



ASIL, Inc.

Volume 12 Issue 8

# The Partner View

August 2016

## ASIL, Inc. - YOUR MANAGEMENT CONSULTANCY PROFESSIONALS



### Collaboration - The Power of X<sup>x</sup>

Change in the workplace is a constant. Change comes in the form of new organizational designs, policies, processes, procedures, business systems, and technologies. At the center of all change are people and therefore all change involves a human element. All change, where doing so involves multiple people, requires some level of collaboration. There's very little in today's business where the need to collaborate is absent.

Depending on the type of change, the collaborative efforts can be very complex. Different skills are needed at different times of a change project so knowing when and how best to apply these capabilities is essential.

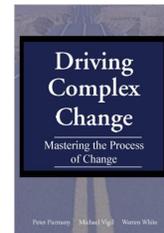
There are various reasons why people are selected to collaborate on a given project. Some examples include depth of subject matter expertise, a developmental opportunity, a specific technical competency, social or relational skills needed to influence support, organizational respect of the person either from position or influence, and/or their willingness and commitment.

As is often the case, many change projects operate concurrently within a company or organization. Sometimes these projects are focused within the same organizational domain or functional area involving the same people for subject matter expertise or other collaborative activities. Harvard Business Review, in their "Collaborative Overload" article released Jan-Feb 2016, states "20% to 35% of value-added collaborations come from only 3% to 5% of employees".

An organization that continually taps the same individuals over and over again to create and drive collaborative efforts is creating a disservice to itself and the individual. While it may be personally gratifying to be at the center of innovation, it can also be detrimental trying to find time to support the ongoing needs of competing interests. Relying on a same people over and over again may also limit the transformative effect from involving other opinions, perspectives and experiences.

As Leaders, our role is to develop our people to continuously add-value and prepare for future organizational needs. This means co-creating experiences from which to understand, gain knowledge, build competencies and skills, to support the future needs for collaborative change. Collaboration is not something occurring infrequently in this future we are in. The ability to collaborate with globally distributed, culturally unique, shared-purpose teams is essential.

What steps will you as a leader take today to improve your team's collaborative quotient? What steps will you take to raise your team's capabilities thus creating the opportunity to create a future to the power of X<sup>x</sup>?



### Shift Happens

Are you ready?

Get the [Driving Complex Change®](#) book today from Amazon to help you navigate your organizational change process.

### Featured Partner



[Success through Collaboration](#)

Visit the [InSightApp™](#) website to view the features and benefits of the App.

### Is your Organizational Development Project stalling?

Place your greatest challenge on the professionals at ASIL, Inc. We will quickly assess the situation, develop a solution and deliver results. Contact [ASIL](#) to get the support you

If you're in a Leadership role and you find yourself unable to adequately staff the needs for business transformation efforts, consider reaching out to the Management Consultancy professionals at ASIL, Inc. The ASIL team is comprised of experienced Management professionals well versed in creating teams capable of excelling in this need for collaborative business transformation.

Email us today at [Sales@asil-inc.com](mailto:Sales@asil-inc.com) or find us on the web at [www.asil-inc.com](http://www.asil-inc.com).

See how we're helping teams improve collaborative efforts with InSightApp™. InSightApp™ provides access to change adoption best practices for less than the cost of coffee from your favorite Barista. Learn more at <http://insightappsolutions.com/>

Contributed by Warren White

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## Through collaboration, all things are possible

There are many, good change management methodologies available to business and technical leaders in today's working environment. Some of these methodologies are comprehensive while others offer specific remedies for very bounded or situational conditions. What separates the *Driving Complex Change*® methodology from these other approaches is the inherent simplicity of design and the proven and practical operational elements. With the *Driving Complex Change*® methodology you get a comprehensive change management system, leveraging the application of confidential survey technology, to focus efforts on the six critical enablers of successful business transformations. Performance within these six tenets dictates the potential of change program effectiveness.



All six tenants are co-dependent to achieve the highest possible levels of success. Breakdown in any area undermines the potential for effective change. Typically one break leads to another and further demise.

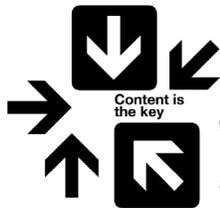
If you'd like to learn more, download the *Driving Complex Change*® book.

Have an Apple iPhone; download the *InSightApp*™ app which leverages the *Driving Complex Change*® methodology, and places it into your hands with a mobile business app.

Contributed by Peter Pazmany

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## Content is the Key



Many companies are continually trying to reach their audience so they can sell their goods or services. While some techniques for marketing and advertising remaining unchanged, many users are becoming smarter to the "disguised ad". In this day and age, a highly effective way to engage and connect with your audience or users is to provide them with content that creates value in their lives, albeit personal or professional.

So what do you write or send to your audience to connect with them? The content should be driven by one key aspect which is the value that is brings. There are hundreds of articles that pass by our eyes daily so it requires the user to choose what you wrote to read. To stand out amongst so many other articles, you need to demonstrate value will come from what you are writing.

Value can come in a variety of forms you probably have readily available to you. Your company has education and knowledge on particular topics, which can prove infinitely valuable for audiences both inside and outside of your industry. Additionally, you have you experiences and perspectives, which can provide value for those who

need to ensure a profitable tomorrow!

Contact us at 408-980-9904.

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### Word of the Month

Collaborate:

In a business environment:  
To work together on shared goals or creating solutions.

Source: ASIL, Inc.

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may share a comparable opinion or find themselves in a situation that share similar aspects. This value comes from your audience being able to connect with the information and use it, leading to increased credibility for your company.

Content that can provide value is just as important as content that engages your audience and gets them connected to you or your company. Adding value starts the conversation with your audience that you should continue through discussion to continue to engage and connect your audience. These are not simple feats to accomplish. They take time to refine the content that your users are craving as well as the content you can provide that brings a high level of value to your audience to connect them on a greater level to what you are doing. If you are interested in learning more about how to utilize content to connect with your audience, contact ASIL, Inc. for a consultation.

*Contributed by Joe Pazmany*



This Newsletter is delivered in electronic format to reduce our carbon footprint. If you must print it, please share and recycle.

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