

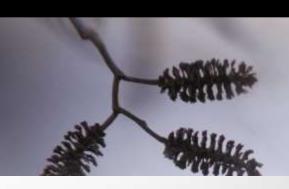
Unlocking Insight & Intention in the 21st Century

a book by Chris Jones @sourcepov



- In today's fast-paced world, we often lack the focus, intention and time needed to come together to collaborate
 - Under the best of conditions, it's a difficult prospect
 - And it has become a critical gap ... continued progress across social, commercial and public venues depends on our ability to work together
- Collaboration is a choice, one that many tend not to make
 - We've all seen it work at one time or another ... collaboration is possible
 - Yet our teams so often perform below their full potential and we're at a loss to explain why
 - There's a disconnect: why are smart people in public places now collaborating easily using social technologies, while people in most organizations struggle?
- This book sets out to unpack and solve these challenges, developing a new blue print for the modern learning organization

Unlocking the Challenges



Our research has surfaced many barriers & enablers that influence collaboration, the aspect of group dynamics that we define as *solving problems in teams*. We'll unpack these elements as follows:

- Part1: Concept Framing
- Part2: Messaging
- Part3: Relationships
- Part4: Flow
- Part5: Possibilities

Concept Framing [Part 1]



- Collaboration is needed in a wide variety of scenarios across teams, organizations and social ecosystems, including:
 - team building, solution design, strategy development and change
- Unpacking the DNA of collaboration brings focus to the core building blocks of team learning, the skills needed to communicate and refine our ideas:
 - mastering context, dealing with abstraction and a grappling with a variety of organizational and team dynamics, including messaging, relationships and flow
- Four primary outcomes are possible:
 - insight raw material of new thinking
 - ideas insights evaluated in a variety of contexts
 - solution models & paradigms generalized design frameworks to address multiple problems in different contexts
 - solutions specific ways to address a problem

Messaging [Part 2]



- Many lack intention, the basic motivation that grounds our priorities, behaviors and ability to collaborate
- Words matter deeply, because our language constrains what we can know; too
 often we talk past each other, failing to communicate our ideas
- Using metaphor helps us understand and connect abstract subjects in concrete ways, creating new common ground that helps us understand both problems and solutions
- A story can communicate our broadest, most complex ideas, weaving component thoughts and concepts into a fabric of understanding, helping our listeners relate to our ideas often at deep, emotional levels

Relationships [Part 3]



- Active **listening** is a critical starting point, allowing group stakeholders to be present and open to input.
- Instincts and emotional triggers are driven by mental heuristics, impacting our ability to think clearly when we most need it
- The complex forces of organizational culture can pose a dilemma, as conflicting forces of creative learning and hierarchical control often confuse stakeholders; what is acceptable behavior?
- We must understand the **barriers** of ego, power and control that often serve to block collaborative efforts
- The trusting organization is grounded in integrity, respect and ultimately focused on working together to achieve results

Flow [Part 4]



- The space for collaboration acts like a canvas for the exchange of ideas;
 collaboration requires a productive time and place
- Collaboration is done in teams, demanding the orchestrated interplay of many roles that play to both the strengths and untapped potential of everyone involved
- Leaders must be expert in orchestrating these team dynamics, with a balance
 of affinity and diversity, adopting flexible, adaptive governance to guide
 change amid complex interpersonal dynamics
- We must nurture common ground that allows a space for suspended differences, affording time for strong relationships to grow
- Intentional collaboration requires a designed process where the synthesis of takeaways is a critical, often neglected step

Possibilities [Part 5]

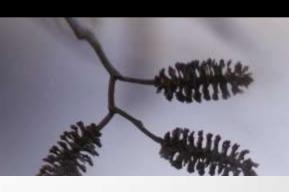


- Seeking and measuring improvement in our learning capabilities is a fundamental to long-term, sustainable success
- The practice of knowledge management must evolve from past efforts to capture static knowledge to fostering the flow of insights
- Collaborators must explore and understand the **frameworks** for learning that can lead us to **critical thinking**
- Beyond cause-and-effect thinking, organizational learning and culture change requires that we embrace a complexity view



- Balancing rigor with accessibility, the book combines how-to guidance with research
 - synthesis and/or takeaway steps at the end of most chapters
 - over 30 charts, tables and process maps, many framed as reference models
 - list of metaphors used
 - includes extensive references, citations, a glossary and an index
- With a collaborative design, the content will be extended using social media
 - Amazon see "Look Inside" feature at http://amzn.to/cdnaK
 - Facebook page (coming soon)
 - Linked-in group (coming soon)
 - WordPress all links available via "linkography" at http://bit.ly/cdnal.
 - Twitter follow and engage with author <u>@sourcepov</u>, book updates <u>@collabdna</u>
 and the on-going conversation at hashtag <u>#cdna</u>

A Reader's Guide [help with navigation]



Reader groups:	can unpack:	Prolog	Pt.1	Pt.2	Pt.3	Pt.4	Pt.5
Corporate employees, project managers & knowledge workers	Organization culture, relationship & process	•	•	•	•	•	
Executives	Complex organizational dynamics & ways to drive change	•			•	•	•
Small businesses, non-profit organizations & community leaders	Getting people working together	•			•	•	
Change agents, HR/OD specialists	Achieving the learning organization	•	•	•	•	•	
CIOs & IT staff	Integrating collaboration processes and tools	•	•			•	



Available now on Amazon Kindle

http://amzn.to/cdnaK

Coming soon in softcover, exclusively on Amazon

Visit our home page http://collaborationdna.com