Welcome to our panel discussion on Optimizing Collaborative Intelligence in your Organization

Defining Collaborative Intelligence

Leaders set the strategic objective to improve collaboration across their organizations – with the goal of increasing their collaborative intelligence (CQ). CQ is defined by PwC as harnessing the power of people working in organizational networks to achieve targeted outcomes. This strategic objective taps into behavioral levers that move the “intangibles” in an organization to higher business value. Intangibles, such as knowledge sharing, are more complex behaviors that can’t be fully addressed through standard training programs or installation of a tool. The ability to advance the CQ needle can be described as a wicked problem - a problem that is difficult to solve because of incomplete, contradictory and changing requirements that are often difficult to influence.

Pursuing CQ Maturity

Individual mobility, set in a fast-paced and changing marketplace, requires today’s knowledge workers to be more collaborative than ever. Organizations have invested millions in myriad cloud-based tools, from instant messaging to document management, from video conferencing to remote access, from collaborative mind-mapping to knowledge sharing, and everything in between. Collaboration tools offer significant benefits to organizations yet our ability to measure their effectiveness and cultural impact and tie the results to business outcomes poses another aspect of the wicked problem.

Analyzing Collaborative Data

How do leaders explore and analyze how knowledge workers are collaborating? Leading technology companies are introducing solutions that pull data from collaboration systems and translate them into behavioral metrics. Analyzing the organization’s collaborative data provides valuable insights on how the entire company manages time, what connections are being made across stovepipes, and how work-life balance is being maintained. Organizations will be able to analyze this collaborative data, identify success patterns and design interventions that correlated against other business systems, such as a CRM, will significantly increase CQ maturity. For example, leaders could document the collaborative patterns of diverse top sales performers, develop an optimal collaboration model and scale it to the rest of the organization to increase sales through the transfer of CQ behaviors. Understanding your organization’s CQ behaviors is a logical starting place.

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Thank you to my co-panelists at KM World for your insights – complete contact information for panelists can be found in the KM World conference brochure.