

Product Ops HQ

**Promoting
Cross-Functional
Collaboration to Drive
Your Organization
Forward**

Product Ops HQ
in partnership with:

dragonboat





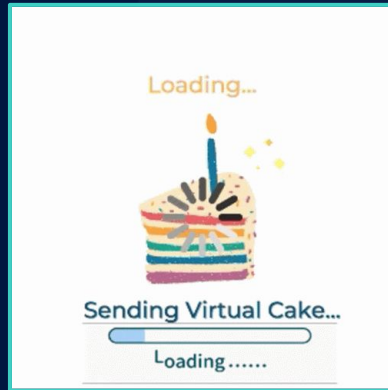
Dragonboat provides a single platform to manage your entire product operating model.

TRUSTED BY THOUSANDS OF PRODUCT TEAMS



Product Ops HQ

**Celebrating 2
Years!**



What is one thing you've gained by being involved in the Product Ops HQ?



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Promoting Cross-Functional Collaboration to Drive Your Organization Forward

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Defining Cross Functional Collaboration Within Your Organization

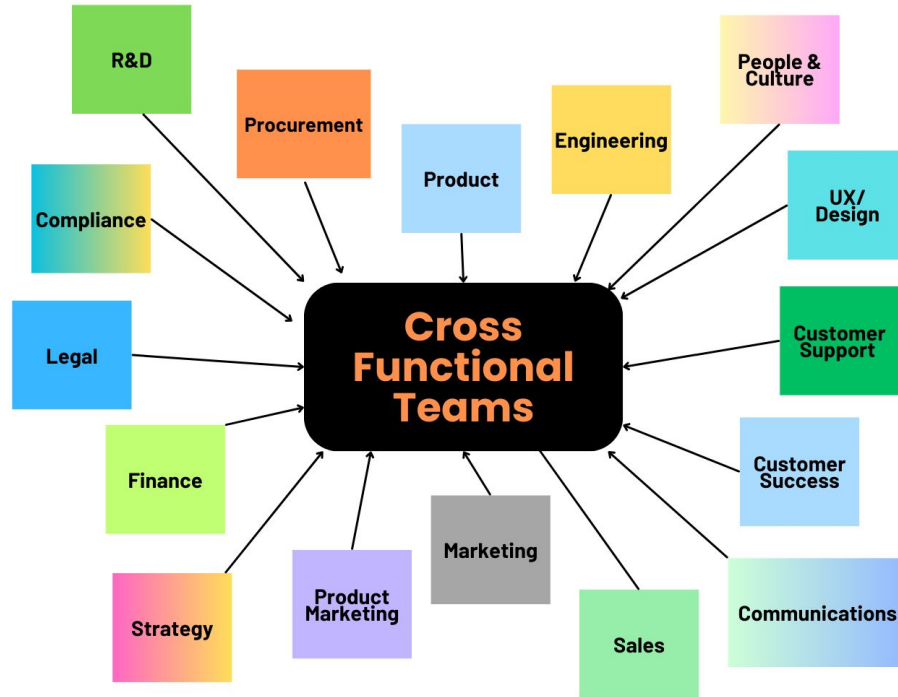
One-Size Fits All Definition

A cross-functional team is a group of people with a variety of expertise who come together to achieve a common goal. It typically includes employees from all levels of an organization.

Value-based Definition

A strong cross-functional team address the challenges of modern business environments by consistently innovating to adapt to change. By drawing a diverse group of individuals together, the group finds better, more efficient ways of doing things. Employee retention and morale improve because “the sum is greater than the parts” and a sense of belongingness prevails.

Cross Functional Identification



Cross Functional Collaboration is an Essential Element of Product Operations' Success

**Enhances
Productivity**

*Streamlined Processes
Time to Solution
Time to Decision*

**Powers
Innovation**

*Diverse Views
Domain Expertise
Reduced Bias
Risk Identification*

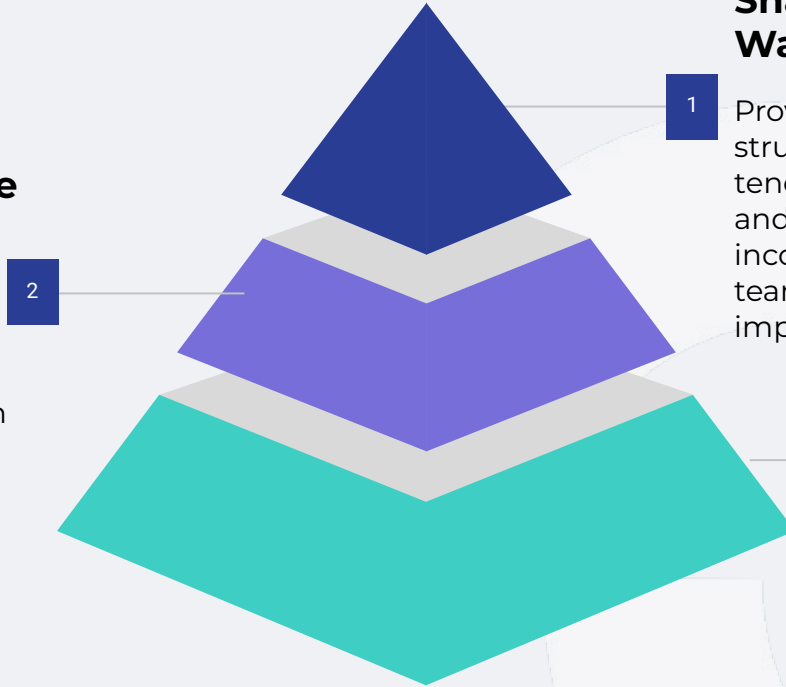
**Engages
Employees**

*Inclusivity
Stakeholder Satisfaction
Employee Morale
Learning Environment*

Fostering a Culture of Collaboration

Power Innovation by Bringing More Expertise and a Wider Range of Perspectives Together

Bring different departments, backgrounds, demographics, ideologies, and communication styles together. Enhancing knowledge across functions increases innovation.



Direct Teams with a Shared Purpose and Ways of Working

1 Provide guidance and structure. Team agreement, tenets, charter (source of truth), and tools/templates decrease inconsequential distractions so teams can focus on aligning for impact.

Break Down Silos to Generate a Faster Rate of Change

3 Build trust, empathy, and teams' ability to overcome conflict. Create shared information and project plans/status for transparency.



Managing Diverse Viewpoints

Align

Form a basis for alignment on a common goal, purpose, objective, even a next step. Find some commonality in perspectives to align the team on to build trust.

Baseline behavior and expectations

Codes of conduct provide clarity on what is acceptable; maintain respect and consideration for one another.

Listen actively

Aim to truly understand differing points of view.

Be flexible

Adjust approach, communication mediums and styles to best facilitate engagement with the group.

Decouple issues

Reduce complexity of conflict.

Resolve conflict constructively

Manage emotional distractions, disrespect proactively.

Respect differences

Provide a neutral and welcome space for all ideas and perspectives, hold differing opinions and acceptable approaches with empathy.

Aim small

Don't rush the process of teams building trust. Meet them where they are and go from there. May take compromise to move forward.

Roles and Responsibilities by Function (RASCI)

	Definition	Guidelines
Responsible	Those who do the work to achieve a task.	Typically there's one role with a participation type of Responsible.
Accountable	Accountable for the correct and thorough completion of the deliverable or task.	Only one Accountable specified for each task or deliverable. The one to whom Responsible is accountable.
Supported	Support to assist in completing the task.	Resources allocated to Responsible.
Consulted	Those who are not directly involved in a process or task, but provide input/opinions.	Stakeholder list can be broad in scope, across functions.
Informed	Those who receive outputs from a process or are kept up-to-date on progress, often only on completion of the task or deliverable.	Considerable list of "informed" that stay up to date through status updates in email or other tools. No personalized communications.

Consultancy and Coaching "Pro" Templates

Instructions: Fill in a copy of the RASCI matrix (RASCI all items associated with the project given in column A, (i) Add "Function" designations for the cross-functional teams responsible for project deliverables to form B, (ii) Add RASCI roles designated to the appropriate cell for each of the tasks.

ACTIVITIES & DELIVERABLES BY FUNCTION	Function	Function	Function	Function	Function	Function	Function
DISCOVERY PHASE							
PLANNING PHASE							
DELIVERY PHASE							
DEBRIEFING PHASE							



Where Cross Functional Communication Matters Most

Strategic alignment across functions to connect the dots between strategy and execution

Prioritization of work streams and agreement on why, what, and when

Harmonizing processes for teams that build and release for customer impact



Key Areas Where Cross-Functional Collaboration Shines

Deep Dive 1

Strategic alignment across functions to connect the dots between strategy and execution

- *What challenges have you've faced and solutions you've discovered in aligning across functions to ensure that strategic goals are being met?*
- *What roadblocks have you hit in aligning teams to a single purpose and related execution plans? How did you overcome them?*
- *What processes and artifacts have helped to generate alignment?*
- *How have you been successful in connecting the dots between strategy and execution?*

Deep Dive 2

Prioritization of work streams and agreement on why, what, and when

- *What standardized methodologies or best practice approaches have you used for aligning priorities across teams?*
- *How have you addressed resistance when trying to rally across functions to align on priorities?*
- *What tools have worked well for you in managing across functions to ensure transparency, accountability, and alignment on priorities?*
- *Share an experience with “falling out of alignment” and how you got teams back on track?*

Deep Dive 3

Harmonizing processes for teams that build and release for customer impact

- *Share some words on wisdom on change management based on your successes and failures.*
- *When rolling out a new process, how do you approach buy-in? Does everyone need to agree? If not, how to do approach those that don't?*
- *How do you navigate process improvements or introductions that you don't necessarily "own," but you find to be super important for the organization?*
- *How do you avoid consensus getting in the way of moving quickly?*



Key Takeaways Based on Your Invaluable Insights and Contributions

Insights and Takeaways from the Community

- Creating a culture of communication and transparency
 - Sharing the progress of your teams: How? Using OKRs? Sharing priorities
- Aligning strategy and execution
 - Transparency and trust in delivery
 - Focus on the right outcomes
 - Reporting back with a full communication loop
- Addressing resistance
 - Team up with individual throughout org that “desire” the same outcome
 - Facilitate alignment to make decision across teams
 - Create structure to promote alignment through processes
- Decision making
 - Disagree and commit to the shared outcome and improve over time
 - Design+Product+Eng working as “one team” expedites iteration and shortens feedback loop
 - Gather feedback from teams, listen actively





Continue the conversation **#productopsHQ**



Connect with Maria on LinkedIn
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