MOCK CO.
MARKETING TEAM
JANUARY 20, 2024
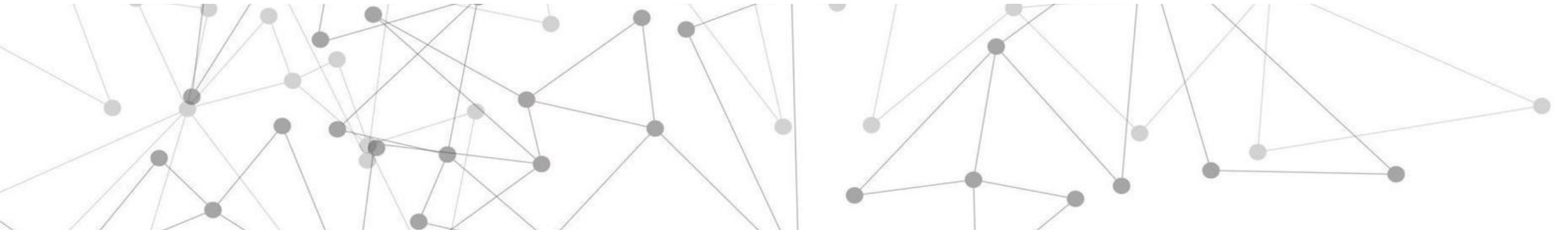
CONNECTIONS OF MARKETING TEAMS

X% Marketing connects with themselves

X% Marketing connects with support functions (Sales, Communications & HR)

X% Marketing connects with core business functions

THE 3-MINUTE SURVEY WE SHARED WITH YOU

The questions:

- Question 1

- Question 2

- Question 3

- Question 4

- Question 5

- Question 6

- Question 7

Group size: 24 people
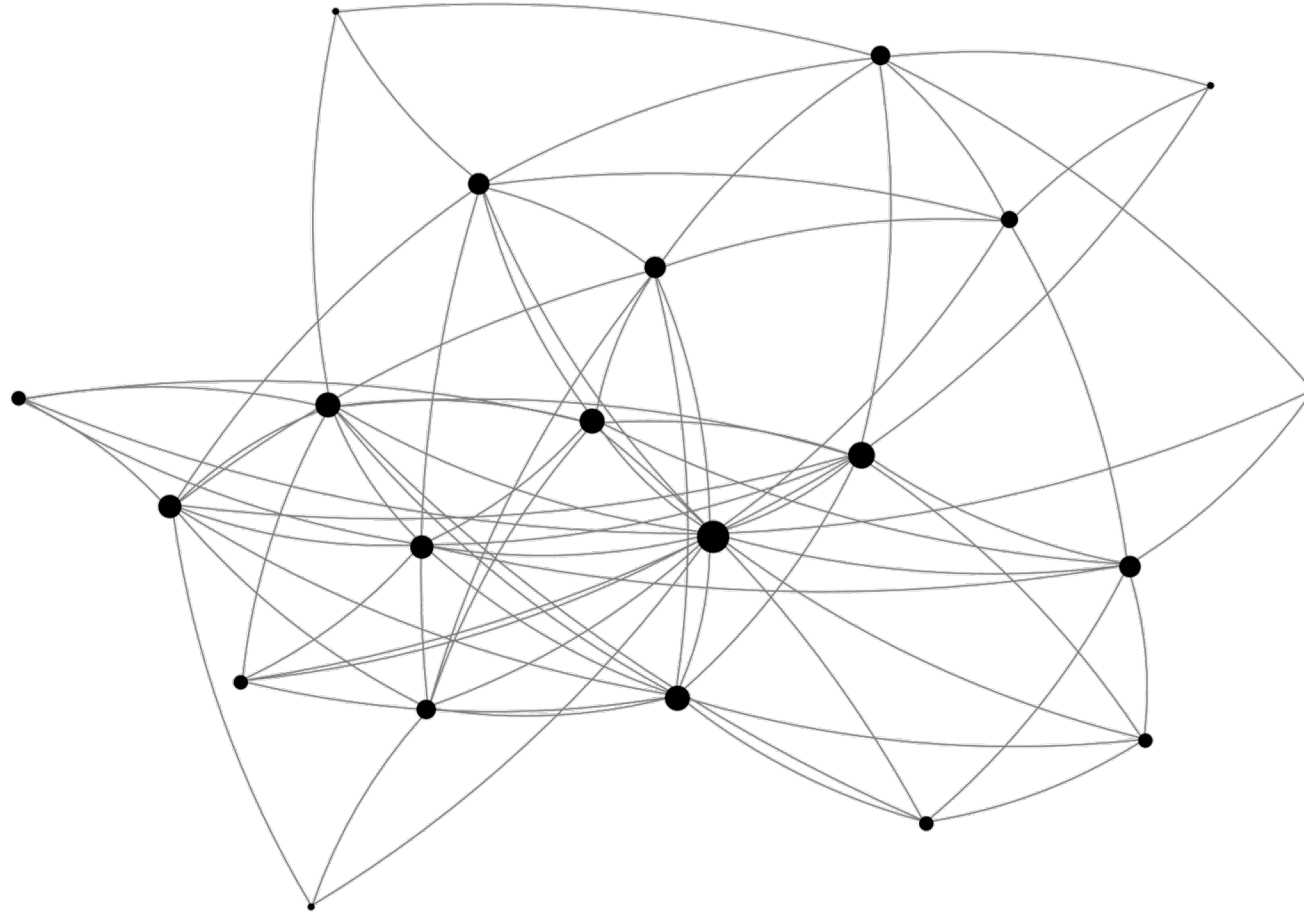**Period:** 10th January - 13th January 2024

COLLABORATION NETWORK OF MOCK CO. MARKETING

● People (the larger the dot, the more connection)

— Mutual collaborative relationships

COLLABORATION HAPPENS ACROSS LOCATIONS

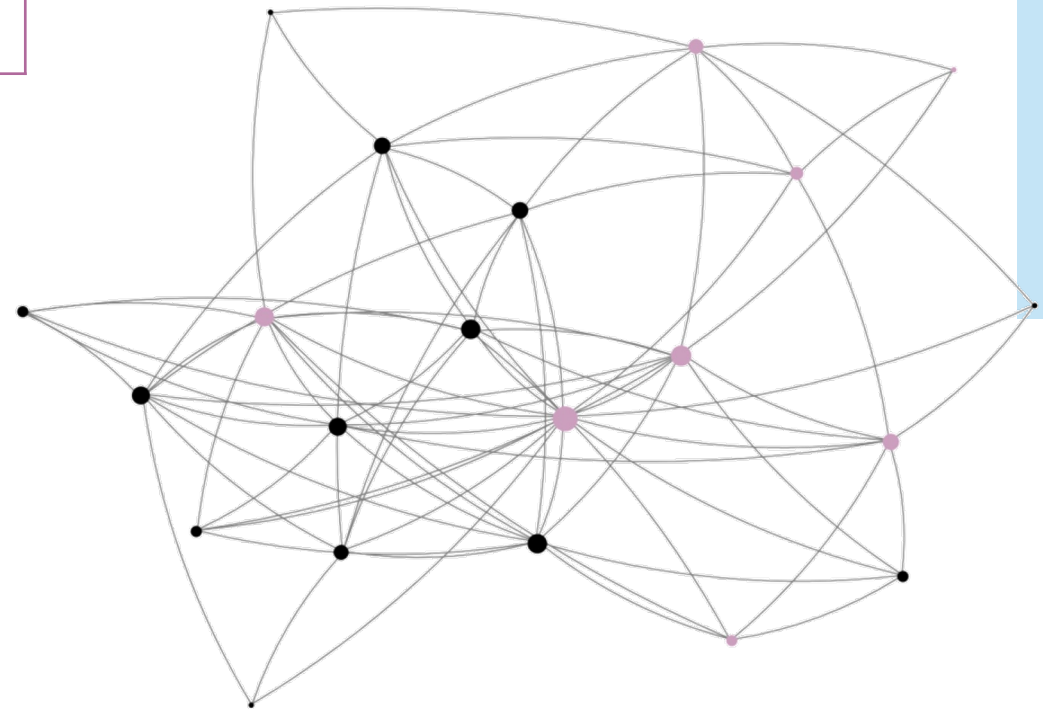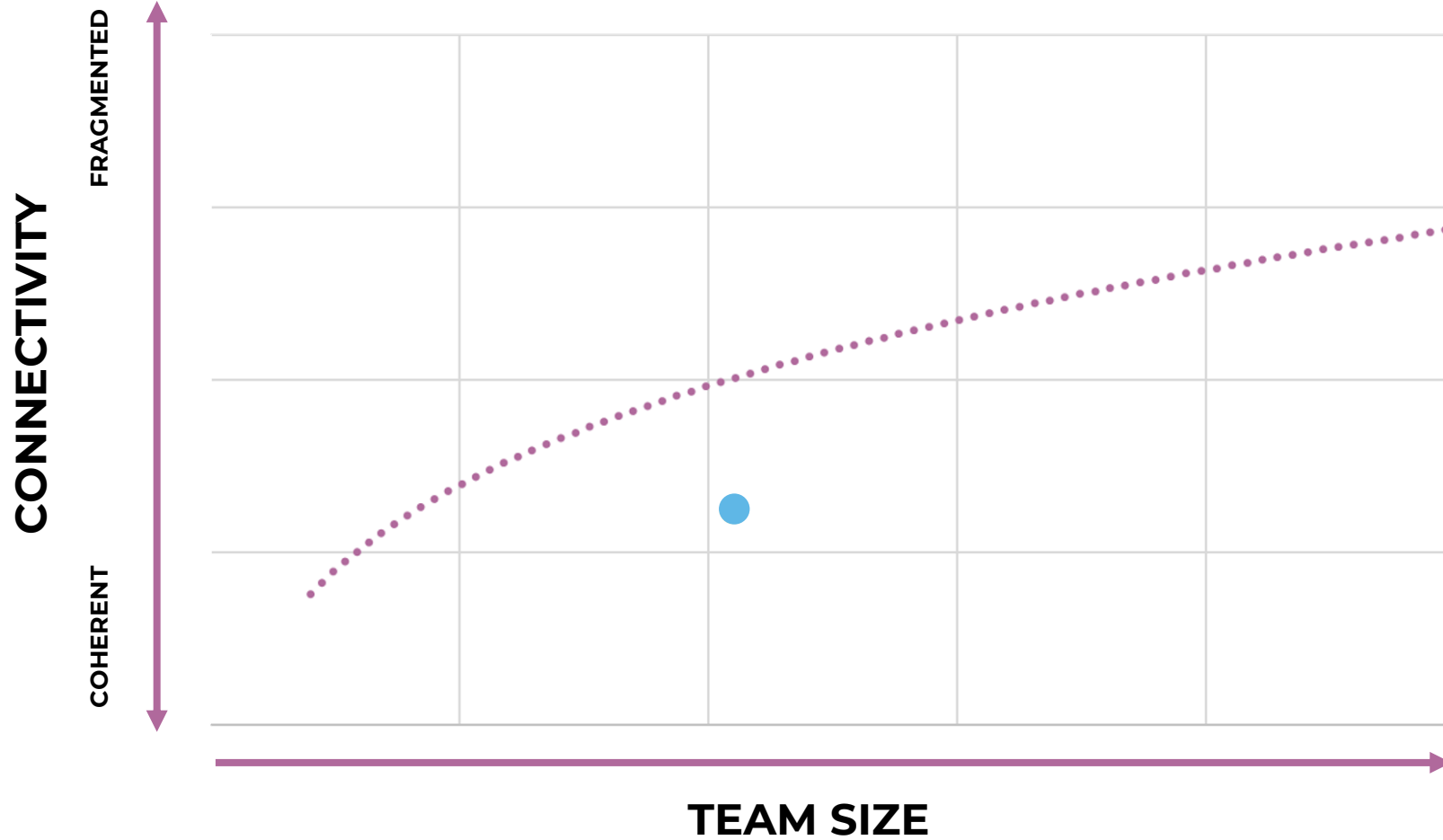|	HQ	Other locations
HQ	70%	30%
Other locations	55%	45%

● MOCK CO. Marketing HQ

● MOCK CO. Other locations

20% BETTER CONNECTED THAN BENCHMARK

CONNECTIVITY

FRAGMENTED

COHERENT

TEAM SIZE

● MOCK CO. Marketing Team

••• Innovisor Benchmark

… BUT 38% STILL SEE POTENTIAL IN WORKING MORE WITH A COLLEAGUE THEY DO NOT WORK WITH TODAY

HOW YOU FEEL ABOUT COLLABORATION AND KNOWLEDGE SHARING?

	Your average MOCK CO. Marketing	Benchmark average Innovisor
Question 1	4.20	X
Question 2	3.95	X
Question 3	4.30	X
Question 4	4.50	X
Question 5	3.55	X

NOTE:
The averages are calculated based on the answers:
strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5)

GROUP SESSION NR.1

GROUPS TO ENHANCE CONNECTIVITY

innovisor

Name 13   Name 14   Name 15   Name 16

Name 9   Name 10   **Name 11**   Name 12

Name 1   Name 5   Name 17   Name 21

Name 2   Name 6   Name 18   Name 22

Name 3   Name 7   Name 19   Name 23

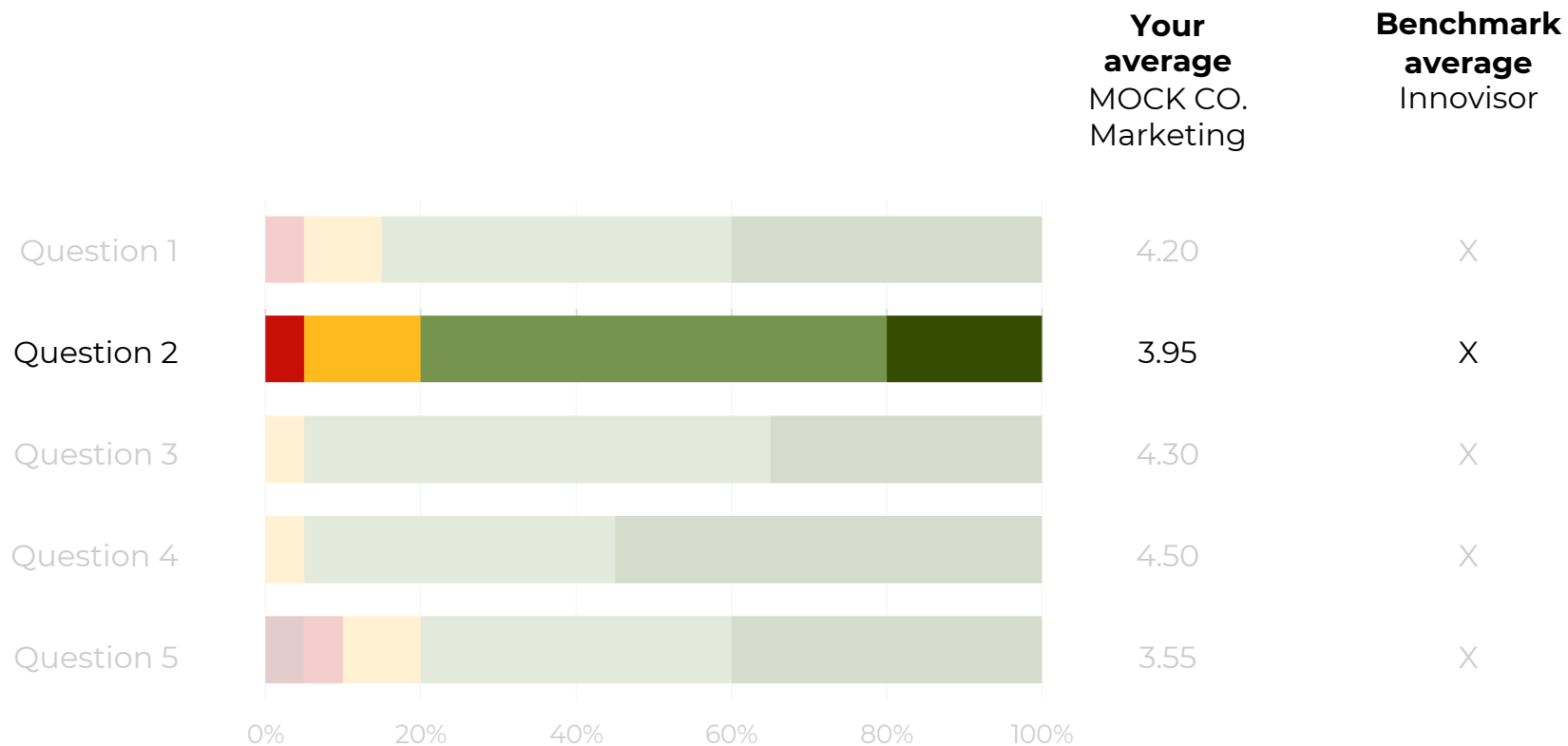Name 4   Name 8   Name 20   **Name 24**

NOTE:

The groups are put together based on the following criteria:

- People do not sit next to a colleague with whom they have had 1-on-1's

- Most people do not sit next to a colleague with whom he/she already collaborate

- Groups optimized are mixed from HQ and other locations

*If your name is highlighted, your task is to summarize afterwards

You sit with people who feel they can become more effective by collaborating with you

HOW YOU FEEL ABOUT COLLABORATION AND KNOWLEDGE SHARING?

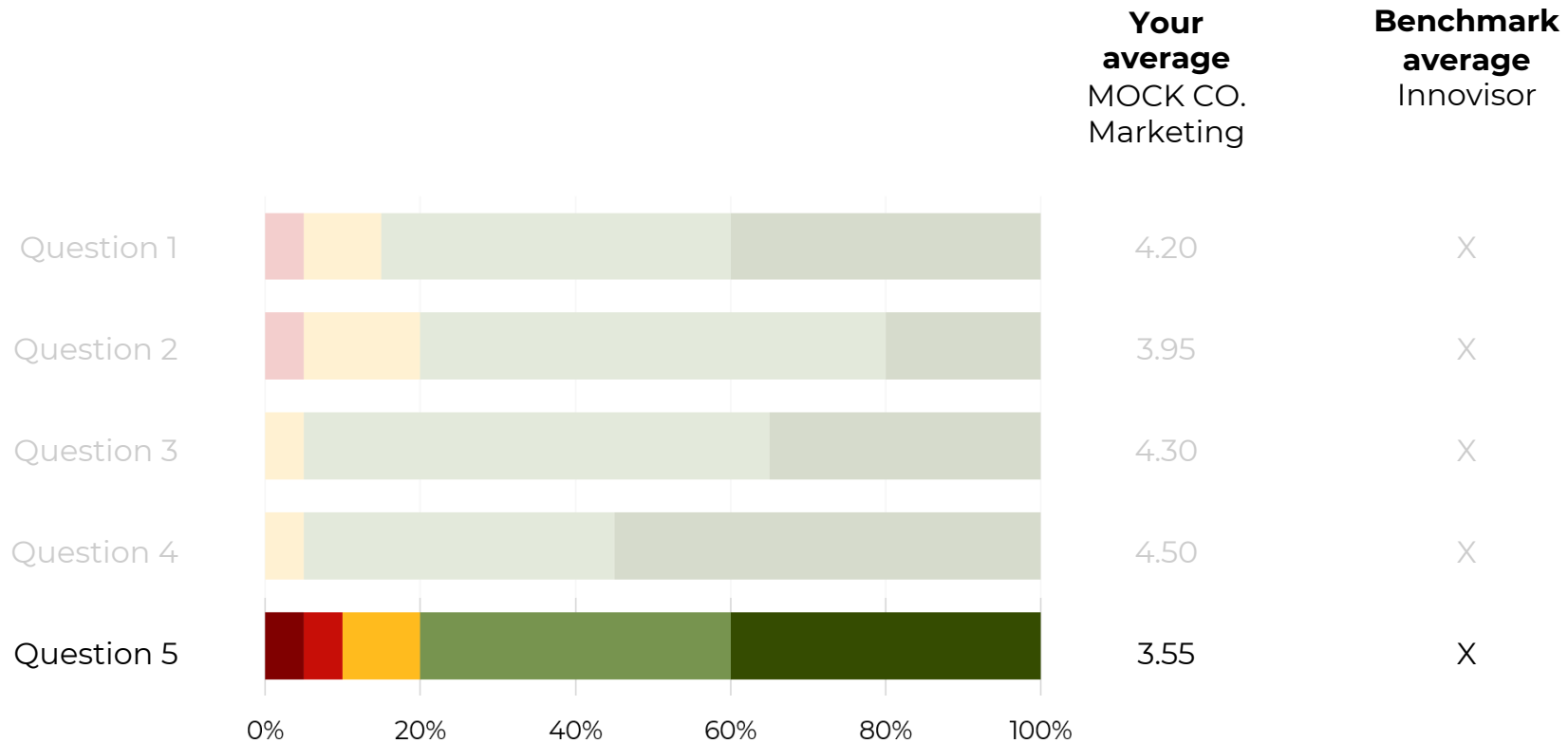|	Your average MOCK CO. Marketing	Benchmark average Innovisor
Question 1	4.20	X
Question 2	3.95	X
Question 3	4.30	X
Question 4	4.50	X
Question 5	3.55	X

0%   20%   40%   60%   80%   100%

NOTE:
The averages are calculated based on the answers:
■ strongly disagree (1), ■ disagree (2), ■ neutral (3), ■ agree (4), ■ strongly agree (5)

GROUP SESSION NR.2

WHAT COULD IMPROVE YOUR KNOWLEDGE OF YOUR COLLEAGUES' EXPERTISE?

	Your average MOCK CO. Marketing	Benchmark average Innovisor
Question 1	4.20	X
Question 2	3.95	X
Question 3	4.30	X
Question 4	4.50	X
Question 5	3.55	X

0% 20% 40% 60% 80% 100%

NOTE:
The averages are calculated based on the answers:
■ strongly disagree (1), ■ disagree (2), ■ neutral (3), ■ agree (4), ■ strongly agree (5)

LUNCH BREAK WITH 1-TO-1s

Name 1	Name 8
Name 14	Name 22
Name 2	Name 19
Name 6	Name 7
Name 13	Name 21
Name 15	Name 10
Name 3	Name 5
Name 9	Name 4
Name 11	Name 18
Name 17	Name 12
Name 16	Name 24
Name 23	Name 20

NOTE:
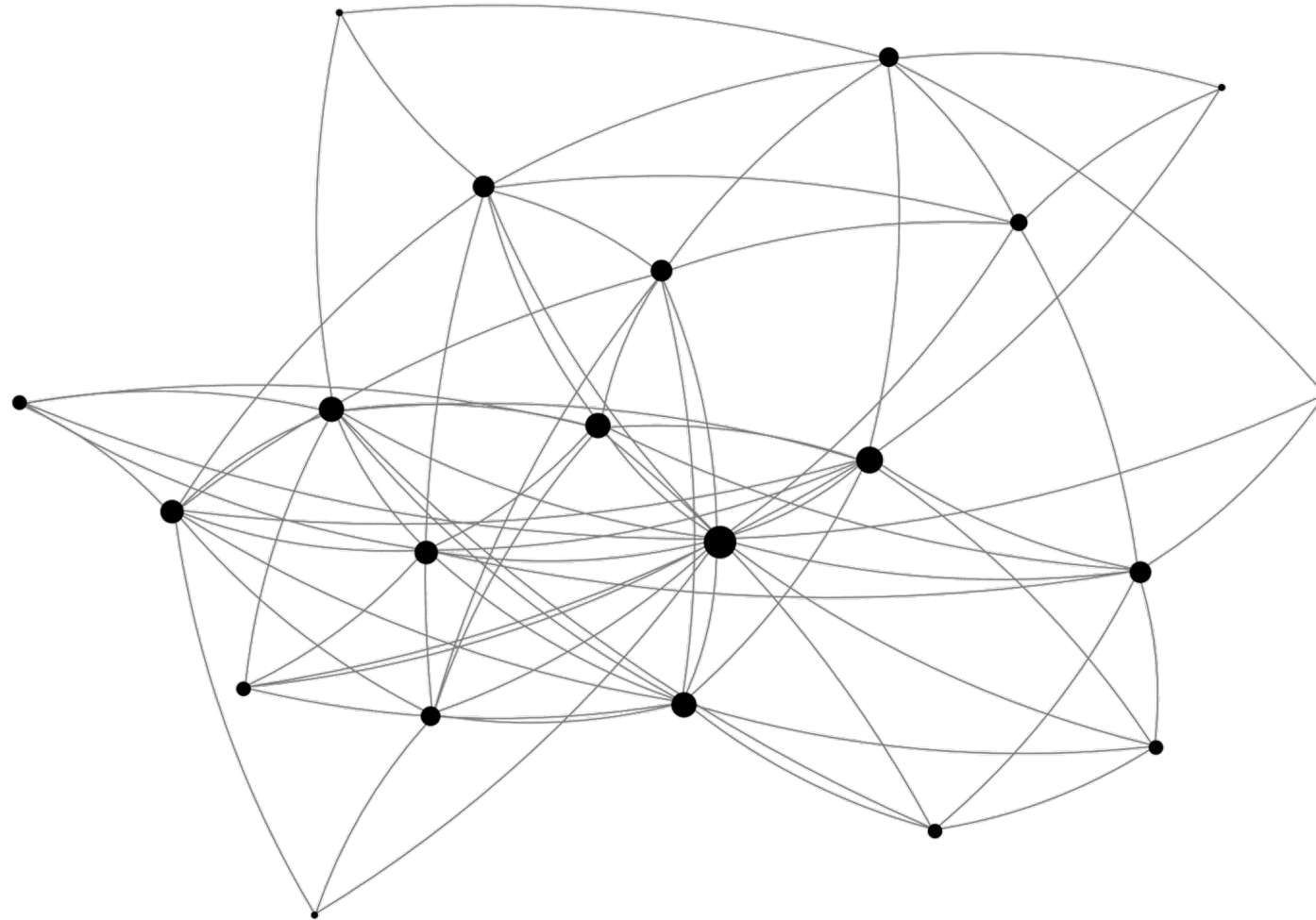
The 1-to-1 pairs are based on the following questions:

"Question 1"

"Question 2"

The coworkers were paired if at least one indicated that the other person could increase their effectiveness while not having collaboration

BEFORE YOU WERE BETTER THAN BENCHMARK
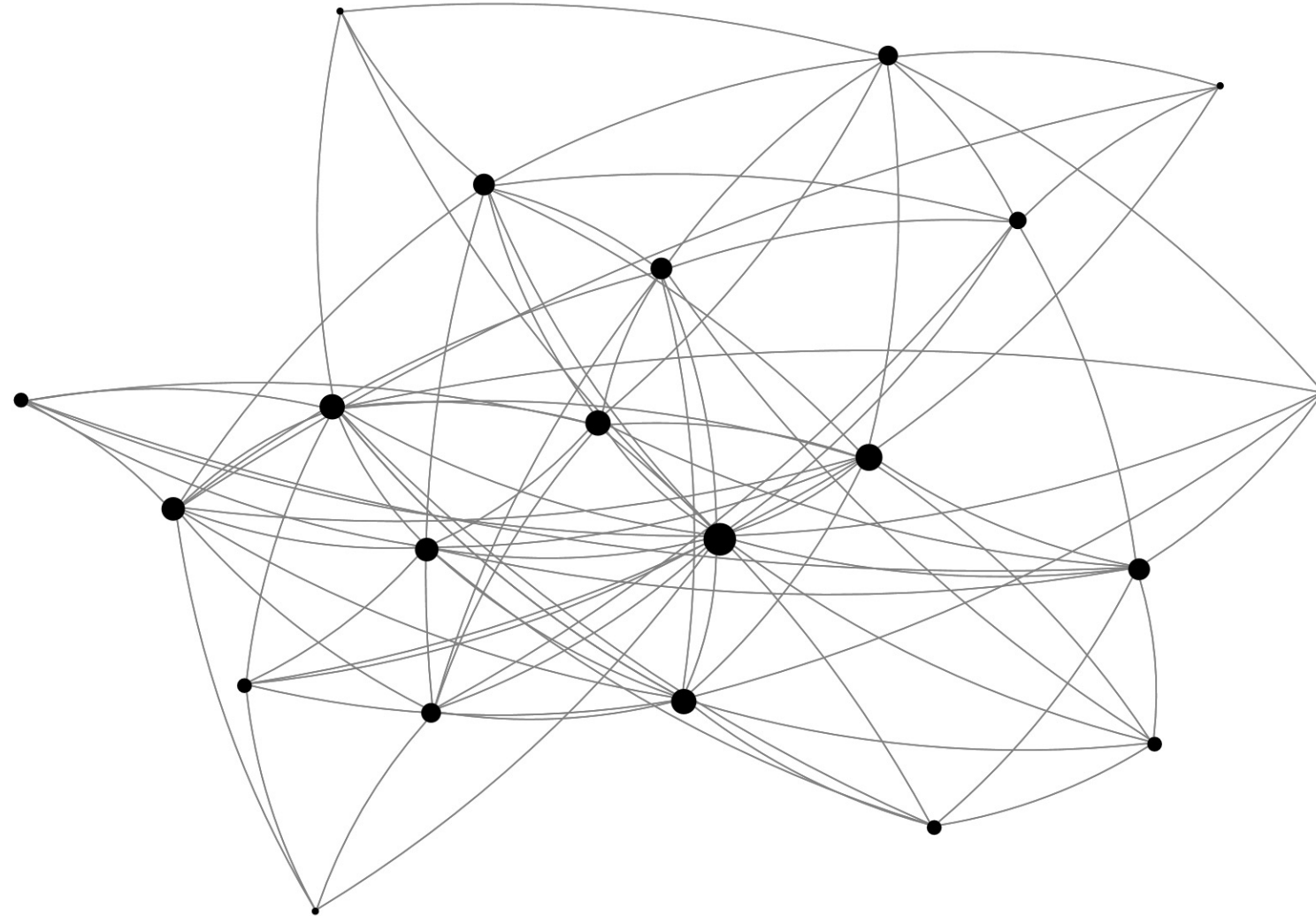

NOTE:

This network is based on the question:

"Question 1"

Non-respondents were added based on the nominations they received from their colleagues

● People (the larger the dot, the more connection)

▬ Mutual collaborative relationships

8% IMPROVEMENT AFTER 1-TO-1S

● People (the larger the dot, the more connection)

▬ Relationships (already existing collaboration and 1-on-1s)
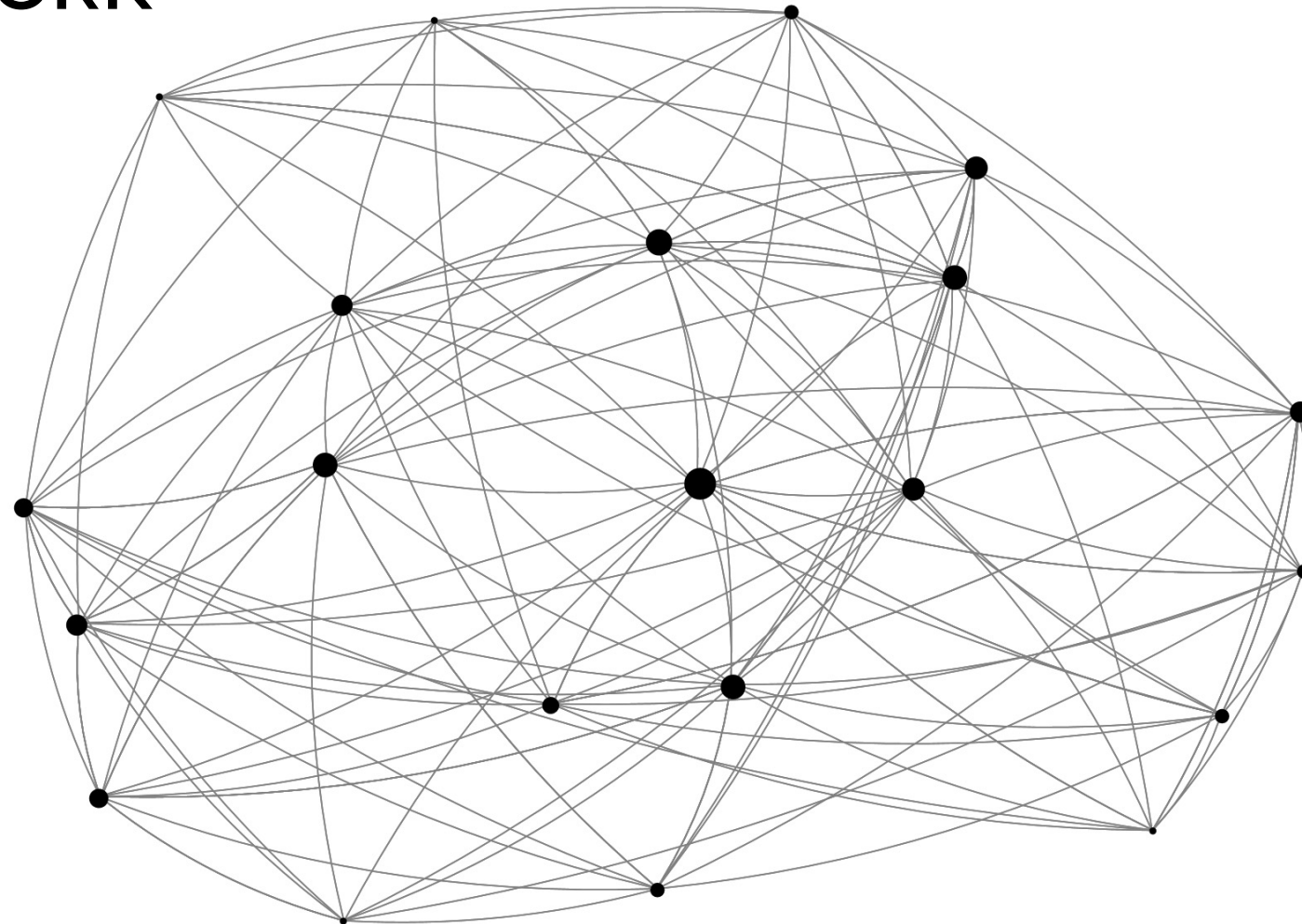
ANOTHER 16% IMPROVEMENT AFTER 1-TO-1S AND GROUP WORK

47% better than
Innovisor benchmark

- People (the larger the dot, the more connection)
- Relationships (already existing collaboration, 1-on-1s and group work)