

A Marketer's Guide to Cross-Departmental Collaboration

GoSkills online course syllabus

Skill level

Beginner

Lessons

8

Accredited by

Verified by GoSkills

Pre-requisites

No prior experience needed

Video duration

9m

Estimated study time

9m 28s

Instructor

Kestrel Lemen

Introduction

- 1 Engaging across departments**
Working with others from different departments in any organization is necessary.

What's Collaboration

- 2 Working cross departmentally**
How do you accomplish bigger tasks at your workplace?

Communicating with Intention

- 3 Demystifying the marketing department**
Some teams may not know what the significance of the marketing department is in your organization.
- 4 Adapting communication styles**
Do you want to kick off your next collaboration with success?

Relationships Matter

- 5 Avoiding miscommunication**
Miscommunication is a common workplace challenge. After this lesson, you'll be able to implement 3 tips to reduce the chance of a miscommunication.

6 **Building trust**
Simple gestures in the workplace can go a long way.

7 **Leveraging and maintaining**
Relationships need time, attention, and nurturing.

Conclusion

8 **Accomplish shared goals**
Creating relationships are the foundation of all collaborations.

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