



# Collaboration Strategy: How to Get What You Want from Employees, Suppliers and Business Partners

*Felix Barber, Michael Goold*

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Current strategy thinking focuses on what to do, not how to motivate employees, suppliers and business partners to do it. Whether working with employees or with external suppliers, companies are increasingly stumbling with implementing strategy. But why is this happening? And how can we address it?

*Collaboration Strategy* argues that motivating people and companies is fundamental to business success. In the activities that matter most in today's economy ? design, development, marketing, sales, projects ? it is hard to define just what you want done. Setting up business activities to get the results you want becomes a strategic challenge. In industries from pharmaceuticals to fashion, software to stock exchanges, new ways of working with partners that break down traditional company boundaries and establish new roles and relationships have enabled businesses to grow rapidly and achieve superior profits.

At the heart of this book, Felix Barber and Michael Goold have combined their considerable expertise to present a complete and original 'collaboration framework' based on their findings over a seven year period in which they interviewed over 200 businesses. The framework explains how to set up to get the results you want for a range of different activities and industries. They present the 10 requirements needed for profitable collaboration, and use real-life scenarios to apply their framework and analysis, offering a menu of tactics to address the most common problems in setting up collaboration with partners.

Essentially, you must design a basis for working together, or 'collaboration,' with your employees and suppliers that will get them to do what you want.

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