

# SECRETS OF SUCCESSFUL COLLABORATION

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GRETCHEN ANDERSON

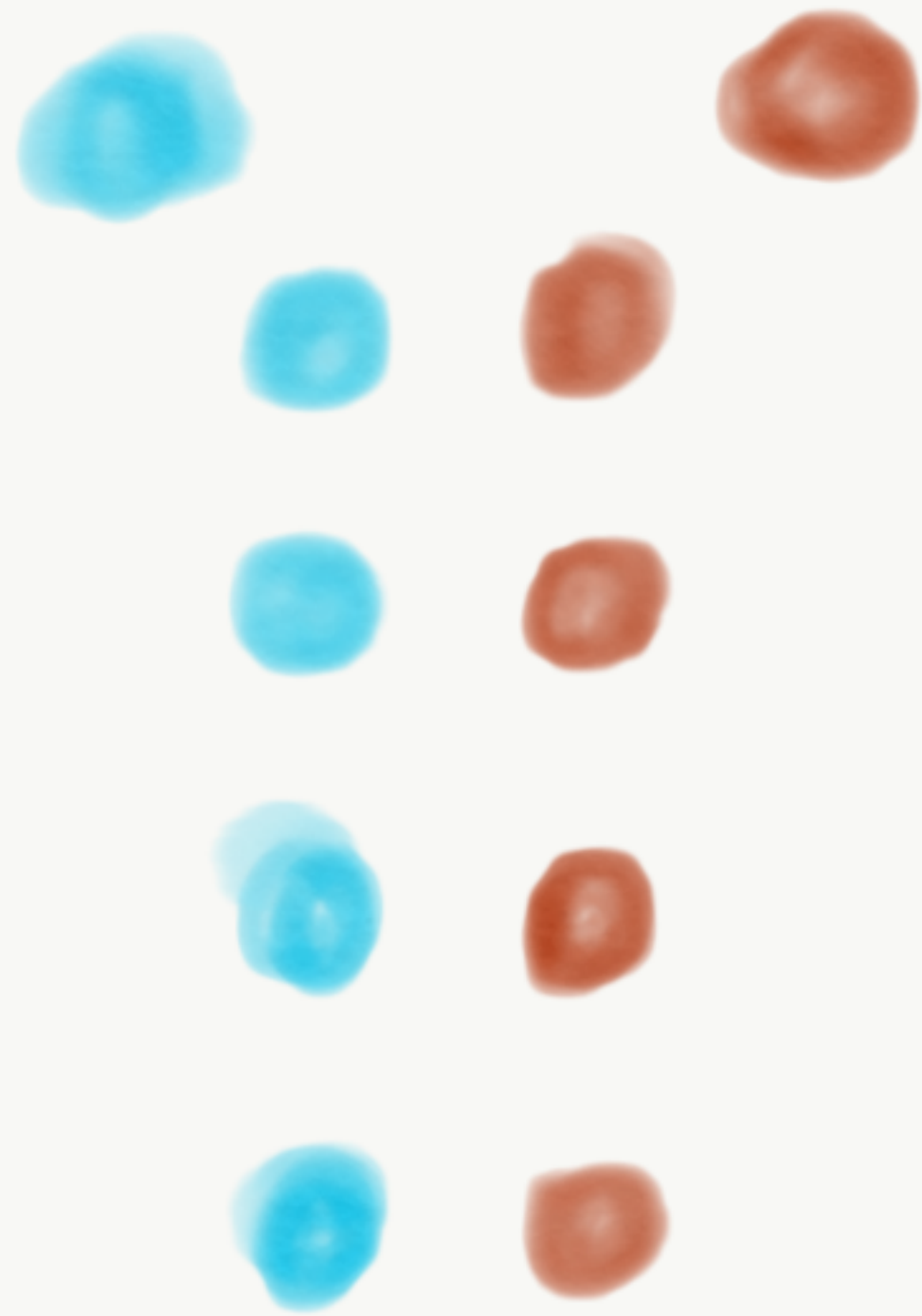
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CanUX Nov 2018



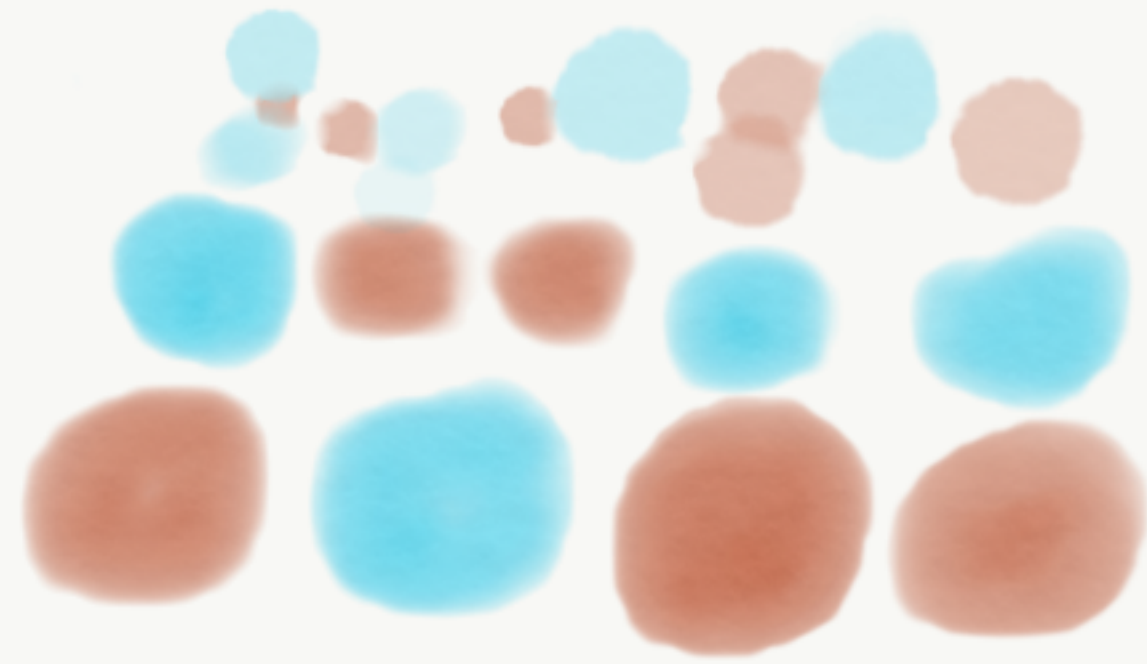
I TOLERATE

You

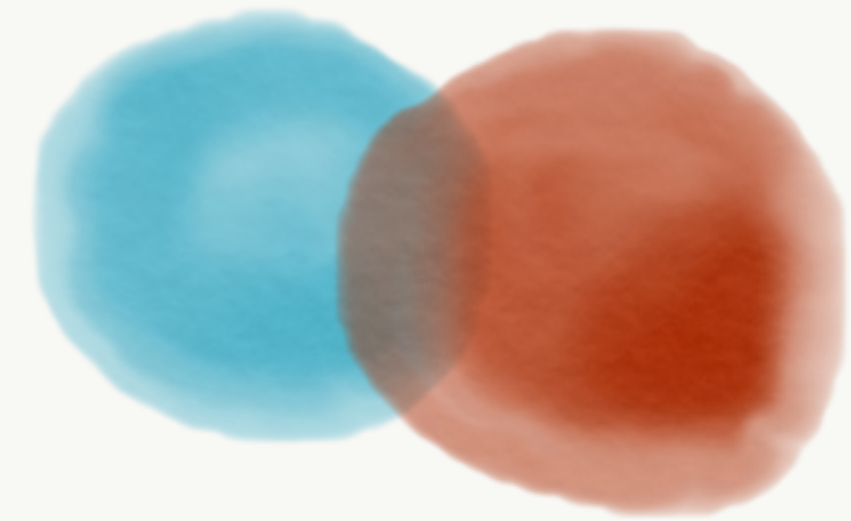


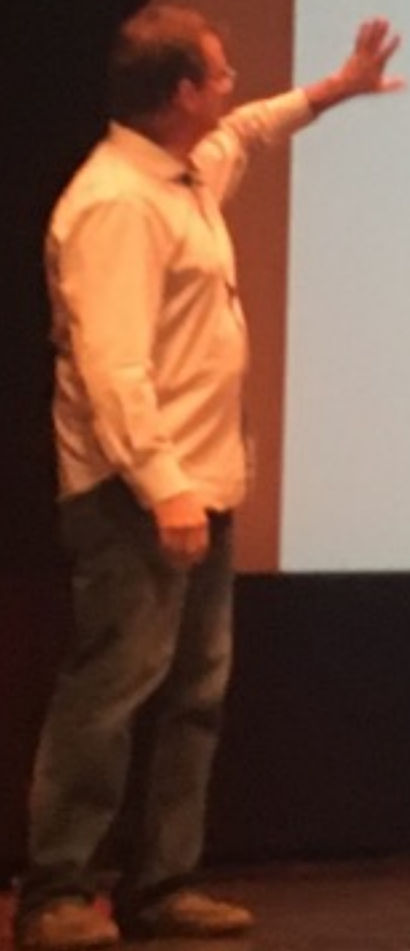
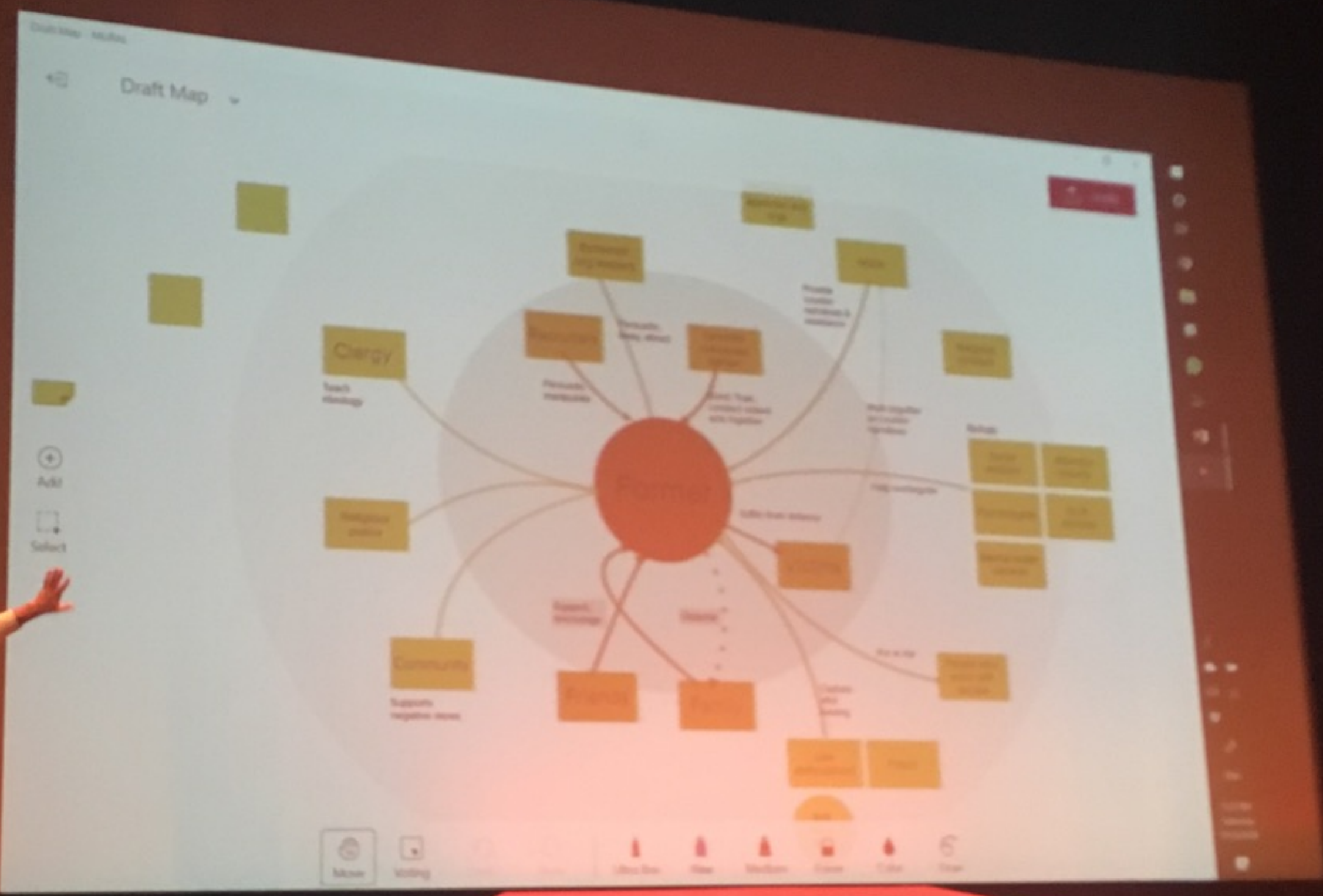
CO-OPERATE

COLLABORATE



CO-CREATE



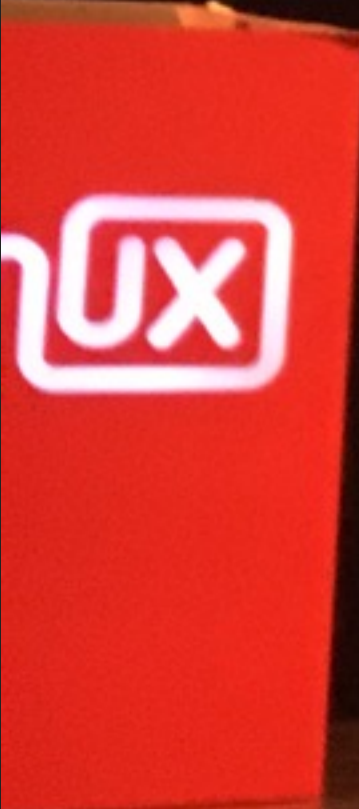


Handrail  
handrail.com

Jumping elephants  
jumpingelephants.co

Google  
design.google

QUESTRADE  
questtrade.com



Choose your  
moment

3 problem

Collaboration helps with:

- executing quality
- managing risk : unknowns
- testing ideas : unintended consequences
- engaging employees

# 3 Secrets

• • •

Urgency

Trust

Storytelling



Emergency

EMERGENCY

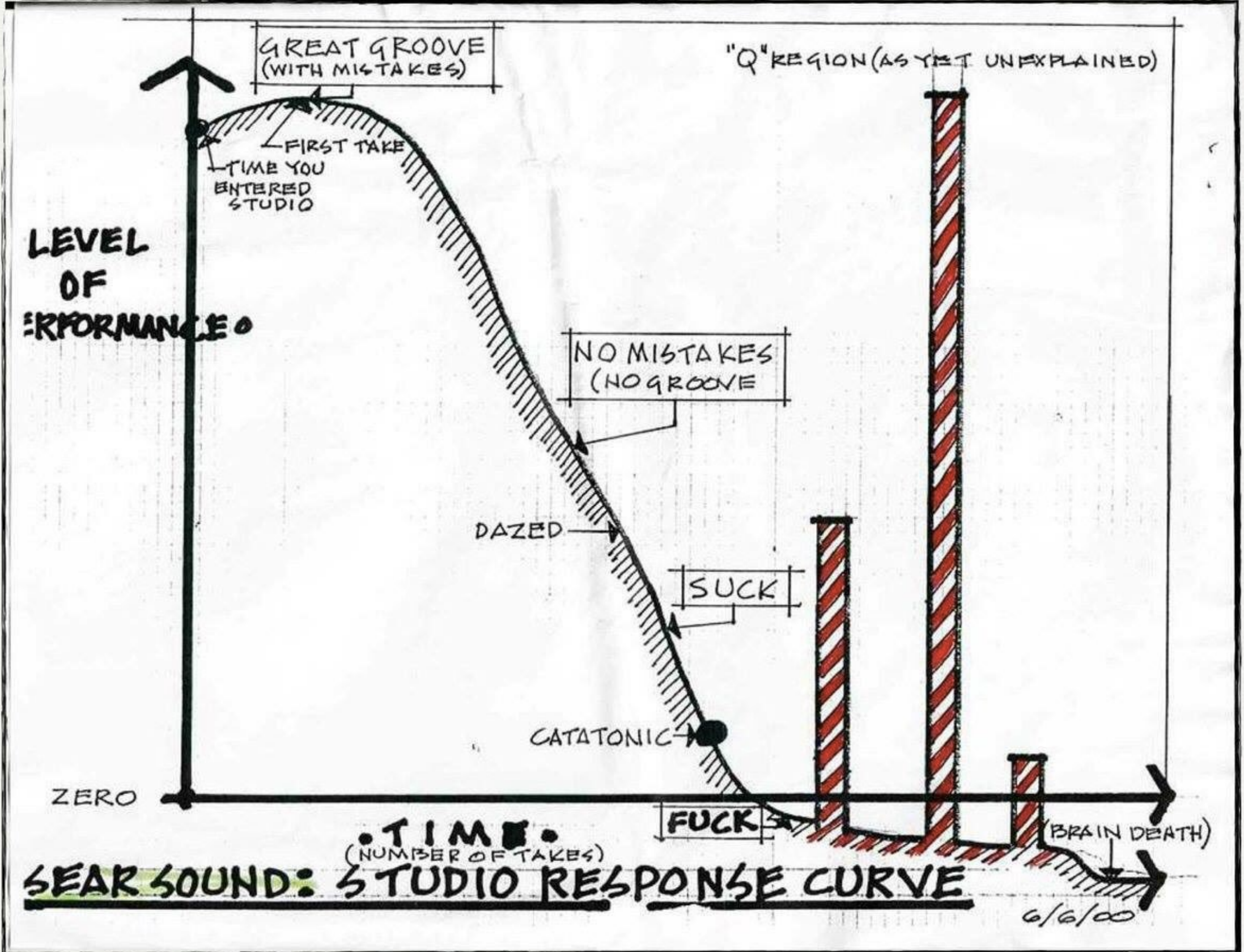




□ What's at stake?

□ What if you did nothing?

□ How will you know what's  
good?





I TOLERATE  
You



"ALEX HONNOLD'S FREE SOLO CLIMB SHOULD BE CELEBRATED AS ONE OF THE GREAT ATHLETIC FEATS OF ANY KIND, EVER."

-The New York Times

LIVE BEYOND FEAR.

# FREE SOLO

A FILM BY ELIZABETH CHAI VASARHELYI & JIMMY CHIN

NATIONAL GEOGRAPHIC DOCUMENTARY FILMS PRESENTS LITTLE MONSTER FILMS, ITINERANT MEDIA AND PARKES+MACDONALD / IMAGE NATION PRODUCTION  
ALEX HONNOLD "FREE SOLO" BY MARCO BELTRAMI MUSIC BY BOB ESSENHAJOT AND JIMMY CHIN, CLAIR POPKIN AND MIKEY SCHAEFER EDITOR TRACY ACKNIGHT  
EXECUTIVE PRODUCERS WALTER PARKES, LAURIE MACDONALD, TIM PASTORE, MATT REINER PRODUCED BY SARAH REGAN DIRECTED BY ELIZABETH CHAI VASARHELYI, JIMMY CHIN, EVAN HAYES, SHANNON DILL  
WRITTEN BY ELIZABETH CHAI VASARHELYI AND JIMMY CHIN

IN THEATERS THIS FALL

[FreeSoloFilm.com](http://FreeSoloFilm.com)

NATIONAL GEOGRAPHIC | DOCUMENTARY FILMS

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Trust







□ seed the team

□ make time to gain experience  
↳ be vulnerable

□ promote interdependence

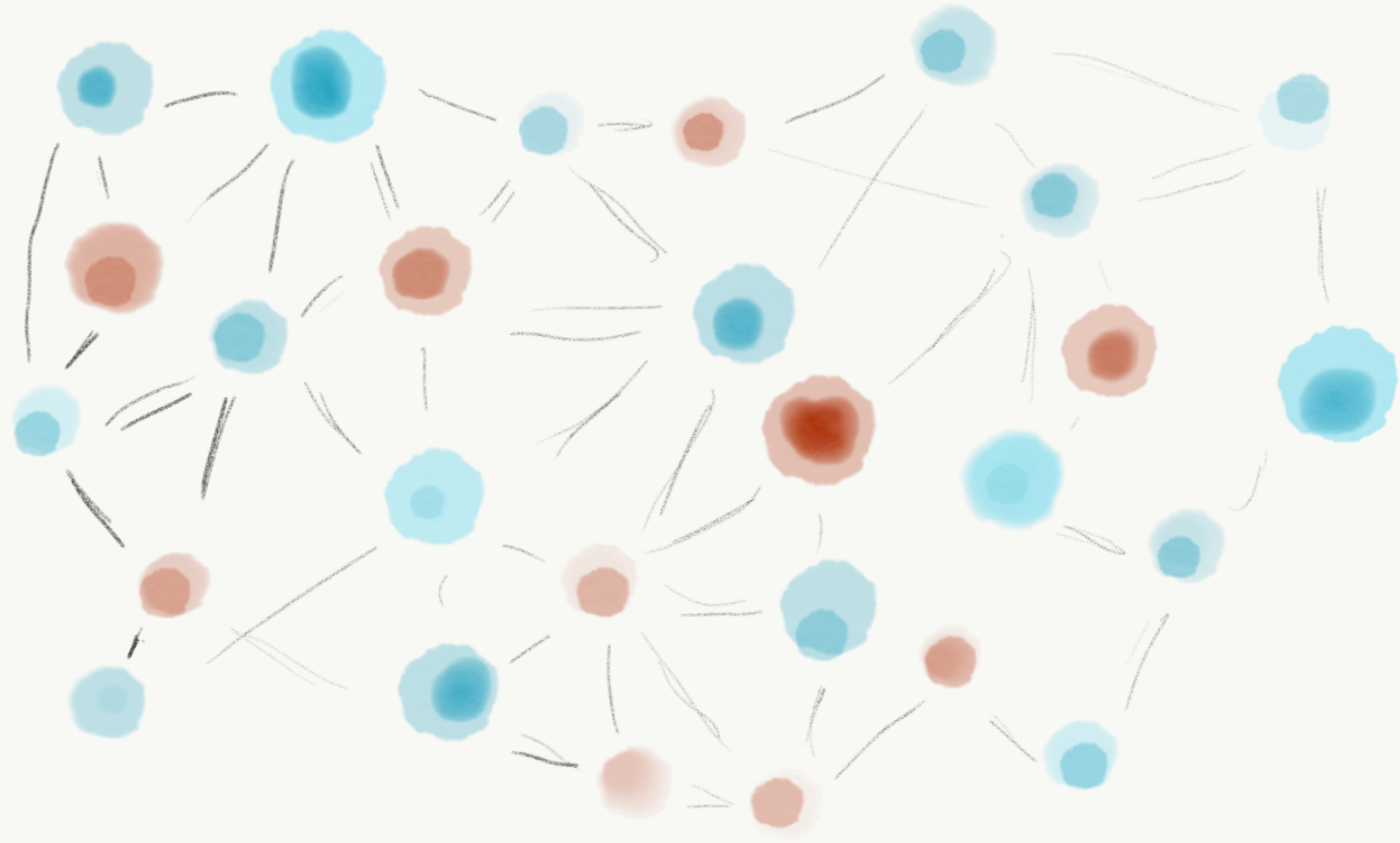


I TOLERATE

You

# Stories





Users

Team

Brand





# 3 Secrets

• • •



Urgency

Trust

Storytelling



I TOLERATE  
You



Give it a  
Whirl?

Collaboration is good for:

□ reducing risk

□ ambiguity : unknowns

□ breaking silos + mediocrity

□ showing a vision



Find the  
Joy!

Thanks!  
@gretared