just working together. If you want the business to truly be successful create spaces dedicated to group work – meeting rooms that have both ample seating and white boards for brainstorming. If possible, workstations should have additional seating to encourage impromptu meetings. Many offices now including rolling filing cabinets at desk areas. Not only do they give employees additional storage space for their belongings, with a padded top they also provide seating should someone stop by to discuss their latest idea.

**Promote it!** Similar to walking the walk, if you want people to focus on collaboration you've got to promote best practices to help them get started. Every department stands to benefit from clearer communication and a larger focus on teamwork. Take for example, Marketing and Sales. Both departments play a key role in the success of your business. Overall success depends on both of these groups seamlessly working together for the greater good of the organization.

**Don't embrace stasis.** Corporate cultures are bound to change. Evolution is a good thing. Recognize the positive impact that change can have – especially if it's a change that sees co-workers working together amicably to advance projects and solve problems.

## One Size Doesn't Fit All

Strategies that work well for other organizations might not be the winning solution for yours – and that's okay. Don't feel discouraged if a popular strategy doesn't catch on in your workplace. What's most important is that your business is committed to find what does work best. It may take some time to strike the right balance between independence and collaboration, not to mention the best tools to facilitate collaboration. But that's okay. If you stay committed you'll achieve success.

## Chapter 2: Telecommuting and Dispersed Workplaces

There's been a shift in offices around the world. With technology providing the opportunity for connections to exist both near and far, employees aren't restricted to working from one location, and managers don't always have to be just down the hall. This, along with some other contributing factors, has brought about the rise of telecommuting and distributed offices. Telecommuting (the ability to work at home) and distributed offices (think different branches of large companies) have their advantages. Both phenomena permit employees to choose the work situation that suits them best, allowing more time for families, shorter commutes and the ability to take a new job without having to move across the country. For the organization, there's also the benefit of not having to limit your recruiting to one city or region.

So, it's only natural that both options require collaboration; especially in it's online form. When you can't get up from your desk to facilitate a meeting of the minds with a co-worker, you've got to have access to tools that nurture human connections. Telecommuters and those based in satellite offices quickly become experts at communicating – despite the challenges of distance and time zone troubles.

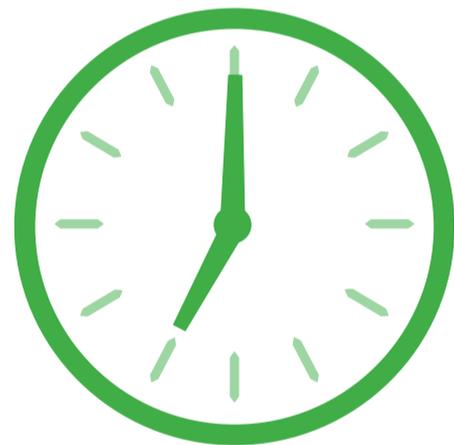
### Telecommuting

Telecommuting, in its simplest form, is the practice of working from home. With each passing year, the number of professionals who choose this route continues to grow. In fact, [by 2016, it is expected that the number of regular telecommuters in the U.S. is expected to reach 4.9 million.](#)

While some may grumble over the degradation of the traditional workplace and lament the 'good ole days' at the water cooler, it's impossible to deny the many benefits that telecommuting has for both employees and employers alike. Here are just a few ways in which telecommuters and their organizations benefit from a flexible work situation:



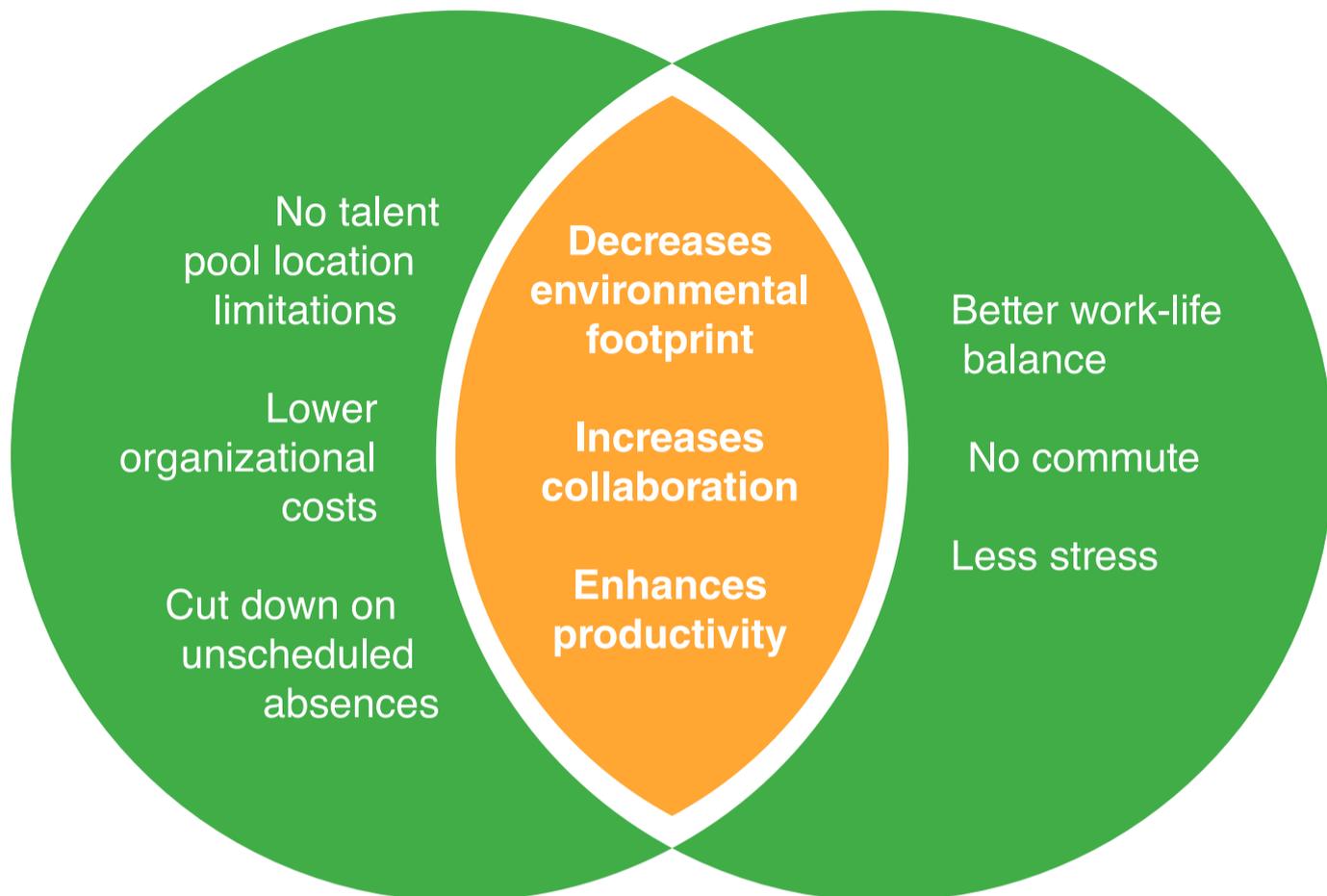
**DEVELOPMENT**  
NEW YORK



**MARKETING**  
LONDON



**SALES TEAM**  
LOS ANGELES



One of the most important factors of finding success through telecommuting is communication. Having a workforce comprised of telecommuters requires strong, open lines of communication between both employers and employees. There has to be a level of accountability that perhaps doesn't exist in the workplace – the notion that despite being in the comfort of their own home employees are still committed to getting their work done. If this is something that the employer has to think twice about when it comes to encouraging employees to telecommute, perhaps this isn't the right person for the opportunity.

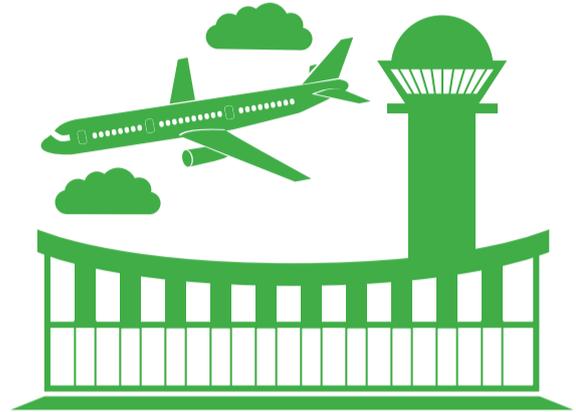
Employees who telecommute must also be comfortable using a variety of technologies that will help them remain connected to their co-workers. In order to remain connected to office culture, there has to be an opportunity to hop on to videoconference, telephone call or other means of collaboration as a way to ask for help and provide updates on project statuses.

Perhaps most importantly, working from home requires a shared sense of accountability between both the enterprise and the employee. Both sides need to have trust that everything is getting done and meeting organizational standards.

While there are many benefits attached to telecommuting, there are of course downsides. The important part is how you manage the growing pains and troubleshoot any problems that may arise. First and foremost, it's important to recognize that telecommuting is not for everyone. Some people just prefer coming in to the office. Whether office life helps them stay on track, or they're simply not comfortable with the level of distractions that can present themselves at home – recognize this discord before having someone enter in to a situation that is going to negatively impact their work. Check out our blog post on the [5 characteristics of successful telecommuters](http://bitly.com/tftelecommute) (bitly.com/tftelecommute if you're reading this as a print copy) to learn if you or your employees have the skillset required.

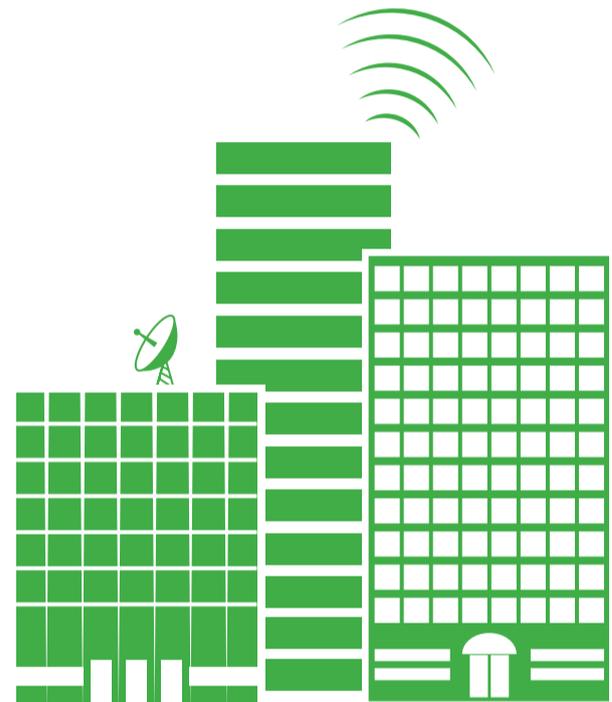
## The Global Workplace

For various reasons, telecommuting may not be an option at every organization. But just because employees aren't working from home doesn't mean they're all based in the same office. Often referred to as 'distributed' or 'branch' offices, these workplaces are more common than you might think. Consider nationwide legal firms, multinational charities, banks and enterprise-scale businesses. Having offices around the world keeps them competitive and ready to serve – and also ensures they remain top of mind for potential customers.



## Making Distributed Offices Work

Many organizations are spreading their presence, opening up satellite offices in areas that provide them with access to the top employees and technologies in their field. While this means that all employees may be based in an office, it doesn't necessarily mean that they'll be in the same location. So, if you're working on a project with colleagues there's a chance your teammates might be across the country instead of across the hall.



While managing these long distance work relationships can seem challenging at first, eventually it becomes second nature. We should know. At TitanFile, our organization is split between two time zones. While distance may be a hurdle for some organizations, we've come to embrace it.

We've found success through never hesitating to jump on a call to not only collaborate on projects, but to also share successes and troubleshoot any problems. Every Friday we make a commitment to sharing lunch – meaning we hold a call that gets everyone up to speed on all areas of the organization. These meetings help create strong connections between co-workers, some who haven't yet met one another in the offline world. Additionally, each team also has a weekly catch-up call, giving managers a time to sit down virtually with their employees and understand not only how things are going at work, but also to take the time and learn more about each person outside of their workplace duties.



Another benefit of a distributed workforce for our team is it gives us the ability to literally be in two places at once. This helps us meet the needs of our customers by not only facilitating in-person meetings, but also by giving us the power to work in two different time zones. With two offices we also have the flexibility to be cost-effective when considering conference travel – helping save money and reduce our carbon footprint.

## Make the Right Choice

There's continual debate on whether Marissa Mayer made the right decision in calling all Yahoo employees back to the office, effectively putting an end to telecommuting. But in the end, her seemingly rash decision has seen great results – [including employee satisfaction hitting a 5-year high](#). The important takeaway is not every tactic will work for every organization. While a doctor can't perform open-heart surgery from his or her home office, I have comfortably written a good portion of this ebook from my home. It was then edited in an office and formatted and designed somewhere else. Take into consideration your business mandate, as well as the needs of your employees before making any decisions.

## Chapter 3:

# Combining Internal and External Collaboration

We've covered the importance of creating a culture of collaboration, and how changing workspaces necessitate collaboration in order to be truly effective. It's time to expand our focus. What about working with those outside of your office? You might think that most of the work you do on a daily basis is restricted to communicating with your co-workers. But what about the connections you've developed with contractors, legal counsel and those in other industries? These are all relationships that benefit your business.

External collaboration can give your organization the perception shift it needs to get past roadblocks that can arise from looking at a problem too closely. This results in a lot of wheel spinning, taking an untold amount of time to try and figure out the best plan of attack. In many cases this means it's time to bring in a fresh set of eyes.



### External Collaboration: Case Studies

We recently ran into this problem in our office. The marketing team had been mulling over an idea concerning a better way to explain a concept. This wasn't the first time we'd had this conversation, and each time we seemed to hit a dead end – never reaching a resolution. Lucky for us, we had a partner sharing our workspace for the day. While he quietly listened to us going back and forth, he chimed in with an idea that was brilliant in its simplicity. Just like that – a problem that we had been concentrating on for over a week was solved in a five minute thought exchange.

We're not the only group investing time working with both internal and external collaborators. The city of Swift Current faces annual flooding that requires a complete coordination of efforts spanning from municipal employees to the provincial government. In order to protect both citizens and property the diverse groups communicated online, sharing pertinent information on water levels and other areas of concern. Check out our [case study](#) to learn more about the positive impact of external collaboration (print readers, visit [bit.ly/tfswiftcurrent](http://bit.ly/tfswiftcurrent)).

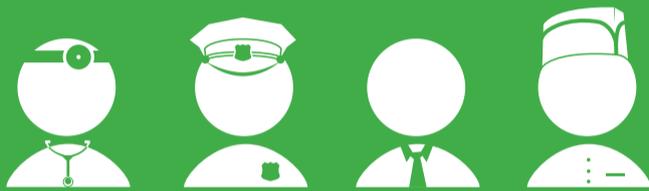
### Barriers to External Collaboration

While the benefits of external collaboration are easily realized, there are still various barriers that prevent organizations from achieving success. In order to become a truly collaborative environment, enterprises must recognize and remedy the areas that hamper communication.

Often there aren't always clear guidelines on collaboration, leaving employees wondering if their afternoon outside of the office is permitted, let alone encouraged. In regulated industries external collaboration can also raise concerns over whether corporate security is being compromised by teaming up with external sources. Both of these scenarios do little to endear collaboration to employees.

Aside from cultural and corporate biases that might prevent external collaboration, there are technical barriers as well. From a software/hardware standpoint, both VPNs and firewalls were designed as mechanisms to keep your data secure and protected from outside infiltration – not necessarily the most compatible with

collaboration. At the same time, these systems may not always be user friendly – requiring lengthy discussions with IT teams to troubleshoot any problems. Frustrations with complicated technology often lead employees to choose less complicated, and unfortunately less secure, methods to collaborate with external sources. While protecting confidential information remains imperative, there are solutions available that not only safeguard privacy, but also encourage digital collaboration.



### External Collaboration: Who Should I Involve?

*If you're new to external collaboration, your first thought might be 'who should I be connecting with?' It's a good question with an answer that might be different for every business. When it comes to great collaborative relationships, there's almost no limit on who can be involved. In fact, you're probably working with others and maybe not even realizing it. Contractors, service vendors, clients – these are all great places to start.*

## The Perks of External Collaboration

Maybe the thought of introducing more external collaboration into your workplace seems like second nature, or perhaps it's something you're thinking about expanding on in the future. Regardless where you fall on the spectrum, there are perks to external collaboration. These can include:

### 1: Brainstorm for new ideas.

External collaboration gives you another perspective for analyzing ideas. A fresh set of eyes can be exactly what you need to solve a problem you've been mulling over.

### 2: Expand your network.

There will come a time in the future when you might be looking for a different career opportunity, a place to volunteer or a professional organization to join. The connections you've made through collaborative relationships can give you the heads up on a not-yet-posted job, or even provide a reference.

### 3: Learn different ways to get things done.

Everyone is going to have their preferred method for completing a task, whether it's drafting a project brief or constructing client communication. Working with those from other organizations and backgrounds will give you insight into different ways of getting things done. This extends to the adoption of new technology. By working with different groups you'll get a look at innovative technologies that might not yet be on your radar.

### 4: Opportunities to build your business.

Each meeting you have with someone from outside your organization is an opportunity to build a sales relationship. Even if you're not in sales, or the person you're talking with isn't a potential client, just creating the relationship could be enough to get a shining endorsement in the future to someone who is interested in your services.

### 5: Learn from someone else's experience/mistakes.

Doesn't it always seem that the best lessons are learned in situations that don't turn out quite like you'd envisioned? Wouldn't it be great to still get the 'aha!' moment while skipping the pain? That's where collaboration can help. Talking about past problems is a great way to understand what they learned and apply it to your own organization.

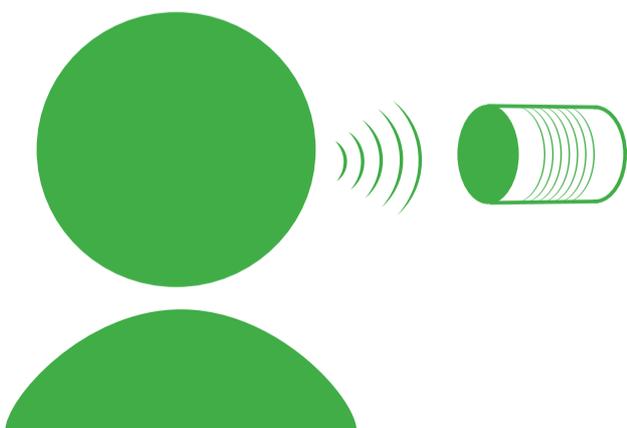
Working together can be one of the best tools anyone has at their disposal. Regardless of whether you generally find yourself focusing on solitary tasks or collaborating with others, you can realize the benefits of external collaboration. Thanks to the Internet and online collaboration tools, it's easier than ever to share questions and ideas.

## Chapter 4: The ROI and Benefits of Collaboration

Each of the chapters in this ebook have served to demonstrate the various benefits that collaboration can provide your organization. Whether face-to-face or in a digital setting, collaboration can help create stronger relationships between both internal and external parties, helping to grow your business.

If you're looking to streamline your decision making process, or strengthen connections between your distributed offices, collaboration can help. And the list of positives doesn't stop there. Interested in exploring other ways that collaboration can help you? Here's just a snapshot of the many benefits it can bring to your business:

**Empower creative problem solving:** Two heads are better than one, right? There's a reason that saying has gained traction over the course of history. Even the most creative individuals can benefit from bouncing their ideas off others and learning where there's room for improvement. Working with a group can take a good idea and make it great. But remember: while brainstorming is important, if not performed correctly it can be a time drain. Learn more about [how to be an effective brainstormer](http://bit.ly/tfbrainstorm) (bit.ly/tfbrainstorm, for print readers) on our blog.



**Improve communication:** Miscommunication can be an issue at any size of organization, but it's especially prevalent within large enterprises. It's difficult to find time to connect with co-workers, and once you're in the meeting there's always the possibility of not having aligning interests. Sure, everyone is working towards the ultimate goal of supporting the organization, but marketers, sales teams and those in charge of product development might have different priorities and visions of success. Working together on a more frequent basis will help bring everyone on the same page.

Communication breakthroughs don't have to be limited to in-house, either. Like we covered in Chapter 3, there are numerous benefits to working with those external to your organization. Developing a relationship with groups who aren't directly connected to your organization helps keep ideas fresh, relationships strong and networks growing. Make time for that coffee meeting – you never know what the results could be.

**Speed up decision making:** Whether it's something big or small, sometimes it seems it can take forever to make a decision. That's especially

true for groups that aren't used to engaging in seamless communication. If you've got a group of people who are used to speedy back and forth and who can understand the differences in communication styles, there's a good chance that all decisions will find faster resolutions.



**Encourage collaboration across physical boundaries:** If your team is spread out across the country, continent or world, you're probably already quiet familiar with the benefits of online collaboration tools. They are instrumental in helping groups not only become acquainted across the miles, but also to work effectively together. Depending on the method you've chosen, collaboration tools give teammates a dedicated space to check in on the progress of projects and to share any questions or comments. These relationships not only help get projects completed, they also inspire trust and confidence in our teammates.

This list just scratches the surface. As we've already mentioned, collaboration is not one-size-fits-all – what is beneficial at one business may not be applicable at another. What's important to take away is that if you're willing to put the time into fostering a culture of collaboration at your organization there are rewards in store.

#### **When Collaboration is not Applicable**

There are a lot of benefits in collaboration. But sometimes it just makes more sense to complete a task independently. Recognizing when to encourage teamwork and when people need time to sort something out on their own is a way to ensure that all collaboration is genuine and not forced. Here are some situations where independent work makes sense:

**Writing.** When you factor in all of the steps of writing, coming up with a concept and editing, for example, collaboration makes sense. But when it comes to the actual act of sitting down and putting words on paper, many people find it's best to be somewhere where they can think on their own and let the ideas flow.

**Crunching numbers.** Tasks that require extreme concentration, including analytics and working with numbers are often best for one person so that errors are avoided.

**Monday mornings and Friday afternoons.** For collaboration to be effective, it's important to find a time that works best for everyone. Monday mornings and Friday afternoons are usually dedicated to either getting set up for the week ahead, or finishing off old projects – be a team player and avoid scheduling anything too heavy (or anything at all, if possible) for those two times.

Ultimately, the best times for collaboration are up to the employee. They know their work habits better than anyone else. As long as they're willing to collaborate when necessary let them establish a routine that works best for the schedule and needs.

## **Translating Benefits to ROI**

Understanding the benefits of collaboration is only half the battle. To justify focusing your enterprise's corporate culture on collaboration, as well as putting additional funding into purchasing any tools required to facilitate teamwork, you'll need to demonstrate how to translate benefits into a real Return on Investment (ROI) for your organization.

If you hold a decision-making role at your organization, you know that when faced with spending money you must be able to prove that the results will be worthwhile. Depending on your organization, there are many areas in which you might choose to calculate your ROI. Two spaces where most organizations are focused on coming out on top are **time saved** and **money saved**. It will come as no surprise that these two areas work



hand in hand - as the old adage says 'time equals money'. That's why we've outlined some simple areas to calculate the ROI of implementing collaboration in your workplace.

The most obvious way to calculate the ROI of collaboration is to understand how much an employee costs per hour, and then figure out the time a task takes to complete individually, and how much quicker that same task can be completed in a group setting.

**Time Saved:** Calculating the ROI of time saved requires you to recognize how many hours would be spent on a task were an employee to be working on a project individually, versus the amount of time taken when the task was completed by a team. If employees are currently required to submit time sheets this might be an easy number to figure out. If they do not usually closely track their time, understanding how it is spent shouldn't be impossible to determine – it just might require a little additional legwork.

A cost saving factor enabled by collaboration is a reduction in the duplication of workplace efforts. If co-workers aren't communicating clearly, it's easy for teammates to be unsure of where responsibilities lie when it comes to completing tasks. Timesavings are important as they free up employees to complete other tasks.

*Example:* If your organization is working on a product that requires input from teams across various departments, using an online collaboration tool to track comments and changes is a great way for everyone

involved to be consistently looped in on any changes. It saves time by allowing for real time collaboration that can occur at anywhere, alleviating the hassle that often stems from coordinating the schedules of multiple parties for group meetings. It also removes the need to add multiple people into a complicated email chain.

**Money Saved:** Based on the above example, it's easy to understand how time saved equals money saved. If employees are more productive, they're freeing up time to get alternate tasks on their list completed. This can result in faster product releases, and quick turnaround times on other materials.

But more than just the savings associated with employee time optimization, digital collaboration offers real cost savings by cutting down on frequent travel. While it's impossible, not to mention impractical, to completely negate business trips, collaboration tools can cut down on the need for frequent face-to-face meetings. Taking the time to forge strong relationships online can cut down on expensive travel costs, including airfare and accommodations.

***“Collaboration is powerful.  
It can save your organization  
both time and money”***



While this list isn't exhaustive, by investigating the time and money saved by focusing on collaboration your business will recognize what it stands to gain both financially and through employee productivity.

# Conclusion

After reading this ebook you should be set to expand on both your internal and external collaboration. Grab a co-worker and brainstorm an idea. Call up an external contact and invite them for a coffee. Small steps can make all the difference. If you're a seasoned collaborator, congrats! Hopefully your enthusiasm for teamwork is contagious, and that others in your enterprise will follow in your footsteps.

Regardless of the size of your business or its needs, collaboration can provide a unique set of benefits. Take the time to investigate what works best for your organization, and put a plan in place to help collaboration work best for you.

## Learn more

There are many steps that organizations can take to enhance both on and offline collaboration. If you're interested in learning about how online collaboration can benefit your business and protect your confidential information, contact TitanFile. We'd love to discuss our platform, its collaborative abilities and the impact it could have on your organization. If you're looking for a source for security, privacy and collaboration news, be sure to visit our blog at [www.titanfile.com/blog](http://www.titanfile.com/blog). You can also find us some other places, including:

Visit us online: [www.titanfile.com](http://www.titanfile.com)

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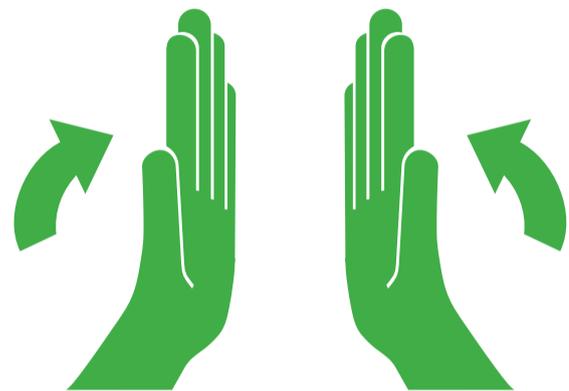
## About TitanFile

TitanFile was founded in 2011 with a goal of democratizing security. We do this by providing organizations of all sizes with a secure file-sharing platform that permits the protected document exchange, while still encouraging collaboration. Our secure collaboration Channels allow real-time conversation, inspiring subscribers to work together on important projects.

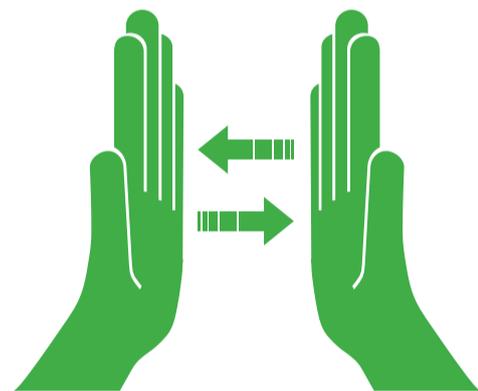
Author: Martha Gallagher

Designer: Matt Dupuis

## How to Perform the Perfect High Five:



STEP 1



STEP 2



STEP 3

# Quiz: Are you Building with Collaboration?

You've read the ebook, now it's time to learn if your enterprise is making the most of collaboration. Each question is assigned a point value. When you've completed the quiz, tally up your score and check the rubric at the bottom to see how you've fared. **Give yourself 1 point for each 'Yes' answer, and 0 points for each 'No'.**

- 1. Collaboration is an important part of your organizational strategy.
- 2. Employee feedback is encouraged.
- 3. If you have co-workers in multiple offices, you make time to regularly catch-up.
- 4. You regularly connect with co-workers to come up with new ideas and creative ways to tackle problems.
- 5. Your organization has tools and processes in place for internal collaboration.
- 6. Departments in your organization are generally in sync.
- 7. You think complex email chains are a drain on your time.
- 8. Your organization has a corporate culture focused on collaboration.
- 9. Collaboration is encouraged across all levels and departments.
- 10. Employees are adequately trained on any new collaboration tools.
- 11. If you telecommute, you take time to connect with co-workers daily.
- 12. Your organization has tools and processes in place for external collaboration.
- 13. You feel comfortable reaching out to a peer for feedback on a project.
- 14. Collaboration is talked about at your workplace, but there is no executive buy-in.
- 15. You feel personal satisfaction from engaging in collaboration.

## Scoring: How you Faired!

### 0 - 6 points

**Collaboration might not be your strong suit** – that's okay, it's never too late to get started. Our ebook 'How to Build your Business with Online Collaboration' [link] is full of tips and tricks to get you on your way. Why don't you give it a read, and then take a colleague out for coffee to discuss the benefits online collaboration could present for your business.

### 7 - 11 points

**You're on your way to successful collaboration.** You've taken the time to implement some collaborative strategy, so why stop there? Consider where you're missing out. Does your organization have a tool in place to enhance collaboration? Do you routinely communicate with employees in other offices or other external contacts? Try new tactics to grow your business.

### 12+ points

**Congrats – you're an all star collaborator!** Not only are the tools in place, you've got an executive that is really walking the walk. Share the spirit of teamwork and engage your co-workers in a brainstorming session on ways to be even more awesome.

Interested in learning more about how collaboration can benefit your organization? Read our [ebook](http://bit.ly/14DhSnk) (http://bit.ly/14DhSnk, for print readers) or [Contact us](#) to get started today.