



## **Reducing multitasking at HP Digital Camera**

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the history of the unit, HP Digital Camera delivered its new models ahead of schedule. They improved significantly in meeting their cost and quality commitments, and, throughout the organization, morale improved sharply because there was so much less thrashing and firefighting.

Organizational multitasking is the hidden killer of engineering productivity. Few recognize that it's a problem, because everyone is working hard and feels very busy, but employees are often just spinning their wheels. By taking simple steps to eliminate organizational multitasking, engineering can unlock previously unimaginable productivity, boosting morale, output and profitability.

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