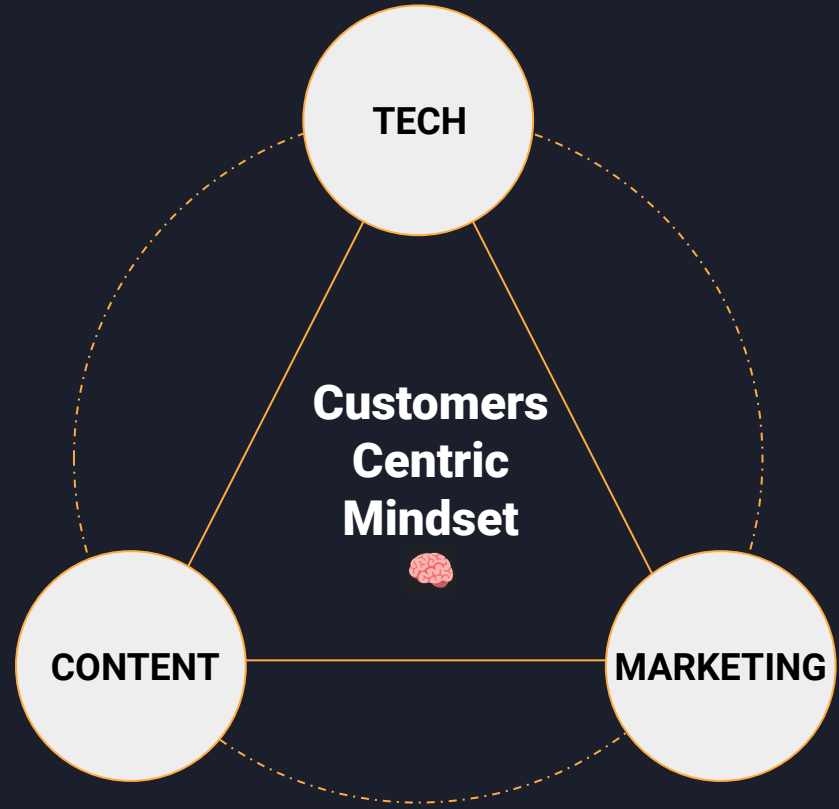


**4 PILLARS TO
CREATE**

SUCCESSFUL

**TECH COLLABORATIVE
OPERATION**

Unified customers
experience across
touchpoints



WHO?



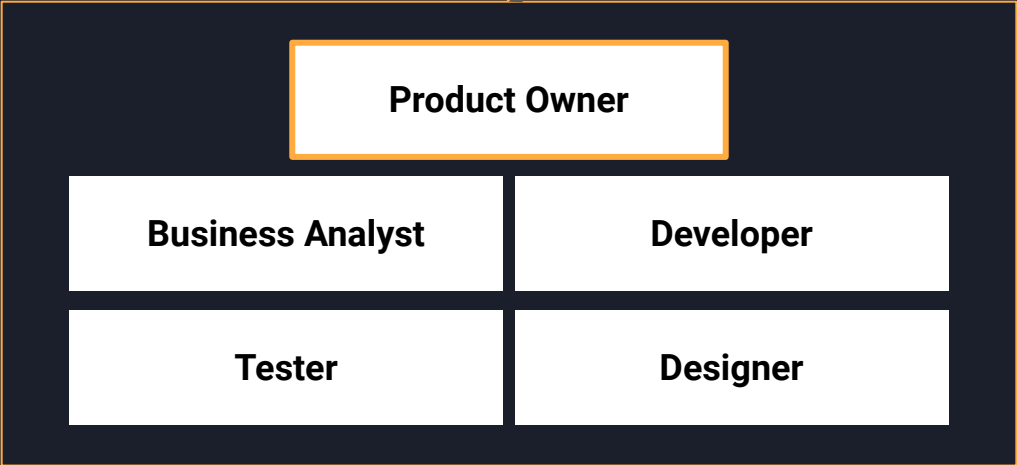
[Features] Decision Maker?
Approver?

CTO/CEO

BOD

Marketing

Content



Requirements are not aggregated causing disruption to the product development process.

TO-BE

Strategic

Coordinator

Tactical

CTO/CEO

Product Manager

Has understanding of:

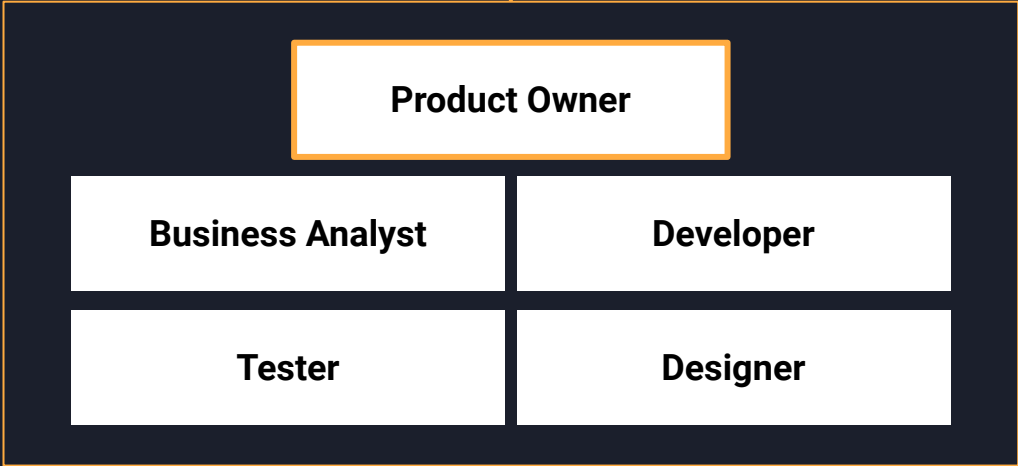
Tech

+

Business

Marketing

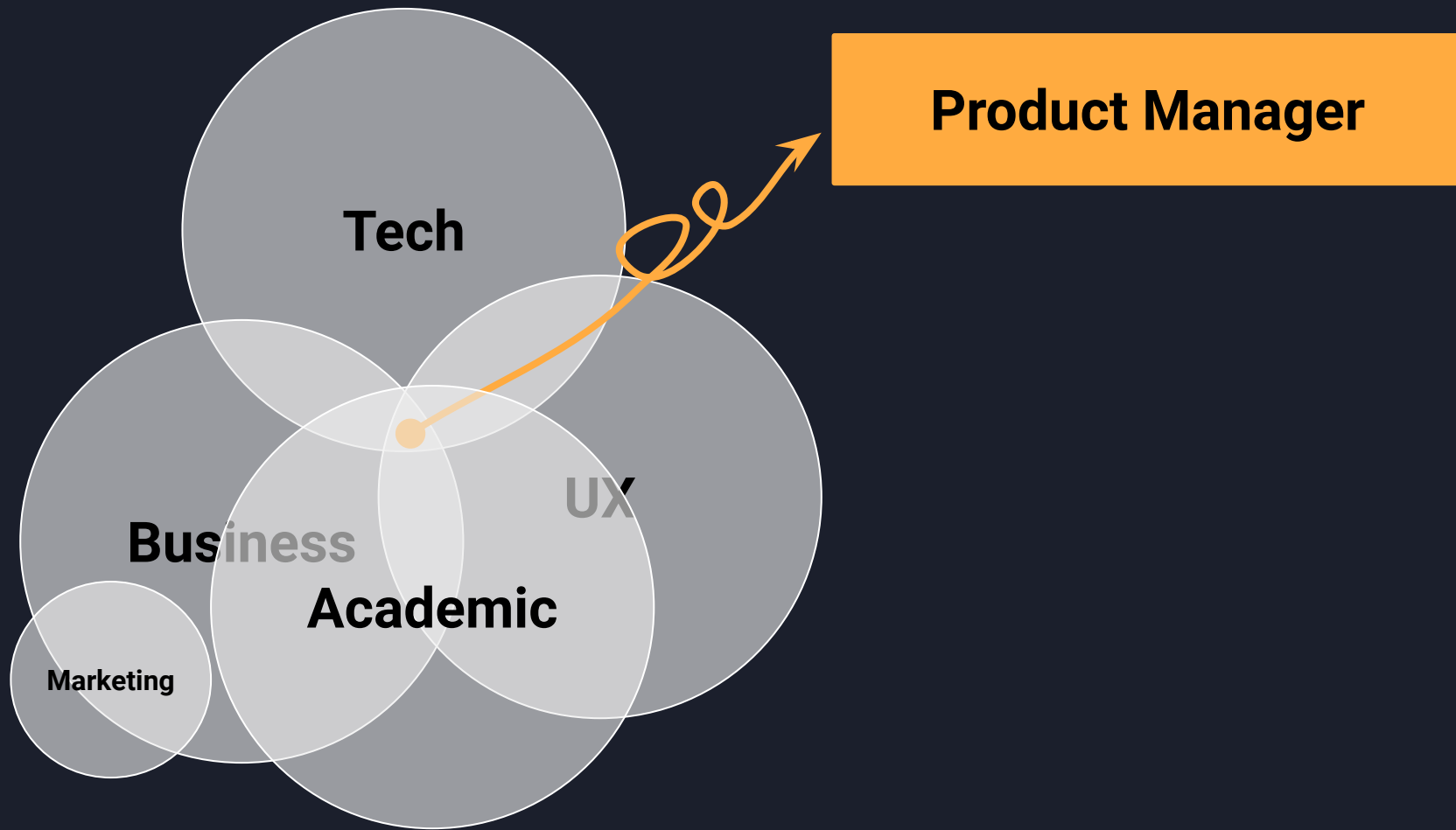
Content

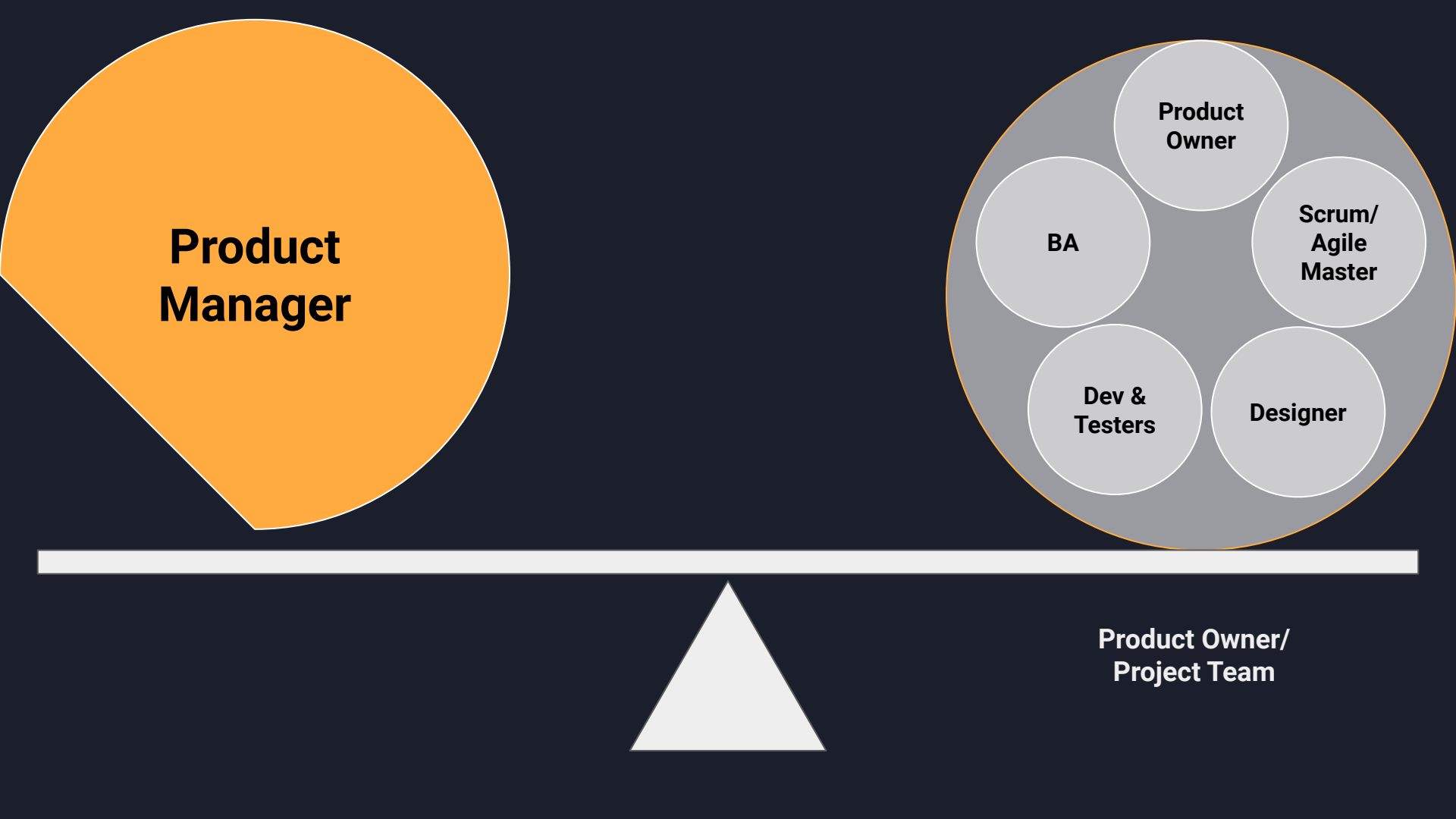


Project Manager

Product Manager

Unit of work	Project	Product
Time frame	Limited in time	Ongoing
Type of team	Often part-time team members	Full-time team members
Level of Upfront definition	Higher, Waterfall methodology	Lower, Agile methodology
Goal	Completion on time and on budget	Improvement of KPIs





The diagram illustrates a balance scale on a dark blue background. On the left side, a large orange circle is partially cut off by the edge, with the text "Product Manager" inside. On the right side, a large light gray circle contains four smaller white circles, each with a role: "Product Owner", "Scrum/ Agile Master", "Designer", and "Dev & Testers". Below the circles is a horizontal white beam, and in the center is a white triangle representing the fulcrum. The text "Product Owner/ Project Team" is positioned below the right side of the beam.

**Product
Manager**

**Product
Owner**

BA

**Scrum/
Agile
Master**

**Dev &
Testers**

Designer

**Product Owner/
Project Team**

Improve Collaboration

Shared **Mindset**

Shared Product
Vision and **Objectives**

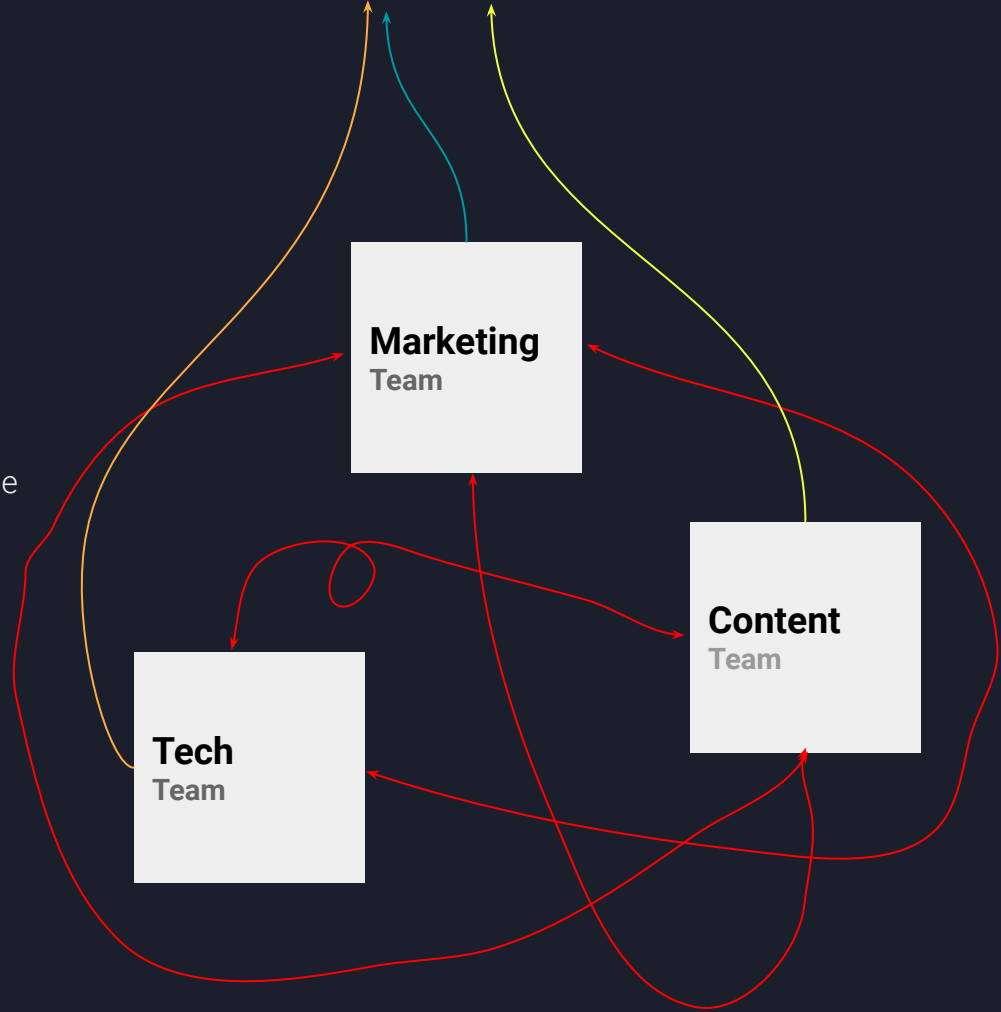
Systemize
Communication &
Project Management

Psychological **Safety**

IMPROVING COLLABORATION

Existing Way ▼

- Disconnected Project Management Methods
- Lack of SOP & Uniformed Request
- Presentation & communication capability can be improved

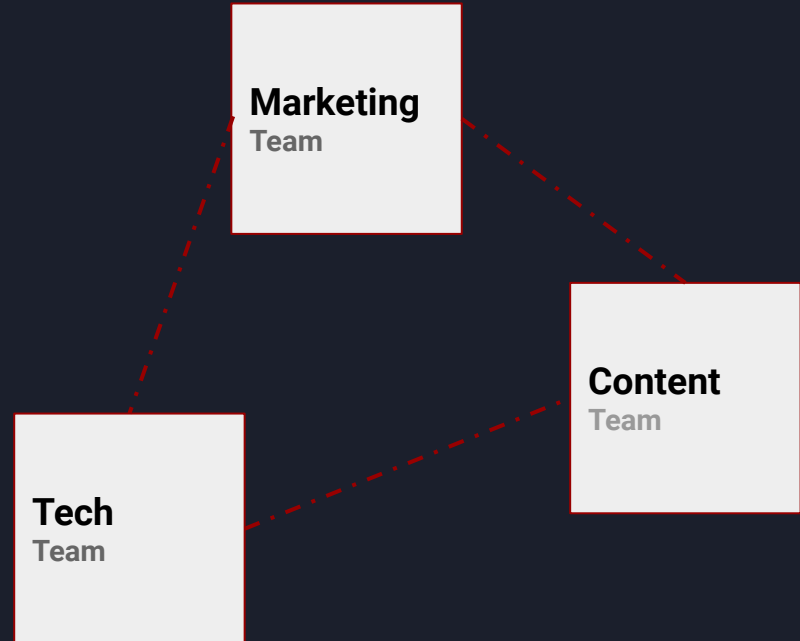


AS-IS

IMPROVING COLLABORATION

Existing Way ▼

- Disconnected Project Management Methods
- Lack of SOP & Uniformed Request
- Presentation & communication capability can be improved



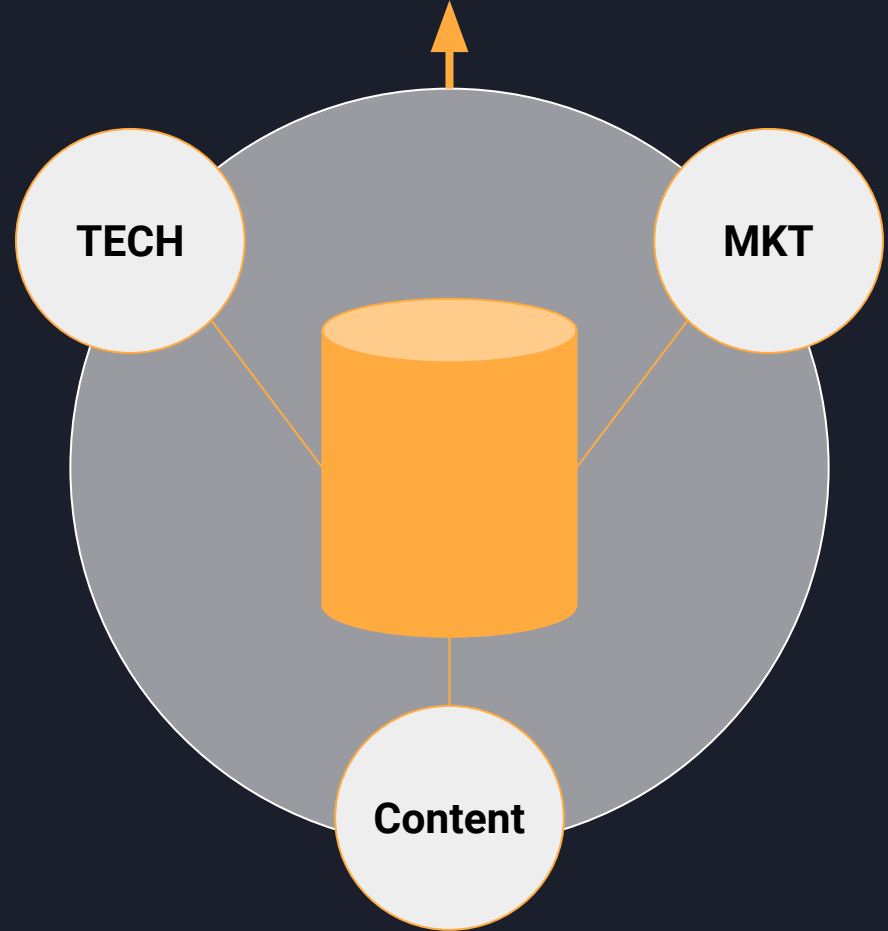
IMPROVING COLLABORATION

Use More Tech Tools in Operations

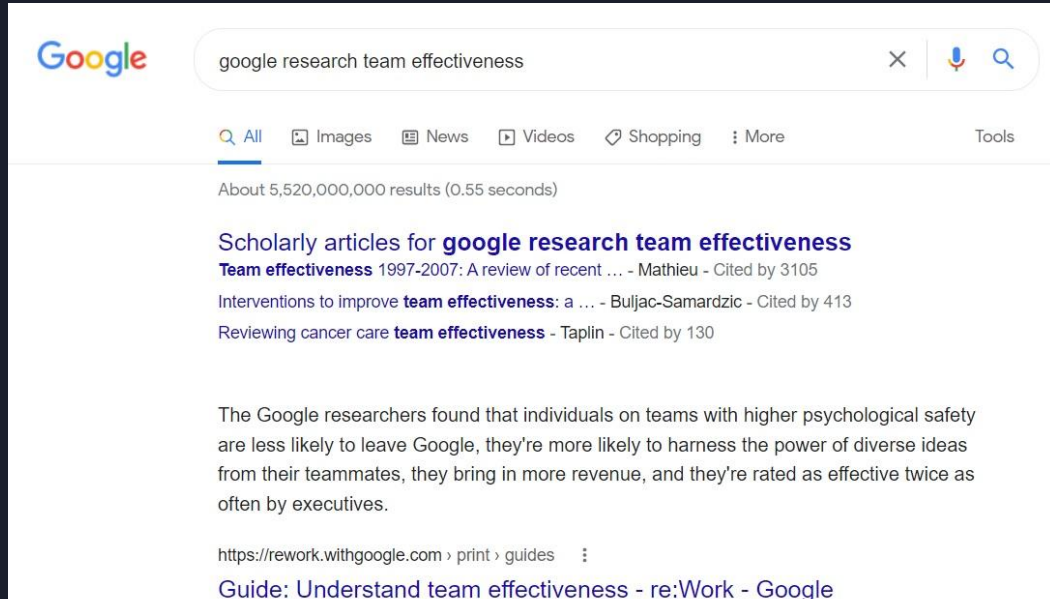


- Improve Colab. & Transparency Using Proj. Mgmt. Platforms
- SOP & Institutional Knowledge Accumulation
- Communication & Mgmt. Training

TO-BE



The Google researchers found that individuals on teams with **higher psychological safety** are less likely to leave Google, they're more likely to harness the power of diverse ideas from their teammates, they bring in more revenue, and they're rated as effective twice as often by executives.



The screenshot shows a Google search interface. The search bar contains the text "google research team effectiveness". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Shopping", and "More". The "All" tab is selected. Below the tabs, it says "About 5,520,000,000 results (0.55 seconds)". The search results are listed below, starting with "Scholarly articles for google research team effectiveness". The first result is "Team effectiveness 1997-2007: A review of recent ... - Mathieu - Cited by 3105". The second result is "Interventions to improve team effectiveness: a ... - Buljac-Samardzic - Cited by 413". The third result is "Reviewing cancer care team effectiveness - Taplin - Cited by 130". Below the search results, there is a paragraph of text: "The Google researchers found that individuals on teams with higher psychological safety are less likely to leave Google, they're more likely to harness the power of diverse ideas from their teammates, they bring in more revenue, and they're rated as effective twice as often by executives." At the bottom, there is a URL: "https://rework.withgoogle.com > print > guides" and a link: "Guide: Understand team effectiveness - re:Work - Google".

Google

google research team effectiveness

Q All Images News Videos Shopping More Tools

About 5,520,000,000 results (0.55 seconds)

Scholarly articles for **google research team effectiveness**

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<https://rework.withgoogle.com> > print > guides

[Guide: Understand team effectiveness - re:Work - Google](#)

Potential Challenges

Resistant to Change



Fear of tech and learning new tools

Being comfortable with existing working habits

Losing decision making power when it comes to adding product features

ONE TEAM