

NEWS

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FOR IMMEDIATE RELEASE

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BUSINESS REALIGNS AROUND COLLABORATION

THE CULTURE OF COLLABORATION:

MAXIMIZING TIME, TALENT AND TOOLS TO CREATE VALUE IN THE GLOBAL ECONOMY

By Evan Rosen

Scott Cook, Jeff Raikes, Jimmy Wales and Other Leaders Praise New Book That Describes How Collaborative Organizations Create Value

San Francisco, California — Enterprises large and small are realigning to support collaboration, according to a new book. Through processes, systems, tools and most importantly culture, organizations must foster collaboration among team members and with business partners whether they're in the same building or around the world. The most successful organizations enable collaboration across levels, functions, business units and departments and even with competitors.

The Culture of Collaboration by Evan Rosen explores how collaborative culture is changing business models and the nature of work. The book also delivers a blueprint for companies wanting to create value through collaboration. To provide an ongoing resource on collaboration, the author has launched a blog at www.thecultureofcollaboration.com

In the book, Rosen provides a timely and revealing look inside the world's most collaborative organizations including **Toyota, Boeing, Procter & Gamble, BMW, DreamWorks Animation, The Dow Chemical Company, Industrial Light and Magic, Mayo Clinic, The Myelin Repair Foundation** and others. He explains how collaborative methods can create value in almost every industry. Rosen also describes the trend towards real-time, spontaneous collaboration and the "deserialization" of interaction and work. Here are some quotes from the book's back cover:

"Prepare to be stunned by dramatic results never before seen in fields ranging from aerospace to medical research. Evan Rosen's *The Culture of Collaboration* shows how."

Scott Cook
Founder and Chairman of the Executive Committee
Intuit

Over...

"People drive business results in the new world of work. *The Culture of Collaboration* captures the essence of how lifestyles, work styles and even business models are evolving. Evan Rosen makes a persuasive case through timely and strong examples from multiple industries that collaborative culture creates incredible value and competitive advantage for businesses."

Jeff Raikes
President, Business Division
Microsoft

"A cultural shift is rapidly changing how we work, learn and interact. Evan Rosen captures this shift and provides incredible insight into how collaboration changes everything. *The Culture of Collaboration* is a must read."

Jimmy Wales
Founder, Wikipedia.org and Wikia.com

"The principles of collaboration and leadership described in Evan Rosen's book coupled with trust and a common set of values provide the foundation for NASA's Mission Control Operations. The Flight Director's role is to create the Culture of Collaboration that is critical for safe and successful spaceflight. It was a key element in the successful return of the Apollo 13 crew."

Eugene F. (Gene) Kranz
Flight Director, Apollo 13
Author, *Failure is Not an Option*

"A fascinating 360-degree view of collaboration in action, *The Culture of Collaboration* is filled with insights that bring new meaning to the changing workplace, globalization and the accelerating Internet revolution."

Douglas E. Van Houweling
President and CEO
Internet2

The Culture of Collaboration (Red Ape Publishing, January 2, 2007, hardcover, \$29.95, 320 pages) describes:

- How Boeing maximizes time, tools and global talent in designing the 787 Dreamliner
- How Toyota profits from collaborative principles and culture as engineers, assembly workers, and business partners concurrently design new vehicles and production processes.
- How a start-up foundation can slash drug discovery time by changing the culture of medical research.
- How the Mayo Clinic breaks down barriers among people and departments to innovate everything from patient check-in to physical examinations.

Rosen reveals how organizations of all sizes and types can adopt collaborative culture to create unprecedented value. In an inspiring narrative, he describes the shift from scheduled to spontaneous collaboration and explains the role of "presence-enabled" tools in linking collaborators globally. The book also covers:

- The *Ten Cultural Elements of Collaboration*
- How to fit collaboration into work styles and lifestyles
- How collaborative companies cure *silo syndrome*
- Exploiting *mirror zones* in maximizing time, talent and tools

Over...

- Key trends impacting collaboration including compliance
- How leaders can instill a Culture of Collaboration
- New strategies for workplace and virtual environment design
- Sharing vs. hoarding information
- *Deserialization* of work
- New approaches for integrating tools and strategies into organizational cultures
- The Global Collaborative Enterprise
- Global work sharing and “high-level” collaboration

ABOUT THE AUTHOR:

Internationally-recognized communication and collaboration strategist EVAN ROSEN consults to Fortune 500, mid-sized, and start-up companies. A speaker and seminar leader, he has written numerous articles for business and technology magazines. He has also reported on both Silicon Valley and on the automobile industry for television stations, and his work has aired on CBS News and on CNN. Rosen is Chief Strategist of Impact Video Communication, Inc. in San Francisco. This is his second book.

ABOUT THE BOOK:

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We would appreciate two tearsheets of any reviews or mentions of *The Culture of Collaboration*

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