

PRODUCTIVITY PROBLEMS ARE OFTEN LINKED TO POOR COLLABORATION

Anybody that has worked on a project involving managers from different departments knows how quickly the project's momentum can come to a halt.

When employees receive inconsistent requests and tasks from management, work can become complicated and counterproductive. This lack of collaboration can hinder the execution of your project and ultimately impact your profit. How can you tell if your business has a collaboration problem? Here are three key symptoms.



Too Many Chiefs

It's good when everyone feels pride and personal ownership of a project. However, when anyone with a voice is trying to direct work, confusion ensues. Clearly defining the decision-makers will keep your staff productive. Employees need to know where to direct questions, ideas and issues and from whom to receive direction. Management also needs to clarify who gives input and who will give ultimate approval on key matters.

Misaligned Goals

The people within your business may often find themselves at odds regarding what metrics they use to measure success. Each part of your business needs help from others, but they're going to give first priority to the things for which they are being held accountable. If different departments are pushing conflicting priorities, it's difficult for team members to understand where they should be devoting their time and energy. Focus on establishing clear, common goals and prioritise them for everyone so there's no confusion about how much attention each area deserves.

Poor Quality Decisions

Does your team find itself backtracking on a decision or worse, calling in the senior management team to fix a mess that could have been avoided if only they had been consulted in the first place? Poor decision-making, lack of buy-in from key stakeholders and general confusion can all indicate a larger underlying problem. If a key department or perspective is being left out of the decision-making process, a lack of buy-in is only the beginning.



MAKING YOUR CONTENT MORE 'SHAREABLE'

In today's mobile world, more and more people are using social media services like LinkedIn to search for jobs. In order to find the best potential candidates, businesses need to take advantage of this trend. Here are a few tips and ideas you can use to help you find your next new recruit:



Post Jobs on Social Media

In addition to listing vacancies on your company's website, post them to social media sites. LinkedIn is a favourite among recruiters, and many job seekers will use LinkedIn's search functionality to find their next role.

Facebook is less business-focused, but people may still look at company pages for jobs. Many businesses also use Twitter to post messages such as, "We are hiring! We are looking for a talented [job title] to join our team. Click here for more information." The "click here" can then be a link to your company website with full details of the role and information on how to apply.

Use Mobile-Friendly Online Applications

Jobseekers should be able to fill out their online application using their phone or tablet. Potential applicants generally want to be able to apply for jobs directly from their mobile devices. If your firm doesn't already have a mobile-friendly application page or system, you should revise your page so that it is responsive (works on tablets, phones, laptops and desktops), doesn't require too much typing and lets the applicants easily upload their CV and cover letter. If you are using LinkedIn to advertise a job vacancy, you can even set up the job listing so that the applicant can click on an "apply now" button and then apply using their LinkedIn profile as their CV. This makes it much easier for candidates to apply for the role.



Use an Applicant Tracking System

Each application you receive should ideally be automatically entered into an applicant tracking system. Not only will such a system ensure that you have all applications on file, it will also organise applicant's CVs and cover letters. Your online application can have fewer forms, which are annoying to fill out on a mobile device, because an applicant tracking system can read and organise any documents that applicants upload.

