**WHAT IS COLLABORATION**

**collaboration** — *n* (often followed by *on, with, etc* )

1. the act of working with another or others on a joint project
2. something created by working jointly with another or others
3. the act of cooperating as a traitor, esp with an enemy occupying one’s own country

Working together to create value while sharing virtual and/or physical space.

*Evan Rosen, The Culture of Collaboration*

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**WHY IS COLLABORATION IN BUSINESS SO DIFFICULT**

- Effective collaboration requires a major focus on culture, the deployment and use of technology, the adoption of process/governance for positive results.
- Collaboration cannot be deployed, it has to be embraced and lived
- Legal agreements both aid and hinder

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**Maslow’s Hierarchy of Needs**

- **Physiological**
  - breathing, food, water, sex, sleep, homeostasis, excretion
- **Safety**
  - security of body, of employment, of resources, of morality, of the family, of health, of property
- **Love/Belonging**
  - friendship, family, sexual intimacy
- **Esteem**
  - self-esteem, confidence, achievement, respect of others, respect by others
- **Self-actualisation**
  - morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts

People need to feel included to achieve
HOW TO COLLABORATE BETTER

VISION - THE FINAL DELIVERABLE

The 6 Rights De-coding PLM and BIM

Fact
There are hundreds of “gurus” who spend thousands of hours extolling and exploring intricate dependences, definitions and workflows of processes built to control delivery of discrete products or buildings across the world.

Truth
Building Information Modelling (BIM) and/or Product Lifecycle Management (PLM) “how to” playbooks are generally more complex than the actual item they are designed to produce.

Reality
There is an underlying foundation for all of these processes and methodology buzzwords and it can be explained in 6 simple “Rights”.


Achieve your BIM/PLM business goals with The 6 Rights – Decoding PLM and BIM. Ensure the right tasks and the right data are delivered to and executed by the right people under the right authority at the right time and at the right cost.

Technology
→ Collaboration in the system
→ Single source of integral truth
→ Appropriate communication vehicles
→ Foundation of a collaboration island

Process/Methodology
→ Published roles and responsibilities
→ BIM/PLM/ERP Workflows
→ Structure to control the skunkworks
→ Dream catcher to release creativity

People
→ Emotional Intelligence – right people with the right attitude
→ Create the tribe, shared vision and clear value to the project
→ Currency of exchange - recognition and reward
→ Turn self interest to team interest

You’ve got to start with the customer experience and work back toward the technology - not the other way around.

Steve Jobs 1997

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