

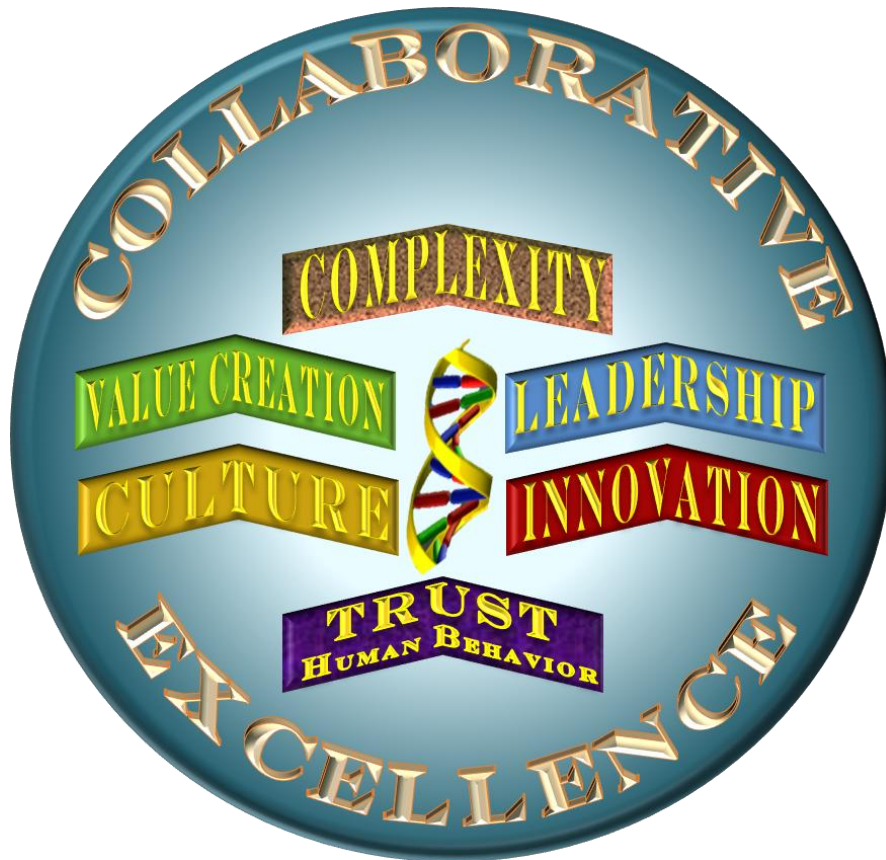
**Announcing**

**Inspiring Breakthrough in Leadership**

from

The International Collaborative Leadership Institute

*for the Demanding Requirements of the 21<sup>st</sup> Century*



**DRAFT – For REVIEW PURPOSES ONLY**

**Practical, High-Impact Program  
Designed for Alliance Professionals**

**New, Insightful, Game-Changer for  
Creating a Bold New Future for Organizations, Teams, and Alliances  
by Building Trusted Leaders**

# COLLABORATIVE EXCELLENCE

## You Will Learn how to build a Great Organization using Collaborative Excellence

1. One Primary Cause for Leadership Failure and how to avoid it
2. Two Critical Factors to Turning Breakdowns into Breakthroughs
3. Three Types of Culture – what to use & what to avoid to Improve Performance
4. Four Drives of Human Behavior – understanding why people act poorly or well
5. Five Steps to Exceptional Value Creation – how to create value without more resources
6. Six Secret Ingredients of High Performance Teams
7. Seven Leverage Points to Overcome Resistance to Change
8. Eight Key Principles for Building Trust -- or rebuilding Trust when it's broken
9. Nine Building Blocks for Organizational Transformation
10. Ten High Impact Frameworks and Tools you can use to produce results Today



**Our Value Proposition:** By using the new thinking, frameworks, architectures, strategies, techniques, and tools in this program, your team will:

- Increase Trust in Leadership by at least 20%
- Turn Breakdowns into Breakthroughs 30% faster
- Increase Employee morale & Reduce Employee Turnover by 10%
- Deliver Projects on time and on budget by a 20% factor
- Improve Productivity by 10% & Increase Innovation by 15%
- Manage Complexity to prevent 80% breakdowns
- Build High Performance Teams that accomplish 15% more
- Transform functional barriers & silos into innovation assets
- Build Alliances with a 50% better chance of success
- Reduce Resistance to Change by 30%

*Expect up to a  
25% Increase in  
Performance and  
Competitive  
Advantage*



## Target Audience: Organizations dedicated to Producing Breakthrough Results

### ➤ Positions (along with their direct report teams)

- Boards of Directors
- Senior Executives
- Emerging Leaders
- Program Directors
- Project Managers

### ➤ Fields

- Leading Edge Innovative Organizations
- Strategic Alliances & Value Networks
- High Performance Teams
- Complex Projects
- Eco-Systems & Supply Chains

### **If you are an Alliance Professional, Professional Coach, or Trainer...**

This is the basic training for a very special “train the trainer” program that will give you a Certification in Collaborative Excellence to use in your professional work. We know you will be delighted to become skilled and proficient in a framework that will empower your stakeholders and clients to produce great results, doing it the “right way.”

What’s more, you will become part of a network of practitioners sharing ideas and expanding horizons.

# COLLABORATIVE EXCELLENCE

## Program Design

### ➤ Time Commitment:

- Can be held over two intense days or in four morning sessions during a week.
- Workshop format that addresses your key problems or objectives
- 4 Four-Hour sessions (modules) = total 16 hours

### ➤ Core Learning:

You will learn the six essential core “frameworks” that build Collaborative Excellence:

- Human Behavior & Trust Building
- Collaborative Culture & Teamwork
- Collaborative Innovation & Diversity
- Value Creation (economics) & Collaborative Advantage
- Collaborative Leadership & Management Alignment
- Complexity & Connectivity - Integration & Value Networks
- Plus a Practical Approach to Organization Transformation



### ➤ Immersive Learning Experience

We will be using the most impactful world-class adult learning methodologies  
You will new insights, frameworks, language, and tools in very impactful 4 hour sessions  
We focus on building your capability to perform in the crucible of action

### ➤ Teams Encouraged to Attend

We encourage you to bring several members of your implementation teams to enhance your ability to have a higher impact.

The sessions are in “workshop” format, meaning you will be applying your learning to real life situation in real time. (Note: this is significantly different from a seminar format which focuses on discussion, but does not aim at building leadership capabilities.)

### ➤ Customization:

- **Organization Wide:** We will customize and deliver a program just for your company or Leadership Team
- **Internal Teams & Alliances:** If you wish us to bring a the Collaborative Excellence program directly to your organization for your team and alliance partners, we are most willing to work with your leadership
- **Independent Modules for your Team:** If one of our 2-hour modules is particularly important to your organization’s situation, we will help design and deliver one or more modules to your internal teams and alliances. We do urge you to begin with the Trust Modules.

### ➤ Diagnostics & Support:

- We can provide diagnostic surveys prior to your sessions to ascertain base-line profiles, then feedback this data to your leadership teams, and examine post-learning results to validate our value proposition (additional fee)
- We can provide coaching support to you or your teams between the program sessions or after the program for follow-up support.

# COLLABORATIVE EXCELLENCE

## Workshop Agenda Collaborative Excellence for Peak Performance

---



### Week ONE

#### 1<sup>st</sup> Module – Human Behavior

##### *Why People Act the way they do*

- Four Drives of Human Behavior
- Neuro-Chemistry of Trust & Fear
- How Fear Defeats Working Together

#### 2<sup>nd</sup> Module – Trust Building

##### *Foundation of All Collaborative Enterprise*

- Ladder of Trust & Tornado of Distrust
- 8 Principles of Trust – Culture’s Heartbeat
- Trust Building Methods

#### 3<sup>rd</sup> Module – Collaborative Cultures

##### *Creating High Performance Teams*

- Culture as #1 Determinant of Behavior
- How to Create a Great Positive Culture
- Building a High Performance Team

#### 4<sup>th</sup> Module – Collaborative Innovation

##### *Using Diversity as an Engine of Innovation*

- How Trust impacts Innovation & Growth
- 10 Best Practices to Create a Bold Future
- Innovation as a Powerful Force for Change

### Week TWO

#### 5<sup>th</sup> Module – Value Creation

##### *Generating New Competitive Advantage*

- Economic Power of Trust – Bottom Line
- Transforming Vision into Real Value
- Creating & Empowering Prosperity

#### 6<sup>th</sup> Module – Collaborative Leadership

##### *Energizing People & Creating Synergies*

- Four Alignments of Collaborative Leaders
- Shift from Management to Leadership
- Turning Breakdowns into Breakthroughs

#### 7<sup>th</sup> Module – Complexity & Connectivity

##### *Creating Agile Teams, Alliances & Networks*

- How Collaboration Simplifies Complexity
- Risks & Law of Unintended Consequences
- Complex Project Delivery - on Time/Budget

#### 8<sup>th</sup> Module – Organization Transformation

##### *Diagnosing & Quantum Shifting*

- How to (& not to) Change Organizations
- Overcoming Resistance to Change
- Action Plan – Pathway to Positive Results

---

***A Vibrant, Transformational Program with Fresh New Thinking  
for Leaders Committed to High Performance & Profitability***

---

If you are seeking the “*Elusive Synergy*” in organizations and relationships, this is where to find it.

# COLLABORATIVE EXCELLENCE

## What's so Unique about this program that makes it different from all the others I've attended?

### Integrated, Seamless Models & Frameworks that Work!

First, most likely all the programs you've attended in the past were fragmented – you received advice and models from one authority that did not integrate their model with another authority. Thus you had to create a patchwork of frameworks, methods, and mindsets that may not really have created synergistic impact with the other models. We have ensured that our models and frameworks all fit together seamlessly, so that one framework elegantly dovetails into the next.

We believe this to be the first *fully integrated collaborative systems excellence program* ever delivered.

### Collaborative Focus

Second, all too many management and business schools amalgamate a pastiche of strategies and methods, some of which are *adversarial*, some *transactional*, and others *collaborative*. We have fastidiously ensured that all our approaches capitalize on creating a collaborative system – all the way from the neuro-chemistry of the brain to large-scale organizational transformation.

### Weaving Wisdom with Science and Best Practices

Third, our workshop integrates scientific studies with the wisdom of the ages, along with best practices, tested operational strategies and universal fundamentals of human behavior a holistic, integrated, easy-to-use architecture that will culminate in a revelation that will show you:

- What really causes humans to act the way they do
- The best leadership methods that will produce highest performance
- What causes people to distrust, fight, and destroy each other
- How trust is actually hard-wired into the brain's DNA and how to access it quickly
- How to build a world of trust and avoid the traps of guile and manipulation
- How to align teams on a common goal
- How to create synergy and unleash innovation
- How to spot the untrustworthy and limit any damage they might do

Because our approach begins at the universal level of human behavioral trust-building, it helps transcend and transform cultural differences. What you learn can be (and has been) used in a wide variety of cultures across the globe.

**Fee:** To Be Determined

**Location:** To Be Determined

### Special Bonus

All participants will receive a copy of the **Collaborative Excellence Handbook for Leaders**



# COLLABORATIVE EXCELLENCE

## About your Executive Development Team



Robert has been working to answer three fundamental questions at the core of successful leadership in teams, organizations, and alliances:

First: Can people of greatly different backgrounds and beliefs collaborate, innovate, and create synergy?

Second: Is there a transcendent "design architecture" which brings out the best in humans?

Third: Can leaders be developed to replicate extraordinary success time after time?

He is a globally recognized Thought Leader for his ground-breaking work creating the architecture of collaboration – producing high performance strategic alliances. Founding Chairman of Association of Strategic Alliance Professionals.

Education: Master's degree: Organizational Development & Human Behavior, Harvard University  
Bachelor's degree: International Relations, Brown University.

### Co-Presenters



Insert Bio-Highlights of Co-Presenters here

# COLLABORATIVE EXCELLENCE

## What others have said about our team:

### Just a few comments:

*"An extraordinary experience. Your approach to trust is one of the most insightful and empowering experiences of my business career. I've used your method extensively and can say without reservation that the Architecture of Trust has profoundly changed the way I do business . ....hugely important and very powerful. This has changed the way I experience the world"*

—Ninon Prozoncic, Vice President, Connect America



*"You had great impact!.... both educational and inspiring."*

— Pat Garcia, Director, Sanofi-Aventis

*"Invaluable in seeing how building trust contributes to achieving our top organizational priorities: Profit/ROI, Competitive Advantage, and Innovation."*

— Kim Castagnetta, Director, Richoh

*"Very applicable...critical to the future success of our company....Great way to articulate how we should shape our company's future.....can't wait to share this with my executive teams, peers, and staff ....very insightful, inspiring, and valuable."*

— Chad Compton, Director, Xerox

*"...the missing code on trust...truly exceptional."*

— Paul G. Stoltz, Ph.D. Author: *Adversity Advantage* and *Adversity Quotient* , CEO, PEAK Learning, Inc.

*"Robert Porter Lynch may be one of the best trust thinkers today."*

— Charles H. Green, Author: *The Trusted Advisor*

*"Thank you for your passion and wisdom by faithfully speaking the truth to business! These messages are critical at such a time as this!!"*

-- Michael Allen, CEO, Ventura Mfg.

*"Your teaching has made a profound influence in our development. Personally I use your book as a text book, road map, and bible. It still amazes me how true all the "essentials for success" have been for us! I wonder sometimes if our alliance would have just "fallen by the wayside" like so many others if we hadn't been made aware early on how important each of those blocks would be in achieving success."*

-- Director, Business Development, Health Care Alliance

*"I used the Best Practice frameworks the next week to rebuild a failing alliance, and the turnaround in performance was extraordinary. This approach is continuing to pay back enormous results 2 years later."*

-- Senior Executive, Cisco Systems

See [More Testimonials](#)

See [Letter to HR Directors](#)

## WHY is this Important?

### ➤ Leadership is the Most Critical Factor in Producing Results

Of all the factors that influence outcomes, leadership stands at the pinnacle; no other factor provides the leverage and nexus to have such an impact and make a difference in success or failure, or cooperation or conflict.

Today's world is changing at a bewildering pace. In no other period in the history of human events (with the exception of wartime) have we encountered so much change so fast, with so much inter-connectivity.

This makes leadership even more vital today – times of change can become chaotic and regressive when poor leadership prevails, and, alternatively, enlightening and progressive in the presence of inspiring leaders.

### ➤ Collaborative Leadership is Essential

In today's inter-connected world, fully 85% of all employees recognize the powerful impact by working in teams, cross-boundary relationships, or strategic alliances.

Thus, for today's organizations, Collaborative Leadership Excellence is an essential configuration.

Other forms of leadership, when applied to complexity, change, and connectedness are, for the most part, misguided, dysfunctional, or obsolete. Adversarial, Transactional, and Hierarchical Leadership approaches are simply not effective in much of today's world, simply because these neither take advantage of the power of teamwork to produce quality results and nor engage collaborative innovation necessary for rapid adaptation.

For all-too-many leaders, the constructs of leadership are ill-defined, ambiguous, and muddled, which produce poor, or even counter-productive, results.

### ➤ Our Unique Advantage becomes Your Advantage

Leadership is too important to leave it to chance.

Our team has been developing Collaborative Leaders for years.

We have learned that most every leader can improve their capabilities with the right approach.

Our approach stands above most leadership development programs in a number of ways, because we teach Collaborative Excellence as a "system" consisting of tested frameworks that impact:

- ✓ Strategy, Competitive Advantage, and Value Maximization
- ✓ Culture, Trust, Teamwork and Character of the whole organization
- ✓ Operational Excellence and the ability to produce highly coordinated results
- ✓ Dynamic Adaptation and Innovation to readjust and get in front of Change

This is the first and only program that approaches Collaborative Excellence as a fully integrated "systems architecture" where every framework carefully builds a foundation for the next framework.