



Hi there,

Wishing everyone a fun, safe and happy holiday season for 2015!

Collabforge are on break from the 24th December until the 6th of January. We look forward to collaborating with you in the New Year!

## WHY WE NEED A COLLABORATION DESIGN MOVEMENT

Everywhere we turn, we hear more and more about the need for collaboration. We can't realise a thriving future for humanity, it is said, unless we can bring together communities, corporations, academia and the public sector. Our very survival, the strength of our economies, and peace and justice all seem to depend on collaboration.



In collaboration with RMIT, Mark Elliott published a [blog post](#) on the nature of collaboration design and why it is so important to economic and personal futures.

[Click here to read the full article.](#)

### EPIC COLLABORATION UPDATES

Our colleague John Hibble has started volunteering with the Epic team and sharing some of the collaboration [frameworks and approaches](#) he employed with ANZ.



The [frameworks](#) are based on some of the work of MG Taylor -

### A CHRISTMAS COLLABORATION

Adam Thompson, professional music mentor and performer, travels across Australia with Great Southern Rail to work with kids to write and produce an original Christmas carol. You can see what they got up to here:



Listen to their carol [here](#). A bit of collaborative fun for Christmas

a common collaboration approach utilised by many large corporate organisations. We're excited to see more Epic activity - especially from a corporate perspective.

### "EVERY CHALLENGE HAS ITS OWN MARSHMALLOW"

Is your group's collaboration being dominated by whose ideas get priority? Is your goal or purpose central to driving collaboration - or are governance concerns taking over?

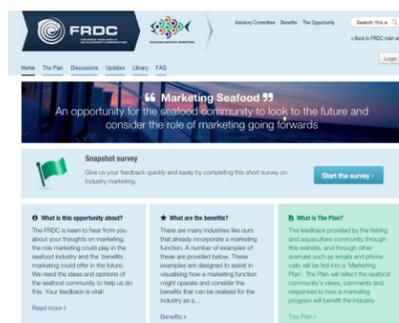


When governance becomes the focus, your team may lose sight of the marshmallow (purpose) and struggle to meet its objectives. Check out this great [TedTalk](#) which takes lessons about collaboration from a simple exercise using spaghetti, tape and a marshmallow.

and charity!

### CF PROJECT: A COLLABORATIVE MARKETING PLAN

The Fisheries Research Research and Development Corporation (FRDC) have been given new rights by the industry to conduct marketing activities on their behalf. Collabforge, in partnership with Sefton & Associates are working with the FRDC to collaboratively engage the industry to co-create the types of marketing activities and outcomes they would like to see.



You can visit the website [here](#) to see the public-facing component of a three stage industry engagement, which was kicked off with a small group in October. The project is expected to complete with a co-developed industry marketing plan near the middle of 2015.



Choose to collaborate, and watch your competitors become your allies - JENNIFER RITCHIE PAYETTE



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