

# Insight to impact: The leader's guide to org-wide visibility

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## INTRODUCTION

# The hidden cost of organizational blind spots

Every business leader has been there – you ask for a project update and get conflicting answers. Deadlines slip, roadblocks are discovered too late, and your team is constantly in firefighting mode. Despite having more tools than ever, it's still shockingly difficult to get a clear picture of what's happening across your team, let alone the organization.

The problem? **Lack of visibility.**

When leaders don't have real-time insight into projects, goals, and their team's work, they end up:

- 
- Making decisions based on outdated or incomplete information.
  - Wasting time chasing updates instead of focusing on strategy.
  - Reacting to problems after they've already caused delays.
  - Lacking confidence and predictability in executing initiatives.
  - Managing teams that unknowingly run in different directions and fail to progress organizational goals.

But what if it didn't have to be this way?

What if you had a single source of truth – a command center that gave you a real-time, holistic view of everything from team capacity to project status to strategic goals? No more reactive problem-solving. Instead, you're aligning your team's efforts with strategic priorities, predicting potential roadblocks and clearing the way for your team to deliver exceptional results. With clear, credible insights, you're not just executing initiatives – you're driving outcomes with confidence and achieving the results you want.

The good news? There is a way to **gain instant clarity without adding more meetings, reports, or micromanaging.**



# The business cost of organizational blind spots

Every leader wants to run a high-performing team that is proactive, efficient, and aligned. However, without visibility, teams operate in silos, diverging in their efforts. Work gets lost, bottlenecks remain hidden, and handoffs falter. This creates a cycle of delays, risks, and endless status meetings. Leaders are left making uninformed decisions and scrambling for updates, hindering their ability to effectively manage and elevate their teams. Furthermore, teams struggle to showcase individual and collective performance due to unclear tracking of goals, progress, and outcomes. With clear visibility, leaders gain the insights needed to guide their teams effectively, and teams can prioritize tasks, work more efficiently, and demonstrate their impacts just to stay afloat.

## How do you know if visibility is a problem in your org?

**1**

You hear about problems only after they've escalated.

**2**

Different teams give you different answers about the same project.

**3**

You're constantly asking, "Where are we on this?"

**4**

Goals and priorities feel disconnected from day-to-day work.

**5**

Your team spends more time updating reports than doing actual work.

**6**

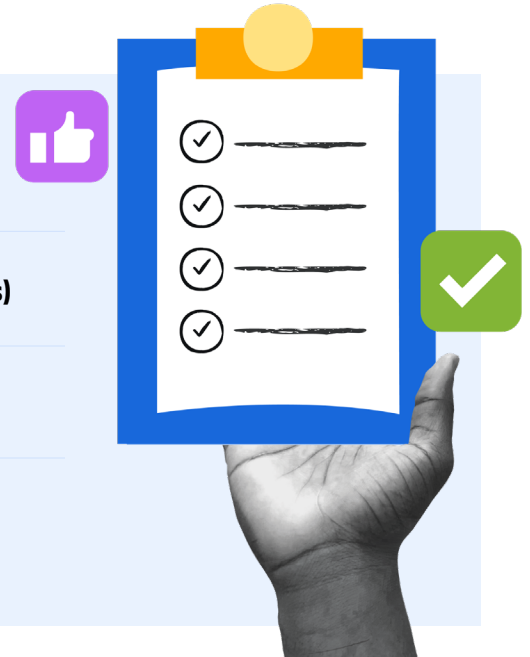
You struggle to demonstrate your team's performance and progress to leadership.

## What high-performing organizations do differently

Imagine a workplace where every update is visible at a glance, decisions are powered by real-time insights, and teams move in harmony toward shared goals. Organizations that have mastered this level of visibility don't rely on endless updates or tracking spreadsheets – and leaders don't have to scramble for information. Instead, they confidently steer their teams with a single, connected view of all work and goals. This level of clarity and alignment is what sets high-performing organizations apart.

Such organizations have four key things in place:

- 🔗 **All work is connected to goals**
- 📋 **Work is trackable in one place (not scattered across tools)**
- 💡 **Insights are proactive, not reactive**
- 👍 **Teams stay aligned without constant check-ins**



“ Teams don't need to switch between tools or boards to find what they need. Now they have time to innovate rather than jumping to multiple meetings to share project updates. As most of the work is connected back to overarching initiatives, we are able to track progress in Jira Plans, plan ahead, and keep an eye on dependencies so nothing falls through the cracks.”

– Deepthi Aynumpudi, Atlassian Senior Enterprise Solution Strategist, Advisory Services partner to [Breville](#)

## All work is connected to goals

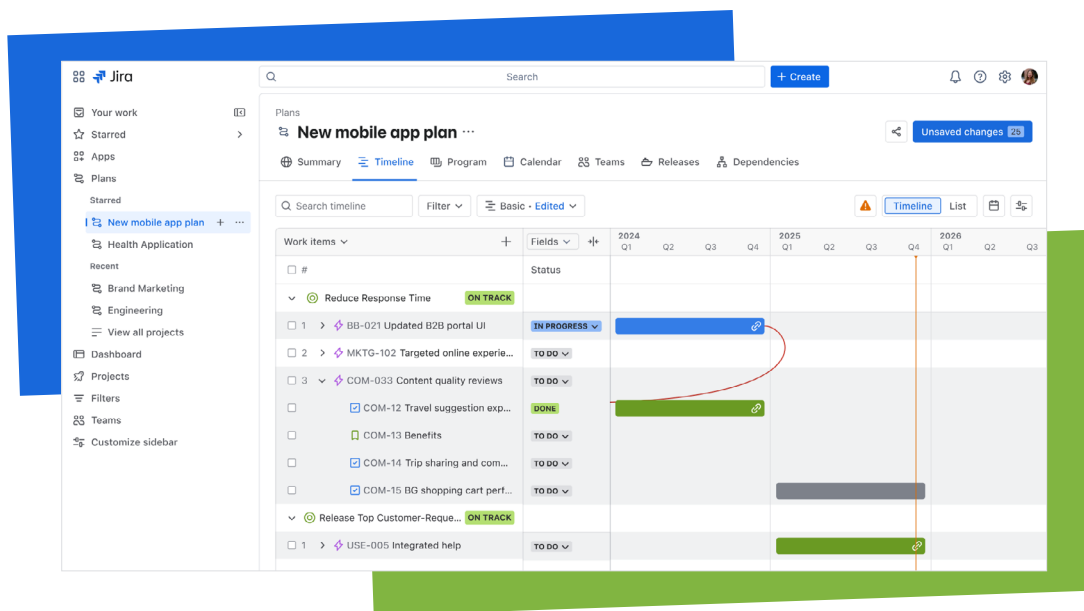
- When every task is linked to a strategic objective, visibility happens instantly.
- Leaders can see overall goal progress and drill into the associated work when needed.
- Teams understand how their daily contributions drive company objectives, making prioritization clear.

### **Jira in action**

**Jira lets you tie every piece of work – tasks, projects, and milestones – to specific company goals.**

Imagine you've set a company-wide goal to “Boost Customer Satisfaction.” Within Jira, your teams can link individual work items to this Goal, enabling you to instantly see how each department – from Customer Support aiming to “Reduce Response Time” to Product Development working to “Release Top Customer-Requested Features” – is contributing to this goal.

With each task connected to overarching objectives, leadership accesses real-time dashboards that show goal progression while teams can easily see how their work fits into the bigger picture. This direct link between work and goals transforms strategic planning into everyday action.



## Work is trackable in one place (not scattered across tools)

- Instead of hunting through emails, messages, apps and spreadsheets, teams work from a **single source of truth** where all goals, projects and details are visible.
- Everyone knows **who's responsible for what** and what's at risk of slipping.
- Leaders don't have to request updates because the data is already surfaced in real-time.

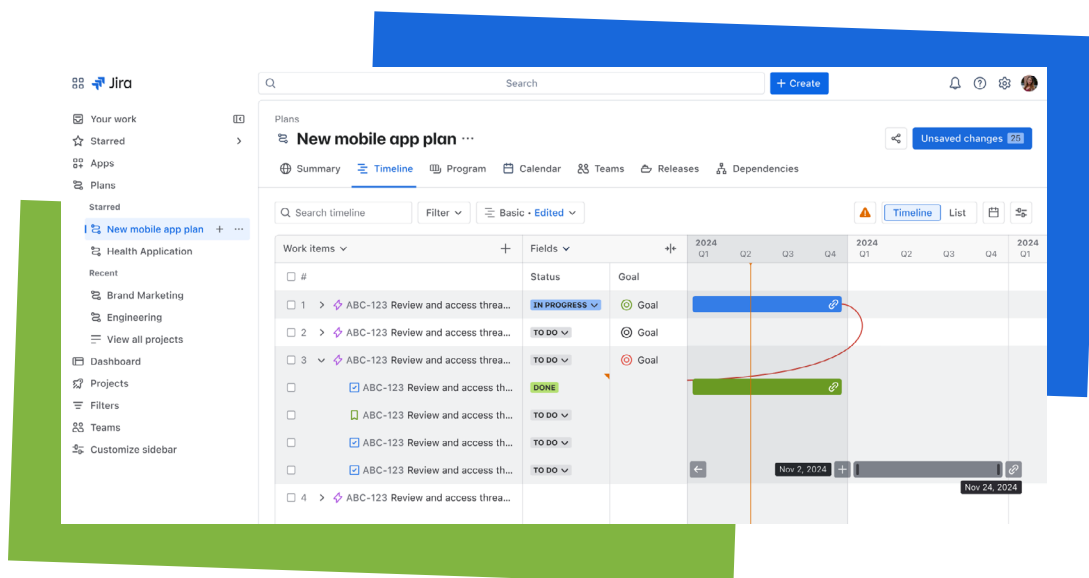
## **Jira in action**

**Jira acts as your team's central hub, bringing all your work into one transparent system.**

Imagine having a dynamic visual map of all your projects and initiatives, where every task, deadline, and dependency is clearly laid out. That's the power of Jira Plans. As the single hub for all your critical initiatives, **Jira Plans** comes with flexible views, including the powerful **timeline view**. Let's say your marketing team is launching a new campaign. With the timeline view, you can see all the key phases, such as content creation, design, and social media promotion, laid out in a clear, chronological order. You can instantly identify potential bottlenecks, like a delay in content creation that could impact the entire campaign timeline.

But there's more. Every work item in Jira can hold detailed information, including descriptions, attachments, and comments. Even if work is being carried out in other tools, like messaging apps or documents, you can easily capture and connect that information back to the relevant Jira work item. For example, if your design team is discussing logo options in a Slack channel, you can link that conversation directly to the design task in Jira.

This means leaders can get a bird's-eye view of all work, with the power to drill down into any project or detail as needed, all in one place.





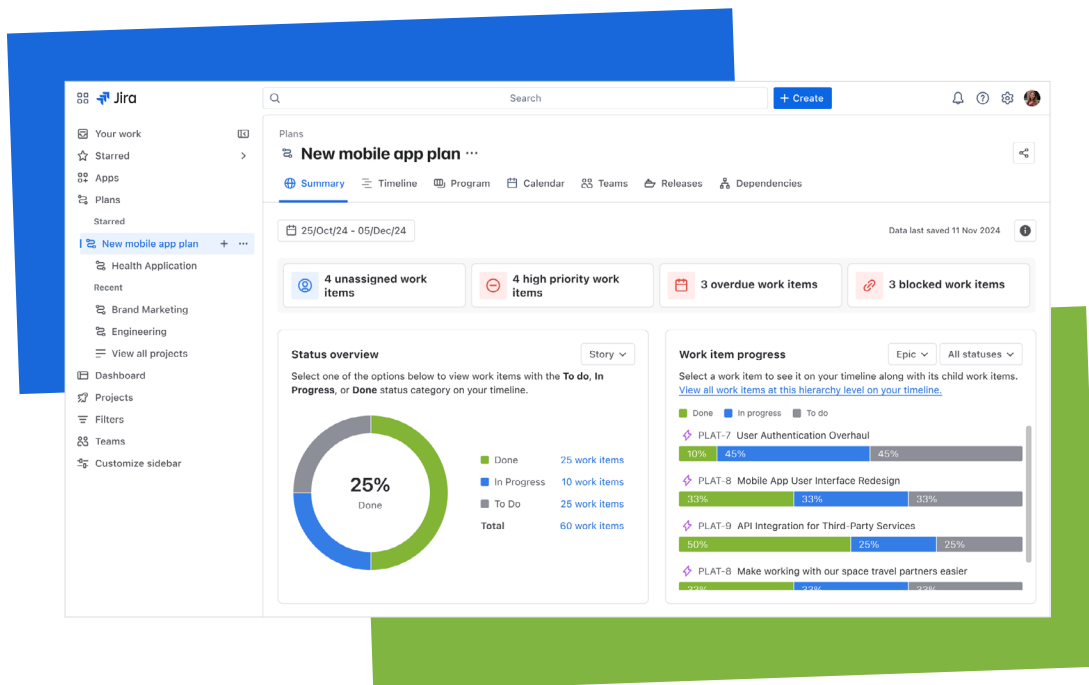
## 💡 Insights are proactive, not reactive

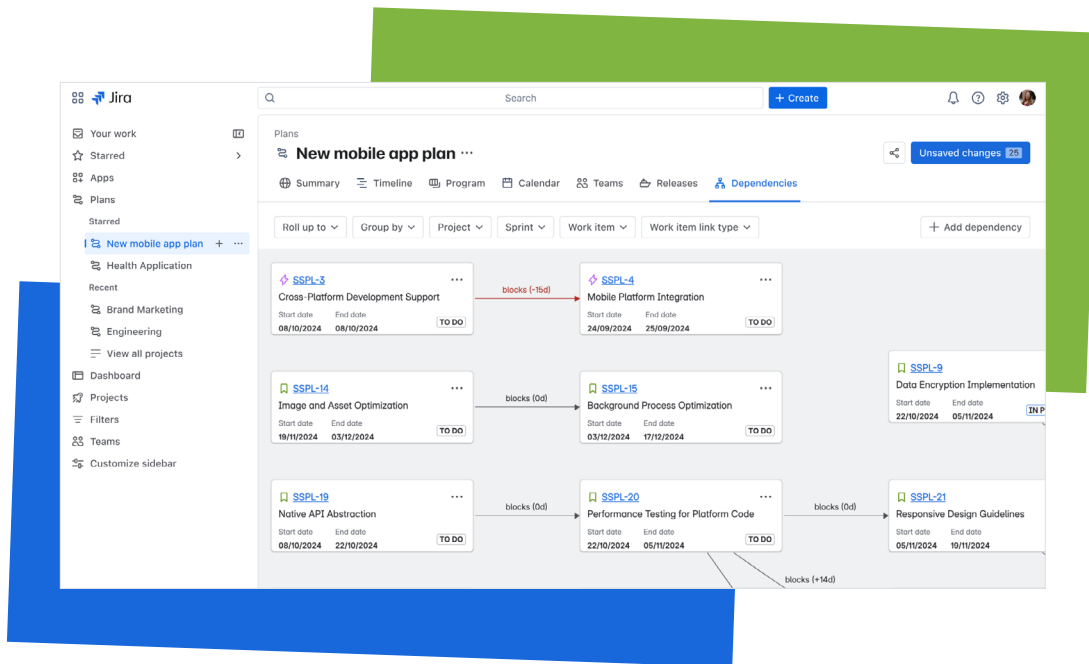
- Instead of waiting for problems to arise, teams spot risks early and adjust before it's too late.
- Dependencies and blockers are surfaced automatically – no more surprises.
- Leaders get real-time insights into progress, bottlenecks, and team capacity.

## Jira in action

**Jira equips you to spot risks early and gain a real-time, big picture view of project progress and how a team's work relates to the work of other teams in the Plans Summary View.**

Imagine planning a **company-wide initiative like a 'Digital Transformation Project'**: the Summary View visually lays out the timeline, highlighting key phases and potential overlaps. Every work item in Jira can hold detailed information, including descriptions, attachments, and comments. Even if work is being carried out in other tools, like messaging apps or documents, you can easily capture and connect that information back to the relevant Jira work item. For example, if your design team is discussing logo options in a Slack channel, you can link that conversation directly to the design task in Jira.





This dynamic snapshot instantly reveals potential scheduling conflicts or resource crunches before they become problems, enabling proactive adjustments.

Jira's **Dependencies** visualisation then automatically surfaces task relationships and potential blockers. Think of a critical dependency in your 'Digital Transformation Project', like 'New System Training' needing to be completed before 'System Go-Live'. Jira visually flags this dependency, alerting you to potential delays in training that could impact the entire go-live date. No more surprise bottlenecks!

“ Using Atlassian is paying dividends with time and clarity. Before we had to attend a bunch of meetings, Slack many people, or read through several channels. Now you can go into Atlassian as your one-stop shop and find whatever you need.”

– Shawn Kresal, Senior Director, Technical Program Management and Chief of Staff, CTO, [Udemy](#)

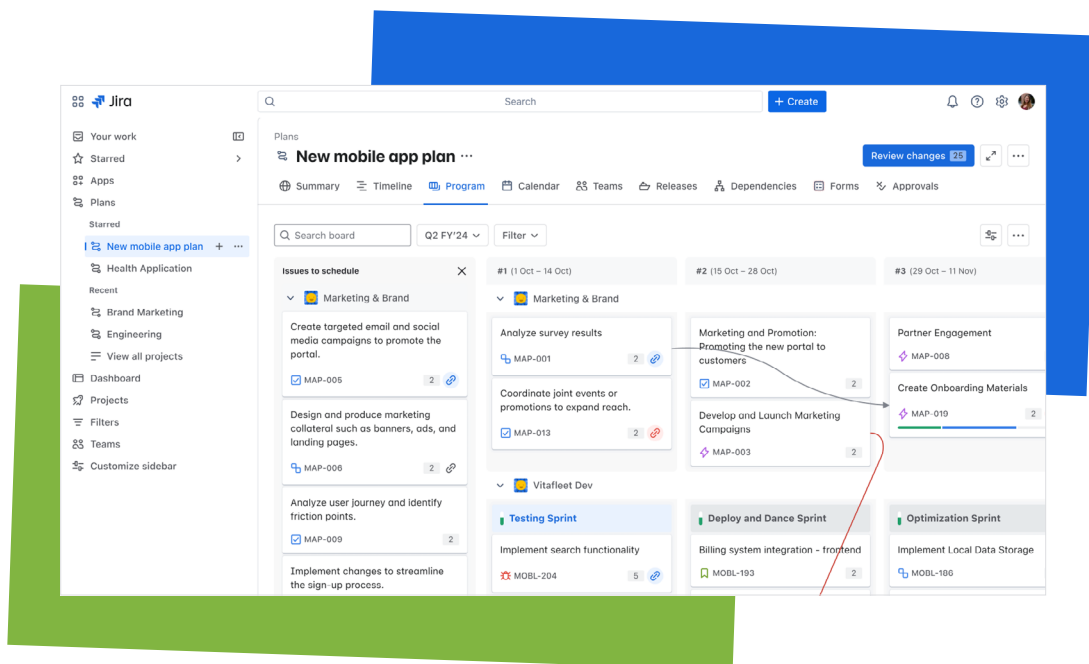
## 👍 Teams stay aligned without constant check-ins

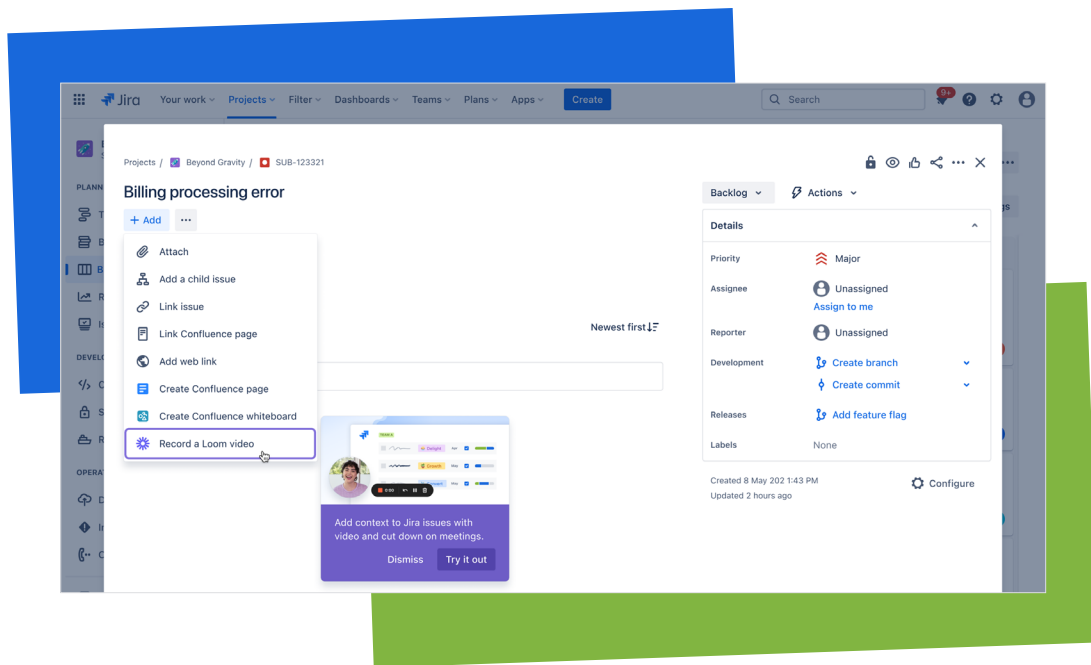
- Instead of wasting time in status meetings, updates happen **where the work happens**.
- Goals are clearly tied to projects, so teams know how their work contributes to company objectives and are able to showcase individual and collective performance.
- Leadership gets on-demand visibility **without micromanaging**.

## Jira in action

**Jira provides built-in features that keep teams perfectly aligned and informed, directly within their workflow, eliminating the need for constant check-ins.**

Imagine coordinating a **large product launch** across multiple departments. With **Jira's Program Board**, you can visualize all launch-related projects – Marketing, Engineering, Support – on a single timeline. See how teams are progressing in parallel, understand dependencies, and ensure everyone's working towards the same launch goals, all in one shared view.





Need quick updates without pulling people into meetings? Teams can embed short Loom video updates directly into Jira tasks. A marketing team member can record a quick Loom explaining campaign progress right within the Jira task, keeping everyone informed asynchronously and reducing the need for live update meetings.

Finally, **Reports & Dashboards** provide leadership with on-demand visibility. Executives can access real-time dashboards showing overall launch progress, team workloads, and potential risks, getting the insights they need without interrupting team workflows for status reports.

“ Jira allows our teams to stay connected. This brings our non-IT teams into the fold and creates greater visibility and transparency of everyone’s work.”

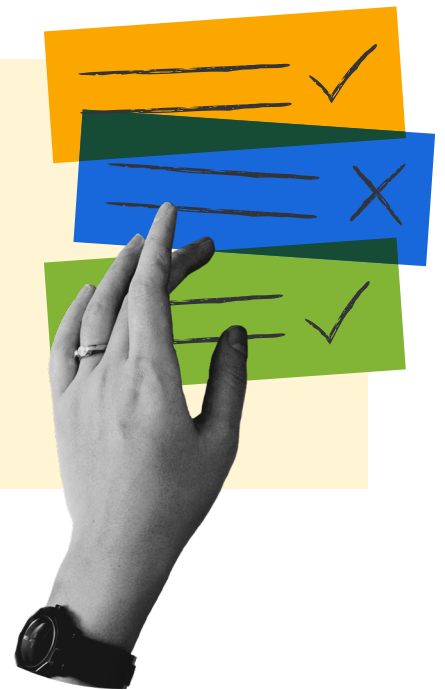
– Mai Lian Scarlett, Former Senior Director, Agile Transformation Technologies, [Lumen Technologies](#)

## Building a visibility system that works (without adding more work)

So, what does it actually take to move from reactive updates to real-time clarity? High-performing organizations don't just get lucky – they build systems that make visibility effortless and automatic. The good news is, you don't need more meetings or manual reports to achieve this. With the right setup, visibility becomes built-in – not bolted on – empowering every team to stay aligned, proactive, and focused on impact.

Three practical steps can help you build a visibility system that scales across teams – without adding more work:

- ☑ **Make work trackable in a single system**
- 📌 **Automate alerts and integrate with your communication apps**
- 📊 **Use dashboards and reports for real-time decision-making**



## ✓ Make work trackable in a single system

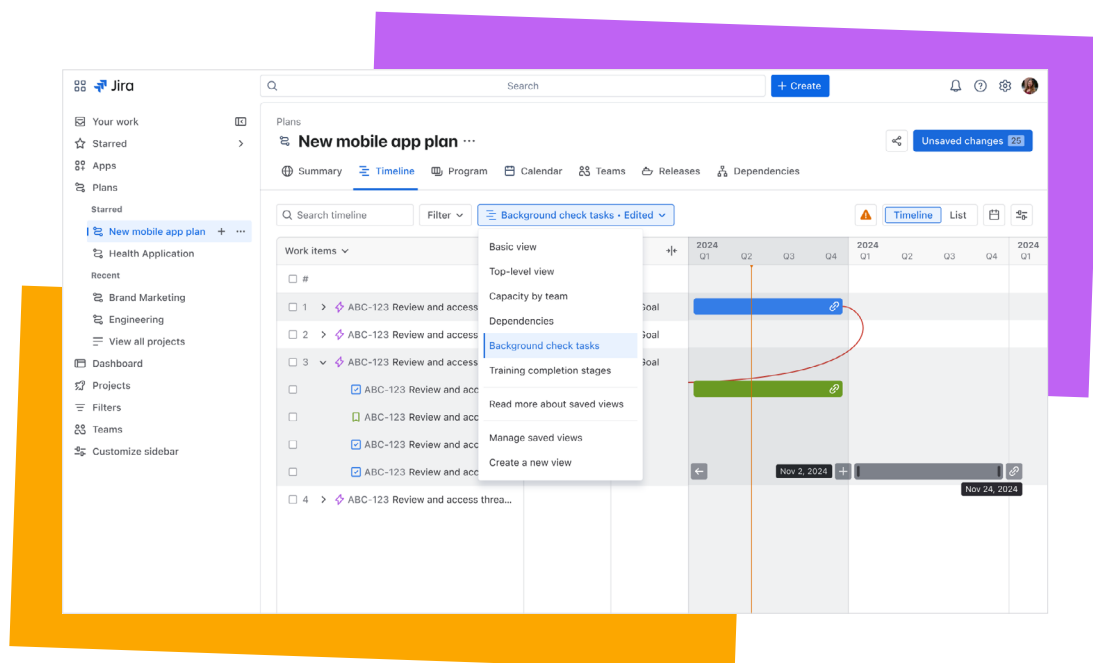
- Consolidate work into a centralized system where projects, tasks, and goals are visible.
- Ensure your system offers layered views – from high-level initiatives to granular tasks – so you can effortlessly zoom in or out.

### Jira TIP✱

As we saw earlier, Jira **Plans** allow teams to visualize and manage work across projects in a unified timeline, eliminating the need to switch between multiple tools to understand the big picture. Imagine an **HR department managing employee onboarding**: with Jira Plans, they gain a unified timeline showing all onboarding tasks for every new hire. No more scattered spreadsheets or separate systems to check for each new employee's progress.

To further streamline visibility, **Saved Views** enable teams to create and share customized perspectives of their work, filtering and displaying information relevant to specific roles or functions. These views can then be embedded on Confluence pages or shared with external stakeholders via Slack.

For example, within the HR onboarding plan, HR specialists can create Saved Views to focus solely on *background check* tasks or *training completion* stages. Hiring managers, on the other hand, can create Saved Views highlighting tasks specifically relevant to *their* new team members. Everyone works within the same Jira Plan, but Saved Views ensure they see only the information they need, tailored to their role. Jira Plans and Saved Views eliminate tool switching and information overload, making centralized work tracking efficient and user-friendly for every team.



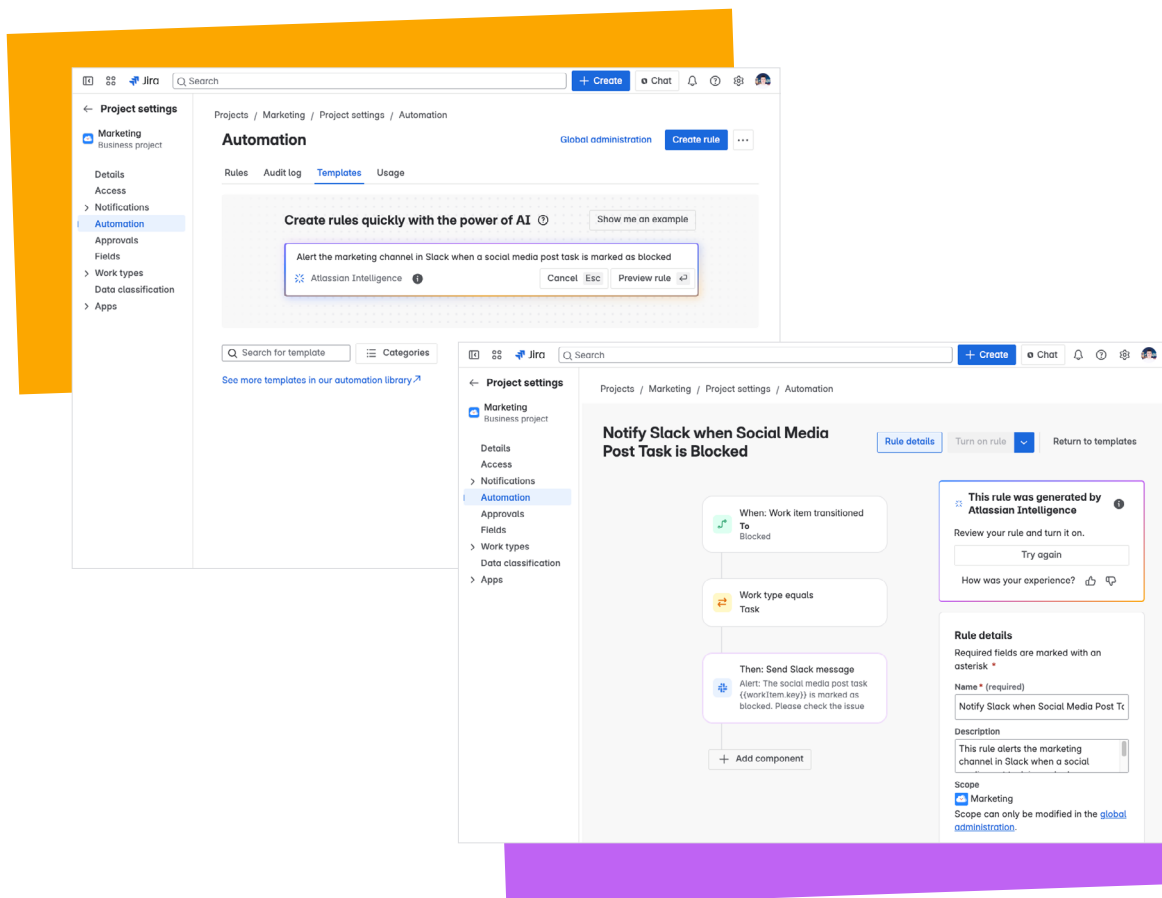
## ➤ Automate alerts and integrate with your communication apps

- Set up alerts for delayed tasks, dependencies, and high-risk projects.
- Integrate it with your key collaboration apps to ensure data flows seamlessly.
- Reduce unnecessary check-ins by making work visibility self-serve.

### Jira TIP ✨

Jira's powerful Automation features proactively deliver critical information and integrate seamlessly with the communication tools your teams already use.

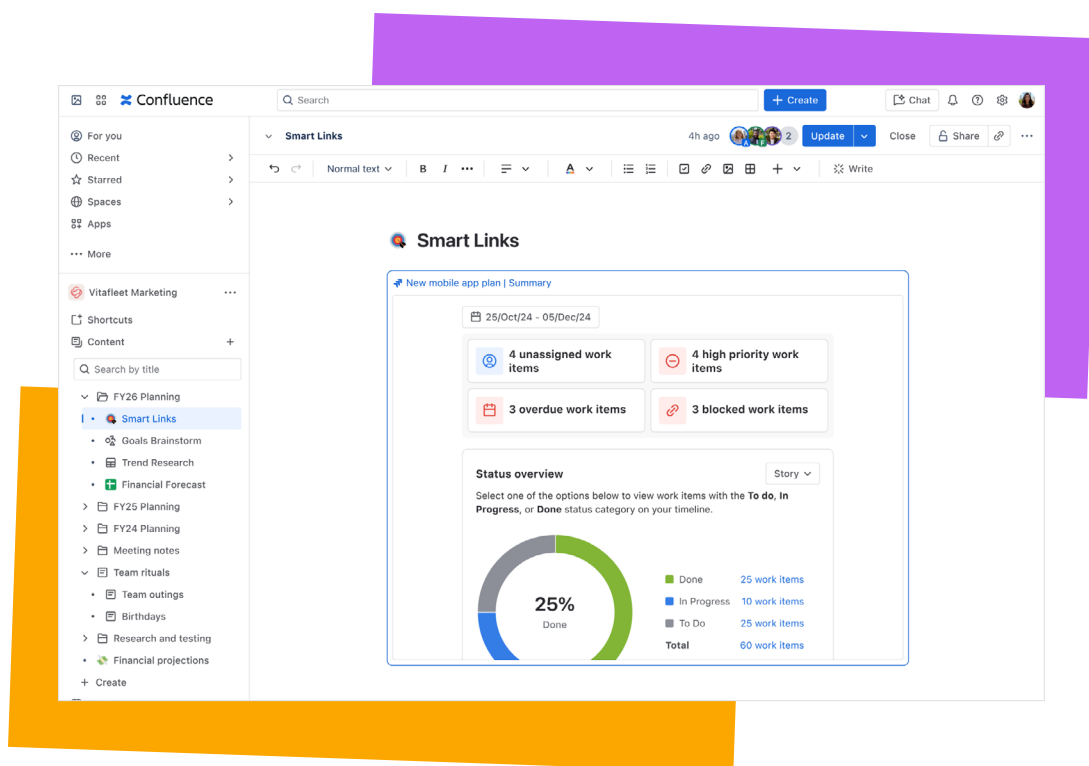
Imagine your Marketing team is managing a complex campaign launch. With Jira Automation, they can set up smart alerts tailored to their specific needs. Using the natural language prompt within the rule builder, a user can simply type “Alert the marketing channel in Slack when a social media post task is marked as blocked.” Jira automation will then create that rule. If a social media post task in the campaign gets blocked, Jira can automatically send a direct message to the marketing channel in Slack, alerting them to the issue immediately. Or, they can set up an automated message in Microsoft Teams to notify the team when a new campaign asset is approved.



These automated alerts ensure the right people are notified instantly about critical changes, potential delays, or urgent issues, directly within the communication tools they already use, eliminating the need for constant check-ins.

Additionally, Jira's Smart Links feature in Confluence allows teams to embed live previews of Jira work items directly into Confluence pages. Picture your leadership team reviewing a major strategic initiative documented in Confluence. You can embed live Jira projects, plans, and even individual tasks directly within this Confluence strategy page.

Suddenly, within the strategic context of your Confluence plan, leaders see real-time Jira project status, progress bars, and key deadlines. Clicking a Smart Link allows for immediate deep dives into the live Jira data. This powerful Jira and Confluence combination eliminates information silos. Strategic plans in Confluence become dynamically linked to the execution happening in Jira, with Goals acting as the bridge.





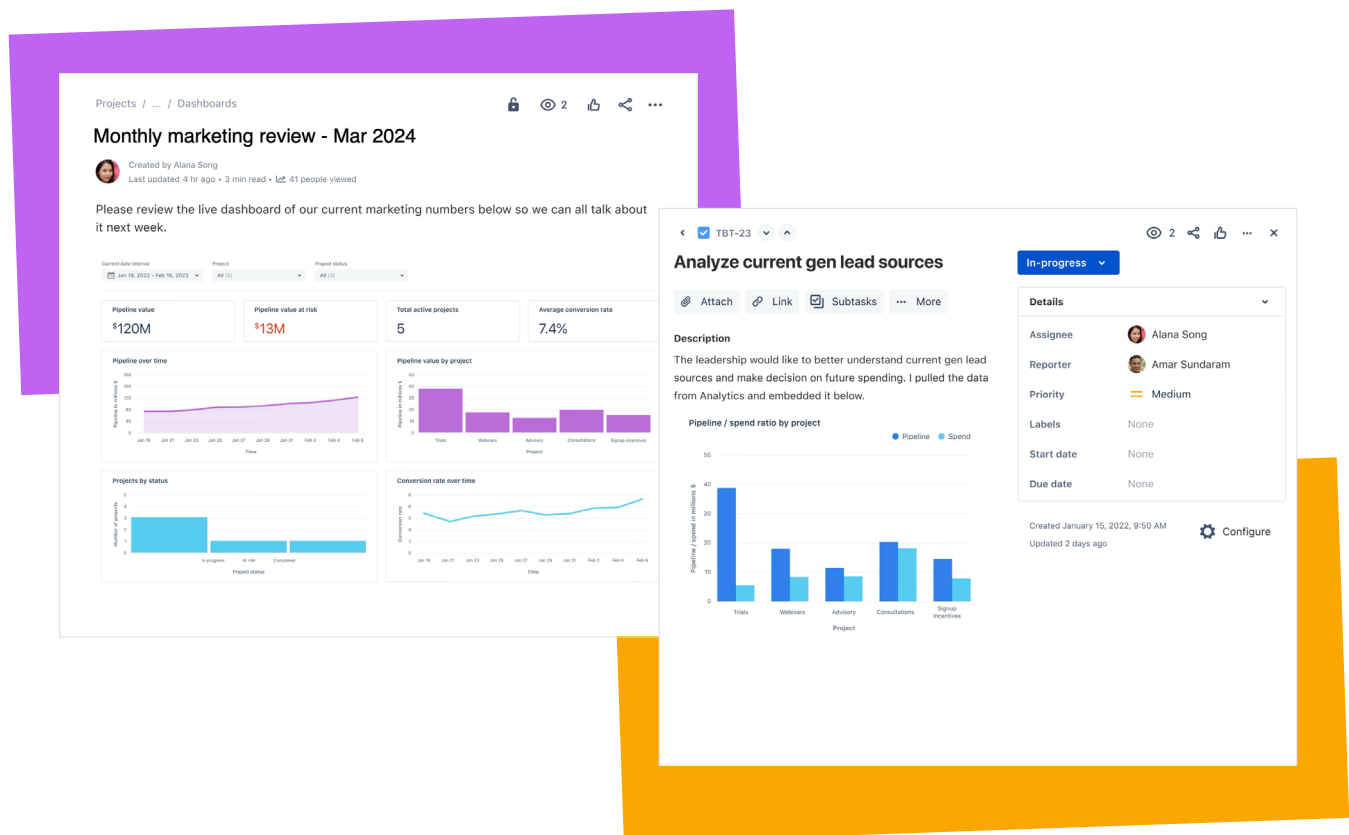
## ☰ Use dashboards and reports for real-time decision-making

- Establish real-time dashboards to transform raw data into actionable insights
- Use reports and analytics to track KPIs, compare trends over time, and measure the real impact of projects.
- Implement a system for sharing and distributing insights to ensure broad visibility and alignment.



Jira, enhanced by Atlassian Analytics, transforms visibility into decisive leadership.

With **customizable dashboards**, leaders can build a real-time “command center” offering personalized views of critical information – whether you’re leading Marketing, Operations, or a cross-functional initiative. Select from a wide range of ‘gadgets’ to display key data points like project progress, team workload, goal status, and more, all in one screen. No coding or technical expertise is needed – Jira dashboards are built with an intuitive drag-and-drop interface. And they update dynamically, as work progresses, providing immediate insights for timely decisions.



For even deeper analysis, **Atlassian Analytics** provides powerful reporting and data exploration capabilities directly connected to your Jira data or your data in third-party data warehouses. For example, analyze campaign performance across channels to optimize budget, or create trend reports to understand content engagement patterns. **Atlassian Analytics** consolidates data from multiple Jira projects for a holistic view and offers powerful visualizations to uncover hidden trends and drivers.

Moreover, Jira makes it easy to share these insights across your organization. With built-in sharing and export features, dashboards and reports can be distributed to key stakeholders, embedded in Confluence pages or be automated, so reports (e.g., weekly summaries) are automatically shared with relevant stakeholders regularly.

“ One unique thing about Jira is it’s flexible enough that each team can have their own unique settings as long as they’re following the rough framework to make reporting easier. People love the built-in reporting and calendar view.”

– Matt Chester, Senior System Engineer, [Reddit](#)

## The visibility check-in

Take this quick self-assessment to see where your visibility gaps are:

1

Do you have a single place to track work across teams?

2

Can you see project risks before they cause delays?

3

Are updates automated, or do you rely on manual check-ins?

4

Do you know how each project ties back to business goals?

5

Could you confidently report on work progress in 5 minutes, in a clear understandable way?

If you answered “no” to any of these, your team is **operating with blind spots.**



## CONCLUSION

# Next steps to improve visibility

Better visibility isn't just about seeing more data points on a screen – it's about working smarter, not harder. With the right insights at your fingertips, you can navigate strategic decisions, spot risks before they escalate, and adjust plans in real time to drive better outcomes. Imagine having a clear, real-time pulse on every project, enabling you to allocate resources effectively and align your teams with your organization's goals, and adapt plans easily if priorities shift.

## Want to put this into action?

Explore how companies are using **Jira**, the **ONLY enterprise-wide project management solution**, to **eliminate blind spots and improve decision-making**.

Here's a glimpse of the results they're already experiencing:

### BOOSTED PRODUCTIVITY

**50% less time** searching for information, repurposed for strategic work.

### ACCELERATED PROJECT DELIVERY

Projects are finished **35% faster**.

### INCREASED REVENUE

**10% more projects completed**, directly contributing to revenue gains.

### SIGNIFICANT COST REDUCTION

**Annual savings of \$300k-\$2.5M** by eliminating redundant tools and streamlining workflows.

Your journey towards a more responsive and strategically aligned organization starts now.

