

# Unleash the True Value of Collaboration

How to build a team that lifts its members up to constantly drive better results



# Why Collaboration Matters

Collaboration is an essential tool for teams that want to thrive in today's post-pandemic era. While it seems quite a matter of fact, effective collaboration is a learned skill.

We wrote this eBook to reveal **how to collaborate well**. How to select the right tools and strategies to not only get the superficial benefits of collaboration—communication, tracking, planning—but to unleash its true value: working together as a team to help each other get better.

What happens when collaboration is done well? A Deloitte study shows the results can be seriously impactful:

15%

Work gets done  
15% faster

73%

see better outcomes  
from their work

60%

are more innovative

56%

are more satisfied

X2

The business is twice  
as likely to outgrow its  
competitors

# How Collaboration Drives Results

Before we dive into how to collaborate well, it is helpful to understand why we should care about effective collaboration in the first place. Teams and, in turn, organizations that collaborate well, stand to gain concrete benefits including faster growth and profitability, higher quality outputs, and a culture that espouses learning and innovation.



# Gather your crowd and set the scene

We've all heard the proverb, "if you want to go fast, go alone. If you want to go far, go together." This is proven when it comes to the competitive advantage of collaboration in business. Deloitte found that 52% of companies that prioritized collaboration as part of a strategy led by management outgrew their competitors, while only 20% of businesses without a collaboration strategy did so.

Beyond outgrowing their competition, Deloitte found that companies that prioritize collaboration are more profitable: "businesses that consider collaboration an important component of their overall business strategy were 4 times more likely to see growth in their bottom line."

# Higher Quality and Greater Efficiency

Teams that collaborate well save time and use the resources at their disposal more effectively. This means that problems are resolved faster, smarter decisions are made, and processes are improved.

The efficiency that results from collaboration also means that teams can spend more time delivering the best possible, highest quality product. According to a study by McKinsey & Company, implementing collaborative processes and tools [improved productivity by 20-30%](#) in global software development teams.

# A Culture of Learning and Innovation

Effective collaboration creates an environment in which silos are broken down and trust and transparency increase. This cultivates a culture that centers on continuous improvement, learning, and development, all of which lay the foundation for innovation. An individual employee's idea that is shared, taken seriously, and supported, can grow into the company's next big product. Alternatively, an idea from management that seems great can be examined more critically and, perhaps, dismissed. Deloitte found that 60% of its survey respondents experienced changes in their way of thinking due to collaboration.

# But What Is Collaboration, Really?

Teams today have a variety of tools at their disposal to reap the benefits of collaboration. But they're not all the same. Some collaboration tools are focused on helping teams plan, communicate, and track their work. The real value of collaboration, though, the kind that translates to a company's bottom line or culture of learning, stems from a certain type of collaboration.

We've identified three levels of collaboration that teams need to travel through until they get to the levels that reap real benefits. We call these levels "The Collaboration Maturity Curve." The first level, Communicate, involves collaboration that helps teams stay in touch more easily. The second, Coordinate, is the level at which teams can not only stay in touch, but also move projects forward together through collaboration. At the third and final level, Elevate, teams use their communication and coordination tools and strategies to actually move their work to a level of quality and output that they would not have achieved without collaborating.



# The Collaboration Maturity Curve

Use this chart to understand your team's level of collaboration, and what tools and strategies you may need to move from one level to the next.



## Communicate

Teams communicate regularly, whether in-person through regular check-ins, meetings, and casual chats, or online through real-time communication platforms.

Team members share information that is helpful to one another, but they continue working independently. The communication may or may not result in a new output.



## Coordinate

Teams move from ongoing communication to coordination that helps them plan, track, and manage a project or task, and see it through to on-time completion.

At this level team members may use task or project management platforms that give them visibility into the entire project's status, including tasks that they are not personally responsible for. Team members work together toward the project's completion, but their coordination does not necessarily result in a better output when the project ends.



## Elevate

Team members use their own, and their peers' performance to learn and improve. Collaboration focuses on capturing insights as work progresses, and implementing lessons learned as a group.

Ultimately the end product is at an elevated level of quality than it would have been with communication or coordination alone.



# Elevate Your Team's Collaboration

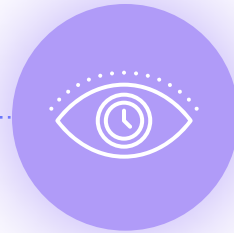
Working with dozens of companies across industries and geographies, we have identified practical ways for teams to create value through collaboration.

The key to success for these companies is the creation of an **“always-on” process that drives the team to constantly get better.**



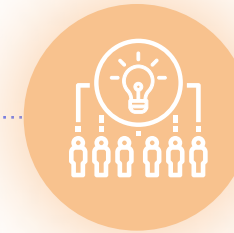
**Apply relevant action items to the next task or project.**

Use bitesize lessons learned to constantly improve outcomes.



**Empower team members to identify and capture lessons learned and corrective actions in real-time.**

Create actionable takeaways guided by an AI assistant.



**Instantly share insights and takeaways with the entire team.**

Make an immediate impact on day-to-day team performance.

# The ROI of Great Collaboration

Teams that created a collaborative improvement process using the Shamaym platform achieved tangible business results.



TripActions

Increased sales conversion rates by **15%**



Reduced customer complaints by nearly **50%**



Improved timely product deliveries by **150%**



Can you unleash the true value of collaboration?

Contact us today to see a demo

# Contact us today to learn more about Shamaym's Collaborative Real-Time Learning Platform.

Shamaym helps teams improve their performance and adapt quickly to changing needs by turning day-to-day actions into learning opportunities. Powered by AI, our Collaborative Real-Time Learning Platform makes it easy for employees to capture lessons learned from each activity, share insights with team members, and tap into relevant takeaways at the moment of need. Based on a methodology developed by the Israeli Air Force to drive rapid learning and continuous improvement cycles, we help sales, support, product, and other mission-critical teams drive higher KPIs and accelerated growth.

Shamaym works with leading multinational organizations:



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