

## Stakeholder Alignment and Collaboration in Action: *How to get from “I think this” to “we all agree to do that”*

This series brings insights to challenge, inspire and support leaders to make superior decisions on any strategic topic.

### Article 1

## Introducing the Science of Co-Ordinated Action

Every organisational achievement is the result of collaboration. Whether it be annual growth, a new strategic direction, an acquisition, a policy or a divestment, the accomplishment will be the product of discussion, teamwork and delegation.

### Collaboration is flawed

Yet despite these successes, the way all organisations collaborate is flawed. In fact, only **8% of business leaders** believe that its collaborations deliver their goals on time, on budget and with the right level of benefit.

This means that 92% of collaborations waste time and resource and cost too much. Additionally, there are consequences for the people involved: stress, fatigue and potentially career plateaus.

### The opportunity

Here at X-PM we take this statistic as evidence of a huge opportunity. If the successful businesses of the world are only hitting their collaborative goals 8% of the time, getting this right will drive massive commercial advantage.

In this series of articles we will explore the **Science of Co-ordinated Action** – a methodology that is already embedded within our team and adopted by our extensive network of highly skilled leadership professionals.

### The essence of collaboration

Successful collaboration is rooted in three fundamental principles:

- Knowing what needs to be discussed and why
- Establishing the right order in which to discuss each element
- Creating an effective discussion approach

Until now, there has been little formal teaching in this area. Managers tend to self-learn this process – but as we have seen, it’s not working.

In our next article we’ll look at what goes wrong.

X-PM Asia with the UK’s Rialto Consultancy partner in bringing a proven and validated methodology to anchor organisation’s strategic change and transformation initiatives around stakeholder alignment in a way that is fast, time efficient and data driven.

This article is part of a series inspired by white paper by SchellingPoint, The Science of Co-ordinated Action.