ATLASSIAN

5 best practices for cross-functional collaboration at scale

reddit   Breville   lendigroup

You're likely reading this because you and your teams are experiencing **challenges with collaboration at scale**. Challenges like siloed teams, disparate tools (and a lot of them), misalignment on goals, lack of visibility...do any of these ring a bell?

All of this hinders the **end goals of collaboration: innovation and impact.**

Atlassian's Teamwork Collection **creates connection and clarity** across the entire organization, empowering teams to reach these end goals faster with a curated selection of apps:

- **Jira** is a holistic system of record for work.
- **Confluence** is a knowledge base for all the context behind work.
- **Loom** is the glue that keeps information flowing between teams through video communication.
- **Rovo Agents** are the AI teammates that help teams work better and faster.

> Only 20% of knowledge workers feel confident that their team has an effective process for quickly informing other teams of decisions that may impact their work.
>
> Source: The State of Teams 2025, Atlassian

In this guide, learn how Atlassian customers Reddit, Breville, and Lendi Group power cross-functional collaboration and rapid innovation with Atlassian tools – and find practical strategies you can apply with your own teams.

Best practice #1

Collaborate on centralized tools when possible

"Less is more" is a proverb that suggests simplicity and clarity can be more effective than complexity or excess. And it applies to organizations with "tool sprawl" – the unchecked proliferation of tools that leads to disconnection between teams, inflated costs, security risks, and a lack of effective collaboration.

The antidote to tool sprawl is a work management solution like Teamwork Collection, which unites teams across the organization with Jira serving as a holistic system of record for work. This approach offers substantial benefits for cross-functional collaboration:

- **Visibility of shared goals and underlying work:** Everyone can see how their work contributes to larger objectives.
- **Visibility of dependencies across teams:** Understanding connections between tasks prevents delays and ensures smooth execution.
- **Streamlined cross-team coordination and reporting:** Centralized data simplifies communication and provides leadership with clear progress updates.
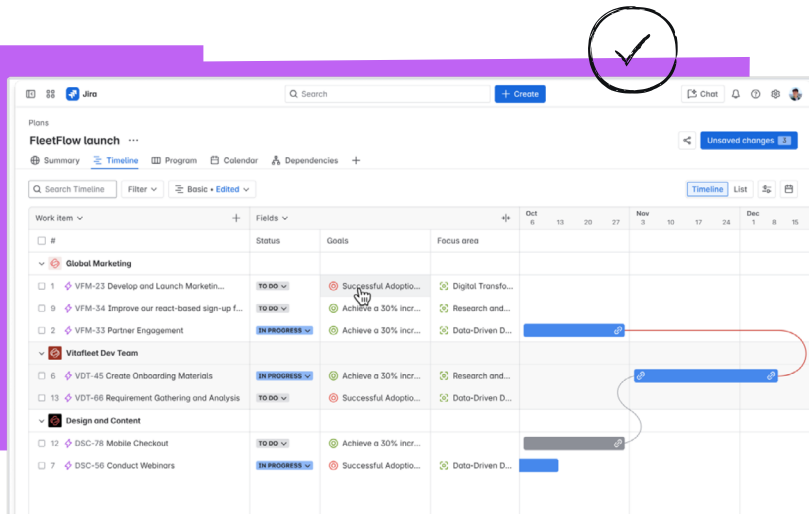
Visualize goals and dependencies in Jira Plans

An estimated 86% of organizations use six or more communication and collaboration tools, with 42% juggling more than 11 tools – double the number from five years ago.

Source: [Analyzing the Economic Benefits of Improving Work Management with Atlassian, Enterprise Strategy Group](#)
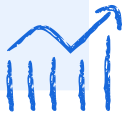
How Atlassian customers did it

Lendi Group faced challenges related to siloed teams mired in tool sprawl, with teams using up to six different software tools. "There was no alignment around things like, 'I have a dependency on you to be able to achieve our goals,'" said Matt Hargreaves, senior product delivery manager at Lendi Group. "We needed to consolidate that really quickly and provide a solution."

Lendi Group consolidated tools by standardizing project management on Jira, which allowed teams to move to company-managed projects for consistency and visualize how their work rolls up to the broader strategy. Now all teams across the company align to a specialized hierarchy that connects group objectives with key strategic results and enterprise initiatives.

Here's how to get started:

- Create an [Atlassian team](#) profile that links to a Jira project for planning and tracking work, a Confluence space for sharing knowledge, and a Loom space for asynchronous communication. This gives each team a central place they can customize and connect to goals, and their collaborators can visit for relevant resources and progress updates.

- Bring goals, teams, and projects into [Jira Plans](#) to manage cross-functional work and dependencies. This allows teams to understand the downstream impact of their work and why it matters. It also gives leadership visibility into how teams are tracking toward company goals.

Understand your team's needs before adopting new tools

Before implementing a work management solution, or even a new tool, it's important to understand the needs of teams throughout the organization. We suggest facilitating empathetic conversations with teams about their preferred way of working, insights into workflows, strategies for success, and more.

Use these insights to set teams up for success and minimize disruption when migrating to a work management solution. With these understandings, organizations can:

- **Customize onboarding based on specific team needs:** Create targeted training videos that address the unique requirements and current skill levels of each team.

- **Configure Jira to support specific workflows and approvals:** Tailor workflows to support existing operational processes rather than forcing teams to adapt to a generic setup.
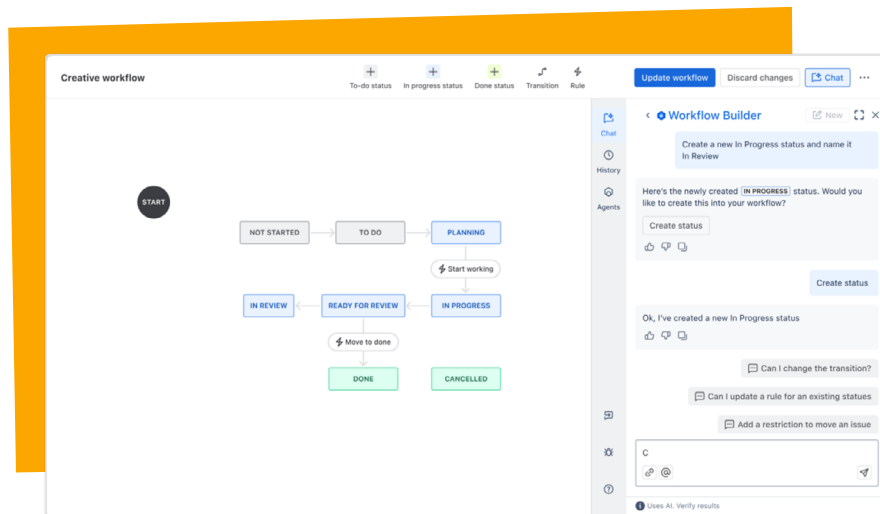
Customize Jira workflows with Rovo's Workflow Builder agent

How Atlassian customers did it

Breville realized the importance of understanding user needs early on. Fernando Bautista, service desk team lead at Breville, emphasized that people do their best work when they feel comfortable and understood. To help them transition effectively, it's important to listen closely to their needs.

He added that they captured unique workflows and business processes to "translate that into Jira as closely as possible, so there aren't any blockers."

Reddit found that by understanding team needs and demonstrating practical use cases, adoption accelerated. "It's a lot easier to go in and say, 'Hey, you can do all the things you need to do and still interact with this other team," said Matt Chester, senior system engineer at Reddit. "We've built automations across multiple teams for accelerating business. Once you can sell those use cases, more and more teams flock towards it."

Here's how to get started:

- Initiate discussions with teams to clarify their roles and understand how they operate, whom they collaborate with, and the company goals they impact. This approach will surface key information needed to configure Jira to power each team's way of working.

- Ask the Diagram Creator Agent to visualize a team's current workflow in a Confluence whiteboard, then use the Workflow Builder Agent to create a custom workflow in their Jira project.

- Create tailored training videos in Loom and leverage AI to transform them into step-by-step guides in Confluence, complete with key points and screenshots.

Best practice #3

Let teams innovate freely – within a shared structure

While it's important to listen and discuss with teams to understand their needs, achieving successful cross-functional collaboration at scale requires a delicate balance between team autonomy and standardization. It's what Bautista dubbed "freedom within a framework". This concept emphasizes enabling individual teams to work in creative ways while also within a framework that aligns the entire organization.

To achieve this balance, organizations should:

- **Align with stakeholders:** Work with relevant stakeholders to define the right level of standardization for specific contexts.

- **Define guardrails while allowing team flexibility:** Introduce essential guidelines and best practices, but allow teams sufficient room to customize their specific workflows.

- **Introduce a common language and framework for all teams:** This ensures everyone understands how work is categorized and communicated, regardless of their specific process.
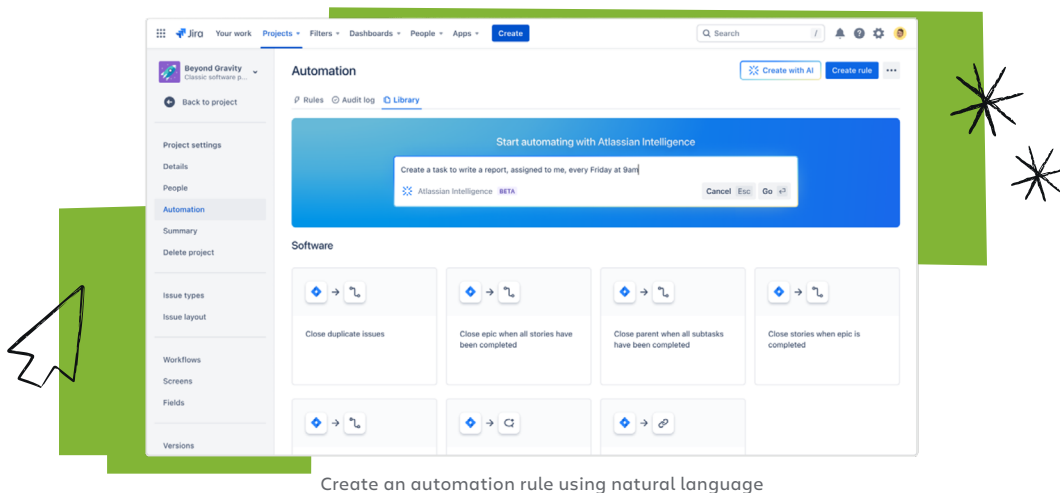
Create an automation rule using natural language

How Atlassian customers did it

Lendi emphasized the importance of teams having flexibility and control with a work management solution: "We still wanted teams to feel like they were in control of their own solutions, within guardrails."

Reddit encouraged a more collaborative environment where guardrails facilitate discussions rather than restrict them: "We give people guardrails to make sure that they adhere to a set of things, but not every single thing. That allows us to have better conversations."

Breville adopted a tiered approach to work management: "From the epic level down, we're able to give them free rein. So that allowed them to work in a context that they understood. From the initiative level up, we were able to standardize so we can leverage plans and dashboards. [This] allowed us to provide a level of visibility for leadership to do strategic planning."

Jira's flexibility enables organizations to standardize where it matters most for strategic alignment while allowing teams to maintain their preferred working styles at the operational level. Encouraging teams to try new ways of working, while staying transparent and aligned with strategic goals, leads to more effective operations.

> ### 🚀 Here's how to get started:
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> - **Connect work in Jira to organizational goals.** This creates a "golden thread", streamlining reporting and allowing leadership to see how granular tasks contribute to high-level objectives.
>
> - **Customize Jira work hierarchy** to establish different types of work (such as tasks, epics, or campaigns) and define how they ladder up to larger initiatives or programs.
>
> - **Streamline best practices with Jira automation**. Automate routine tasks to ensure consistent application of defined guardrails without manual oversight. Prompt Rovo to create a new automation rule in Jira using natural language.

Best practice #4

Create community, not just process

Scaling cross-functional collaboration is not a task for an individual or a single team: it's requires a collective effort. To truly scale success, organizations must foster a supportive community and empower internal champions.

This involves:

- **Foster a community for knowledge sharing:** Encourage teams to share their learnings, best practices, work processes, and solutions.

- **Create a network of champions within teams:** Identify and empower individuals who can act as advocates and experts for the new ways of working and tooling. These champions are crucial for scaling success organically across the organization.

- **Choose a champion/representative in each team:** Ensure that these champions agree on guardrails and best practices that will impact the entire organization. Their collective agreement helps drive consistent adoption.

Ask Rovo to create an onboarding plan

- **Leverage AI to help with onboarding:** Bring AI teammates onto the team! Provide personalized support at scale with the help of Rovo chat and agents.

How Atlassian customers did it

Lendi highlighted how visualizing and documenting standard operating procedures (SOPs) with Confluence and Loom is instrumental to disseminating information effectively. "We present everything out of Confluence using JQL and Smart Links," said Hargreaves. "We're starting to embed SOPs in our change content and videos, and that is absolutely helping."

Reddit takes advantage of Loom for cross-functional communication. "We have teams working in Jira and Confluence that oftentimes want to explain things or talk to each other," said Chester. "So we released Loom for everyone in the company, and that has been pretty revolutionary. Now you have marketing teams trying to talk to product…with video. It really helps teams communicate better."

Here's how to get started:

- Recruit a representative from each team to participate in the Change Management Kick-off Play from the Atlassian Team Playbook using a Confluence whiteboard. This exercise will help the core team responsible for implementing the new work management solution in aligning on the purpose of the change and developing a plan of action.

- Next, run the Change Management Communication with Video Play using Loom to clearly explain the purpose and value of the new work management solution, ensuring teams understand how it benefits them and adopt the change confidently.

- Prompt Rovo Chat to help you create an onboarding plan and create a custom Rovo Agent to ensure new users get started on the right track.

Celebrate progress over perfection

The journey to scaled cross-functional collaboration is about "progress over perfection," focusing on iterative improvements and adaptation rather than a single, large-scale transformation. This best practice encourages organizations to:

- **Start small:** Focus on a few key metrics that matter most to leadership to demonstrate early value.

- **Gather feedback from teams:** Continuously solicit input to understand what's working and what needs improvement.

- **Regularly review and adjust the SOPs (Standard Operating Procedures):** Gather ongoing team needs and tool updates to adapt and refine processes.
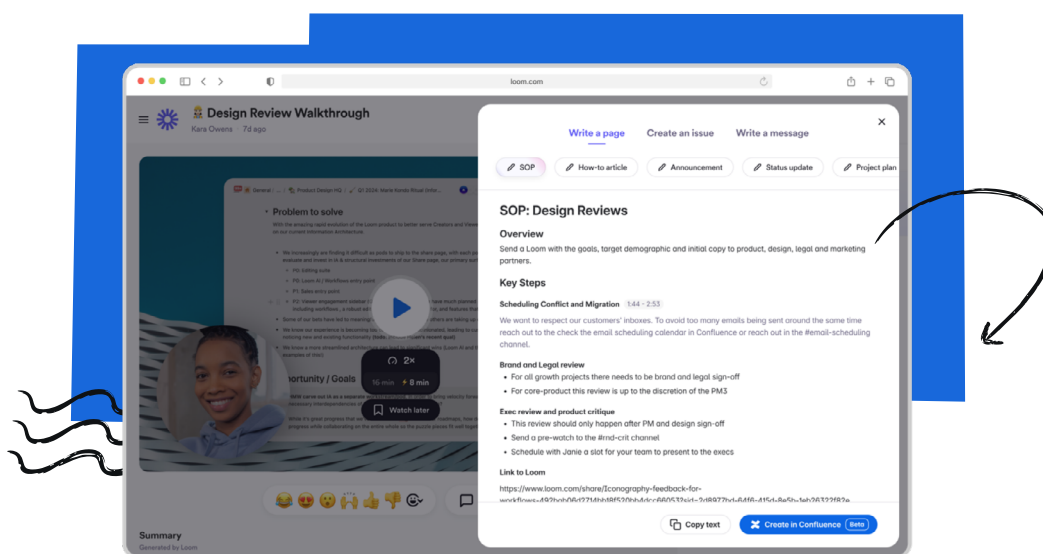
Turn a Loom video into a Confluence document

Taking the first step

Keep in mind, this is a marathon, not a sprint. Avoid a big bang transformation and instead encourage teams to find the best way to operate. A gradual rollout of Atlassian tools enables teams to experiment with their workflows and ensures that specific success metrics and requirements are met before advancing to the next phase. This approach, in turn, fosters a culture of continuous learning and improvement.

It can also assist in overcoming resistance to change. Initially, teams may feel apprehensive about adopting a new tool and way of working. Celebrating and communicating early wins during a gradual rollout can help teams alleviate their concerns and inspire them to achieve their own success with the tool.

By focusing on progress, gathering feedback, and adapting, organizations can navigate the complexities of large-scale change more effectively, ensuring that collaboration evolves with the needs of the business and its teams.

Here's how to get started:

- Define goals in [Atlassian Goals](#) to track and communicate progress made toward key objectives. Link goals to Jira work items or embed them in Confluence pages to align teams on desired outcomes.

- Leverage the [Meeting Insights Reporter Agent](#) to synthesize feedback from users – such as what's working and what's not – so you know exactly how to improve and optimize ways of working within your organization.

- Use [Confluence and Loom](#) to document progress and share updates transparently across the organization, keeping everyone informed of improvements and new best practices.

Unleash rapid innovation with Teamwork Collection

The challenges of collaboration at scale – siloed teams, tool sprawl, misalignment, and lack of visibility – can stifle innovation and diminish their impact. Atlassian customers Breville, Reddit, and Lendi Group learned these challenges can be addressed by implementing a robust work management solution built on proven best practices.

Teamwork Collection is a curated selection of apps – Jira, Confluence, and Loom – along with powerful Rovo Agents that offers the unmatched breadth and depth of capabilities teams need for seamless collaboration and rapid innovation.

Get started with Teamwork Collection

Learn more about how you can unlock seamless collaboration and rapid innovation at scale with [Teamwork Collection.](#)