



Collaboration By the Numbers: The Ultimate Team Collaboration Guide





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3 Ways to Get More Benefits of Business Collaboration

The benefits of business collaboration can be significant — in some cases, even transformative. But what if you're missing out on them?

Simply by changing the way that you approach collaboration at work, you may be able to experience those benefits yourself. And when you multiply that effect by the number of people on your team, the opportunity increases significantly.

There are three simple mindset shifts that can radically amplify your results. Make a conscious effort to try on even one or two of these approaches, and what you find might motivate you to make a permanent shift.

1. Be Ready for Surprises

One of the most significant benefits of business collaboration is the ability to draw on a range of perspectives from within — or beyond — your organization. So why is it sometimes difficult to be confronted with surprising new information and perspectives?

Collaborative projects don't happen in a vacuum. When your own assumptions are challenged, it can feel like your authority is on the line. The best antidote to this is not to brace against the possibility of surprises, but to adopt a mindset of welcoming them instead.

When you do this, every new insight becomes interesting. You're able to consider them, even if they're the opposite of what you started out thinking.

In her famous TED Talk, "[On Being Wrong](#)," author Kathryn Schulz says, "Most of us do everything we can to avoid thinking about being wrong, or at least to avoid thinking about the possibility that we, ourselves, are wrong."

But, she argues, it's absolutely essential to change the way we think. And if we can, there are extraordinary benefits to be realized.

"It is possible to step outside of that feeling," she says, "and...if you can do so, it is the single greatest moral, intellectual and creative leap you can make."

2. Bring Awareness of Personal Productivity Styles

It's not personal. It's business, right? Even the phrase "business collaboration" sounds like a collective, not a group of individuals.

But the dynamics that govern the many small exchanges that make up a collaborative effort can drive the success or failure of the entire initiative.



What happens when you can bring an awareness of varied personal productivity styles to a collaborative setting at work? Several things are likely to happen, often with surprising speed.

First, communication gets streamlined. As author and productivity expert Carson Tate described in “[Harness the Power of Your Personal Productivity Style](#),” when you make a conscious choice to communicate in the style that someone else comprehends best, you have a much higher likelihood of being understood.

This means fewer misunderstandings, fewer back-and-forth clarifications, and less time sacrificed to trying to bridge the gaps.

Second, collaboration dynamics improve. It doesn’t feel great to be overwhelmed or confused, especially when you’re trying to work together. As these dynamics improve, spirits rise and moods lighten.

This opens to the door to improved flexibility, fresh ideas, and more give and take — a win for any business collaboration.

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facilisis ut velit nec, tempor
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sagittis leo congue.”*

3. Reduce Distractions and Attention-Drains

There’s a good reason that some people resist collaborative projects: they take a lot of work! You’re expecting the unexpected. You’re thinking about other productivity styles.

While that in itself isn’t a reason to avoid business collaboration, it does raise an important concern. Mental bandwidth is limited, [decision fatigue is real](#), and there are only so many hours in a workday.

But the solution is not to collaborate less. Rather, it’s to find ways to reduce distractions and drains on your attention so that you have more time and energy available.

Technology can help significantly. For example, at Redbooth, we frequently hear from users who are saving an hour or more every day because they no longer have to spend time wading through endless emails in their inbox. This means 5+ hours a week are now available to devote to projects that can have a real impact.

Logistics can make a difference as well. Spend a significant portion of your day commuting? If you can work from home one or two days a week, you can free up



the mental resources that you'd normally use up on the drive.

Finally, give yourself the gift of focus. Reduce visual and audio distractions in your environment when you're in communication with the people you're collaborating with. Agree on a shared method for capturing ideas and reminders as they arise so that mental bandwidth isn't wasted trying to remember them.

The fewer resources you need to devote to tuning things out or recalling details, the more you'll have to contribute to what you're working on together.

On Your Way to More Benefits of Business Collaboration

If you're committed to creating or improving a collaborative culture at your workplace, consider taking 5 minutes right to choose one of the three approaches described here and revisit it.

Brainstorm specific ways that you can bring that approach to the most important collaborative project you're working on right now.

Whether it's deciding to take a minute before the next meeting to get ready to be surprised, identifying the personal productivity style of just one of your colleagues, or making a plan to figure out and address the biggest distraction facing your team, you'll be well-positioned to reap more of the benefits of collaboration.



4 Common Business Collaboration Traps (And How To Avoid Them)

When people work together, they're capable of generating remarkable results. But there are lots of assumptions you might be making — without even realizing it — that could be holding your colleagues back.

Read on to discover 4 questions to ask yourself and your team today. Each one will show you how to avoid an all-too-common business collaboration trap.

1. Do we have too many experts in the mix?

Strange as it may sound, having a lot of credentialed experts on your team could actually mean less collaboration — unless you proactively do something about it!

In their Harvard Business Review article "[Eight Ways to Build Collaborative Teams](#)," authors Lynda Gratton and Tamara J. Erickson share the insights they acquired from analyzing survey results from more than 1,500 respondents.

Some of those insights are counterintuitive. While pulling together a group of experts sounds like a good idea, it turns out that it comes at a cost:

"We found that the greater the proportion of experts a team had, the more likely it was to disintegrate into nonproductive conflict or stalemate."

But before you start shuffling your experts around, take heart. There are practices that help teams deal with this challenge and others — practices that "help teams overcome substantially the difficulties that were posed by size, long-distance communication, diversity, and specialization."

These eight practices include modelling collaborative behavior and creating a culture of mentoring and coaching. "Building on heritage relationships" — or deliberately putting people who go back a long way on the same team — is another one of the eight.

While they endorse this last practice, the authors caution that putting too many friends on a team together can also impede collaboration:

"When a significant number of people within the team know one another, they tend to form strong subgroups...[W]hen that happens, the probability of conflict among the subgroups, which we call fault lines, increases."

So too many experts, left unchecked, can decrease the effectiveness of business collaboration. But as you take measures to address that, it's important to carefully oversee those practices as well.



2. Are my team members too quick to agree with each other?

Everyone gets along and agrees about everything — sounds great, right? Not so fast. Without some “creative abrasion,” you’re limiting how productive and innovative your collaboration will be.

In the book *Collective Genius*, authors Linda Hill, Greg Brandeau, Emily Truelove and Kent Lineback trace specific business cases related to innovation and collaboration and synthesize lessons learned (read an excerpt from *Collective Genius* [here on the Redbooth blog](#)). In the chapter on creative abrasion, they review a challenge faced by Pixar.

Two films — *Up* and a *Cars* short — needed access to the rendering technology at the same time. Normally this didn’t happen at Pixar, but a variety of unexpected factors had created this serious scheduling conflict.

Both films were in jeopardy, and the ripples from being late could have far-ranging and unacceptably expensive consequences. The process of finding a solution was not comfortable for anyone involved, and there were many moments of frustration, pressure, and even despair.

Everyone involved felt like they had been asked to do something impossible, and at many points it looked like a zero-sum game. Radical solutions were proposed — and each one was rejected.

And yet the extreme solidarity of the Pixar teams — along with a heavy dose of pressure from the top — made it possible to pull back ideas that had been rejected and look at them with fresh eyes again.

They ended up agreeing to try a risky, extreme, and paradigm-changing proposal: in a first-of-its-kind experiment, they borrowed 250 rendering computers from Disney, came in on the weekend to install, test, and set up the computers, and had them up and running on Monday.

To everyone’s immense relief, both films were completed on time.

The authors of *Collective Genius* attribute this success to creative abrasion, a process that requires a unique set of circumstances:

“Brainstorming is all about support and only support. Creative abrasion, on the other hand, is about support and confrontation. That’s why it only works with a community built on purpose, values, and rules.”

They emphasize that the must-have components in creative abrasion are “diversity and conflict.”



At the same time, Pixar's unique solution-oriented environment was essential to truly leverage these two elements productively:

"[Pixar's] sense of mutual respect, trust, and influence created a fertile context for the kind of idea sparring necessary for creative abrasion."

Thoughtful leadership, the authors add, is also a requirement for creative abrasion to work well and ensure that it moves forward in an effective manner.

So simply encouraging your team members to battle it out is not the answer. It's about harnessing the power of different perspectives and creating an environment where people can disagree in a way that ultimately leads to better outcomes.

3. Are we going to try to build robust collaboration on top of outdated technology?

This question may take you by surprise — especially if you don't think of email as "outdated." But as [David F. Carr](#) points out, that depends on what you're asking email to do.

David is the author of *Social Collaboration for Dummies*. In his [Social Collaboration cheat sheet](#), he explains specifically why we may have come to rely on email in a way that exceeds its capacities. Often, email can feel like a rickety foundation for dynamic collaborative exchanges:

"Email was never designed as a medium for long-running discussions with lots of participants and quoted text from each other's messages."

David also points out that email can thrust people into the spotlight if they contribute, so many just remain silent. He shares the example of shy employees who wouldn't feel comfortable hitting reply-all to respond to an email from the CEO. However, as he points out, those same employees might be more comfortable sharing their thoughts and ideas in another kind of forum, especially if their colleagues are doing that too.

When more employees share their thoughts and insights, the potential benefits in this scenario extend beyond giving a few quiet folks the opportunity to express themselves:

"In [this] process, the leader gets insight into what those on the front lines of the organization think — input that might otherwise be filtered out by the layers of management in between."

If you've been attempting to draw people out across your company and encourage collaboration on email, it means that you have the right intentions. The next step is simply to ensure that the communication platform you're using can support these new initiatives.



For large enterprises, this doesn't mean starting from scratch in terms of technology. Often it's possible to complement existing IT infrastructure with agile technology, a solution that enables enterprises to leverage their existing investments while remaining competitive.

4. Have we been treating business collaboration technology as an end in itself?

The point of business collaboration isn't just, well, to collaborate.

"You should define a purpose," says [Alan Lepofsky](#), VP and Principal Analyst for Collaboration Software at Constellation Research, in a [Connected Enterprise talk](#).

In this talk, he outlines three stages that companies focus on as they integrate social collaboration tools: Sharing, Getting Work Done, and Purposeful Collaboration.

Sharing and Getting Work Done are essentially focused on the day-to-day. So it's the third stage — Purposeful Collaboration — that many companies don't always consider. "Your company's doing a lot of things right and using a lot of the right tools," he says. "What you're doing now may be right if you augment some of those processes."

With Purposeful Collaboration, you identify specific business processes you want to focus on improving at your company or on your team — according to Alan, "resolve issues faster" would be one example. You also identify the purpose for this process goal: in his talk, Alan suggests that a company might do this in order to "in order to have happier customers."

Use cases like this start to build a big-picture framework to guide the strategic implementation of business collaboration tools. And beyond that, the use cases help to reframe questions about measuring the effectiveness of those business collaboration tools.

Instead of the common question "What's my ROI on this tool?" Alan explains that the most effective way to measure ROI is to focus on the areas related to the business processes and outcomes you identified earlier.

So once you have your new technology in place, the key question from the earlier example might now be "How much did we improve our customer support?" In other words, the [collaboration software](#) is valuable because it can help serve your highest-priority business purposes.

It's essential to focus on "the actual business impacts," Alan says. The best technology will help you drive your company's highest-priority business objectives. And that's where it counts the most.



5 Online Personality Tests to Improve Team Collaboration

Everyone that you interact with throughout your professional career (and throughout life, for that matter), has a specific personality type that drives the way he or she thinks, makes decisions, and acts.

When you're collaborating as a team, understanding your own personality type — and the personality types of your team members — can help immensely. It will help you improve team collaboration and work together with your colleagues on a level that is productive and efficient for everyone.

In this post, we're going to look at five online assessments you and your colleagues can take to discover more about yourselves and how your personality types affect the collaborative environment.

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primis in faucibus orci.”*

Before you get started

Take a look through all of the assessments here before choosing which one (or ones) are right for you and your team — you don't have to take all five! That said, you're likely to discover something new from each assessment you take.

Taking the assessments is a valuable experience in itself. Even before you get the results, you'll learn a little more about yourself just from what you notice while answering the questions.

Also, don't be thrown off by the length of time each of the assessments suggests it will take to answer all of the questions.

While 100+ questions may sound like a lot, the questions are easy to answer since there are no wrong answers or answers that you will need to research. If you stick with your first reaction on each question, you will most likely get through them in half the time specified or less.

The Myers-Briggs Type Indicator

There are lots of different quizzes, assessments, and tests that you can use to determine if you are an INFP, ESTP, or one of the other 16 personality types. But this assessment — the [Myers-Briggs Type Indicator](#) for \$49.95 — is the official one recommended by the [Myers-Briggs Foundation](#).



Why is this a great assessment for individuals in a team setting? The report you receive will summarize your personality type in a sentence or two, then go into details about your values, characteristics, how you interact with others, and how you work.

The Clifton StrengthsFinder

The [Clifton Strengthsfinder assessment](#) by Gallup identifies your unique set of talents and natural gifts.

The goal is to see how these talents can be utilized as strengths to increase your productivity, performance, and engagement in business and in life.

Gallup offers different packages to choose from. Individuals can choose to identify their top five strengths using the \$15 assessment, or to identify all 34 strengths using the \$89 assessment. The reports will detail each strength's general definition and how the strength makes you stand out.

The complete assessment for all 34 strengths comes with a digital, personalized copy of the [StrengthsFinder 2.0 book](#), which walks you through how to use their strengths in all areas of their lives and identify strengths within others.

You'll also get a strengths-based action planner for steps to take to develop yourself personally and professionally.

The DiSC Profile

The [DiSC Profile](#) (Dominance, Influence, Steadiness, Conscientiousness) is a personal assessment tool designed to help professionals improve work productivity, teamwork, and communication through a non-judgemental analysis of personality and behavior.

It is designed to help people understand themselves and adapt to others in work, sales, leadership, and other relationships.

This assessment is primarily used by businesses of all sizes and in all industries to help build better teams, develop effective managers, improve customer service, and help with conflict management.

Depending on your current position, you can choose to assess yourself with a general workplace profile, management profile, leaders profiles, or sales profile.

Each assessment, ranging in price from \$35.95 to \$89.95, comes with a full report you can use to learn more about your DiSC traits and how they are applicable to your current position. It will also include information about people with other traits so you can learn how to get along with others on your team.



The Enneagram

If 16 personality types or 34 strengths sound like a lot, the Enneagram may be for you. The Enneagram Institute offers an assessment to determine which one of nine personality types you identify with based on a scientifically validated assessment.

The [Enneagram Type](#) is based on every person having unique points of view, sets of values, communication styles, and ways of solving problems.

You and your team members can choose to take the short, free assessment or the full-length, independently validated test for \$12 that comes with detailed descriptions of your top personality types.

Once you know your type and your team member's types, you can use the institute's section on [Enneagram in Business](#) to learn what each personality type brings to the professional table.

With the full-length assessment, you get a summary of how you fit with the nine personality types, as well as a detailed analysis of the top personality types that you fit into.

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The Color Code

Last but not least, the [Color Code](#) is a personality assessment that looks at how you do things and why you do them, breaking everyone into four color groups based on their base motivations: reds (power), blues (intimacy), whites (peace), and yellows (fun).

If you've ever wondered why some people are easy to work with and others require constant effort to maintain a healthy relationship, this assessment might be the one for you!

The Color Code can help teams that feel they are having trouble with utilizing each team member's talents, putting people in the right places, valuing diversity, communicating clearly, and helping each other to succeed.

You and your team can choose to get a free basic analysis or the full, detailed analysis for \$39.95 that comes with a 14+ page report about your strengths, limitations, and bonus materials for personal development.



With your Color Code results, you'll get specific tips on interacting with team members who have different personality types.

Discover who you are as a team

If you want to learn more about the individuals who make up your team, be sure to give one or more of the above assessments a try in your workplace.

The results will drive new insights, help people learn more about themselves and their colleagues, and open the door to better communication, teamwork, and collaboration.



6 Things That Truly Collaborative Teams Already Know

In a [survey](#) of 1,400 of corporate executives, employees, and educators, 97% felt that the alignment of a team directly impacts the outcome of a task or project.

If you want to ensure that the outcome of projects in your company are at the highest quality possible, you need to start by creating truly collaborative teams. Here are the things that those teams know — things that will help the rest of us be successful too.

1. The importance of face-to-face interactions

Every team needs to establish ground rules on communication methods. In addition to synchronous written communication (like [real-time messaging](#)) and asynchronous written communication (like writing an update for someone to read later), most team members need to have face-to-face interactions as well.

If your team is on-site, those interactions can happen in [open-design workplaces](#), scheduled meetings, impromptu meetings, and any environment that supports always keeping the door open.

This doesn't mean that everyone on a team has to be in the same workplace, however. If your company has team members spread throughout the country (or the globe), encourage team members to meet virtually using [video conferencing](#) instead of just voice.

This will help team members communicate with more than just words — the ability to express their emotions through facial expressions and gestures will strengthen the team's relationship as a whole.

2. Leaders must manage projects, tasks...and relationships

Successful project management goes beyond keeping track of tasks and due dates. Collaborative team leaders must focus on helping the team build relationships. Relationships are what really ensure success.

People will work harder to meet those deadlines when they know someone they care about is depending on them.

Strong team leaders need to be able to recognize the times when the team needs a boost to get them on the same page again, or when the team needs a mediator to resolve an internal conflict.



3. Teams need bonding experiences beyond work

Wonder why major brands like [Google](#) have on-campus recreation centers, create sport teams, and allow pets? It's because they know that their teams need to have experiences to bond that goes beyond working together on the job.

They know that team members who get to know each other's interests and passions outside of their daily tasks and projects will form stronger relationships, and thus, be more collaborative.

Adding sports into your team's mix, whether it is at an on-site facility or a community recreation center, can allow your team to build and strengthen collaboration skills outside of the work environment that will benefit them when they are back in the office.

Whether your team meets every weekend to play sports or even just once a quarter for a day of games, you will see your team bond after each event.

4. Know when to listen and when to speak up

It's important to create an environment where each team member feels comfortable about discussing things openly with the team, both good and bad, either in team meetings or privately with the team leader. And everyone benefits by working on their listening skills.

As a team leader, it's important to know how to quell gossiping in the team so that no members feel like they are being left out of the discussion or being talked about behind their back.

This will help create an environment where everyone feels comfortable expressing their feelings and concerns with the team, even if those concerns are about a specific team member's performance.

5. Decisions affecting the team should be made as a team

Most people think about collaboration in terms of working together on projects. But what about changes that affect the team itself?

Team members should be included in the discussion around topics like choosing new [collaboration software](#), changing the time of a regularly-scheduled meeting, setting up a team-bonding activity, or other similar decisions.

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convallis nisi porta.*



While the team leader will have the ultimate say, involving the team in major decisions will make everyone feel like they are on a truly collaborative team, inside and out.

Remember that each team has the power to increase its effectiveness. Start building relationships with your teams by having them share what they need to improve their collaboration today.

6. The best victories are shared victories

At the end of the day, the results from one collaborative project will lay the groundwork for the success of the next one. So one of the best things you can do is to celebrate victories together — as a team.

This doesn't mean you can't recognize standout accomplishments of individuals. However, the take-home message needs to be about looking at what was accomplished by working together. Every contribution — large or small — was a part of the team's success.

When you run into challenging circumstances on your next initiative, the people on your team will be primed to think constructively about what they can do to help the team overcome those challenges and move forward together.



7 Techniques for Collaborative Task Management for Teams

For knowledge workers today, better task management means more than a digital to-do list. As multiple team members, multiple clients, and even multiple departments enter the picture, a more robust and coordinated solution becomes necessary.

In “[Going Beyond Your Team: Fixing The Collaboration Bottleneck](#),” Redbooth’s Thomas Koerner describes what’s possible with a unified approach to collaborative task management:

There’s more visibility and transparency into everything that’s going on when you’re centrally locating it in one area. It’s even more powerful when you have multiple departments in an organization engaged.

You’re also building a knowledge base for your business that you can use to grow — becoming more efficient and minimizing the need to start from scratch each time.

For better task management today, you don’t need to design your own planner (although it might be fun!). But you may want to consider having your team adopt one or more of these 7 techniques.

1. See how your tasks are part of the big picture

It’s hard to picture an organization where what happens in one department has no effect on another. It’s even more challenging to imagine a team where each member can work in perfect isolation, completely independent of every other team member.

And yet the way that most people track their tasks — the process that, more than any other, reminds them on a daily basis what their purpose is at work — is missing context.

What are your colleagues working on? What’s happening with that project that you’re doing a small part of? What’s happening with the project that you’re *not* involved in — but will have major implications for the meetings you’re trying to set up to move *your* project forward?

*“Mauris blandit sem tellus.
Nulla nec euismod leo,
vitae molestie massa. Nulla
curabitur fermentum, tortor
eget tempus gravida quam
sit amet nisi auctor, non
mattis congue.”*



Reinforcing the idea that your work is unrelated to what's going on around you is ultimately limiting. It limits your ability to plan in the short-term and the long-term, to understand and respond to trends in your workplace, and to be effective at what you do. No knowledge worker is an island.

2. Make commitments that get witnessed

Naturally, the flip side of being able to see how your work fits into a larger context is having your own work commitments witnessed by your colleagues.

Without visibility, team leaders are driven to micromanage — and often they don't see an alternative. Without insight into a team's progress, you're left with little choice but to check up on things constantly or send repeated emails asking for updates.

When you track your tasks in a way that ensures they'll be witnessed by your colleagues, each task becomes an opportunity to demonstrate effectiveness and accountability. It's also an efficient way to communicate about what you're working on.

A handwritten list can be shared. A spreadsheet of tasks can be attached. A weekly summary of accomplishments can be emailed. But being able to effortlessly show what you're working on is best (and most efficient) of all.

3. Ask for help when you need it

One of the most dangerous aspects of the traditional to-do list model is that it carries outdated assumptions with it that don't reflect the way many agile and results-oriented teams work today.

In some cases, having a team meet a deadline is far more important than having an individual complete all of the items on a given list.

Ensuring that you're working within a task management system that enables you to bring team members up to speed rapidly on the progress up to that point and any existing loose ends helps enormously.

It's also important to be able to instantly share all of the related files and resources that are in use or provide background for what you need help with. When you're behind enough to need to ask for help, you sure don't want to spend even more time hunting down documents for the colleagues who are pitching in.

4. Capture tasks wherever they come up

An action item is something that someone needs to *do*. In this way, it's different from an idea, a passing thought, or even a flash of inspiration.



When you identify an action item, you might be chatting online with a colleague in another country, stopped at the drive-through to get a coffee, or sitting in an important meeting. At that point, wherever you are, you have three options.

The first one is to decide to remember it. We've all been there. And we all know exactly what happens to an unfortunate number of those "action" items.

The second one is to capture it in a format that will need to be reviewed later. A notes app on a phone, a little notebook, and the margins of a meeting agenda are all examples of places where action items get recorded. For people with the time and the methodical nature to set up daily routines for transferring these items into a task management system, this approach works. Unfortunately, few of us have time for this — or the personality type that would make it automatic.

The third, and most effective, option is to capture tasks immediately into the system where they're intended to end up in the first place. This means capturing and creating new tasks right where you are, wherever that may be — from online team chat to that drive-through. Not only does this save time, but it also prevents that miserable 2am wakeup when you remember that you forgot to transfer a task into your task management system...and it needed to be finished yesterday.

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5. Review records to plan for the future

To-do lists exist in a limited range of time. Whether it's your list for the day, the week, or the quarter, a to-do list leaves out an important block of time: the past.

The past is archived in our memory — but not comprehensively or even very accurately. Better task management relies on being able to review, collectively and independently, the way in which tasks were completed by you and your team in the past.

Access to these records, from decision-making processes to unexpected obstacles to suggestions that were made for “the next time we do a project like this” can save a huge amount of time in the long run.

Past tasks should be automatically preserved and fast and easy to search. As an added bonus, as you and your team iterate and get more efficient over time, these looks back will highlight how far you've come.



6. Close the loop

This is one area where the traditional to-do list on a piece of paper still holds up pretty well. When you've finished an item, cross it off the list! It's a great feeling of accomplishment.

This works well on an individual basis. But as soon as you introduce the team element, the complexity of being sure that a task is complete increases.

The copy is done, but is the design finalized? The design is done, but is the coding ready? The coding is done, but... The list goes on and on. The bottom line is that complex tasks require the involvement and expertise of multiple team members, and often multiple teams.

Make sure that you team members have a simple and streamlined way to confirm that each contributor's part of the task is done — and then that there's still the satisfaction of a task to cross off or a box to check.

7. Take the time to do some spring cleaning

If you want better task management, one of the techniques that will help your team most is...having fewer tasks!

Make it any season you want — “summer cleaning” works fine too. No matter what you call it, take the time to review lists of tasks and re-assign them, update deadlines, or remove them altogether.

Seeing too many tasks in one place eats up mental bandwidth. When those tasks aren't relevant or current, they need to be removed so that you and your team can focus on the tasks that are important. 🏠

ABOUT REDBOOTH, INC.

Redbooth is the award-winning platform that empowers teams and companies to collaborate, communicate in real time, and achieve breakthrough productivity. Redbooth is used by more than 6,000 companies across the globe to transform the way they work, including Al Jazeera, App Annie, Deutsche Telekom, eBay, Harvard University, Nvidia, the Red Cross, ReMax, Spotify, Thomson Reuters, Warner Brothers and Western Digital. Founded in Barcelona in 2008, the company is privately held and headquartered in Redwood City, California.

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