COLLABORATIVE SYSTEMS EXCELLENCE

Educating the 21ST Century Engineer

Why a Collaborative Systems Excellence Workshop?

The Power of Collaborative Architectures In this Action Planning Workshop, you will learn how to lead inter-disciplinary and cross-functional teams and alliances. You will be capable of aligning complex systems, producing high performance with energized teams yielding profitability with reduced risks.

This is a career enhancing program that will change the way you experience your work world.

You'll learn critical design architectures enhanced by best practices and useful tools that let you grasp core issues quickly and use leverage points to gain alignments for success. Each section includes critical concepts, trigger points, metrics, and systems frameworks. You'll also receive tips, techniques, and navigational aids for goal achievement.

By grasping six core architectures, you're efforts are assured of a very high chance of success and a far fewer risks of failure. A number of recent studies in the U.S., Canada, and Europe have shown that by using best practices in a disciplined manner, you'll have an 80% chance of success – about three times more likely to succeed than if you operate using traditional transactional-contractual approaches.

Who Will I Learn From?

Robert Porter Lynch is Co-founder of the Leadership Institute and has consulted widely for major organizations including Astra Zeneca, Cisco, Dow Chemical, Eli Lilly, Exxon-Mobil, General Electric, Hewlett Packard, IBM, Procter & Gamble, Pfizer, Sanofi Aventis, USAA, Warner Lambert, and Xerox among many others.

Robert is Founding Chairman of the Association of Strategic Alliance Professionals, and has been recognized for his ground-breaking work in creating "alliance and collaborative innovation architecture." He has trained thousands of business leaders around the world in the best practices of alliance formation and management.

Robert has taught executives at the business schools at the Universities of Alberta, British Columbia, and San Diego. He is also the author of several books and numerous articles including the "Fostering Champions" chapter in Peter Drucker's, *Leader of the Future*.

To find out more about Robert's expertise, please visit www.ICLInstitute.org

Highly Acclaimed

Recent sessions in North America have been highly successful. This is a sample of the comments:

Superb! Excellent Content
Great info on a fresh new topic
Made me think, A great learning experience
Great Work! Well Organized
Completely Shifted my thinking
One of the best seminars ever attended

Who should attend?

Collaboration is a major competitive advantage. This program is designed for engineers seeking to move beyond technical expertise, leading in a world of inter-organizational complexity requiring continual adaptation and innovation.

What can I expect?

This is a practical "roll up your sleeves" program designed to focus on real issues that impact our organization today. Bring your internal team, and even your most valued partners and suppliers – you will have the opportunity to redesign the value you create for each other.

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Workshop Goals

We provide the engineering practitioner with concrete, actionable ideas and tools that will be turned into powerful results. Your team (particularly cross-functional and inter-organizational is encouraged to come as a group to the two-day session. Together they will design and build a new alliance (or rebuild an existing but less-than-satisfactory alliance). This Action Planning workshop uses a highly effective "dual track" approach:

Track One: a critical collaborative concept is explained, followed by a best practice which will provide high success, and finalized with a practical "tool kit" to use in real life situations.

Track Two: then participants are given the task to apply the principles and practices and tool-kits to their real alliance situation, providing participants with an action-plan to finalize their experience

When we looked to find the best advice in the collaboration arena, we quickly learned why Robert Porter Lynch was most likely to be mentioned as the best in the field.
-- Patrick Hehir, Vice President, Flextronics

Workshop Topics

- Core Collaboration Architectures
  - ➢ Human Behavior Architecture – 4 Drives
  - ➢ Trust Architecture – 8 Principles
  - ➢ Culture Architecture – Impact of 3 Types
  - ➢ Innovation Architecture – Differentials
  - ➢ Economic Architecture – Value Creation
  - ➢ Leadership Architecture – 4 Alignments
  - ➢ Network Architecture – Complexity

- Why Humans Behave differently based on Culture
- Importance of Trust as the Foundation of all Collaborative Systems/Networks Excellence
- How to Double the Flow of Innovation
- Pitfalls of Adversarial Systems
- How to Create 25% Competitive Advantage
- Building an Aligned & Cross Functional Alliance Strategy that Accelerates Speed
- Choosing the Right/Winning Team
- Turning Breakdowns into Breakthroughs
- Typical pitfalls and How to Overcome Them
- Reducing Risks in Complex Systems
- Building World Class Alliances

Benefits of Attending

Attending this workshop will enable you to:

- Build your capability for establish successful collaborative relationships across a wide range of organizations.
- Use best practices and effective "process maps" for collaborative alignment
- Understand the "inner design architecture" of highly successful collaborations.
- Attain optimum performance and competitive advantage from your complex projects and alliances
- Tailor your growth strategy through the use of Collaborative Systems Excellence
- Lead with agility and overcome breakdowns
- Attain optimum performance and competitive advantage from your collaborations

Participants immediately apply strategies, practices, and techniques you can use in real life situations in your organization.

Learnings result from concrete case examples, interactive sharing of ideas, and practical project development sessions.

International Collaborative Leadership Institute

Our Approach to Capability Building

We design all our programs with the end result in mind: You want practical applications-- fast. Executives rate all programs far more highly if three things are present:

1. It was practical and directly applicable to my situation
2. I can use the material immediately
3. The program leader was knowledgeable, experienced, wise, and responsive

We focus all our executive programs on ensuring four key process steps are employed in the design and presentation of the program delivery:

✓ The *Concept* is clear

✓ A *Best Practice* has been illustrated to bring the concept into a realistic framework

✓ A set of "*Tools*" (such as a checklist, process map, etc) makes the best practice useable in everyday practice.

✓ Whenever possible, attendees are requested to *Apply* the concept, best practice, and tool kit to a real-life situation in order they gain immediate applicability (and consequently the longest retention)

Objectives:

Our ultimate value to you is to produce results:

- Gain significant **Strategic & Economic Value** from collaboration
- **Select the Best Teammates & Partners** with whom to ally
- **Shorten the Time** required to form collaborations & alliances
- **Increase the Success Rate** of your collaborations & alliances
- **Negotiate** with positive impacts on future **performance**
- **Utilize Learnings** from each collaboration across the spectrum of corporate operations
- **Receive Maximum Value** from each collaboration
- **Reduce the Risks and Increase the Rewards** from alliance
- **Enable Management of Multiple Cross Boundary Integrations**
- Become the **Partner of Choice** in your industry
- Manage **Complexity Fluidly & Proactively**

Concept → Best Practice → Tool-Kit → Application

A Major Breakthrough in Building Trust

Trust is one of the top three causes of collaborative success.

Robert's world-class "Architecture of Trust" has been recognized globally because of its depth of insight and range of effectiveness.

He has been recently honored as one of North America's Thought Leaders in the field of Trust.

Collaborative Systems Excellence
2-Day Master Class Outline

Presented in a Application- Oriented Workshop Format

DAY ONE

- **Human Behavior & Trust**
  - 4 Drives of Human Behavior
  - Causes of Distrust
  - Architecture of Trust

- **Power of Collaborative Culture**
  - Adversarial, Transactional, Collaborative
  - Impact of Culture on Human Behavior
  - Building High Performance Teams

- **Collaborative Innovation**
  - Diversity in Thinking as Engines of Innovation
  - Building the Innovation Team
  - Collaborative Innovation Best Practices

DAY TWO

- **Collaborative Economics**
  - Trust's Impact on Productivity & Profits
  - How Collaboration Creates 25% Added Value
  - Reducing Risks & Increasing Returns

- **Collaborative Leadership**
  - Using the 4 Alignments for Systems Integration, Alliances, Innovation, Speed Acceleration, Change, and Turning Around Failing Projects

- **Complexity Architecture**
  - Designing Complex Networks & Systems Interfaces
  - Compounding Risks & Unintended Consequences
  - Turning Breakdowns into Breakthroughs

Also Available in 1-day overview & 1-day in-depth on each architecture

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Some Representative Feedback from people who have attended:

"Went Really well, Right on Target, One of the Best Things we've ever done. I can't thank you enough for the difference you made. Through your leadership, you've advanced the thinking in our organization, and sparked an openness to working outside the organization I've never witnessed before. The discussion around empowerment within boundaries and the power of alliances was hugely important and timely."

Director, Strategic Marketing, High Tech Company

"Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude."

President, Engineering Company

"You performed miracles. You walked into a difficult situation and folks present at your session said it was powerful how you turned the energy. Thank you! I know it has made a difference and I appreciate it as one who is trying to develop a culture of support and accountability."

Director, Human Resources, High Tech Company

"Excellent negotiations program, moved us and our alliance partner quickly in the right direction"

VP Alliances, Automotive Supply Company

"Our sales have escalated by a quantum magnitude. None of this would have happened had I not gotten the religion and coaching from Robert Porter Lynch. This approach to alliances in right on the money"

Vice President, Marketing, Process Controls Company

"Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude."

President, Engineering Company

"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

"A very valuable session. I, and the rest of the team, got a tremendous value out of it. I was very impressed with how you hit the ground running so effectively and got your arms around the problem very fast."

Senior Partner, Big Five Consulting Company

"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, Leading Computer Company
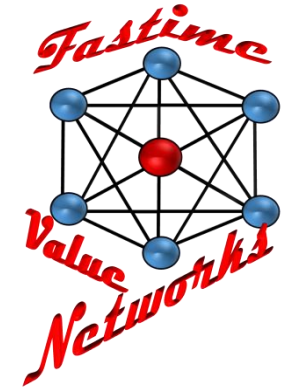
COLLABORATIVE SYSTEMS EXCELLENCE

Added Bonus:
Receive an electronic copy of the valued Best Practices Handbook used by members of the Association of Strategic Alliance Professionals all over the world.
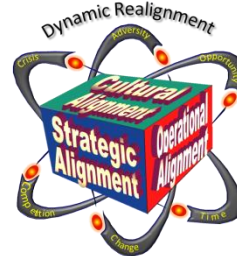
A $150 Value!

see more feedback

MORE PROGRAMS TO IMPLEMENT GAME CHANGING SHIFTS

LEADERSHIP REQUIRES NEW THINKING
Architectures
Programs & Tools

COLLABORATIVE SYSTEMS EXCELLENCE

Bond   Create
Acquire   Defend
4 Drives of Human Behavior

COLLABORATIVE INNOVATION

TRANS ALIGNMENT NEGOTIATION

Collaborative ISO 44001 Business Relationships

TRUSTED TO LEAD

Fastime Value Networks

Driving Strategic Innovation In the Value Chain

ORGANIZATION TRANSFORMATION

LEADERSHIP as a System
Dynamic Realignment
Cultural Alignment
Strategic Alignment   Operational Alignment
The Four Alignments

MANAGING COMPLEXITY

VALUE MAXIMIZATION

ECONOMICS OF TRUST

COLLABORATION METRICS & HEALTH DIAGNOSTICS

BUILDING A POWERFUL VALUE PROPOSITION

GREAT Collaborative Champion

Three Faces of Capitalism

STRATEGIC ALLIANCES Best Practices

BUILDING TRUSTED LEADERS
International Collaborative Leadership Institute
Come to Naples or We will come to You

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