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Gillian Tett on Breaking Down Silos

Alexandria, VA (May 4, 2016) — Gillian Tett, an award winning journalist and US Managing Director of *The Financial Times*, was a featured speaker at ALDA's recent Spring Senior Executives Meeting.

Presenting the highlights of her recent book "*The Silo Effect: The Perils of Expertise and the Promise of Breaking Down Barriers*," Ms. Tett, who received a Ph.D. in social anthropology from Cambridge University, examined how silos can promote tunnel vision and hinder our work and thinking.

According to Ms. Tett, silos, which often produce both limited information and restricted thinking, can be structural and disconnected, e.g., CRM, ERP systems, etc, but also may be mental and social. Often they conceal valuable information and make organizations blind to risk such as what occurred in the financial and banking crisis, creating tunnel vision among employees, and hurting senior leaders and policy makers.

Ms. Tett described three very different organizations – Facebook, the New York Fire Department and The Cleveland Clinic – and examined the actions each took to breakdown silos and promote communications, shared information and coordination.

For example, Gillian explained how Facebook, among other things:

- Requires all new hires regardless of age or rank to participate in a six-week joint introduction "bootcamp" designed to create informal and lasting social ties among the employees and a sense of affiliation with the success of the entire company.
- Rotates employees among different work groups to promote sharing of ideas and information, and to prevent teams from hardening into inward-looking groups.
- Constructed open work areas and glass meeting rooms and installed walkways connecting higher floors of of separate buildings to encourage interaction.
- Encourages staff and top managers to use Facebook platform to build deeper connections with others in the company.

For more information regarding ALDA, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at www.thealda.org

Based on the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members'

global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.