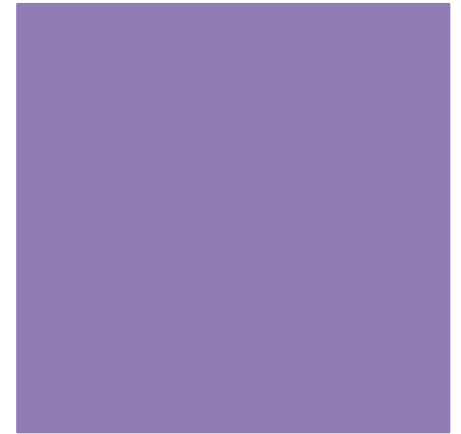




# Collaboration

Topic 2.4: How to create a strategy on collaboration management in workplace?



To introduce collaboration management in your business, you need a strategy and the first step is to set goals. This topic explains tools for goal-setting.

## Aims:

- Introduce a strategy for collaboration management.

## Learning Outcomes:

- The learner should know the first steps of collaboration management strategy.
- The learner should know how to use goal-setting tools.
- The learner should be able to set goals.





# Innovation Management

## Unit 1 Creativity

- 1.1 Creativity Management
- 1.2 We are all creative
- 1.3 Innovation types and levels
- 1.4 How to create a strategy on creative management in workplace
- 1.5 How to develop a process for Individual creativity
- 1.6 How to develop a process for organisational creativity
- 1.7 Tools for developing a process for organisational creativity
- 1.8 How to manage the creativity process: Critical Success Factors
- 1.9 How to measure impact

## Unit 2 Collaboration

- 2.1 Collaboration Management
- 2.2 How & Why to collaborate
- 2.3 Collaboration types
- 2.4 **How to create a strategy on collaboration management in workplace**
- 2.5 How to plan collaboration management in workplace
- 2.6 How to collaborate successfully
- 2.7 How to find the right partners
- 2.8 How to develop a process for collaboration
- 2.9 How a process for Collaboration will make my organisation innovative

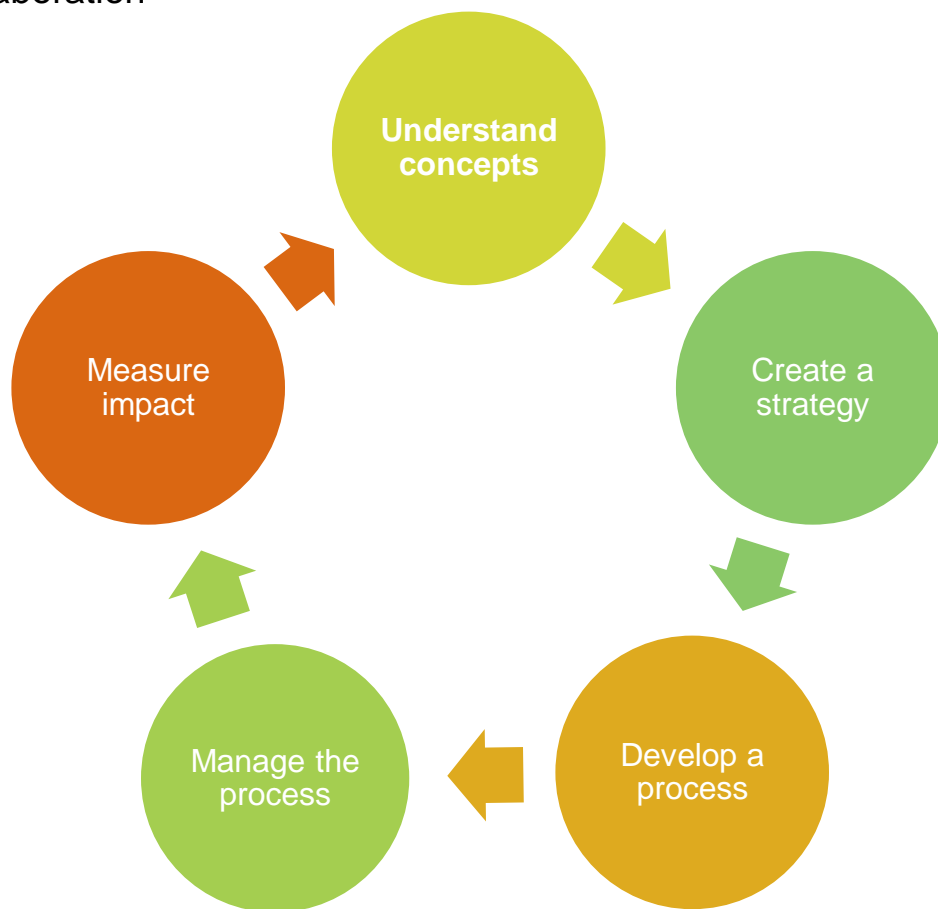
2.10 How to manage the collaboration process: Critical Success Factors

2.11 How to measure impact



# How do I manage collaboration?

Five steps of collaboration





# How do I manage collaboration in the workplace?

To manage collaboration, there is no standard technique, but there are lots of ways to try.



An idea is to create a plan or strategy to guide you and establish some ways to measure your success.

**First thing you need to do is to set your goals!**  
**Let's see the methodology that you can use!**





# Tips before the goal-setting

## ➔ SWOT analysis

SWOT stands for “Strengths, Weaknesses, Opportunities, and Threats.” SWOT is a strategic planning model that helps identifying the spots for improvement and the business strengths.

## ➔ Market analysis

A market analysis will help you predict where your industry is heading, identify the new trends.

## ➔ Performance review

Knowing your past performance will help you decide where you should be heading.

[Joseph Lucco](https://www.clearpointstrategy.com/business-goal-setting/), “18 Tips For Setting Better Business Goals”, Available at: <https://www.clearpointstrategy.com/business-goal-setting/>



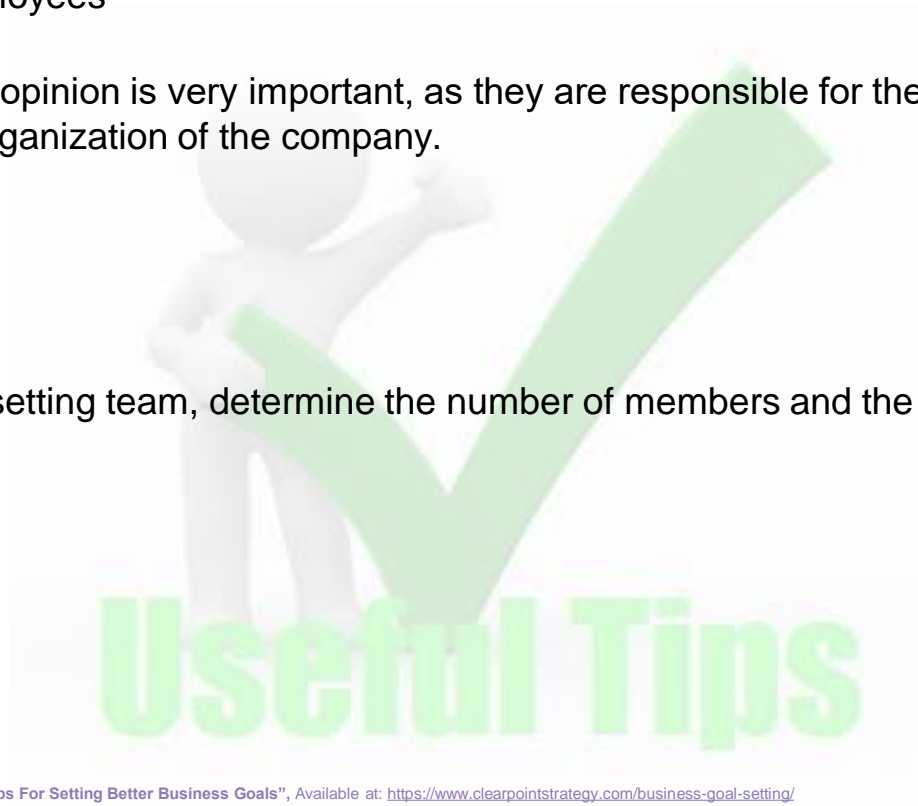
# Tips before the goal-setting

## ➡ Consult the employees

The employees' opinion is very important, as they are responsible for the every-day operation and organization of the company.

## ➡ Select the team

Select the goal-setting team, determine the number of members and the positions of the participants.



[Joseph Lucco](https://www.clearpointstrategy.com/business-goal-setting/), "18 Tips For Setting Better Business Goals", Available at: <https://www.clearpointstrategy.com/business-goal-setting/>



# Tips before the goal-setting



## Benchmarking



Benchmarking is a tool that you can use to assess your company's current state and the external business environment, to identify gaps and discover ways to improve performance and meet your goals, once established.

You can use:



Process benchmarking



Strategic benchmarking



Performance benchmarking



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# Tips before the goal-setting



## Benchmarking



### Process benchmarking

To help you to better understand your processes, compare performance against internal and external benchmarks, and find ways to optimise and improve your processes.



### Strategic benchmarking

This compares strategies, business approaches and business models to strengthen your own strategic planning and determine your strategic priorities.

[Joseph Lucco](https://www.clearpointstrategy.com/business-goal-setting/), "18 Tips For Setting Better Business Goals", Available at: <https://www.clearpointstrategy.com/business-goal-setting/>



# Tips before the goal-setting



## Benchmarking



### Performance benchmarking

This involves collecting information on how well you're doing in terms of outcomes (which could mean anything from revenue growth to customer satisfaction) and comparing these outcomes internally or externally.



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Do you think it would be helpful to you to confirm or discover your organisations' strengths and weaknesses through empirical data?



If the answer is yes, carry out the following:

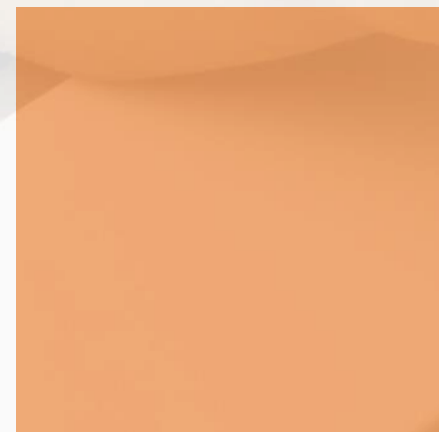
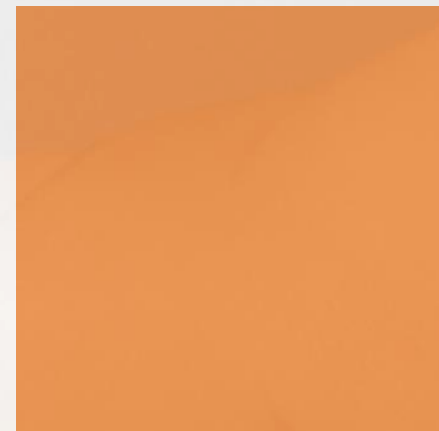
1. Decide what you want to benchmark.
2. Identify performance measures.
3. Evaluate your own firm's capabilities.
4. Identify firms to be benchmarked.
5. Determine what this firms do differently.
6. Analyse to collected data and develop an action plan.



10 min.



## Benchmarking



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# Tips during the goal setting

## ➔ Consult your mission and vision

Be sure that every member of the goal-setting team is aware of the mission and the vision of the company, so that the goals are in line with them.

## ➔ Describe thoroughly your goals

Be specific and descriptive, so that your goals are transparent and easily understood. Break down too large or too long goals and apply target dates for each segment.

## ➔ Design the action plan

Write down the actions you'll take to achieve these goals, to avoid misunderstandings and delays.

[Joseph Lucco](https://www.clearpointstrategy.com/business-goal-setting/), "18 Tips For Setting Better Business Goals", Available at: <https://www.clearpointstrategy.com/business-goal-setting/>



## Tips during the goal setting

### ➡ Set responsibilities

Set specific responsibilities for your goals. Determine who will be responsible for reporting and coordination.

### ➡ Identify the resources needed

Determine the resources you need to achieve your goals and the budget.

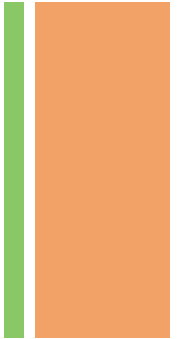


[Joseph Lucco](https://www.clearpointstrategy.com/business-goal-setting/), "18 Tips For Setting Better Business Goals", Available at: <https://www.clearpointstrategy.com/business-goal-setting/>



# Set your goals

To set your goals, there are many tools you can use.



Management by objectives (MBO)

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*A process of defining agreed organisation level objectives to be achieved so that the management and the employees understand their roles and duties to reach them.*

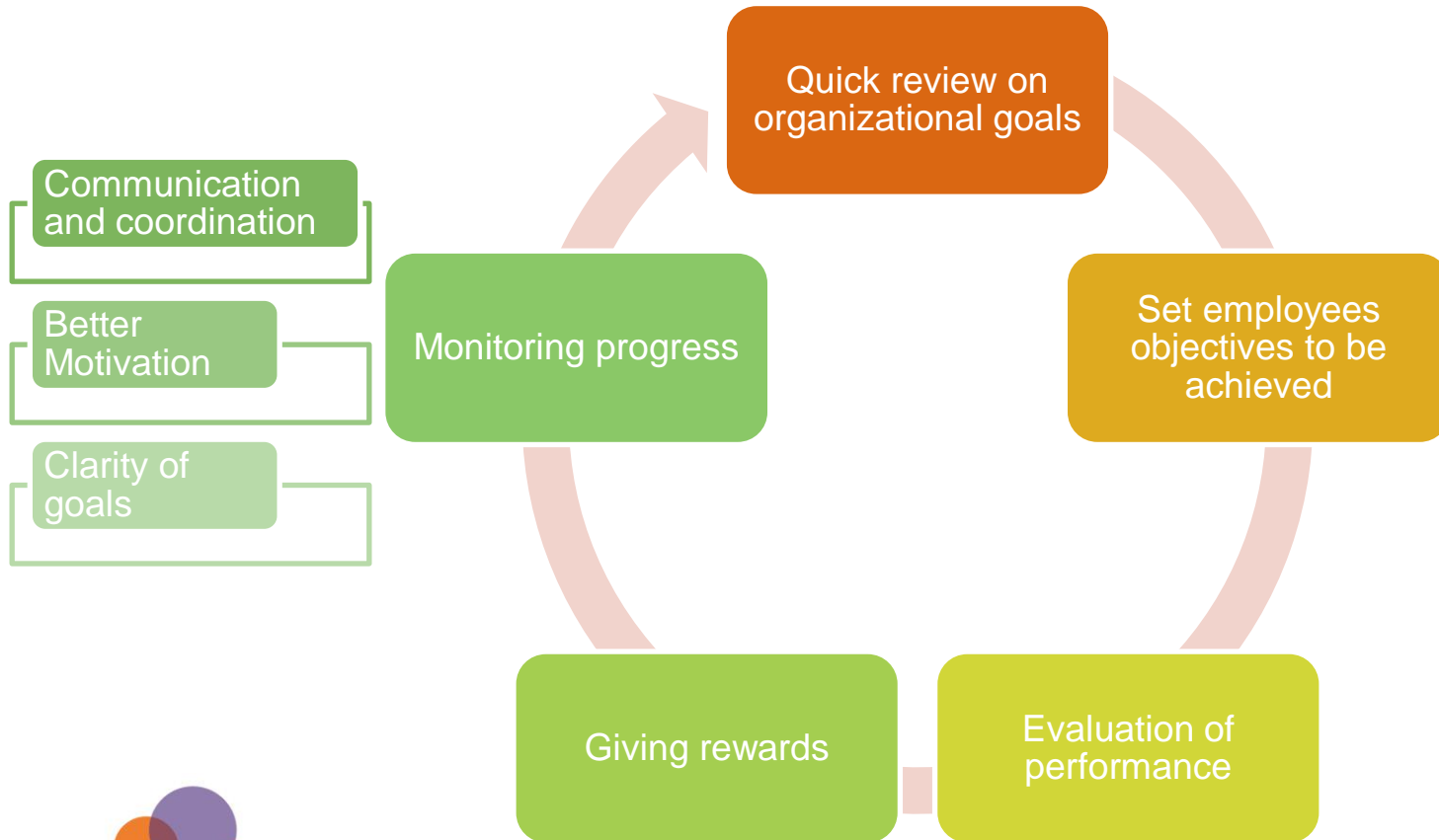
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➡ The MBO process involves five steps.



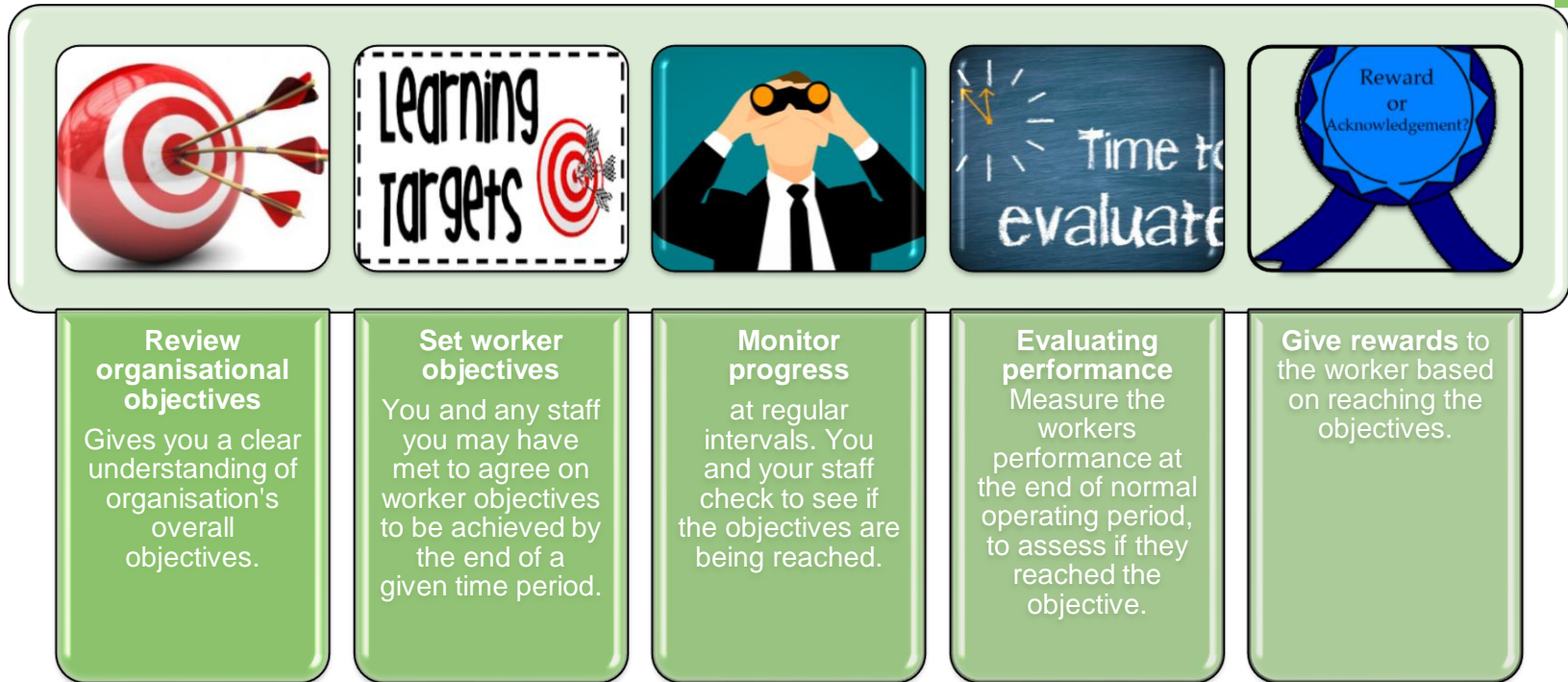
# Set your goals

Steps of the MBO process





# Set your goals







How do you think MBO can help collaboration?



5 min.





## How do you think MBO can help collaboration?

It encourages employee's job satisfaction and commitment, improves relationships within the organisation and increases commitment to objectives because they are not imposed by others.





# Set your goals

Another tool you can use for setting goals is SMART goals.



SMART goals

- ➔ SMART goals is a way to create goals that will help you. To do so you should use the SMART rules.
- ➔ Writing your goals in a SMART format will make sure that you are clear on what you are trying to accomplish, as well as when and how.



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# Set your goals

## SMART rules





# Set your goals

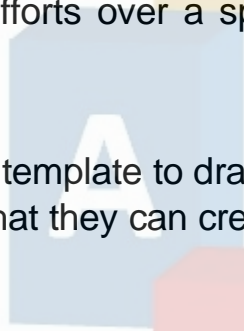
## SMART rules



SPECIFIC



MEASUREABLE



ACHIEVABLE



REALISTIC



TIMELY

- ➔ A tip is to develop two or three smart goals to help you focus your Collaboration Management efforts over a specific timeframe of perhaps three, six, nine or twelve months.
- ➔ You can use a template to draft your own SMART goals and share the template with your team so that they can create theirs. Repeat it for each goal.



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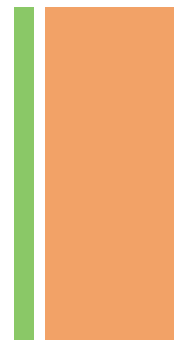


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# Set your goals

SMART goals template



<b>Is it Specific?</b>	Does the goal define both what needs to be attained and by when?
<b>Is it Measurable?</b>	Can it be measured and how?
<b>Is it Achievable?</b>	Is it possible to do in the timeframe?
<b>Is it Relevant?</b>	Will it be useful and appropriate?
<b>Is it Time-bound?</b>	What time period have you set to attain this goal?



# Set your goals

## SMART goals template

*Example: Win Six Projects Per Month (Brian Cairns, CEO, ProStrategix Consulting)*

<b>Is it Specific?</b>	<i>Yes. Win six projects per month</i>
<b>Is it Measurable?</b>	<i>Yes. The number of projects is obvious, but we know to get to six, we need to have 12 proposals, 24 pitches, and 48 warm prospects.</i>
<b>Is it Achievable?</b>	<i>Last year we averaged 5.2 projects per month, and we have been growing at 20%, so a growth rate of 15% felt very attainable.</i>
<b>Is it Relevant?</b>	<i>The number and size of the projects we win each month ties directly to our top and bottom line.</i>
<b>Is it Time-bound?</b>	<i>We measure our performance monthly—incredibly important for staffing and contingency planning.</i>

Laura Handrick, 2019, "27 Best SMART Goals Examples for Small Businesses in 2019", Available at: <https://fitzsmallbusiness.com/smart-goals-examples/>



# Set your goals

## SMART goals template

*Example: Pay Off \$5,000 in Debt Within 30 Months (Katie Ross, Education & Development Manager, American Consumer Credit Counselling)*

<b>Is it Specific?</b>	<i>Yes. I will earn a pay increase.</i>
<b>Is it Measurable?</b>	<i>Yes. I will document my progress and work with management to ensure I am meeting the goals and expectations of the job throughout the year.</i>
<b>Is it Achievable?</b>	<i>I will achieve this by working hard and becoming more valuable to the company.</i>
<b>Is it Relevant?</b>	<i>I will participate in development opportunities and project opportunities throughout the year to demonstrate my contributions during the year.</i>
<b>Is it Time-bound?</b>	<i>I will accomplish an increase within one year of employment.</i>

Laura Handrick, 2019, "27 Best SMART Goals Examples for Small Businesses in 2019", Available at: <https://fit-small-business.com/smart-goals-examples/>





Define a goal of your business. Use SMART goals template to determine if your goal is SMART.



10 min.





# Tips after the goal setting

## ➡ Schedule your appointments

Set regular appointments to monitor your progress. Bear in mind that you may need to adjust the schedule according to the requirements.

## ➡ Communicate your goals

Make sure that everyone understands the goals and how they participate in goals the achievement.

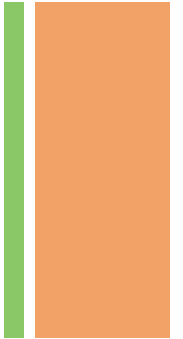
## ➡ Measure your achievement

Collect data to measure your performance towards each goal.

[Joseph Lucco](https://www.clearpointstrategy.com/business-goal-setting/), "18 Tips For Setting Better Business Goals", Available at: <https://www.clearpointstrategy.com/business-goal-setting/>



## Tips after the goal setting



### Reward your organization!

Achieving your goals can be very challenging and that is why you need to celebrate it!

You should acknowledge the employees' effort and achievement and reward them. This will give them motivation to collaborate in order to reach the goals of the company.



Joseph Lucco, "18 Tips For Setting Better Business Goals", Available at: <https://www.clearpointstrategy.com/business-goal-setting/>

# Learning Aids

Laura Handrick, 2019, “27 Best SMART Goals Examples for Small Businesses in 2019”, Available at:  
<https://fitsmallbusiness.com/smart-goals-examples/>

Cleverism, 2018, “Management by Objectives – The Definitive Guide”, Available at:  
<https://www.cleverism.com/management-by-objectives-guide/>

## Topic Review

This topic includes some suggestions on how you can encourage and help your staff to collaborate starting by developing collaboration management. The topic suggests the creation of a plan or strategy to guide you and introduces the tools of MBO, SMART goals and benchmarking to help you set your goals.