

ARE YOU A COLLABORATION WORKER?

Workers who work creatively in teams to produce new or modified knowledge, concepts, ideas, products, documents, media, policies, and similar added value.

WHAT THEY DO



Work creatively in teams to produce new or modified content



Content like concepts, ideas, products, media,



Don't follow previously defined policies, procedures and processes

WHO THEY ARE



Represent 10.5 million US Workers (7.1 of employment).



Titles include Marketing, IT, R&D, Planner, Product Mgr



Collaboration workers are found across all industries

COLLAB WORKER METRICS



Speed

Results of work are put to use quickly



Effectiveness

Degree of Impact on organisation's results

KEY TRAITS



Very Content Centric



Cross Org Boundaries



Not Desk Bound



Very Project Centric