



# Collaboration

## Unit 2.1: Collaboration Management



Innovation and creativity mentality  
advancement in SMEs



Erasmus+



# Collaboration Management

This unit is an introduction to collaboration management and it presents the idea of collaboration management and its importance for the organisation.

## Aims:

- Explain the concept of collaboration and how the collaboration management is aligned with innovation

## Learning Outcomes of the unit:

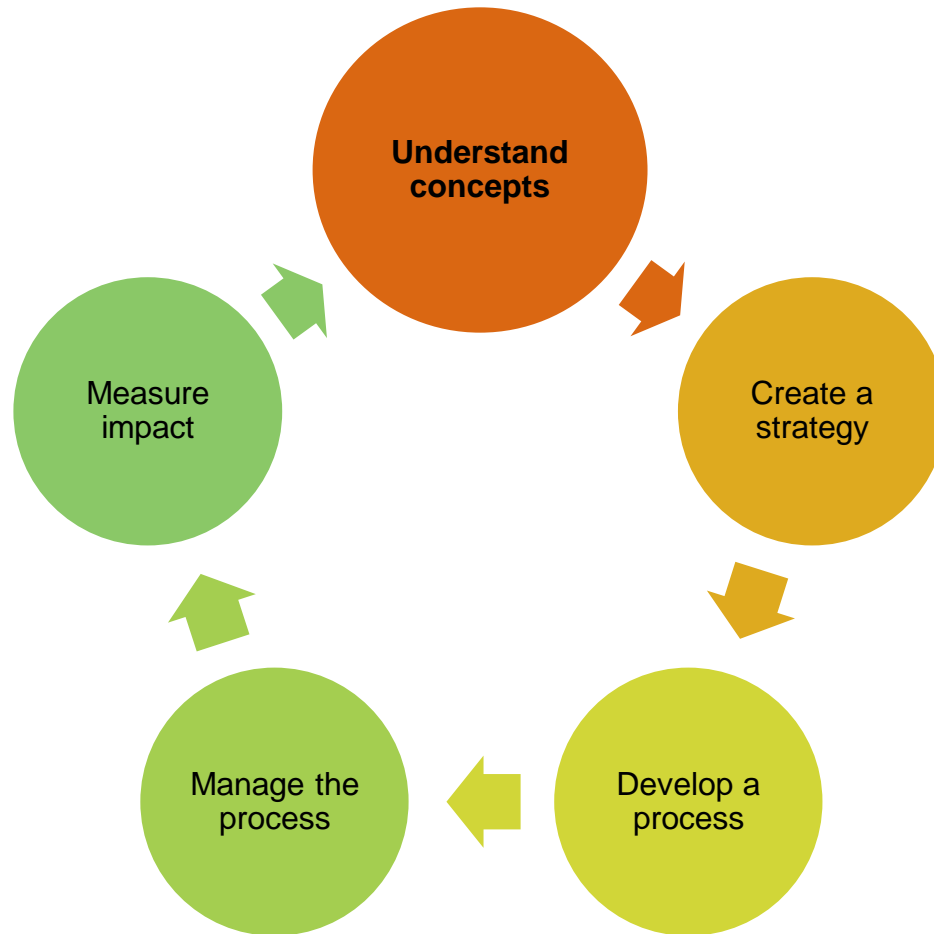
- The learner should know the concept of collaboration
- The learner should be able to design the steps of collaboration management
- The learner should know how to introduce or foster collaboration management to her/his organisation





# What is the process of Collaboration Management?

Five steps of Collaboration Management:





# Understand Concepts

What is collaboration?

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*Collaboration is an activity that pools skills and resources that the organisation does not have itself to contribute shared goals*

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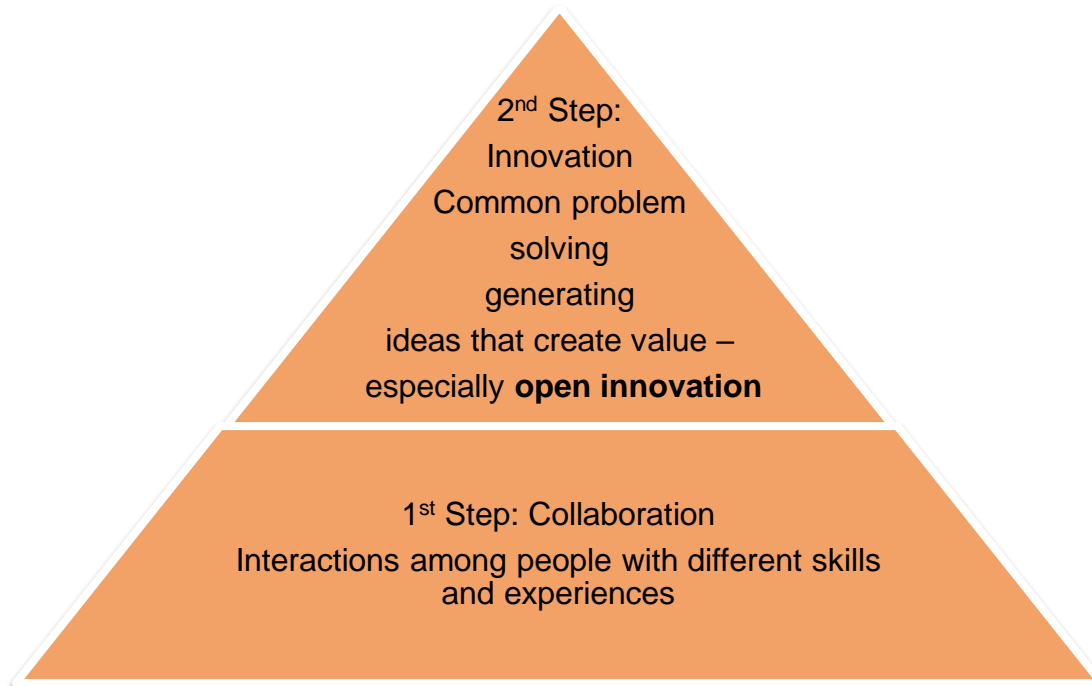
- ➡ By acquiring new skills and resources, collaboration improves opportunities for successful creativity and innovation
- ➡ Collaboration is based on mutual trust, openness, shared risk and shared rewards that yield a competitive advantage, resulting in better performance than it would be without the collaboration
- ➡ Collaboration structures must change over time so as to be efficient. You need to use different structures for different stages of your project e.g defining the problem vs. implementing the solution.



# Understand Concepts

What is collaboration?

Collaboration and Innovation are two different concepts that are linked.





# Understand concepts

Why is collaboration important?



- ➔ 2017 BCG Global Innovation Survey found open collaboration to be a significant success factor, the best reported to be **supporting open collaboration 77%** of the time, compared to just 23% for the not so strong performers.

In this context, “open” meant having organizational structures that allowed for easy collaboration with both internal and external partners.

- ➔ Companies applying customer-engagement strategies (design thinking and user-driven requirements from ideation to product/service launch) are about twice as likely as their survey peers to expect growth of 15% or more over the next five years.



# Understand Concepts

What is collaboration?

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*Sharing knowledge can be effective way to solve known problems, but one of the greatest benefits of collaboration is identifying unknown problems*

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Stereotypes usually associate innovation with the work of 'a scientist of genius who can propose new solution or method. Indeed, innovation and scientific discovery are attributed to individuals. The prizes awarded each year by the Nobel Foundation perfectly illustrate this situation. But it is misleading. Every scientific and technological breakthrough results from numerous contributions rather than from individual creations.

***The solution? – Collaboration!***





# Understand Concepts

## Examples of successful collaboration

The most innovative companies of the future are the ones who are able to think outside of traditional structures and hierarchies. Using collaborative frameworks, leaders are able to up-source their knowledge networks, iterate faster, and even expand their use cases for their products. For example:



- ➔ **Google Maps**—Since 2005, more than 60M local guides have contributed to mapping more than 240 countries.
- ➔ **Yelp**—Since 2004, users have contributed over 184 million reviews about local businesses and restaurants.
- ➔ **Co –working spaces** According to Global Coworking Survey, in 2018 r. there were almost 1,7 mln people using co-working space. Year by year this numbers rise. Co-working is something more than just an office, it is the society behind it, that counts.





# Understand Concepts

Success story – collaboration leading to innovation

**Where:** Leading tech firm. The company won a million-dollar contract.

**Problem:** Design a sensor that could detect pollutants at very small concentrations underwater.

**How:** Set up a team of crack microchip designers. About 45 minutes into their first working session, the marine biologist assigned to their team walked in with a bag of clams and set them on the table.

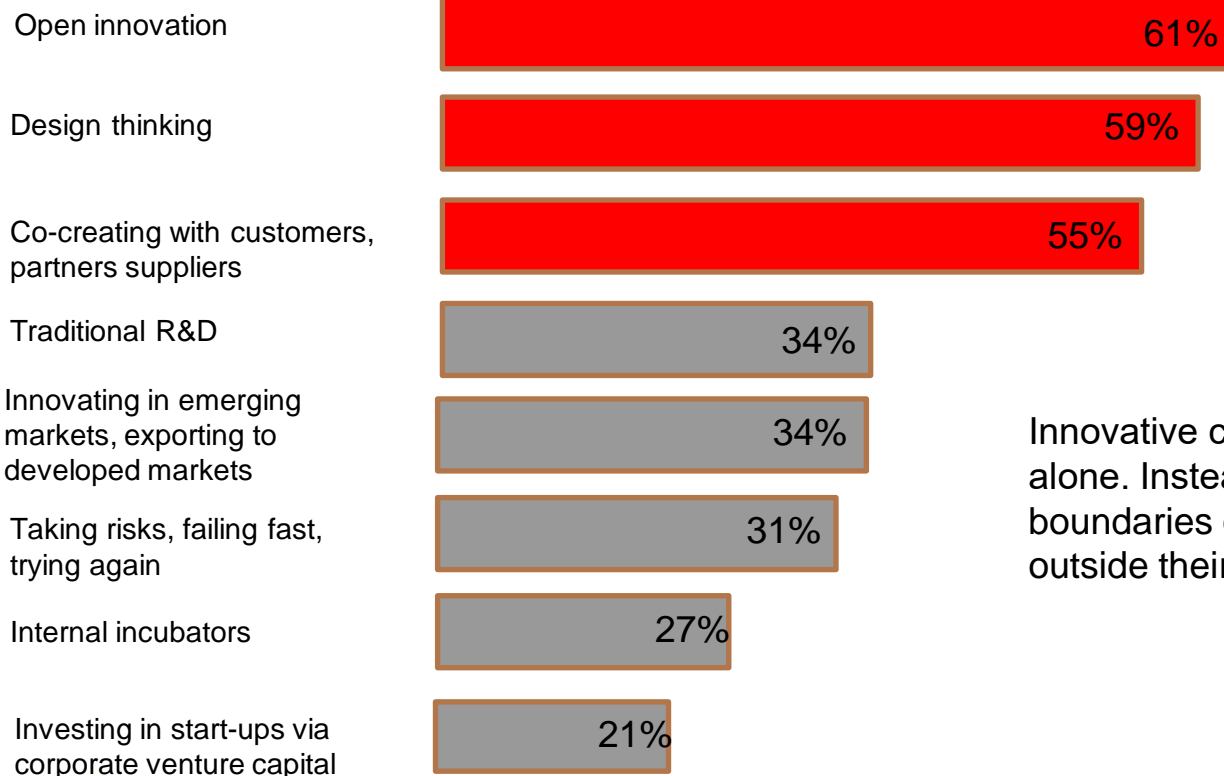
**Solution:** Clams can detect pollutants at just a few parts per million, and when that happens, they open their shells.

They didn't really need a fancy chip to detect pollutants — just a simple one that could alert the system to clams opening their shells. "They saved \$999,000 and ate the clams for dinner,"



# Understand Concepts

What is Collaboration?



Innovative companies aren't going it alone. Instead, they're pushing the boundaries of innovation both inside and outside their organizations.

# Learning Aids

- PwC Innovation Benchmark Report
- Blankson A., 2019, Why Collaboration Is The Currency Of The Future, Forbes. Available at: [www.forbes.com](http://www.forbes.com)

## Topic Review

**This unit describes the collaboration and collaboration management concepts**

**It provides evidence and examples in order to help the learner understand the importance of collaboration.**

**It refers to collaboration management as a process which is vital for rising innovation and success rates of business.**