

Collaboration – What it is and what it isn't.

Flannery and Lynch team up to explore the world of collaboration and behaviours.



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Does this look like collaboration to you?



Let's explore:

What is collaboration?

What isn't it?

Why collaborate?

What stands in the way?

How can we make it
happen?

Collaboration VS
behaviour

What is collaboration?

- Where two or more individuals (or companies) work together to achieve shared business objectives/goals. It's intended to be mutually beneficial.
- It depends on:

Trust

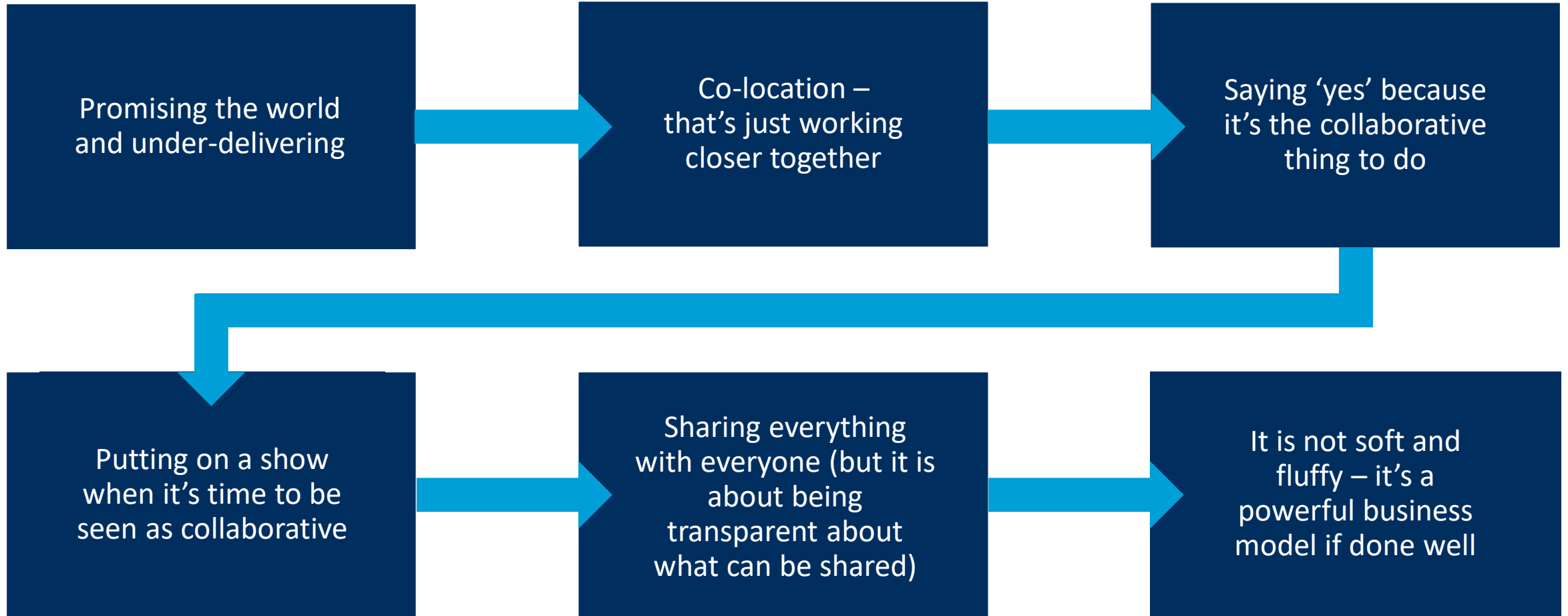
Transparency

Authenticity

Clarity /
Communication

- Most failed collaborations have their roots in poor communication or not having a shared objective.

What collaboration is not:



Why collaborate?

- One organisation can't do everything...
- When we collaborate, we can share ideas, get inspired and get rid of what doesn't work. Bringing in an outside perspective gives people a fresh look at processes, problems, and solutions.
- Working together, organisations can gain more customers, achieve a wider reach, create efficiencies, reduce costs - and maybe start to make substantial positive change.



Customers can benefit from:

■ Predictability

- Certainty of supply
 - Operators/team members
 - Time (logistics)
 - Pooled resource
- Cost
- Efficiency

■ Refocus on performance

- Does it make the project better?
- Invest in people – long term decisions



■ Reputational enhancement – supplier/partner of choice

- Corporate Social Value



*Ultra site of the Year - 2019

What stands in the way?

- It's not easy!



- In many cases, organisations don't collaborate successfully because their current success gets in the way. They become more inward-looking over time. This can lead to 'tribalism' within an industry, and greedy competition rather than innovation.

Effective collaboration in business depends on:

Trust and
shared values

Clear aims

Clear processes

Established rules

- The parameters of the collaboration should be clear. It's easy to fall out if expectations are not set right from the beginning.

How can we encourage collaborative working?

- The best way to promote and learn about inter-organisational collaboration is to promote a culture of collaboration within a business.
- What does this mean?
 - Recruit teams based on characteristics good for collaboration
 - Hungry/ambitious
 - Emotionally intelligent
 - Humble
- And...

Communicate, Communicate, Communicate!

... a note on collaboration vs behaviour

- Collaboration is an outcome of behaviours
- Behaviours are what you do and the way the team works to achieve success
- They both require great collective ownership as well as personal commitment
- Collaboration is what you do, behaviours is how you do it
- They both require great levels of role modelling and leadership
- They need time and investment into them to make them real, powerful and beneficial

You can't fake these!



Parting thought(s)

- We never know when the partnerships we form will spark ideas that go on to change the world. (Think about what's happening with machine intelligence, right now.)
- Sometimes, mutual passion can help create truly revolutionary work. But words are insufficient:

**“Vision without action is a daydream.
Action without vision is a nightmare.”**