

## CREATE A WINNING CULTURE THROUGH COLLABORATION

*“Collaboration is no longer just a strategy. It is the key to long-term business success and competitiveness.” — Bob Mudge, EVP of Strategic Initiatives at Verizon*

Why do some organizations work better than others? Over the last quarter century, California’s Silicon Valley has become synonymous with building complex, successful businesses. Companies and leaders there have succeeded because they did more than apply existing business models—they created a new model for collaboration.

**Collaboration is what happens when individuals or a group of people are willing to work together, sharing their ideas and skills, to achieve a common goal.** Ultimately, the sharing of ideas and blending of efforts can yield better results than what can be achieved on one’s own. Much has been written about the importance of collaboration, but efforts to create a more collaborative culture often fail to achieve the desired results.

Dr. Thea Singer Spitzer combined her longstanding expertise on this subject with innovative thinking, research and focused interviews with Silicon Valley leaders to determine what, specifically, these companies were doing to be so successful. She found some shared elements that can be applied to any organization. **Successful collaboration depends on three components: mutual respect and trust, effective communication between and among those involved, and a shared commitment to achieving the given objective.** The process of incorporating these components into your own unique, collaborative culture requires the creation of shared goals, encouragement to work together, and incentives that reward employees for working well with others.

Executive Forum’s *Collaborative Culture* teams with Dr. Spitzer to present a workable framework that any organization, anywhere, can adapt to achieve its goals. You’ll learn the specific steps necessary for *your* organization to leverage your competencies and take full advantage of the knowledge, experience and skills of everyone on your team. Contact Executive Forum to get started building your own better success story today.

### STRONG FACILITATION DELIVERS OUTSTANDING RESULTS

**Thea Singer Spitzer, PhD** and founder of Critical Change LLC, has been a consultant, strategic advisor and coach



to executives, leaders and organizations for nearly 30 years (including 16 years with Microsoft). One of her specialties is helping people in workplaces to interact and work with others in ways that not only increase team effectiveness but monumentally affect the success of the entire organization.

In her recent book, *The Power of Collaboration*, she turns insights from her consulting with Silicon Valley leaders into practical tools any organization can use to help

employees work together more effectively to accomplish organizational objectives.

Thea works with leaders to solidify directions and align staff with goals to increase productivity and bottom-line results. Her approach centers on strengthening collaboration, developing business and customer focus, enhancing leadership capabilities, and building highly effective organizational practices.

She has been involved in successful consulting projects in the software, telecommunications, financial, manufacturing, health care, utilities, and construction industries, as well as the government and not-for-profit sectors.

### PROGRAM OPTIONS

Can the collaboration framework help your organization realize even better results? Schedule a *Collaborative Assessment* to evaluate your organization, assess your culture and find out what you should focus on to improve outcomes, build engagement and motivation, and realize long-term success. This introduction to collaboration will give you a clear-cut set of suggestions for improvement and will help you choose the next best steps in building your own collaborative culture.

Call us today to schedule this affordable audit of your collaborative potential at 503.206.8369.

