

## The Issue For Our Time

### **How can Multiple Independent Groups join together in the right way to take advantage of combined opportunities?**

When leaders of companies that are working together apply a principle of “shared knowledge” to joint actions, the outcome can be considerable. If at the start there is a formal expression of common purpose beyond theory, leading to the sharing of methods, the result is likely to speed the way to enhanced profit for all.

The danger at the opening bell can be an “assumption” that all will follow “Basic Methods” without first designating those methods at the start. Without the correct sharing there is a risk of (at the minimum) a “slow start.”

We are used to seeing joint action guidelines occur when public projects of scope are mounted. For the project to run smoothly, a set of guidelines serving as virtual rules should be put in place.

A typical flaw between private entities attempting a common effort (short of a merger) can result when groups fail to fully share “internal methods,” that would benefit others in the group.

### **Application Within Multi-divisional Groups**

The same principle of shared methods can be applied WITHIN multi-divisional efforts of a company. When marketing, development and production units, each dealing with parallel lines, set in place efforts patterned after the most effective line, the results can be highly positive. The enemy of this reality is the corporate “Assumption”.... a belief that without common guidelines this will occur by itself.

An even greater enemy is the “protection” of methods within one division from others as a result of internally competitive leaders.

While some might argue that individual innovation within units stimulated by competitive efforts can lead to enhanced success, the overall outcome is rarely as beneficial as when there is systematic sharing.

Although this concept may seem obvious to many, there is a high likelihood that some reading these notes are shaking their heads over parallel activities that are not sharing ‘Best Efforts’ in a meaningful way.

### **Working Sequence (A Practical Approach):**

1. Name a coordinator
2. Clarify the Common (Project) Outcome being sought
3. Set a calendar for the establishment of common methods and review
4. Draft a ‘Short List’ of Joint Communication Principles
5. Identify Initiative Areas that would benefit from common methods
6. Set a format to be used mutually
7. Each group share initiative methods used internally for targeted initiatives

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8. A joint team compiles / clarifies common method to be 'recommended'
9. Set monitoring schedule
10. Adjust as needed over time

As basic as this sequence may seem, joint adoption early in each common project will save significant time and short-cut a range of aggravations seen by all of us over time.

Your comments on these concepts and sharing of experiences are actively sought.