HOW TO CREATE THE BEST CONTENT
With Your Cross Functional Team

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How To Work With Your Cross Functional Team Worksheet

A cross functional team may be made up of writers, editors, and even some SEO geniuses. Your team runs the gamut and without a concerted effort harness all of these different skills (and personalities) towards a common goal, you may end up with conflict.

What kind of creatives make up your team?

What are your team member's strengths and weaknesses? (When you know their strengths and weaknesses you'll know who is a good fit for certain tasks and who isn't.)

Make Your Cross Functional Team Actually Function

Clearly, you don't want to be apart of that 75% of cross functional teams running around in circles and never achieving their goals, but how do you avoid it? It seems inevitable that human nature will throw sand in the gears. That's when personality and communication conflicts will arise.

Focus on roles.

One of the reasons cross functional teams get hung up is because sometimes someone works from outside of their role (often trying to be helpful) and that confuses the person who is doing it.

Make sure you clearly define your team member's roles: (What are they?)

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One final note for leadership: If you give a team member a specific role, don't micromanage and tell them how to do it. Let them do the work, or you'll both kill motivation and also create a sense of doubt.

Getting approval and completing tasks.

Have a clear definition on what a completed task looks like. Then give your team members the ability to make autonomous decisions.

What does a completed task look like to you?

Tell your team members what you expect of them with finished tasks.

Working efficiently and quickly with others.

Deadlines are not a fun concept for creative free spirits.
But deadlines must exist, and deadlines must be shown to matter. They must be enforceable and, consequently, enforced.

What are your project deadlines?

How are some ways to break up your project deadlines into smaller tasks?

Ask yourself:

How many projects or tasks are on a team member's plate?

Are you burdening them with excess requests and communication beyond the scope of their role?

Things to keep an eye out for:

Does your team have the tools and resources they need to work quickly?

Does a team member not have an ability or expertise for their role or task?
(If so, you might want to find a different role for this team member, find a way that they might fit in, or let them go.)

Are your team members confused about their roles?
(Revisit your roles and parameters and make sure they understand. Remember to also give them time to do their jobs.)

How can you best lead your team?
(Define the goals, the parameters, the budget, and the resources before your team gets started on a project.)

What are your parameters?

How can you set up periodic "health" checks for your team?

How To Keep Sight Of The Goal:

1. Have periodic and systematic meetings meant for updates and team communication.
2. Put up posters and signs that define broad corporate or project goals.
3. Send email updates to the team.
4. Communicate goals to each other on company message boards.

Regular communication is the key, basically, whichever format works best with your team.

How CoSchedule Can Help Your Cross Functional Team

CoSchedule uses a task-based approach for project management, and it works well. A task is simply a signifier of what needs to be done in what order, and once checked as done, is a signifier to the next team member to start with their role.

Do the health check.

CoSchedule makes it easy for team leaders to view the progress of each piece of content, and do those "health checks" without a lot of effort. The tasks for each project are easily accessed on the calendar, clearly showing what has been done and who has done it. Each content piece shows a task measurement bar that reveals, at a glance, progress based on percent complete.

Define project parameters.

Set up a task template with due dates for each task, for each member of your cross functional team. By doing so you are helping to set up parameters both in what needs to be done and when it needs to be done by.

Focus and communication.

With CoSchedule, each content piece has its own message board in the form of comments. Leaders and team members can easily communicate there, with leaders starting out the discussion noting the goal, ultimate focus for the piece, and any other specifics such as budget concerns, outlines, restrictions, and so on.

Controlling team access.

By restricting the conversation to those who are currently involved, team leaders can help out team members and keep them from being overloaded with messages and emails within CoSchedule.

Removing a team member who has completed their work on the project spares them conversations that don't apply to them and keeps them from getting into the habit of ignoring messages (meaning they'll miss fewer messages intended for them in the future).

Using notes and color for your project management system.

Because CoSchedule is built on flexible features, including the ability to add notes and events to the calendar, as well as choosing how you'd like to color code them, you are able to create a system that works for your team.

Perhaps you'll schedule team meetings as an event on your content calendar. Perhaps notes colored green indicate must-read memos for your entire team. It's up to you to determine how you'll use these flexible tools.

When you're ready to work with your team and plan awesome content try out your very own 14-day free trial of CoSchedule—your social media and editorial calendar.

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The marketing calendar for *everything.*

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> *"CoSchedule has allowed us to grow bigger and faster than we could have using more traditional team management tools and techniques."*
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> *–Nathan Adler, Co-Founder of RiverScene Magazine*

Michael Hyatt
Author

Nathan Adler
RiverScene

Jay Bear
Convince & Convert

Latest Features

Introducing the New Headline Analyzer!

NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.

CoSchedule loves integrations...

Learn more at coschedule.com