IP BEST PRACTICES

# The elephant in the room

A best practice shared by Niels Kooi.

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# The elephant in the room

A short survey on 'what' teams achieve and 'how' they deliver, used to surface the connections nobody names out loud.

## Key steps

Draft a survey to assess 'what' teams are doing and 'how' they deliver results: the 'what' statement explores the team's achievements or results, the 'how' statements look at the collaboration of the team (open) or the team's values (closed).

Collect the results, and put them in a report (nothing fancy).

Organise a session to go through the results, looking for the 'elephant' in the room.

Specifically look for connections between 'what' and 'how', and come up with actions.

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