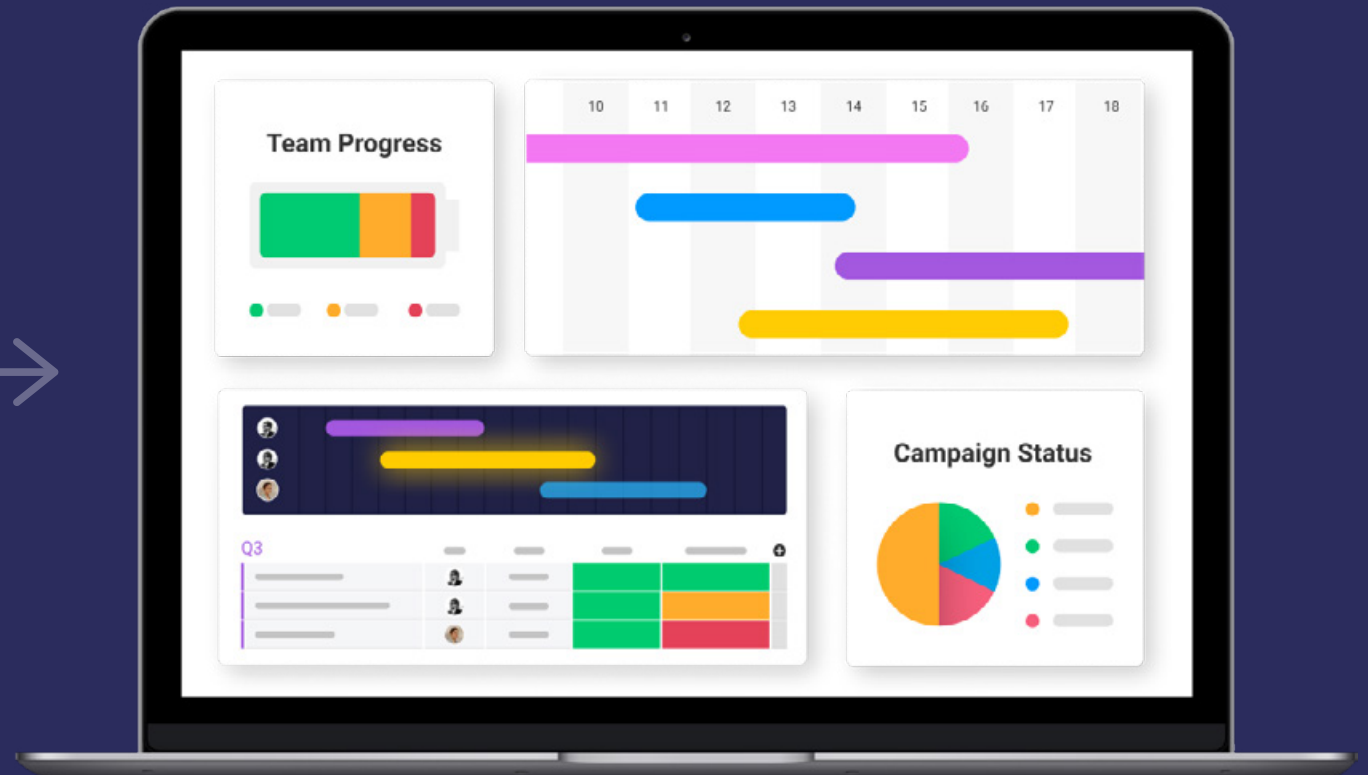Why Tech Stacks Promote Silos:

5 Ways to Break Down Business Barriers

Silos Hurt Performance...
and Profits

How many times have you been in a meeting and the word "silos" came up? Yeah, you've probably heard it a lot. Despite years of talking about the barriers between our business units, we still see silos causing major problems in our organizations.

There are a few reasons why you can't seem to crush silos once and for all. For one, silos are often an inherited problem based on established (see: old-fashioned) ways of doing things. These systems have likely been in place long before you or other leaders joined the organization. And frankly, it's sometimes easier to accept things as they are. **Not to mention, more tenured employees are so used to these broken systems that they don't even realize there's a problem - or that a better, more efficient system exists.**

Although the way your teams communicate and collaborate play a big role in establishing these barriers, your platforms and apps solidify them, acting as the cement that forges the figurative walls between your teams.

You may be saying to yourself: "But we purchased technology to break these silos down. What gives?"

We know it's frustrating. Let's examine the problem together by looking at the tools you currently use to help drive communication and collaboration. Which of these do you have?

- **Email**

- **Chat/messaging**

- **File sharing**

- **Phone**

- **Video conferencing**

- **Task management**

- **Good old fashioned meetings**

You probably have them all! With no way of integrating them together, you're creating the silos that stunt productivity. You're forcing people to jump between channels to find and share information- and each time they move between tools, it takes 10 minutes to get back to full efficiency. Meanwhile, you're confining them to specific features and capabilities, rather than creating an environment that adapts to their needs and preferences. Worst of all, you're preventing the transparency and cross-functional collaboration that you're promoting at the leadership level.

Basically, you're setting your people up for failure.

The Business Impact of Silos

Siloed tools and processes aren't just annoying. They profoundly impact how your people - and your business - perform.

- **Lost Profits**
Fortune 500 companies lose about $31.5 billion per year by failing to share technical expertise, customer information or other institutional knowledge within their organizations.[1]

- **Low Employee Satisfaction**
40% of employees say they're not supported by their colleagues because "different departments have their own agendas."[2]

- **Lack of Agility**
Agility is key to keeping pace with the speed of business. However, only 35% of workers say they openly share information, knowledge and ideas, which is critical to driving agility.[3]

- **Inability to Optimize Technology**
31% of organizations say a lack of cross-departmental collaboration is stopping them from implementing digital tools to enrich their workplaces.[4]

Break Down The Barriers

You and your people deserve better. A digital work management solution can help you break down these silos, adapt to all work styles and create a collaborative space where ideas flow fluidly.
Does it sound too good to be true? Think again.
Here's how the magic is done...
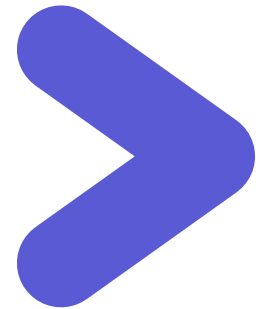
No1

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Roll up siloed data into one place

Silos are so damaging because they keep project data, documents and feedback disconnected in different systems. This prevents you and your employees from seeing a comprehensive view of projects at the team, function and organizational levels. It also makes it extremely difficult for employees who work with different teams and departments to gain transparency into projects and get work done efficiently. More than half (53%) of executives say evolving to a team-based collaboration model has led to a significant improvement in performance.[5] With a best-in-class digital work management solution, these benefits are amplified. Users have the power to collaborate with different teams based on specific projects and objectives, improving cross-functional transparency and collaboration. It makes it easier for employees who work with multiple teams to get real-time updates on projects and gauge what tasks will soon be on their plates. Within each project folder, employees have access to all the features they need to be efficient and effective, including file sharing, commenting, messaging, and task management. **These capabilities, plus powerful integrations with email and other communication platforms, help create a central hub that makes communication and collaboration much easier.**

> Silo Smasher

Imagine a business development team tasked with keeping a constant pulse on all areas of the business. They must understand how their customers are evolving, what products and services are most in demand and - most of all - how these products and services are being marketed in the field. As a result, they must collaborate closely with multiple teams to further capitalize on new opportunities to differentiate in the marketplace. **Having the ability to seamlessly jump between these projects, and find all files and communication in one place, makes cross-functional collaboration a breeze.** Now they're saving time, working more efficiently and getting quality products to market faster.

No 2

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Squash version control issues with file sharing and commenting

How many times has a colleague asked you to review a business proposal, only to let you know a few minutes later that they sent the wrong version? Or worse, you've taken the time to review and share feedback on a presentation, only to learn that you were editing an outdated draft? They're honest mistakes, but extremely frustrating.

With a digital work management solution, these common version control issues are gone for good. Users upload documents into their specific project folders and tasks, so all team members immediately know when new drafts are available for review - and old drafts are obsolete. Team members no longer have to waste time manually searching through different apps to find the latest drafts. Meanwhile, comments are housed in a central thread, so everyone can contribute to the editing process, frustration free.

Final_1 Final_2 Final_3 Final_4 Final_Final Final_Final_1

> Silo Smasher

Imagine a graphic designer sharing the first draft of a retailer's new email campaign template. Instead of combing through email and chats to apply feedback, she can simply go to the thread where she uploaded the initial draft. No comments are lost in the editing process - even if they're delivered through email, chat or within the document itself. **Powerful integrations give her the confidence that she's applied all stakeholder feedback when she submits her latest draft, so she can complete the project ahead of schedule.**

No 3

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**Empower employees
to continue working the way
they're used to working**

Think about all the different functions within your business and the vastly different tools that make each of them run. We're not just talking about preferring messaging over email. We're talking about specific tools and apps designed for a division's unique requirements. For example, your marketing team may have a running Slack channel to share ideas and inspiration, while the IT and web teams use Trello to manage tasks. This doesn't even take into account the needs of HR or client-facing units who must manage internal and external communication.

Your stack of tools and apps may let employees work how they want, but they make it extremely difficult to communicate and align with colleagues. And that has consequences. When Slack asked 7,000 knowledge-workers across 17 countries what makes for a good collaborative experience, the top two answers were: "I can communicate with my colleagues easily" and "responsibilities are clear - who's doing what."[6] But strewn-together tech stacks hinder communication and make responsibilities unclear.

A digital work management solution doesn't replace your other communication and collaboration systems. It integrates all of those touchpoints together into a single, comprehensive workflow. All data is integrated from these systems, creating a single, end-to-end view of a specific project or initiative. Executive leadership and team members have access to the same information and can drill down into specific projects and tasks based on their needs. They can even tailor their experiences further by searching for specific projects and filtering tasks or attachments.
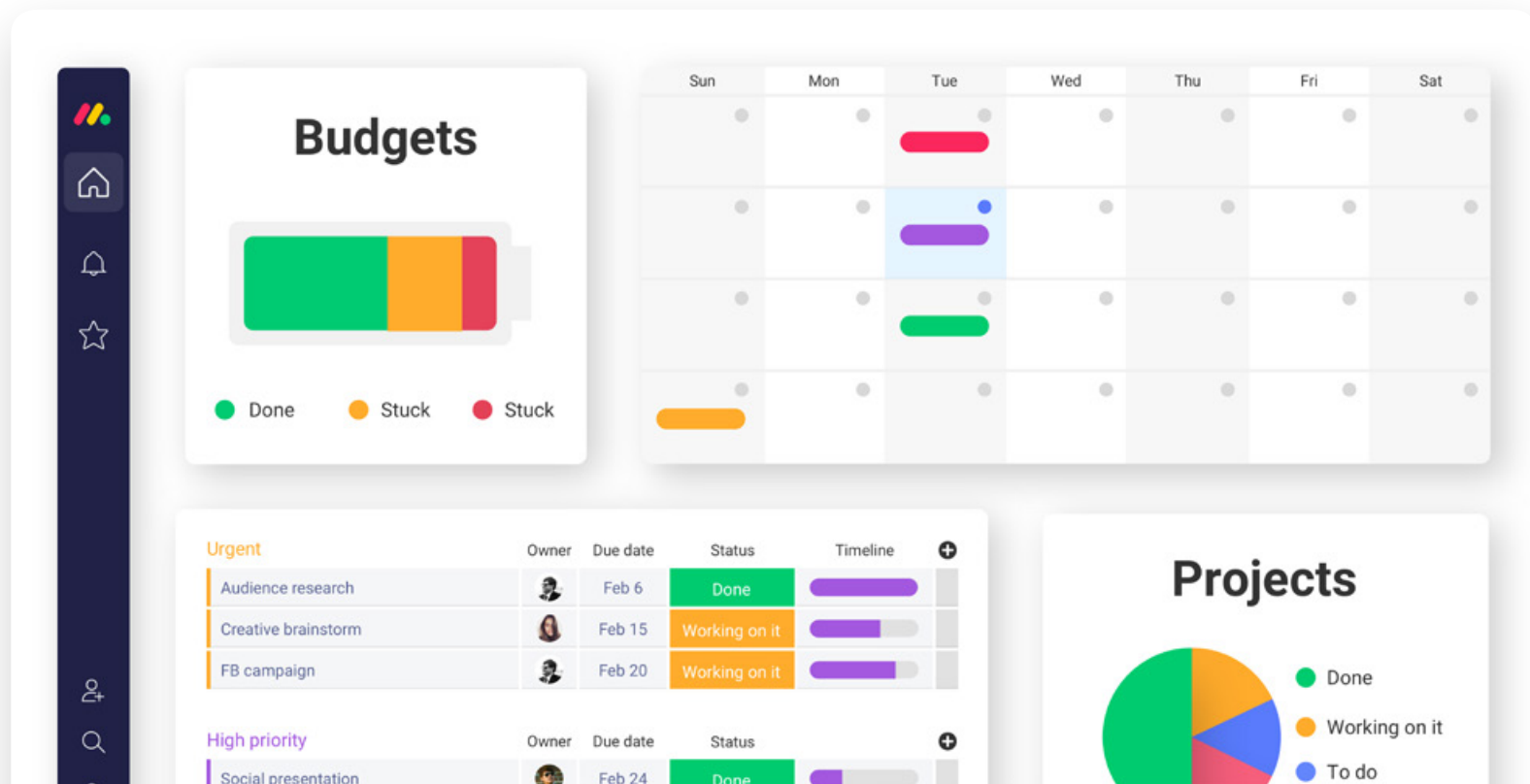
> Silo Smasher

Imagine your executive team has plans to review annual goals and assess company progress. Usually, they would hop between different spreadsheets to analyze project timelines, financial performance and sales forecasts. Most of the meeting would be spent trying to make sense of all the data. But with a digital work management solution, they access an intuitive dashboard, which integrates all projects and performance metrics into one place. **As a result, they can have a productive conversation that allows them to set a path for success as they head into the New Year.**

No 4

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Give everyone transparency into broader business goals and long-term vision

Silos don't just slow down productivity and performance. They prevent employees from seeing how the broader business is performing and how each individual is contributing to its success.

Imagine working day in and day out, but receiving little or no clarity on how your work is contributing to larger business outcomes. Or imagine the frustration of working tirelessly to meet key deadlines, only to learn that other teams pushed back their deadlines multiple times. That's the reality in plenty of organizations. In fact, nearly half (44%) of managers believe when people collaborate across functions and departments, they do not readily share information.[7]

Why? Because we've made information-sharing a manual process. Many teams track projects and schedules in spreadsheets but they don't update that data consistently or accurately. **These inefficient and outdated systems leave team members in the dark about how their contributions affect the overall organization.**

A digital work management solution creates alignment across the entire business, showing a real-time view of project tasks, deadlines and individuals' more qualitative contributions, such as offering feedback to team members. This makes it easier for managers to hold everyone accountable for their roles and responsibilities, and gives employees insight into how they're influencing broader business performance.

> Silo Smasher

The Vice President of Human Resources is preparing for her annual performance review. Because she works with so many different teams across the business, it's sometimes challenging for her to aggregate all of her contributions and successes. **With a digital work management solution, she can instantly get a high-level view of all her projects specific tasks, and key results.** During the review, she, her manager and the CHRO can go into the system to walk through each project in detail. She feels empowered to prove her value to the organization and successfully negotiates a raise based on her accomplishments.
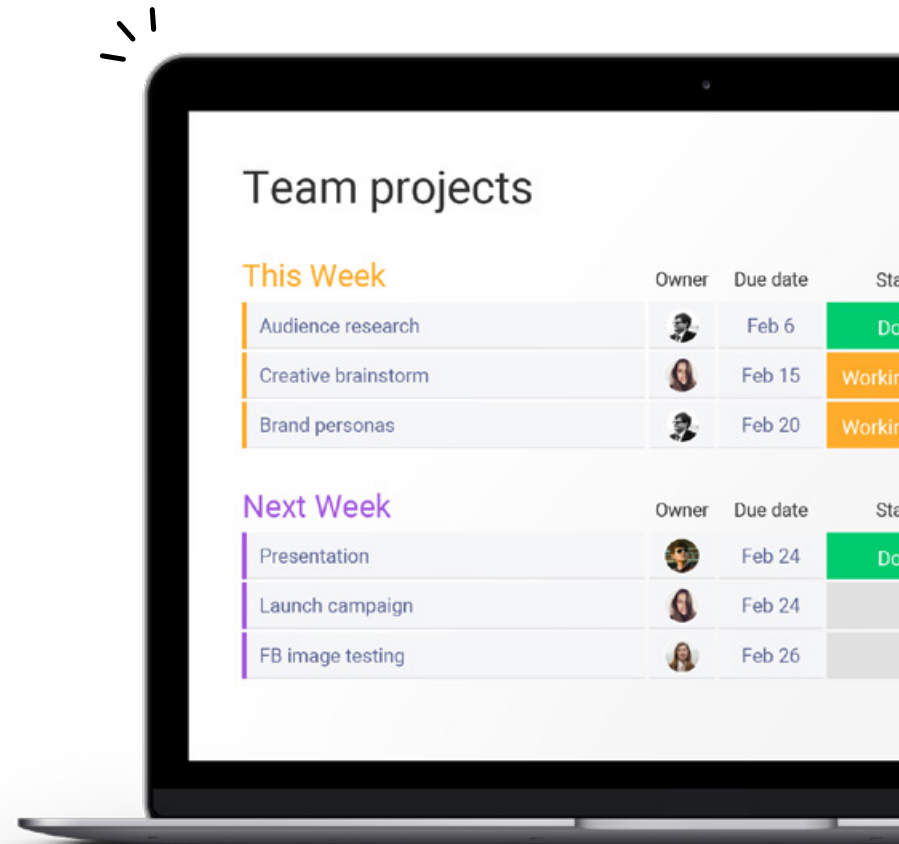
No 5

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**Bring in partners...
without risking security
and confidentiality**

Silos don't just hurt people within your business. They hurt your partners, too. Whether you're communicating with clients, contractors, part-time employees, interns or partners, you likely spend a significant amount of time communicating with them on phone calls, video conferences or face-to-face meetings. Plus, a fair share of your day is likely spent sending and responding to emails regarding deadlines, project feedback and other status updates. It's a lot of work for everyone involved. And more organizations (55% to be exact) co-create with partners, suppliers and customers to drive innovation, they need the tools and systems to support them.[8]

55%
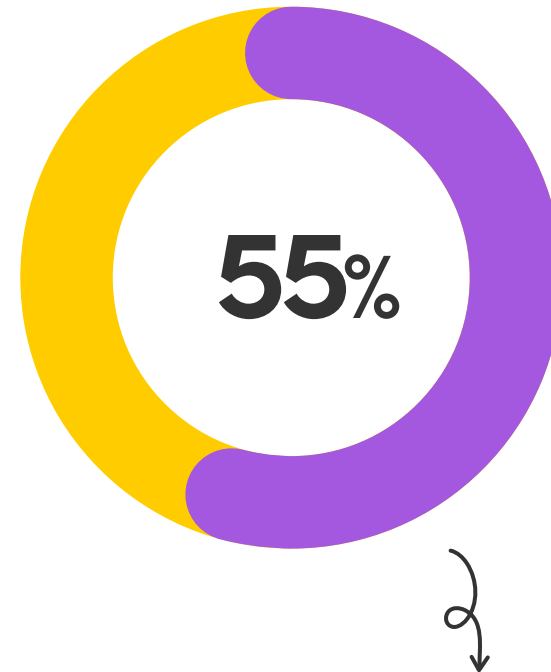
55% of businesses co-create with customers, partners, or suppliers

A better approach is to give your clients secure access to your digital work management platform. That allows them to easily access project resources, collaborate on documents and check on timelines. No information will get lost in the shuffle and there will be no misunderstandings on deliverables and expectations. You can even assign tasks and deadlines to these third parties, which helps everyone stay on track without the torturous status update calls and influx of "friendly" email reminders.

Team projects

This Week	Owner	Due date	Sta
Audience research		Feb 6	Do
Creative brainstorm		Feb 15	Workin
Brand personas		Feb 20	Workin

Next Week	Owner	Due date	Sta
Presentation		Feb 24	Do
Launch campaign		Feb 24	
FB image testing		Feb 26	

> Silo Smasher

In order to keep pace with campaign launch dates, a content manager must hire a small team of freelance writers. Typically, the process of onboarding and managing these relationships is complicated and time consuming. However, by giving freelancers access to the digital work management platform, the content manager can easily jump between projects, manage freelancer paperwork, collect invoices, review documents and share feedback. Meanwhile, freelancers can access everything they need in a single location, so they are positioned for success. **It's a win-win that allows everyone to get the content done on time and on budget.**

Crush Your Goals (and Your Silos) **For Good**

Silos stop your business from reaching its full potential. A digital work management solution can break these barriers down and create a collaborative business that is fully aligned, transparent and holds teams accountable.

Monday.com can support your business in its mission to eliminate business silos for good. Learn how its powerful capabilities and fluid user experience can empower employees to work to crush their deadlines and deliver stellar results.

Request a demo

Sources:

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