



## The Answer to the UK Productivity Crisis? Working Better Together

*June 18, 2015 by Jean Martin*

This year marks the 45th anniversary of the Apollo 13 US lunar mission. The story of the crew coming together to overcome catastrophic adversity in outer space really captures the power of individuals working together as one team to achieve a shared goal.

Back on home Earth, however, few of us think about the positive impact collaboration can have. Helping others is not necessarily the first thing an employee will consider when sitting down in front of an overload of emails and conflicting deadlines. Yet helping colleagues, working with and through others more effectively, should be on the agenda for each and every one of us. It's the key to achieving better results at work in less time, and ultimately, helping address the UK's productivity crisis which is limiting growth in pay and living standards.

Too often poor productivity is ascribed to a lack of investment in technology or the problems poor infrastructure imposes on business. However, the reality is that productivity is about people, every bit as much as it's about machines. It comes down to the performance of individuals and teams; people drive business success, productivity and stronger growth.