

# Cheatsheet: Ten ways collaboration and agility can inspire business success

## 1: Breed happiness through teamwork.

Strong collaboration built on openness, honesty and mutual respect breeds a greater sense of self-worth in employees. Research has found these traits inspire an 80% increase in employees reporting better emotional well-being.

## 2: Generate productivity through a satisfied workforce.

When workers feel happier, they're more motivated to do their jobs and their productivity increases. Oxford University's Saïd Business School has found that workers who are more satisfied can be up to 13% more productive - that's nearly an extra day of work a week.

## 3: Seize new opportunities with agility.

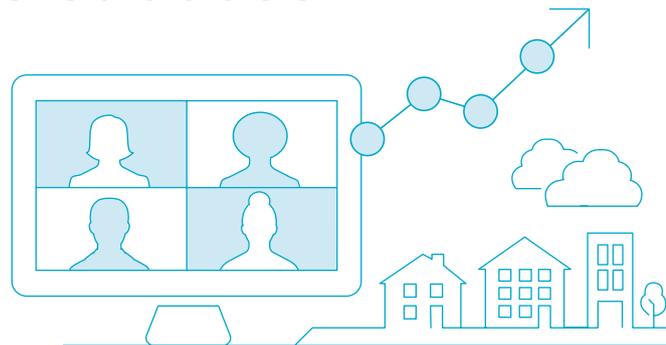
In such a fast-changing business landscape, every business must consider whether the way they operate, and the way they make decisions, is still suitable. Keeping an open mind to new avenues for growth will be key to adapting to the 'new normal'.

## 4: Enable collective creativity.

When people work together and feel free to exchange their ideas, they become more than the sum of their parts. The best plans for the future can come when everyone contributes to the conversation.

## 5: Take first-mover advantage.

With customer preferences changing so rapidly, the race is on to satisfy demand in emerging new markets. Those businesses who can collaborate to innovate, then move with agility to head off the competition, will be in pole position for growth.



## 6: Move team-building online.

Just because your workforce are all operating remotely doesn't mean they can't forge strong working relationships. Learning the lessons of lockdown to run virtual team-building events can help improve collaboration and make staff feel more valued.

## 7: Divide and conquer with delegation.

When an opportunity arises, and there's no time to lose in taking advantage of it, a problem shared is a problem solved. Sharing out the workload, and harnessing the abilities of an entire team, can help get the job done both quicker and smarter.

## 8: Mobilise diverse perspectives.

A broad spectrum of backgrounds, across age, gender, ethnicity or sexual orientation, fosters more out-of-the-box thinking. Research has found that diverse groups often out-perform homogeneous teams or even groups of experts.

## 9: Respond quickly to build customer loyalty.

Now more than ever, customers want a personalised experience and to feel a business cares about them. Acting fast to respond to their needs across multiple channels will generate long-term positive feelings around a brand.

## 10: Up-skill to boost agility.

Businesses that are truly agile need employees with the deepest and most up-to-date skills available. That demand can inspire a greater emphasis on learning and education to support that agility, while delivering a more capable and knowledgeable workforce at the same time.

