Phoenix Premier Acquisitions: Collaboration is key to Business Success

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Advocates of entrepreneurship Phoenix Premier Acquisitions reveals how it is the collaboration of a group of people's talents that will lead a business to success.

About Phoenix Premier Acquisitions: http://www.phoenixpremieracquisitions.co.uk/about-us/

Phoenix Premier Acquisitions look at collaborative working environments and their success over competitive environments. As companies evolve and as workforces are being filled by majority of the millennials it's important to understand that they prefer to work in a collaborative environment where they can benefit from an innovative and supportive environment which has been found to raise morale and improve productivity.

Phoenix Premier Acquisitions found there are three main benefits from working within a collaborative environment.

- 1.Time to Market -Within a team there are different perspectives, different ideas and with the right balance, companies find that more heads are better than one. New ideas are developed quicker and products can be brought to the market faster.
- 2.Innovation - Great ideas come from team brainstorming sessions, with many inventive minds it allows diverse strengths and perspectives to work together as one super power.
- 3.Morale - When employees feel that their ideas and inputs are valued it improves employee commitment and keeps overall team morale high.

Phoenix Premier Acquisitions look at statistics of how being collaborative can enhance communication and productivity.

Productivity- Team collaboration can improve productivity by 15 percent.By allowing ideas and processes to be shared, each team member can work to their area of strength whilst still having an overall impact and ability to share ideas.With lower levels of approval needed during a team task it was found that the time to market can be reduced by 20 per cent.

Communication – Employees found that during team projects face to face collaboration enabled individuals to benefit from being able to read body language of those who are striving for the project's success. With the open forum it allows confidence to build and connections to be strengthened between employees. Studies have found that there was an overall improvement of 50 per cent as employees were found to communicate about projects more outside of formal gatherings.

Phoenix Premier Acquisitions is an outsourced sales and marketing firm based in Southampton. The firm specialises in a personalised form of direct marketing that involves connecting with consumers on a face-to-face basis. This one-to-one connection leads to personal and long-lasting relationships between brand and consumer. This increases their clients' customer acquisition, brand awareness and brand loyalty.

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Company Contact:

Phoenix Event Marketing

T. +44 7943485627
E. info@phoenixeventmarketing.co.uk
W. https://www.phoenixeventmarketing.co.uk/

Additional Contact(s):
Luke Walker

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