



**Meet, Share, Grow**

# The Meaning of Collaboration

**THURSDAY,  
15 JUNE AT 6 PM**



**Bibiana Cunningham**

**Executive Founder  
of Businesscure**

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in the upper half of the slide.

# THE MEANING OF COLLABORATION

HOW DO WE COME TOGETHER AND EMPOWER COLLABORATIVE  
EFFORTS OF DIVERSE TEAMS IN PERSON, IN HYBRID AND IN REMOTE  
ENVIRONMENTS

**BUSINESSCURE**

REACH YOUR POTENTIAL

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# THE MEANING OF COLLABORATION

WHAT DO YOU THINK IS THE DIFFERENCE BETWEEN **COLLABORATION**  
AND **COOPERATION**?

The background of the slide is a light gray gradient, decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and scattered. The droplets have highlights and shadows, giving them a three-dimensional appearance.

# THE MEANING OF COLLABORATION

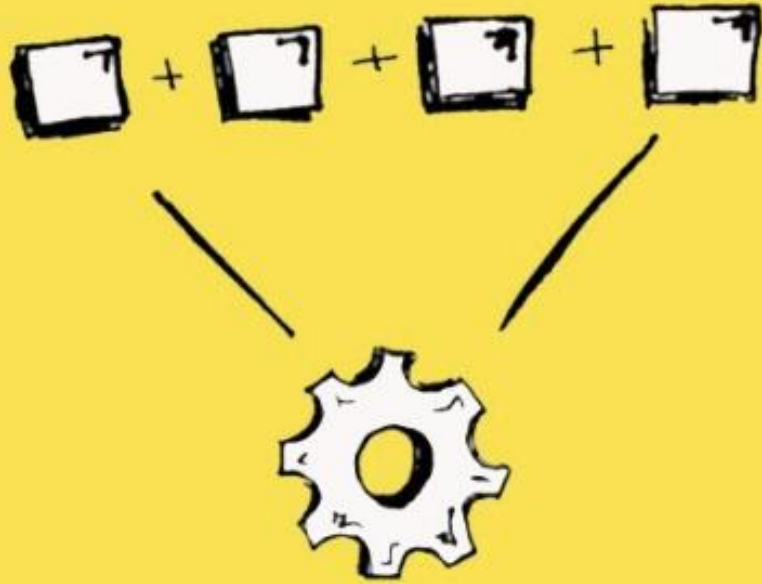
**COLLABORATION IS:** A WORKING PRACTICE WHEREBY INDIVIDUALS **WORK TOGETHER FOR A  
COMMON PURPOSE.**

**COOPERATION IS:** ACTIONS OF SOMEONE WHO IS BEING HELPFUL BY DOING WHAT IS  
**WANTED OR ASKED FOR.**

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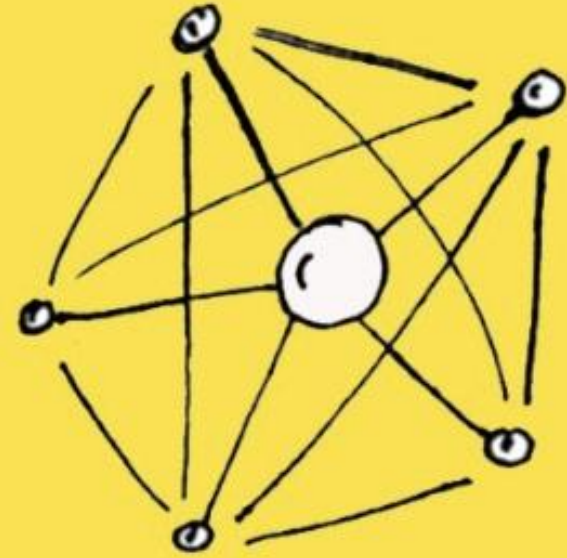
# THE MEANING OF COLLABORATION

COLLABORATION ADDRESSES SITUATIONS IN WHICH PEOPLE  
WORK TOGETHER ON A **SHARED GOAL**, WHILE COOPERATION  
INVOLVES WORKING WITH OTHERS TO HELP THEM ACHIEVE THEIR  
**INDIVIDUAL GOALS.**



**COOPERATION**

VERSUS

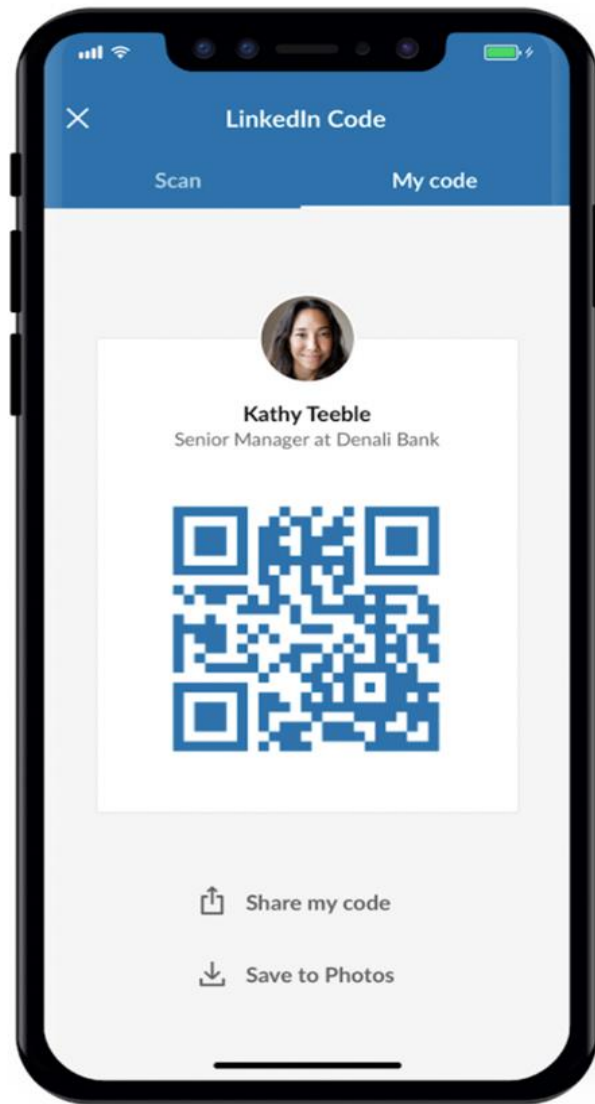
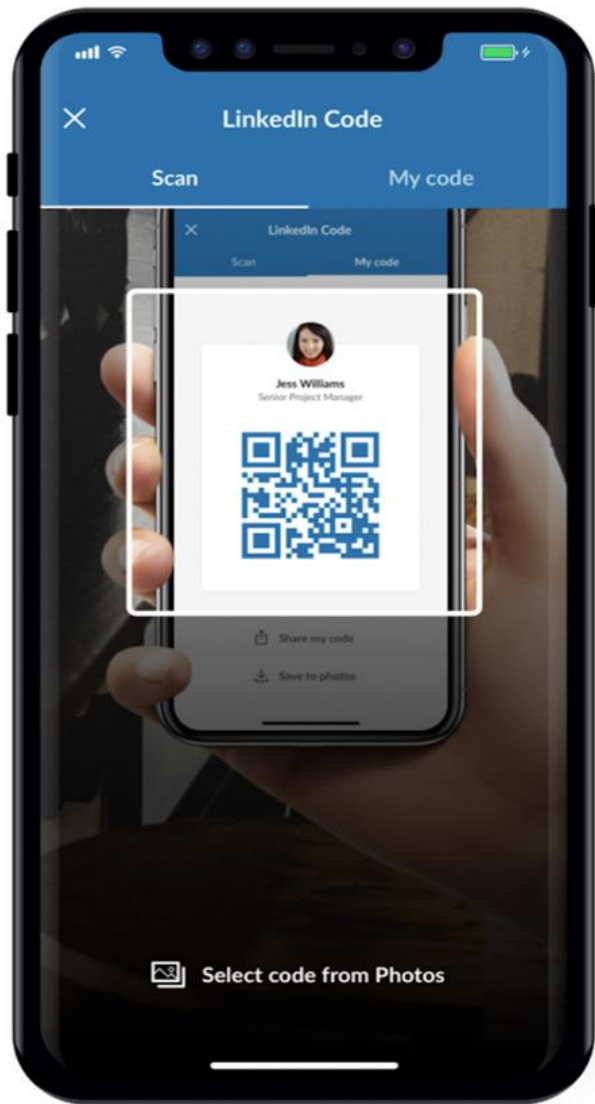


**COLLABORATION**



# AGENDA

1. CONNECT NOW!
3. THE SHIFT OF PARADIGM
4. NEW PROFESSIONAL CONTEXT
5. NEW PROFESSIONAL MINDSET
6. 60 SECONDS
7. ABOUT COLLABORATION
8. THE AGILE GAME
10. CONCLUSION





# WHAT IS PARADIGM SHIFT

## THE INTERREGNUM

"THE CRISIS CONSISTS PRECISELY IN THE FACT THAT THE OLD IS DYING AND THE NEW CANNOT BE BORN."

## THE SHIFT IN MINDSET

- CHANGING THE I FOR WE
- NOBODY IS SELF-MADE
- MOVING FROM COMPETING IN SCARCITY TO CO-CREATING IN AN ABUNDANCE OF OPPORTUNITY



# NEW PROFESSIONAL CONTEXT

## 1. WORK FROM ANYWHERE

**KNOWLEDGE** WORK CAN BE LOCATION-INDEPENDENT, HYBRID MODELS, REMOTE WORK, AND DECREASED TRAVEL. DISTANCE BARRIER DISAPPEARS.

## 2. WORK FOR ALL

LABOUR POOL IS NO LONGER RESTRICTED TO BIG CITIES, WITH INCREASED ACCESS TO **TALENT**.

## 3. WORK AT WILL

THE GIG ECONOMY BROUGHT INCREASE IN SHORT-TERM ON DEMAND POSITIONS, **PROJECT BASED**.

## 4. WORK SMARTER

AI, ROBOTICS, AUTOMATION, BIG DATA.

## 5. WORK FOR THE PLANET

NEWLY EMERGING ENTERPRISES WILL ADVISE, CREATE AND ENABLE THESE NEW JOBS IN THE INTERSECTION OF **CLIMATE CHANGE** AND PUBLIC SERVICES AS WELL AS CONSUMER PRODUCTS.

# NEW PROFESSIONAL MINDSET

## THREE BASIC PRINCIPLES

### 1. HORIZONTAL, FLAT STRUCTURES

DIVERSITY, **INCLUSION**

TALENT, EXPERTISE, SKILL SET

### 2. NETWORK ECONOMY, ENTREPRENEURSHIP, INNOVATION

PROJECTS VS. EMPLOYMENT - **COLLECTIVE INTELLIGENCE**

COLLABORATIVE ENVIRONMENT BASED ON SKILL

### 3. ONLINE AND IN PERSON - **COLLABORATION SKILLS**

TECH-EMOTIONAL BEHAVIOR, PROFILE

60''



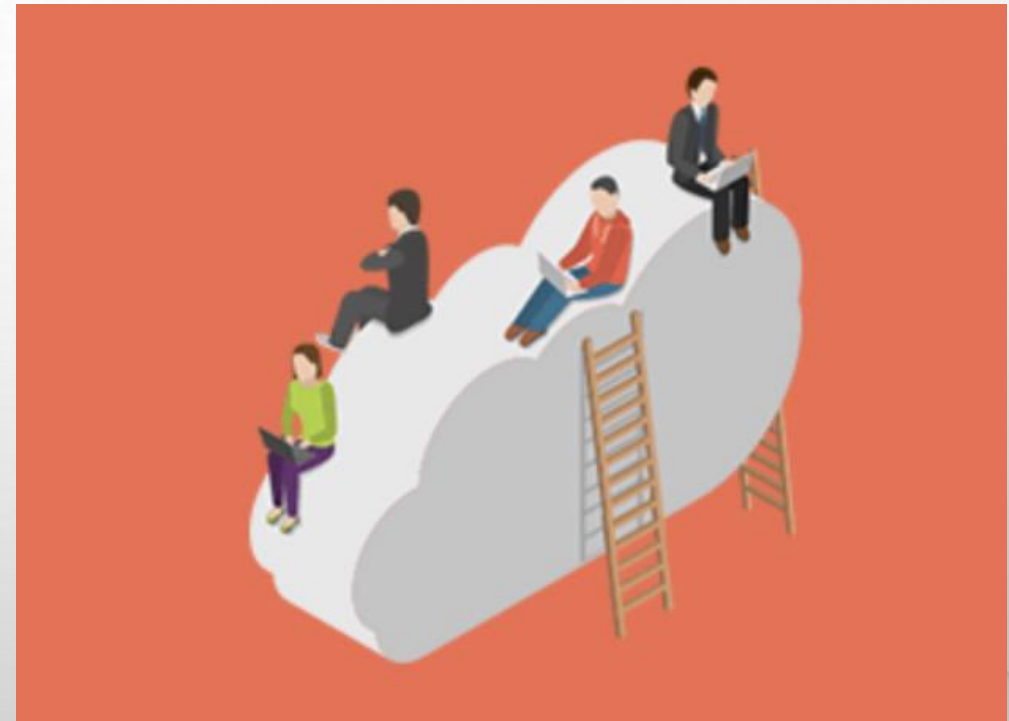
# ELEVATOR PITCH GUIDE

- NAME
- I AM FROM?
- PROFESSION / LINE OF WORK
- I COLLABORATE WITH AND MY CLIENTS ARE?
- WHY AM I HERE TODAY?
- WHO WOULD I LIKE TO **CONNECT** WITH? (PROFESSIONALLY OR PERSONALLY OR BOTH)
- REPEAT NAME

# ABOUT COLLABORATION

## THE GIG ECONOMY

- THE TERM 'GIG' FINDS ITS ROOTS IN JAZZ MUSIC COINED IN 1915 BY JAZZ MUSICIANS TO REFER TO THEIR **INDIVIDUAL PERFORMANCES**.
- THE TERM “**GIG ECONOMY**” WAS FIRST COINED BY JOURNALIST TINA BROWN IN **2009**.
- SHE WROTE ABOUT **THE TREND** OF WORKERS PURSUING “**A BUNCH OF FREE-FLOATING PROJECTS, CONSULTANCIES AND PART-TIME BITS AND PIECES WHILE THEY TRANSACTED IN A DIGITAL MARKETPLACE.**”



# ABOUT COLLABORATION

## THE GIG ECONOMY

- CURRENTLY ACCOUNTS FOR A THIRD OF THE WORLD'S WORKING POPULATION AND IS PROJECTED TO REACH \$500 BILLION IN GROSS VOLUME IN THE NEXT FIVE YEARS.
- IT IS EXPANDING RAPIDLY, WITH OVER 50% OF THE US WORKFORCE LIKELY TO PARTICIPATE BY 2027 AND GENERATING \$204 BILLION IN GROSS VOLUME GLOBALLY.
- IT IS A HIGHLY COMPETITIVE ENVIRONMENT

**The global gig economy generates \$204 billion and is expected to grow by 17% by 2023, with the United States predicted to have more gig workers than non-gig workers by 2027.**

# ABOUT COLLABORATION

## THE GIG ECONOMY

VARIOUS ROLES CAN BE CLASSIFIED AS A PART OF THIS MODEL, INCLUDING:

- FREELANCERS (AUTONOMOS, BUSINESS LICENSES)
- KNOWLEDGE WORKERS
- CONSULTANTS
- INDEPENDENT CONTRACTORS AND PROFESSIONALS
- TEMPS (TEMPORARY CONTRACT WORKERS), ETC.





# ABOUT COLLABORATION

## MICRO BUSINESSES STAFF 0 TO 9

- THE **ENTREPRENEURIAL WAVE** BROUGHT AN IMPULSE FOR CREATION OF MICRO BUSINESS
- IN SPAIN ALONE 98 PERCENT OUT OF ALL BUSINESSES REGISTERED ARE IN THE **MSME** RANGE (MICRO 9, SMALL 50 TO MEDIUM 250 SIZED ENTERPRISES)
- **48 PERCENT OUT OF THOSE ARE MICRO!**



# ABOUT COLLABORATION

## THE GIG ECONOMY AND MICRO HAS A DOWNSIDE

- YOU ARE ON YOUR OWN

## **AS ONE MAN SHOW YOU NEED TO RUN ALL SIDES OF YOUR BUSINESS**

- OPERATIONS
- MARKETING
- LEAD MANAGEMENT, SALES, COMMUNICATION
- THE ACTUAL WORK YOU DO – THE SERVICE YOU OFFER, YOUR EXPERTISE
- CUSTOMER SERVICE
- RETENTION
- AND ALL OVER AGAIN! 😊



# ABOUT COLLABORATION

HOW DO YOU FIND YOUR SPACE IN THE WORLD OF GIGS?

HOW DO YOU MAKE A LIVING WORKING SOLO?

HOW DO YOU OVERCOME LONELINESS AND OVERLOAD?

HOW DO YOU DEAL WITH GROWTH AND SURPLUS OF CLIENTS?

**THE ANSWER IS: COLLABORATION AND NETWORKING**



# COLLABORATION AND NETWORKING

## CASES

- YOUR POTENTIAL CLIENT NEEDS A MORE COMPLEX SERVICE, ADDITIONAL SET OF SKILLS YOU DON'T HAVE.
- YOUR CLIENT TURNS TO YOU (TRUST) AND ASKS YOU IF YOU COULD RECOMMEND SOMEONE THEY ARE LOOKING FOR.
- IN ORDER TO ACTUALLY PROVIDE YOUR SERVICE YOU NEED YOUR POTENTIAL CLIENT TO COMPLETE A SET OF ADJUSTMENTS BEFORE YOU CAN DELIVER TO THEM.
- YOU HAVE A STARTUP IDEA AND YOU NEED COMPLEMENTARY SET OF SKILLS AND MORE HANDS ON DECK

## SOLUTIONS

- TURN TO YOUR NETWORK OF **COLLABORATORS** – PROFESSIONALS THAT MASTER THE SKILLS YOU LACK AND GAIN TOGETHER.
- **RECOMMEND** A WELL KNOWN COLLEAGUE FROM YOUR **NETWORK**.
- **RECOMMEND** A COLLEAGUE FROM YOUR **NETWORK** THAT CAN ACCOMMODATE THE CLIENTS PREREQUISITE NEEDS IN ORDER FOR YOU TO COMPLETE YOUR SERVICE OFFER.
- TURN TO YOUR CLOSE **NETWORK** AND SEEK FUTURE PARTNERS WITH THE **SKILLS AND TALENT** YOU NEED TO REALIZE YOUR IDEA.

# SKILLS AND VIRTUES TO MASTER

## SKILLS

- ACTIVE LISTENING
- GROWTH MINDSET
- FOCUS
- CULTIVATE LONG-TERM VISION
- NETWORKING - THE ABILITY TO RELATE, BUILD RELATIONSHIPS
- TRANSVERSALITY – SKILLS THAT CUT ACROSS DIFFERENT TASKS AND JOB ROLES
- ORATORY AND PRESENTATION
- COMMUNICATION – EXPRESSING YOURSELF THROUGH MEANING
- COLLABORATIVE TOOLS – BE DIGITAL

## VIRTUES

- CULTIVATION OF TRUST
- AVAILABILITY - OFFER YOUR TIME, FOCUSED ATTENTION AND HELP TO OTHER HUMANS
- REGULARITY
- COMMITMENT
- AUTONOMY
- RESPONSIBLE AND RELIABLE – KEEP YOUR WORD, WALK THE TALK
- REPUTATION – YOU DON'T ESTABLISH IT YOURSELF, OTHERS RECOGNIZE IT IN YOU
- KNOWLEDGE SHARING
- PROACTIVE ATTITUDE

# COLLABORATIVE ENVIRONMENTS

## BUSINESS

B2B2C

LEADS

**PARTNERSHIPS**

SPONSORSHIP

**INNOVATION**

PROJECTS

**REPUTATION**

## FREELANCE

B2B2C

**PROJECTS**

CLIENTS

**OPPORTUNITIES**

KNOWLEDGE

**COLLABORATIONS**

FRIENDSHIPS

## EMPLOYEE

**PROBLEM SOLVING**

INTERACTION WITH COMPANY  
STAKEHOLDERS

**AMBASSADORSHIP**

SKILLS

KNOWLEDGE

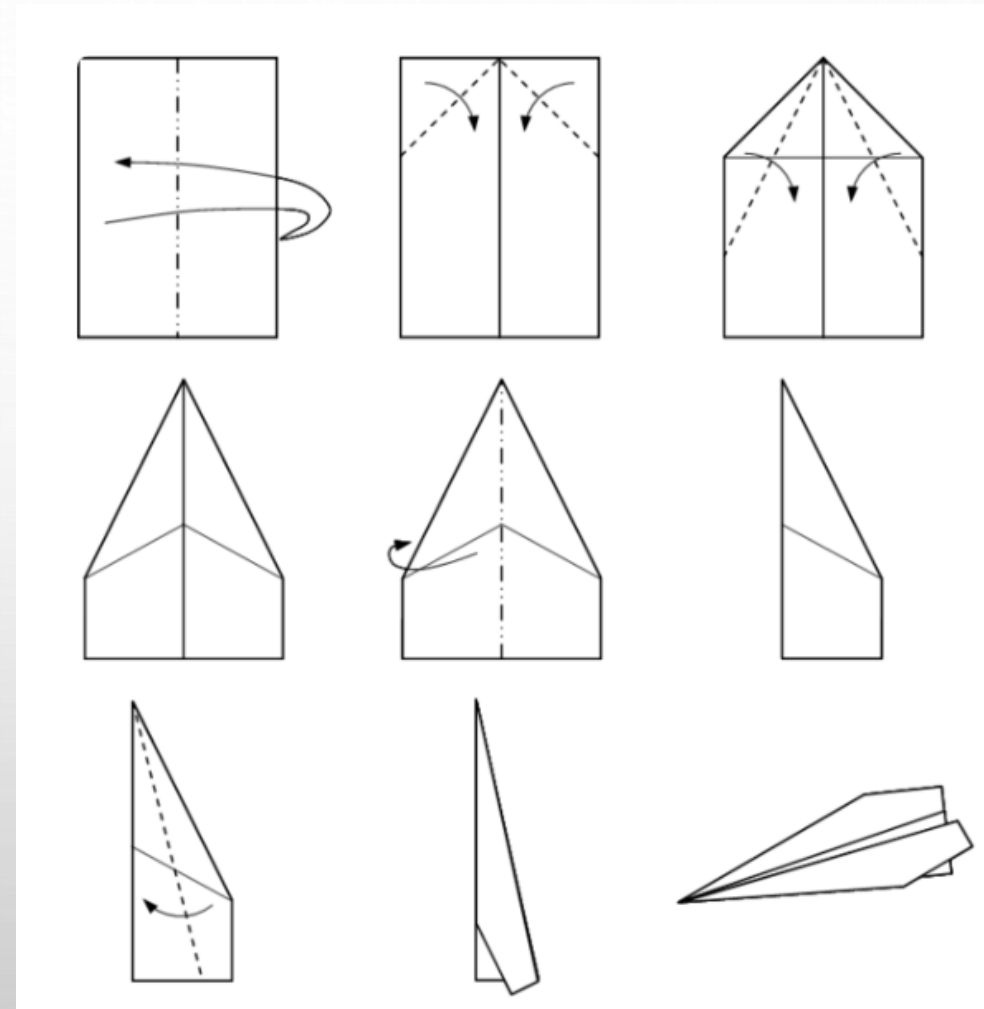
EXPERTISE

**NEW WORK OPPORTUNITIES**

# AGILE GAME

## PAPER AIRPLANE GAME

- **TIME TO PLAY:** 20 MINUTES  
(NINE-MINUTE SPRINTS)
- **NUMBER OF PLAYERS:** 4+  
PLAYERS PER GROUP
- **LEARNING OBJECTIVES:** ITERATION  
AND TIME BLOCKS



# AGILE GAME

## HOW IT WORKS

- EVERYBODY KNOWS HOW TO BUILD A SIMPLE PAPER AIRPLANE. **BUT WHAT IF YOU'RE TRYING TO BUILD ONE THAT WILL FLY THE FURTHEST DISTANCE?** THIS FUN AND SIMPLE GAME IS ABOUT WORKING IN **SPRINTS** OR TIME BLOCKS, AS WELL AS ITERATING ON IDEAS.
- TEAMS SPLIT INTO GROUPS OF 4 PLUS
- EACH GROUP GETS A STACK OF PAPER
- THE GOAL IS TO BUILD AS MANY PAPER AIRPLANES AS POSSIBLE.
- THE CATCH? **TEAM MEMBERS CAN ONLY MAKE ONE FOLD AT A TIME BEFORE PASSING THE PIECE OF PAPER TO THE NEXT PERSON. ADDITIONALLY, PLANES WILL ONLY COUNT FOR POINTS IF THEY FLY A MINIMUM DISTANCE DETERMINED BY YOUR ENTIRE TEAM.**
- **USE NINE-MINUTE SPRINTS:** THREE MINUTES FOR PLANNING, THREE MINUTES FOR BUILDING AND TESTING, AND THREE MINUTES FOR A RETROSPECTIVE.

**BEFORE THE TIME BOX BEGINS, TEAMS SHOULD GIVE A COUNT FOR HOW MANY PLANES THEY PLAN TO PRODUCE, SO THEY CAN EVALUATE THEMSELVES DURING THEIR REVIEWS.**

- IT'S A WAY TO GET COMFORTABLE WITH NUMEROUS ASPECTS OF AGILE, INCLUDING COLLABORATION, SPRINTS, AND AGILE RETROSPECTIVES.



# AGILE GAME

## STEPS:

1. TOGETHER WE DETERMINE THE MINIMUM DISTANCE FOR A PLANE TO FLY
2. SPLIT INTO GROUPS OF 4 PLUS
3. COLLECT YOUR PAPER STACK
4. USE NINE-MINUTE SPRINTS: THREE MINUTES FOR PLANNING, THREE MINUTES FOR BUILDING AND TESTING, AND THREE MINUTES FOR A RETROSPECTIVE.
5. DECIDE HOW MANY PLANES YOU ARE GOING TO BUILD
6. START: **TEAM MEMBERS CAN ONLY MAKE ONE FOLD AT A TIME BEFORE PASSING THE PIECE OF PAPER TO THE NEXT PERSON. ADDITIONALLY, PLANES WILL ONLY COUNT FOR POINTS IF THEY FLY A MINIMUM DISTANCE DETERMINED BY YOUR ENTIRE TEAM.**
7. ONCE YOU ARE DONE MEASURE YOUR LANDING DISTANCE



## Meet, Share, Grow

**Your Network is your Networth**  
Thursday 23 March

**Digital Cultures and Agile Management**  
Thursday 11 May


**The Meaning of Collaboration**  
Thursday 15 June

**All you have to do is ask**  
Thursday 28 September



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The background features a light gray gradient with several realistic water droplets of various sizes scattered across the surface. The droplets have highlights and shadows, giving them a three-dimensional appearance.

THANK YOU AND STAY IN  
TOUCH!

**BUSINESSCURE**  
REACH YOUR POTENTIAL



START GROWING YOUR AND NURTURING NETWORK