

# PREFACE

Collaboration is much sought after, and for good reason. As our world becomes increasingly complex, interrelated, and connected, collaboration becomes ever more valuable and essential. Whenever you need the best results or face challenging and high-stakes situations, you need collaboration. Yet, collaboration is often poorly understood, and all too often ineffective.

Thus, the purpose of this book is to help you get to the heart of what collaboration is really all about. It sifts through the nuances, misconceptions, and confusions regarding collaboration. It examines common misconceptions that create problems, disappointments, and collaboration failures. It connects collaboration in its everyday role enabling everyday success, with its big picture potential as a mechanism for enabling larger scale social and economic success. It realistically confronts our dilemma of needing more collaboration but operating via self-interest.

It drills into the question of what aspects of collaboration are most reliably and truly determinative of collaboration success. The answer is definitely not cooperation as usual. The answer will likely be a new perspective for most people.

In our networked era of game-changing collaboration tools and technologies, the essence of collaboration is still about people. It is about how people feel about working together, and what makes them feel that way.

Another purpose of this book is to enable you to transform and operationalize the true essence of collaboration into the most effective and powerful form of human cooperation there is, that is, *Power through Collaboration*. Fortunately, there is a formula. The formula is built by taking a candid and realistic assessment of how different cooperation types, varying motivations, and the actual process of collaborating all interact to determine collaboration success versus failure. The PtC Formula alters choices, changes behavior, and enables successful collaboration.

This book is part of a series on *Power through Collaboration*. It is based on and drawn from my more comprehensive and advanced book *Power through Collaboration: When to Collaborate, Negotiate, or Dominate!* The advanced book can provide you with in-depth information about the *Power through Collaboration* Model, and how to use it to collaborate more successfully.