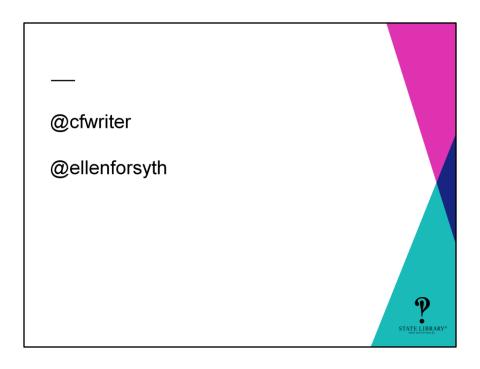Hello, I am presenting on behalf of Rachel and myself as she is not here today

In case you want to get in touch with either of us by twitter

Benefits of Collaboration

- **5x** more likely to experience considerable increase in employment

- **2x** more likely to be profitable

- **2x** more likely to outgrow competitors

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http://google-au.blogspot.com.au/2014/07/how-important-is-collaboration.html

Earlier this year Google asked Deloitte Access Economics to calculate the value of collaboration to the Australian economy.

Their report, *The Collaborative Economy*, shows that companies that actively encourage collaboration do better — by a lot. Companies that prioritised collaboration are: - the numbers you can see on the screen –

Five times more likely to experience a considerable increase in employment
Twice as likely to be profitable
Twice as likely to outgrow competitors

Which means that collaboration makes economic sense, but wait, there is more….
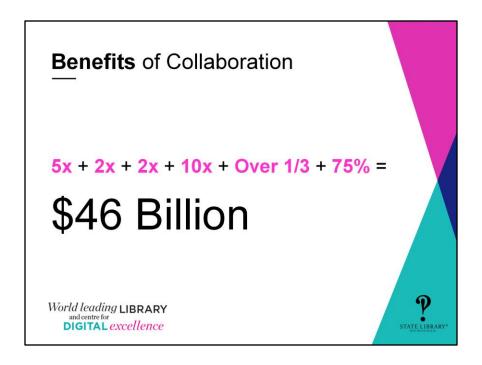
Benefits of Collaboration

- Employees who collaborate are **10x** more likely to be satisfied with their job

- **Over 1/3** of respondents said collaboration helps them work faster

- **Over 75%** of respondents said collaboration improves the quality of their work

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NEW SOUTH WALES

http://google-au.blogspot.com.au/2014/07/how-important-is-collaboration.html
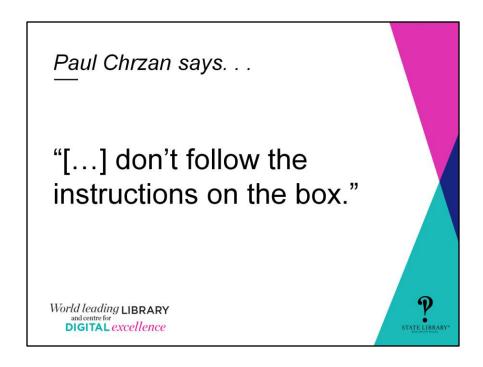
Collaboration leads to happier, more efficient employees. – you can see the numbers on the screen

Employees who collaborate are ten times more likely to be satisfied with their job
Over a third of respondents said collaboration helps them work faster
And three quarters of respondents said that collaboration improves the quality of work they produce

http://google-au.blogspot.com.au/2014/07/how-important-is-collaboration.html

The number on the screen is the current value of collaboration in the Australian economy – for a comparison, more than the agricultural sector is worth. This number has the potential to grow further.

Paul Chrzan says. . .

"[…] don't follow the instructions on the box."

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Read the paper Rachel and I wrote as partner piece to this presentation, there is information in the paper which is not covered.

Hands up who has seen the Lego movie – this quote is from Paul Chrzan a real life Lego Master Builder, one of only 40 in the world, and involved in the movie
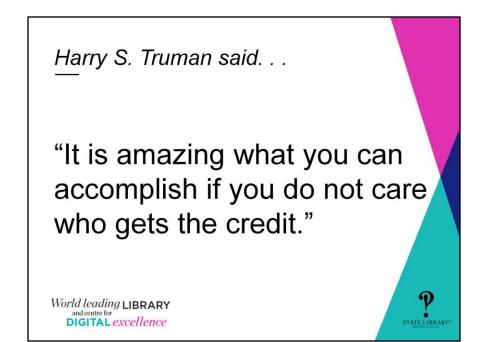
For some really good information about collaborative possibilities it is suggested you watch the *Lego movie*, even if you have already seen it. This film highlights some of the many benefits of collaboration and how the collaboration process can always benefit from people who actually enjoy working with others (you can also watch the *Lego movie* because it is fun).

In the *Lego movie* the song *Everything is awesome* starts out as a sinister refrain about conformity and no allowance for independent thought but as the film progresses it becomes an anthem of freedom as the characters really focus on what is important and work together effectively, rather than mindlessly following instructions.

What matters and what doesn't – when to let go – doing an exceptional job as

opposed to perfectionism

It is not all about you – it about the outcome, continuous learning in how to collaborate – the basics still have to be addressed and negotiated, each time – collaboration is not doing it "my way" or "your way" it is doing it "our way"

Harry S. Truman said. . .

"It is amazing what you can accomplish if you do not care who gets the credit."

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This is not about ripping off other people's work – no matter how much that happens to me I still don't like how it makes me feel, but it is about not being precious either.

Credit is important, so you need people to share it. There is always lots of credit to go around. Not everyone works together well. Sometimes it is personalities, other times it is timing. Unfortunately, some people are not good at sharing credit either, and may even exaggerate about how much they did or what ideas or actions they contributed. Benjamin Jowett, in a reflection of Harry S. Truman's thoughts on collaboration, is quoted as saying: "The way to get things done is not to mind who gets the credit of doing them." This is an important aspect to keep in mind as it can keep a tricky collaboration moving forward rather than see a project stalling. This is not saying that it is okay for someone to take credit for the ideas or work of others, but it is a reminder that the big picture can be more important. Acknowledging the good and great work people have done, giving credit where credit is due, also builds momentum and belief in the project, especially if is a long term or repeating collaboration like the Reference Seminars, ref-ex and the Twitter reading group. This should come from everyone in the group.

Remember, it is not about you, it is about the collaboration. This is critical as

otherwise you can potentially wreck the experience of collaboration for others. Effective collaborations are greater than the individuals involved, and so it has to be about everyone. You have to have a healthy sense of the value which *everyone* can contribute, as they have to have of what *you* can contribute. An outcome can be adapting to change, with an openness to new and evolving ideas and technologies. Be willing to change if change is needed. The ability to adapt is important for any type of collaboration, large or small, as change is often inevitable (unless the collaborative effort is for a very short term). Changes can be seen around the goals of the project, the dates on which the project milestones are due, the technology being utilised to support the project and, for collaborations that take place over a longer time frame, the people involved can also change.

Another key to a successful collaboration is in the management of collaborative projects. Consistent, strong and effective leadership is often associated with successful projects. Yet, like sharing the boring stuff and sharing the credit, sharing the leadership can have a powerful impact upon a collaborative project. Providing a space for people to step up and lead in areas at certain points provides valuable experiences it also provides robustness, and succession planning.

The people at Pixar say. . .

- Everyone must have the **freedom to communicate** with anyone

- It must be **safe for everyone** to offer ideas

- We must stay close to innovations happening in the academic **(insert library and information worker community here)** community

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Using another entertainment-based example, Pixar relies upon collaboration extensively within their workplace.

As Ed Catmull says:
"What's equally tough, of course, is getting talented people to work effectively with one another. That takes trust and respect, which we as managers can't mandate; they must be earned over time. What we can do is construct an environment that nurtures trusting and respectful relationships and unleashes everyone's creativity [...] community matters."

Catmull, Ed. 2008. "How Pixar fosters collective creativity. (cover story)." *Harvard Business Review* 86, no. 9: 64-72. Business Source Complete, EBSCOhost accessed April 27, 2014

If you are looking for an entertaining, effective and fast read about collaboration (and a few other things) read Creativity Inc by Ed Catmull from Pixar.

Collaboration

It's not just another word. . .it really does work. . .
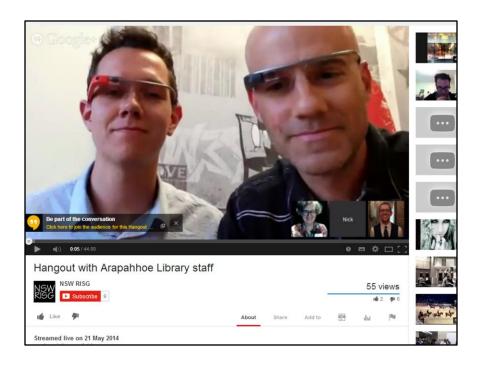
Reference Seminar for public libraries

Looking at some examples – this is an annual seminar – planned by a group of six people in NSW who rarely meeting in person, often not even meeting once a year. We use collaborative tools like Google drive, G+ hangouts and email to plan. This has been a multi-year collaboration, with new people joining as others leave.

For collaboration to be better for all involved, encourage people to keep each other informed without overwhelming each other with detail, unless the detail is really needed (and often it is not). Discussing and agreeing on preferred communication tools early can assist in alleviating stress later. Let the team of collaborators know they can make use of any available communication tools, Hangouts, email, Instant Messaging, Twitter and the telephone, as well as Google Drive (or other cloud service) if that is where all the guiding documents live. Some people may be happier updating the documents but be slow to reply to emails, or unable to engage in Hangouts. Communication is good, communication is critical (but make sure someone is not just doing formatting of work documents)

For the most recent seminar the collaboration extended to the Cube at QUT – via a G+ hangout

Oliver Sanidas and Nick Taylor at Arapahoe Library showing how their library was using Google glass – these presentations were done using public Google hangouts, which was the same technology used to help plan the seminar, and also makes youtube videos of the talks available. Nick and Oliver collaborated with the NSW folk planning the seminar, so that the work of their library could be showcased in the most effective way – as a total aside they have five sets of Google glass at their library

Another examples of collaboration which started in NSW and spread is the twitter reading group.

Planning for the year is a very important part of this collaboration. It uses a mix of a wiki, Google+ Hangouts, email and face to face discussion. This starts by April each year, it is earlier each year, because we have learned from the past. Clear time lines are important, and clear expectations. For example all the topics to be considered for the themes must be on the wiki. This is fairer for the library staff who cannot be present at the meeting where the themes are discussed. This is critical because of the libraries involved across New South Wales as well as other locations. It means people have to think in advance, and not turn up a meeting hoping to wing it. We use facilitation to sort out the twelve themes, and then add information about what these themes cover. For the 2015 planning there was a Google+ Hangout with the partner libraries so that their input could be better represented at the face to face planning session which took place a few weeks later.

We are still working out the most effective way to collaborate.

Writing this way is possible because shared tools are used, including Google Drive. Use of cloud solution is necessary because several people from different workplaces are doing the writing, and it makes version control manageable, and trackable. It is also useful when dealing with multiple time zones. The posts are turned into blog pages, to describe each month which are live by August. These are, in turn, made into blog posts for the first day of every month. These pages can be linked to by libraries using Hootsuite or some other scheduling tool for promotion, well before the blog posts go live each month. The discussions online each month are a collaboration between the libraries involved using a range of library accounts. It starts with Nelson Libraries and @readwatchplay (the collective account) facilitating the discussion. The months Singapore Public Libraries are involved, they come online later, and Surrey Libraries with the three discussions they facilitate go across a few time zones. Other social media tools are used as well, including Facebook, Pinterest, Tumblr and Instagram so that people can choose how they interact with the online reading group, but it is also how the different partner libraries collaborate with each other and their communities

Read Watch Play

Talking about reading, watching and playing every month

Home   About   Partners   What is Reading?   **Monthly Themes**   Social

September 2014

#classicread

Join the discussion this month about #classicread. We will be focusing on all things classic in this discussion. Mark Twain defined a classic as a book which people praise but don't read. There are plenty of books thought to be classics that we wish we had read, but don't ever seem to actually get around to reading; books like Moby Dick, Ulysses and In Search of Lost Time often end up on that list. Classics have a bit of a reputation as dull, long or simply hard work, but this is a reputation that needs testing! Try **this list**.

Great British classics like Bleak House, Persuasion and North and South not only make the most delightful BBC miniseries, and don't even get me started on the endless joy that is reading and watching Jane Eyre, but they are surprisingly wonderful reads as well. How many of today's popular books will still be inspiring people in 200 years?

READ WATCH PLAY TWEET

This blog is the home of a monthly reading group that encourages everyone to read and tweet about what they are reading. Check the monthly themes below to decide what you will read each month and how to tweet your reading experiences. Run by the NSW Readers Advisory Working Group.

FOLLOW ME ON TWITTER

Tweets   Follow

Pam Langridge   18 Aug
@langridgep
Just finished #reading Larry Niven's 'Ringworld', a classic #spaceread. #rwpchat
Retweeted by Read Watch Play
Expand

Read Watch Play   2m
@readwatchplay
the winners of the Hugo Awards thehugoawards.org provide some great #spaceread ideas #rwpchat

Read Watch Play   15 Aug
@readwatchplay

This is a flexible collaboration with different libraries involved in different ways. Some libraries do two Tweets a month on the first of the month and the last Tuesday of the month. Others like Singapore Public Libraries use Instagram more than Twitter to discuss reading. Each month emails are sent with the statistics from the previous discussion, containing encouragement about participation. Encouragement and feedback is important, perhaps more so, when people are not able to meet face to face. Where people can be together it is easy to get together around food (for example) as way to encourage and share. Online the encouragement is more about making sure people acknowledge each other's work. We started using Google Groups this year as a way to help streamline communication. It is not used much, but it helps. This is the fourth year of the Twitter reading group, and it has no cut-off date. All the statistics for this group are public so that all partners can easily see them.

I have already mentioned many useful tools, others are shown on the screen and there is more information in the paper. The tools matter, but how they are used matters more.

Clear and agreed deadlines for different parts of the work is important, and people should be putting these in their calendars (whether print or electronic). For some work you will need to set up official files to comply with internal work practices. Make sure you keep these up to date as they can be a vital asset.

Talk about the tools with the person/people you are working with. Learn from each other. You will have your favourite tools, but there could be some great ones you have not used yet. Do not undervalue simple scheduling tools like Doodle which can save a lot of emails trying to sort out a meeting time.

It is a luxury to have an in person meeting especially if people work in different locations, and the travel time may outweigh the benefits of meeting together, or because of costs totally stop the collaboration. Consider online meetings and the use of tools such as private Google+ Hangouts, Adobe Connect or Skype can work well. These can save travel time as people can use the tools at their desk. People react

differently if they can see other people in a meeting, and this can get around some of the teleconference issues like how do you know who will speak next without taking a highly structured approach. Shared screens in online meetings, which is possible through Google+ Hangouts and other tools can also help as everyone can see the same screen at the same time and can comment and interact with it. You may be better having 15 minute meetings at short notice just to sort out a few issues rather than longer meetings which repeats information in documents which should have been read and acted on. A chat meeting can also work well, as people are discussing things at the same time, by typing rather than talking. Really think about what communication is needed, and experiment.

A shared online workspace is important. If the collaboration is all in one workplace it can be a shared drive, but this will not be possible if there are people from different workplaces working together. Google Drive with the folders which can be shared so all the documents in them are also shared, can be a critical tool. Tracking back is also possible, or you may choose other conventions such as editing in different colours. There are other tools like Basecamp which can be used in similar ways.

Failure is good (really!)

Do not blind yourself to (or hide) failures. . .learn from them.
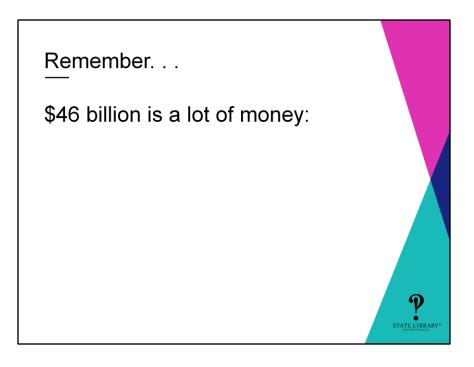
Discuss these in constructive ways.

Some people do not work well with others, sometimes people who usually work well with others don't. There are a lot of things which can hinder collaboration, but they can be worked out. Rachel and I don't have perfect solutions, but we keep increasing our skills at collaboration over time – and discussions rather than assuption. There is a long list of things to try when things go wrong, or do not go as well as expected. You actually need to start by talking with the person/people involved, they may not have realised they have dropped the ball. There may be a range of non-work related factors which are causing problems, maybe the person does not realise they are behaving badly…You have to address the issue rather than avoid, and this can come from anyone in the collaboration because it can depend how the collaboration has been set up. The ones described today are peer to peer, making it slightly easier to speak up, but even when they are more hierarchical, speaking up, while it will feel really awkward, can come from anyone in the collaboration.

In the much bigger picture, an unsuccessful collaboration can still lead to very positive outcomes; just not where you think they will be, or maybe not when you expect them. People often talk about failure as being a good thing (of course only when it happens to other people), but most people will not describe it that way when something they do fails, because they do not want to admit to failure. Failure can be

a very positive learning experience and has the potential to still deliver amazing and incredible outcomes as well as good service. Admitting to failure, though often difficult, can also clear the way for moving forward, rather than trying to cover up what happened (or what did not happen), or trying to change the outcomes. It does need people talking honestly about what happened (or what did not) and looking at what can be learned rather than attributing blame.

You need to share the boring stuff in collaboration. Not every part of a collaboration is equally glamorous. The grunt work should be shared around, and not simply done by the person who is the most gracious. In fact doing the boring stuff, can be a great way of expanding skills but it can also be an opportunity for thinking about the big picture of what is happening, so you know that the work is really needed.

Remember. . .

$46 billion is a lot of money:

So, a reminder of the value of collaboration to the Australian economy…

Think about the value of collaboration from Deloite which I mentioned at the start – this reinforces the song from the Lego movie – that everything is awesome

Any questions?

———