



Chapter 9

I.N.F.L.U.E.N.C.E.

Create a Culture of Collaboration: Teaming up for Championship Performance

“In Africa there is a concept known as Ubuntu—the profound sense that we are human only through the humanity of others, that if we are to accomplish anything in this world, it will be in equal measure due to the work and achievement of others.”—Nelson Mandela

Collaboration is in our DNA

As a leader you are able to imagine all the opportunities that exist for your company and for your business, however do you think you can make this vision a reality without enlisting the enthusiasm and support of your workforce?

- We are actually “wired” to collaborate, our brains light up when we collaborate with others
- It feels great
- It creates great workplaces
- Has a positive effect on the bottom line

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Can you imagine what your workplace would look like if collaboration became a part of your organization's DNA?

Share Your Vision

Your excitement about your vision will excite others, so begin by sharing it. Remember to connect the dotted lines so that your vision has a purpose that others can relate to.

What is your vision?

Why does the vision matter at all?

How will it impact the work of each individual?



Where does it fit in the commitment to your customers, your stakeholders, and your community?

Can you paint your picture as big as it can be? What does it look like now?

Now:

- Ask others to contribute to your vision
- Identify who will do what, and why
- Ask people to step up to a responsibility
- Ask them what they need to be successful and provide them with these resources
- Keep people informed of the progress that is being made
- Share wins, challenges, detours, and paint a picture of the journey
- Celebrate your successes with your team
- Get the word out to your customers, lenders and vendors
- Be playful, collaboration thrives in an easy, light, playful environment



FORWARD ACTIONS

Learning to collaborate toward a vision

1. Make your goal a destination, and share it vividly.

- Describe it using all of your senses, and keep it alive with a visual, compelling image.

2. Appeal to others to join you on the journey, allowing them to add their paint colors to the canvas.

- Talk about why this work, project, or destination matters and how it ties into the core values and commitments of the organization.

- Win over anyone who is reluctant by making the vision relevant to them and giving it personal meaning.

3. Track the mile markers along the way, and wave the flag to encourage movement.

- Stay agile enough to change direction or take a more scenic route when necessary.



4. Don't hog the shovel all by yourself; play nice in the sandbox.

- Ask others to take on tasks, to drive the project home, or to complete its roadmap.
- Develop task groups or focus groups, and make it part of your routine to talk about and create the future.

5. Spend some time at the destination.

- Too often, Renegade Leaders are so happy when a project or action is complete that another is quickly assigned before there is time to relish the accomplishment.
- Take time to look at what you and your teams created, and take it in before the sandcastle disappears.