

Ten tips for collaborating

1. Be stupid. Don't try and be clever, be obvious. Most of the time we are showing off, trying to impress, or waiting for the other person to shut up so that we can continue saying what we were saying before they started speaking. We need to learn how to listen and hear. It requires humility and generosity.
2. We all go to bed full of self doubt. It is how you deal with it that's important. I stand here now full of blah and you think I know what I am talking about. I don't. Everything I do is about me trying to make sense of the world and cover up the hole.
3. ideas follow money. There is more money in the world than you can shake a stick at. Don't start conversations with how start with why. Don't worry about the money. If you haven't got an idea don't bother
4. Build your networks. In the past we were defined by the things we owned. In the future we will be defined by the things we share – and you can see it. Wikipedia. Face book, we are as healthy as our connections.
5. be there. We have all sat in meetings where someone has spent the entire meeting with their blackberry on. Sainsbury's was increasingly concerned with their internal communication at head office. So they introduced a policy that you cannot send an internal email on a Wednesday or Friday. If you want to say something to someone you have to go and find them.
6. mean it. Heart to heart. Collaboration cannot be a job like digging ditches or stacking shelves. We are talking about values and you have to own them. Please don't start conversations you don't believe in. you will waste yours and others time.
7. if its boring don't do it. My mum would be proud that I have told you this. It was her greatest gift to me. and people sometimes look incredulously at me. I promise you there are people who enjoy every type of activity. So why would you do anything you don't enjoy? You will do things less well.
8. tell stories. On occasions I have been known to lie to tell a truth.
9. Disagree. Argue. Harmony doesn't always help. Apparently grumpy symphony orchestras play a little better as ensembles than those whose members work especially harmoniously.
10. Allow time to build trust because there is an absolute relationship between trust and risk. If you are going to innovate, try new ideas build trust first. And be prepared to give your power away.

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