

Key Collaborative Strategies to Expand Your Business  
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Collaboration is known to be ideal for small and medium sized businesses. It has been seen that small businesses using the concept and employing an effective framework of business collaboration have experienced surprisingly successful outcomes. They have better agility, are more competitive and make relatively better decisions as compare to the small businesses operating without collaboration. Once an establishment recognizes the benefits of business collaboration, there are a handful of successful tips to collaborative efforts, which assist them along the course in the most unbeaten and efficient way.

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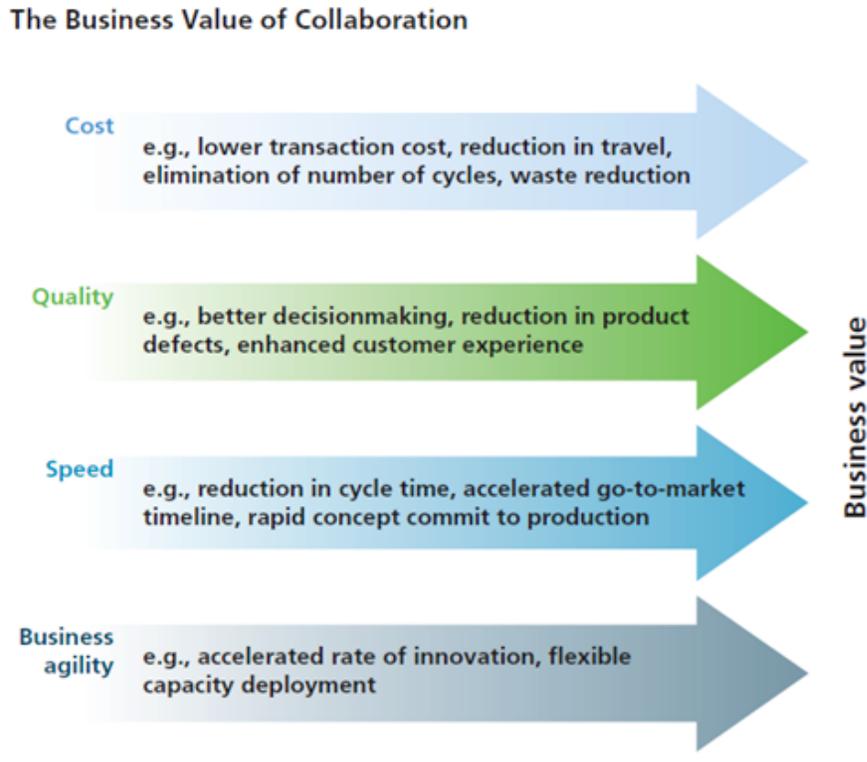
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The Collaboration Framework



With the help of the key and major advantages that business collaboration can bring about, businesses can top the world of business competition at a steady rate.

- **Low production cost:** Being able to work and communicate to full attention with the customers and suppliers regarding the product details such as packaging, delivery and other requirements reduces the chances of expensive production blunders.
- **Enhanced creativity and innovative ideas:** Collaboration offers a business the prospect of getting hold of the best minds, skills and experiences to serve their customers, what their competitors are not capable of. The fresh and new ideas and improvement in existing standards can have a huge impact on the overall market reputation.
- **Better agility:** The pace and response of their business to accomplish the demands of their clients is significantly improved, which makes sure that they beat competitors on every single point.
- **A “compressed” organization:** Great and creative ideas at all levels of the business can easily reach the management without any delay; this in return speeds up novelty and upgrading across the company.
- **Targeted decisions:** A business model stands on the decision taken by the higher authorities based on particular principles and if done inappropriately, company may face grave results. However, collaboration ensures that the decision goes through the table of particular experienced officials to be analyzed from every aspect. This falls out in targeted decisions that eliminate the chances of any probable failure.
- **Improved customer retention:** Collaborating together to move up the standards in every possible way and having a managed approach to work with them radically boost the customer satisfaction levels.



- **Support larger projects:** When small businesses collaborate, they can commit to larger projects. This expands their business to a level that was not achievable without collaboration.

There are several highlights and primary successful tips to collaborative efforts that form the basis of the companies planning to step in collaboration, as well as for those who are already on the road of business collaboration. The tips are categorized according to the collaboration sections as

- The formative
- The process
- The summative.

### **Formative**

These formative successful tips to collaborative efforts will determine the tips and instructions that help in shaping the collaboration structure.

- **Set up to face challenges:** The initial stages of collaboration contribute largely to its long-term success. During the foundation-building course, challenges may arise testing various aspects. It is vital to meet the

challenges with acceptance and a positive approach. To overcome those challenges businesses can take few measures.

- *Clarifying goals and objectives related to the overall project*
- *Creating a leadership structure*
- *Working in Collaboration with members of all class, knowledge and levels.*
- *Identifying each collaborating partner's roles, resources, commitments and expectations.*
- **Develop a shared vision:** It is essential to find a shared vision upon which the collaboration operates. It works as a catalyst for making an action plan upon which different members/organizations of the collaboration focus to take concrete steps.
- **Engage a varied group of stakeholders:** Managing the ever increasing complex elements of business entails a range of perspectives and insights such as consensus building, flexibility, etc. afforded by diverse group of stakeholders. . A budding collaboration can persuade broad-based attachment by framing a particular issue using the comprehensive language of a unifying theme that draws stakeholders together.
- **Perform a needs evaluation:** Thorough assessment comes at the last stage of the collaboration process. Benchmarking the progress will enable identification of improvements. Evaluation is a strong tool that must be incorporated from the beginning of the collaboration process.

## Process

The process of collaboration starts right after the foot formation of the mission. Below are some successful tips to collaborative efforts during the route.

- **Establish a mutual approach to meet responsibilities or fulfill duties:** A non-hierarchical viewpoint to leadership acts as a base for dividing the work and meeting responsibilities. It allows the collaborative teams or members to take on particular projects or work that need the certain level of proficiency and know-how. Hence, a mutual approach to meet responsibilities is a valuable way for the collaborative organizations to:
  - Develop useful tools
  - Establish an unbeaten Research and development
  - Organize presentations and meetings
  - Formulate policy for the provision of services

- **Develop a constant communication:** Effective channel of communication among the partners, members, teams or organization involved in collaboration is imperative. There are few communication strategies that work well with collaboration:
  - In-person contact in the early phases
  - group email and/or forums to enable maximum involvement and communications.
  - A check list to be signed by the head of each department
  - Conference calls and meetings (at each level of the project)
- **Monitor the advancements at a regular basis:** Monitoring can save the organization from major hassles, there are glitches that take place during the regular errands that require serious considerations, so it is vital to keep track and monitor the results regularly.

### **Summative**

- **Review the collaborative practice:** It will give the businesses an overview of whether or not they have achieved the targets and what strategies can be applied to make improvements.
- **Share the experiences:** There are success stories with many lessons and experiences that can be shared with the new entrepreneurs in the field of business collaboration.

There are many classical examples that encourage the new small and medium sized business to start off their journey by opting for business collaboration

*Star Alliance* is an awe-struck success story from the travel industry. Basically, the star alliance is a large group of airlines from all over the world, which agree to collaborate in order to generate higher revenue and cut off the other leading competitors. The group currently comprises of almost 30 airlines, which are into the process of collaboration with each other.



*The CIRES/NOAA Western Water Assessment* program was started in 1998 to create products and processes to help water resource authorities throughout the West. The establishment involves scientists of different expertise, analysis managers, the water resource managers, etc. There is a trusted and a remarkable list of the Western water assessment collaborative partners.

With the help of the above-mentioned successful tips to collaborative efforts, businesses can quickly start off with business collaboration. The successful tips to collaborative efforts have been tried and tested by many small businesses and have proven to be golden tips when it comes to collaboration.

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