

Collaboration For Team Success

“Keith offered unique and provocative insights into the strategies needed to improve bottom line sales revenue, improve relationships both internally and externally, and garner success on a personal and professional level. His unique principles and ideas for building deep authentic relationships allowed us to nurture a work place that fosters innovation and empowers individuals to achieve their best.”

Clem Palevich, President & CEO, Constellation NewEnergy

Collaboration propels success. History is peppered with examples of groundbreaking collaborative accomplishments in all arenas: the creation and adoption of the Declaration of Independence, the discovery of radioactivity by Pierre and Marie Curie, and even the 1979 World Series Championship of the Pittsburgh Pirates, nicknamed “The Family.” It is difficult to imagine a world of successful accomplishment devoid of collaboration.

Keith Ferrazzi’s Greenlight Research Institute has been studying the collaborative and relational sciences for over ten years. During this “decade of optimization,” work processes have been focused on completing tasks more quickly and efficiently, thus squeezing increasing wealth and profits from an organization’s resources while eliminating every conceivable form of waste. While this sounds like an admirable goal, corporations are finding that with all the juice wrung from the fruit of optimization, this decade-old formula to business success no longer works. With competition maxed out on pricing and product features in nearly every industry, the key differentiator in many cases are relationships: both those that companies have with their customers and the relationships that employees have with each other. It is these relationships that are transformative and allow an organization the ability to retain loyalty and to innovate their products and services. It has never been more clear that now is the time for groups to invest in building deep collaborative relationships both internally and externally. These authentic, non-transactional relationships form the key building blocks that allow companies to differentiate themselves in the marketplace.

The corporate structure itself has undergone drastic change during the last decade, with the layers of middle and senior management flattening and teaming concepts increasingly gaining favor. Managers are now being asked to complete projects with less money, less people and in less time. These smaller teams present new challenges and opportunities, with individual personality quirks and flaws more influential and noticeable. It is critical to an organization’s survival to build strong collaborative relationships with our team members and business partners.

“Collaboration equals innovation.” -- Michael Dell, founder of Dell Computers

In Keith Ferrazzi’s keynote, **Collaboration for Team Success**, the audience will be inspired to embrace a new set of four essential mindsets: intimacy, generosity, candor and accountability. His explanation and application of these mindsets to the corporate environment transforms human qualities into powerful business tools. Companies like Cisco, US Bank, Bank of America, Gartner, Lincoln Financial Group, Kraft and Accenture are rapidly adopting these mindsets to create a more successful and collaborative corporate culture.



Attendees will discover how these mindsets can spark the progression of a collaborative team internally that resonates throughout the organization and becomes a tool to reach out externally to clients and differentiate the corporate brand in the marketplace. This movement toward a more collaborative work style first changes corporate culture and can then expand to shape not only the industry, but society itself.

As the legendary football coach Vince Lombardi once said, "Individual commitment to a group effort -- that is what makes a team work, a company work, a society work, a civilization work!"

Takeaways include:

- A systematic approach to collaborative problem-solving.
- Definition of participant buy-in and a measurable method to determine final outcome.
- A series of exercises demonstrating the creation of a safe place where innovation and creativity can flourish.
- Instruction on development of a Relationship Action Plan for your group to utilize with the top 250 relationships critical to your team's success.
- Identifiable steps to developing a Relational Culture by demystifying the 4 mindsets of Intimacy, Generosity, Candor and Accountability and making these mindsets of collaboration the cornerstone of the corporate culture.

Attendees leave the presentation with a tool box of easily applicable human qualities and the ability to translate these mindsets into a successful collaborative environment within the organization.

To book Keith, contact Jordan Roberts at 310.913.2115 or Jordan@ferrazzigreenlight.com.