



Collaboration 101

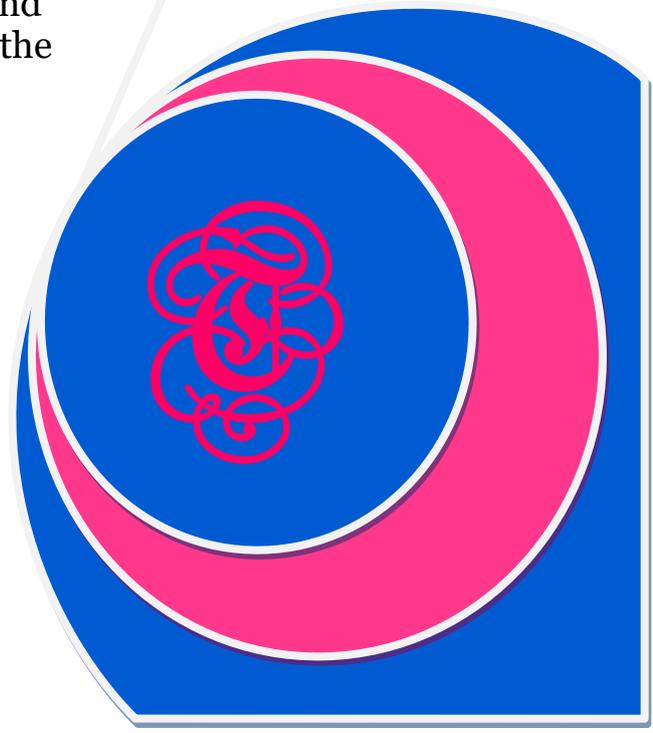
Collaborate Your Way To Success!

**Avoid Collaboration Pitfalls + Ways To
Approach People For Collaboration!**

This Guide will help you understand collaboration and show how you can harness the power behind one of the major business trend in your industry.

Rachel Tshibuyi

International Transformational Life & Business Coach.



Contents

Contents	2
What is collaboration?	3
Why You Should Collaborate!	4
How To Avoid Collaboration Pitfalls	6
Ways To Approach People For Collaboration	7
Collaboration Success Strategy	8

What is collaboration?

***“The action of working with someone to produce something” –
Dictionary***

Collaborating with other people in life and business is about setting our Individuals’ differences aside in a common goal of seeking results that would enhance our experiences or to be able to outcomes we would not get on our own.

It is about showing up as your best SELF to the table and focusing on the new found common goal that could potentially lead to an awesome outcome.

Why You Should Collaborate!

There are more reasons why you should be collaborating and here are a few that could persuade you!

➤ **Insights & Best Practice.**

You get Insight from someone that has other sets of skills which can benefit you and your business. Remain up to date with industry best practice. It's like knowing all the best new trends without having to read about them! The people around you just know and share them.

➤ **Knowledge Sharing.**

As Soon as you begin to share your knowledge you become more attractive to people in your industry and outside. You begin to be called an expert in your field and this reinforces you as an established professional.

➤ **Perspective.**

Another way of seeing what you do is always good to be aware of. I mean, we sometimes get so fixated on looking at something from one perspective that we miss the whole point and one day someone else takes the same idea on and flips it a little and you have a winning concept. Collaboration offers you that unique opportunity to have another perspective. Be open and non judgemental about perspectives though. Sometimes they may not all help!

➤ **The Growing Sharing Mentality.**

Collaboration makes you look cool! Think about it, today people share a lot of things and when you collaborate you look like you are just friendly and nice and people are more likely to share what you do when you and someone that may be your competitor work together. It looks good and different, people love that and you do get exchanged exposure from you to your collaboration and vice versa!

➤ **Globalisation.**

We all know we live in an interconnected world. Beyonce in 2011 collaborated on her Run The World Girls Dance with The Tofo Tofo Guys from all the way in Mozambique that she spotted and loved their dance move. This means that today anything is possible and being exposed you never know who you may work with some day in future.

➤ **Profit.**

Yes! There is a lot of money in collaboration and growth also. The fastest growth comes from being collaborative and working with other people. Alone, you can but it will take other people to get you where you need to be.

➤ **It's fun.**

It's fun when you collaborate with people you like, people who get you and you get them. It is just nice to not feel like you are the only one doing something. But it is only fun when you avoid certain things!

How To Avoid Collaboration Pitfalls

There are collaborations that just don't work and can end with a bitter taste rather than a sweet taste of success!

Here are things to do to avoid the **traps**!

- ✓ Be Open Yet Intuitive About The Person You are Thinking about Collaborating with – sometime we pre/misjudge people but we also have to listen to how we feel about relationships we are about to engage in including business ones.
- ✓ Respect other people's points of view and if it does not sit well with you do communicate that to the person in question.
- ✓ Ask Questions for Clarity – A lot of times we get the wrong end of the stick and it can cause conflicts. Make sure you ask the right question or repeat what you hear them say by saying this. *Can I just repeat what I hear you say for my clarification?* This question will avoid you a heap of trouble.
- ✓ Be Super Clear On Your Collaboration Terms – Yes, there are and should be terms of collaboration. This is supper important. Let your partner(s) know what you give and will get, what reward do we exchange here? I.e. Exposure to one's list of clients? A define percentage for every sales driven from their link? 10% of the whole profit? A share of clients' database from this campaign? **Be clear.** Both parties must entre knowing the terms.
- ✓ Know what you want. Enter a collaborative venture knowing what you want even if it's just for the fun of it. Just make sure that you are aware.
- ✓ Sign a contract. If a lot of money and interests are involved get a contract signed, you have to remember that we are still human and most people are friends until something goes wrong! Make sure you are all protected.

Ways To Approach People For Collaboration

There is a way to approach people for collaboration and a way to avoid! But bellow are 5 clear ways you can approach people for collaboration.

1. Find people who are at the same level more or less with your business and have a clear proposition for collaboration with them. People who are still starting in business especially will take you on your offer because they also want exposure.
2. Ask someone you meet at a networking event what they do in the aim of finding an opportunity to help them. By helping people you will automatically prepare your road to future success collaboration.
3. Try the big guys in the industry but be warned, you may get turned down! The key is to be reasonable about what it is you want. You could ask for an interview, an input of their part, most people will actually give you their time even if they are already big in the industry and sometimes, certain people just resonate with certain individuals. So, don't be afraid to ask. But be prepared for anything.
4. Ask for help. Industry expert sometimes feel flattered when asked for help and will usually give this help. And you can do this too with people at the same level as you; ask them to review your product, book or program.
5. Approach people with a define purpose of what you want from them as contribution or help. Everyone likes someone who has definitive of purpose.

Collaboration Success Strategy

Collaborating successfully needs a clear strategy and you can get yours by sending an email to request a Free Consultation at:

rachel@rachelshibuyi.com with the Title: **Collaboration 101**

When you book your strategy I will help you:

- Create A Crystal Clear Vision For your Ultimate Success in Collaboration and Your Perfect Collaboration Style.
- Uncover Hidden Challenges that May Be Sabotaging You and Your Business Growth.
- Increase Your chance of getting people approach you for Collaboration.