



# Collaboration

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## **collaboration**

noun

1. the act of working with another or others on a joint project
2. something created by working jointly with another or others

# What does “good” look like!

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“Collaboration isn’t about giving up our individuality; it’s about realizing our greater potential.”

— Joseph Rain

- ① Understand who your 'real' competitor is
- ① Its YOUR job to deliver a wol SOLUTION, not the buyers role to build one from your PRODUCT
- ① Passion is not a customer driver, but challenges and needs are!
- ① Social Values emerging as a deliverable (genuine or not!)
- ① Climate Change challenge is chavalue nging commerce, no-one will survive competing 100% across their supply chain
- ① Successful collaboration doesn't require everyone, don't wait for the phone to ring.
- ① Avoid false starts, anticipate and act
- ① Consumers will choose who survives
- ① Carbon friendly solutions still need to be delivered sustainably
- ① Don't wait for the Government, work with us to create the environment

We will either succeed or fail  
together as a nation.

**“The best way to predict the  
future is to create it.”**

**Peter Drucker**