

# Bridgeway to Success™

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**HAVE PEOPLE  
SEE THROUGH  
EACH OTHERS'  
EYES.**

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## Organization Wars: Headquarters vs. the Field

It's a classic organizational rift. The "field" views "headquarters" as out-of-touch administrators who spend their time attending meetings and shuffling paper. Headquarters views the field as out-of-control operators with little appreciation of the "big picture" and less respect for headquarters' role in helping achieve it.

Generalizations aside, there is some truth here. People at headquarters can get out of touch and lose sight of what really goes on in the field. People in the field can become self-centered and act without thinking how those actions impact the organization. Such outcomes breed mistrust, disrespect, and a lack of cooperation. What to do?

- 1) Trading Places - Have people from headquarters and the field spend one day/quarter in each others' worlds, watching what goes on and seeing through each others' eyes.
- 2) Business 101 - Train people in the field about how the business as a whole operates - why policies and procedures exist, and the risks and consequences of not having them.
- 3) Shared Interests - Create joint goals, measures and rewards that depend upon the cooperation of both headquarters and the field.

Headquarters versus the field is a movie we've all watched many times. Implementing a few targeted practices can lead to a happier ending.

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