

# Building Collaborative Advantage Webinar

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**resetting our  
conversations**

# three core questions

what will it take for *your presenting network* to thrive over the next decade and beyond?

what will *your network's stakeholders* need to thrive over the next decade and beyond?

why should *your current and future stakeholders* want a relationship with *your network* over the next decade and beyond?

**we are living  
in “The Age of  
Transformation”**

**how will**

***your network***

**harness the forces  
of transformation?**

**thinking and  
acting beyond  
orthodoxy**



**“All of us are prisoners, to one degree or another, of our experience.”**

**Gary Hamel and C.K. Prahalad**

**strategy as  
learning**



**building  
collaborative  
advantage**

# collaborative advantage

shared commitment to the  
opportunities of collaboration  
*(care and cooperation)*

shared capacity for  
the work of collaboration  
*(connection and coordination)*

shared confidence in  
the outcomes of collaboration  
*(coherence and creation)*

**design for  
the loss  
of control**

**a business model  
describes the rationale  
of how an organization  
creates, delivers and  
captures value**

# thick value

**thick value is deep,  
meaningful and enduring  
value created in a manner  
consistent with purpose**

**questions?**  
**comments?**

**which “opportunity  
space” should be the  
first priority for building  
collaborative advantage?**

# three opportunity spaces

anticipating Canada's  
shifting demographics

innovating conferences

strengthening the  
network of networks



**what principles should  
guide the effort to build  
collaborative advantage  
in the identified  
opportunity space?**

**principles are  
statements of justified  
belief about the  
necessary conditions  
for success**

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**closing  
remarks**

**thinking and  
acting beyond  
orthodoxy**

**design for  
the loss  
of control**

**“The future is always  
beginning now.”**

**—Mark Strand**

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