

Cost of Silo Thinking and Weak Business Acumen



“Silo Thinking Obstacles in the Digital Age ... include that too many professionals have weak business acumen knowledge and empathy about ‘other’ departments, functional areas, disciplines, and customers.”

*Daniel C. Hunt and Henry E. Liebling
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Cross-Functional Projects and Innovation

- **Expense Increase.** Project rework, delays, and missed opportunities are often caused, in part, by silo thinking.
- **Revenue Delay.** Bring products and services to market faster, by overcoming project delays caused, in part, by silo thinking.
- **Project Complexity.** People on the team often underestimate the complexity of the project and/or the project scope is off significantly.

Communication Breakdowns and Not Understanding Context

- **Miscommunications.** Siloed project team members often miscommunicate with each other; they have difficulty with jargon and terminology of the “other” departments, functional areas, disciplines, and customers.
- **What is the context?** On cross-functional projects, team members usually have a weak understanding of the “other” functional areas. This means they know little about *changing* customer expectations (“internal” and “paying” customers), trends, emerging technologies, how the work is currently accomplished and their supply chain, how performance is measured, and culture issues.

For Additional Information, contact:

Web
www.h5consulting.com

Email
training@h5consulting.com

Telephone
1-603-928-7084 ext 103