

## Barriers Exercise

Barriers	Priority Rank
Create silos	
Lack collaborative planning	
Do not share customer insights, market data, or lessons learned	
Blame one another when goals are not met	
Lack understanding of each other's roles and value	
Experience cultural or personality differences	
Have different perspectives about budget allocations	

**Step 1:** Rank each barrier with A for most important, B for mid-important, and C for not important.

**Step 2:** From the list of As, choose the #1 most important barrier.