
Mastering Cross Collaboration and Busting Silos

— All of Us is Better than One of Us —

Introduction

Who Said It?

“Current **siloes** organizational models are mechanical – optimized to manage **risks**, distribute tasks, and provide controls to help execute corporate strategies created through central planning. This approach results in a variety of **siloes** decisions that create an overwhelming amount of **bureaucracy**, risk aversion, noise, and **inflexibility** that **paralyzes** customer-facing employees from responding to the rapidly changing needs of the market and, thus, creating massive **barriers** for growth.”

Making Sales Enablement a Part of the Corp Culture

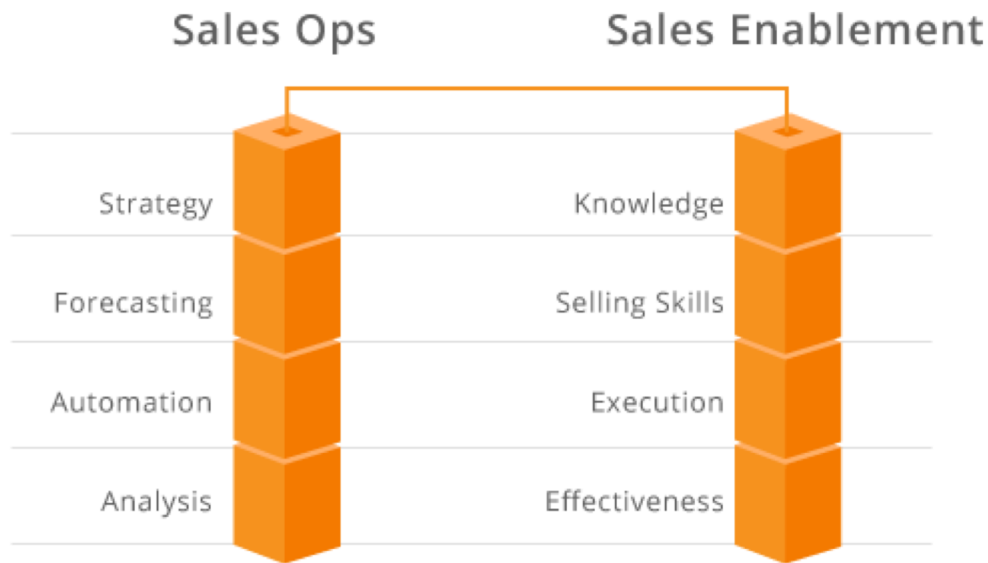


Departmental Groups

1. Marketing
2. Sales Enablement
3. Training
4. Product
5. Sales Leaders
6. Sales Ops

Sales Ops Versus Sales Enablement

Enablement and Ops share common goals, by leveraging each other's strengths, they can do more!



Why is Collaboration so Difficult?

- We are moving at a faster rate than ever
- Departments are so focused on their goals that they ignore or downplay the strategic goals of the organization.
- Fear and Ego
- Absence of Trust

5 Ideas Activity

Common Goal:

To provide Sales Reps with what they need and when they need it throughout the customer lifecycle.

How do we measure?

- Revenue?
- Pipeline?
- Time to close?
- Activity?

Round 1

Question:

How can employees from other departments help your department to better achieve the common goal?

List Top 5 Ideas

Round 2

Question:

How can employees from different departments work with each other to achieve the common goal?

List Top 5 Ideas

Team Presentations

Individual Action Planning

How can I individually contribute to the achievement of the common goal?

Wrap up

Compile all ideas from each group and share with participants in a post session takeaway (email).

Thank you so much!

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