Powering effective eCommerce teams

Melita Shelley

Head of ECommerce
Bared Footwear

Retail Value Chain

Very high level and rudimentary!

Product	Manufacturing & Supply Chain	Brand & Marketing	Storefronts	Customer Service	Inventory & Warehousing	Logistics

All underpinned by technology

Powering effective eCommerce teams

In a retail e-commerce business, the foundation of an effective team is working out how to get a collection of people with diverse skills to work together

Avoid silos at all costs!

01

Communication breakdown

Leads to missed opportunities, inefficiencies, duplication of effort and isolation

02

Teams focus on ownership and territory

Leads to competitiveness, disjointed customer experiences, focus on politics not progress

03

Innovation and problem solving impacted

Different perspectives aren't considered, complex problems get put on the back burner

Teams become frustrated, disengaged and lose site of bigger picture

Powering effective eCommerce teams

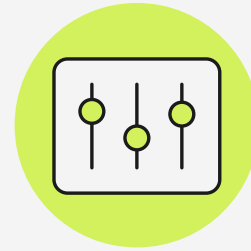# Try this! Team assessment of the value chain

—— What value do you add for the customer?

—— What value do other teams add to the customers?

—— What value do you need from other teams?

—— What value can you provide to other teams?

Also, try these!

How can I help?

Start all interactions with these four words and see how it transforms your teamwork

Power of three

Improve communication and decision-making by increasing representation

Internal networking

Open up opportunities for yourself and your team by making new connections

Building understanding between teams can be achieved by everyone!

Powering effective eCommerce teams

Summary

Focus on getting teams with diverse skillsets working well together

Work hard to avoid silos, try to avoid common patterns and roadblocks

Get teams to think about the value they add to the customers AND to the value chain

Everyone can contribute to building a collaborative culture

Thank you!

https://www.linkedin.com/in/melitashelley/