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# We're all in the Integration Spin!





OPPORTUNITY REVENUE PEOPLE BUSINESS CUSTOMERS PROFIT

PROFIT Productivity

#### No one wants to do it...

e're all in a spin – too much information yet not enough, too many priorities yet more initiatives needed to beat the competition, too little coordination yet so much to integrate!

Rapid processing of information, greater integration of technology, and globalization have transformed the workplace. The result: people need to work in a more integrated fashion, much as our technology does.

To work in such an integrated fashion requires tried and true activities such as sharing information, interfacing with other groups, facilitating events and meetings, planning projects, setting priorities, mentoring others, and scheduling work. Employers and employees alike find that they must perform these activities to some degree. Yet coordination and integration activities are the least preferred of the four WorkStyle Orientations, as revealed by McFletcher's WorkStyle Patterns® (WSP<sup>TM</sup>) research.

Few of us **want** to coordinate either projects or people; few of us **are** coordinating. The result is losses of momentum, opportunity, productivity and business.

### **The Integration Spin**

They wanted this when ?

Why wasn't this sent out ?

How did that get decided ?

What do you mean, "another meeting" ?

Who was supposed to call the customer?

Whose desk is my report on ?

Who's in charge here ?

What is the top priority ?

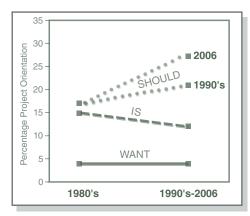
Who changed the timeline ?

#### Projects and People Lack Coordination

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Integration Misalignment – Employers expect it! (SHOULD) The work needs it! (IS) Employees don't prefer it! (WANT)

Employers know the workplace is getting more complex and want their employees to work in an integrated manner. Although this awareness is on the rise, employees are doing much less of it. And the preference people have for integrating their work activities with others remains consistently low.



According to Dr. Stacia Beatty, McFletcher's research consultant, "Only 4% of the total WSPTM Inventory Database prefers to work with a Project Orientation—a figure that has remained consistent throughout the last 26 years. Preference, regardless of demographics—age, gender, culture—is not changing."

This lack of preference has all of us spinning: "What's the top priority?"; "Another meeting?"; "Whose decision was that?" Stop the spin by aligning integration needs through new roles, structures, and technologies.



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Tel (480) 991-9497 Fax (480) 948-7955 McFletcher@McFletcher.com www.McFletcher.com Call, fax, e-mail, or look us up on the web to learn about McFletcher's products and processes which create new ways to integrate projects and people. A consultation without obligation is available.

## Ask for the companion Patterns Briefs!

The McFletcher Corporation is a pioneer in the concept and practice of Work Alignment, and a recognized resource for workforce and workplace trends. The WorkStyle Patterns® Database study referred to in this brief included 17,238 employed individuals from a variety of North American industries and professions.

