

What is this thing called

Collaboration?

- <https://www.youtube.com/watch?v=Dl4zp7yeuMU>

What employers are saying...

- Recent survey of employers of recent graduates ranked
 - Initiative and enterprise
 - Communication
 - Learning
 - Technology
 - **Teamwork**

Most highly (*above* 'technical skills resulting from their course').

- They are looking for people who
“Like working collaboratively and enjoy working as part of a team”!

Careers in the Media...

- Very few careers or jobs in the Media Industries are not collaborative.
- **Working collaboratively is a BASELINE skill set** for all media and communication workers.
- It is *POSSIBLE* to learn how to do it better (it is not an innate quality/skill)

Collaboration & group work



Good vrs Bad Experiences

Good vrs Bad Experiences

- BAD

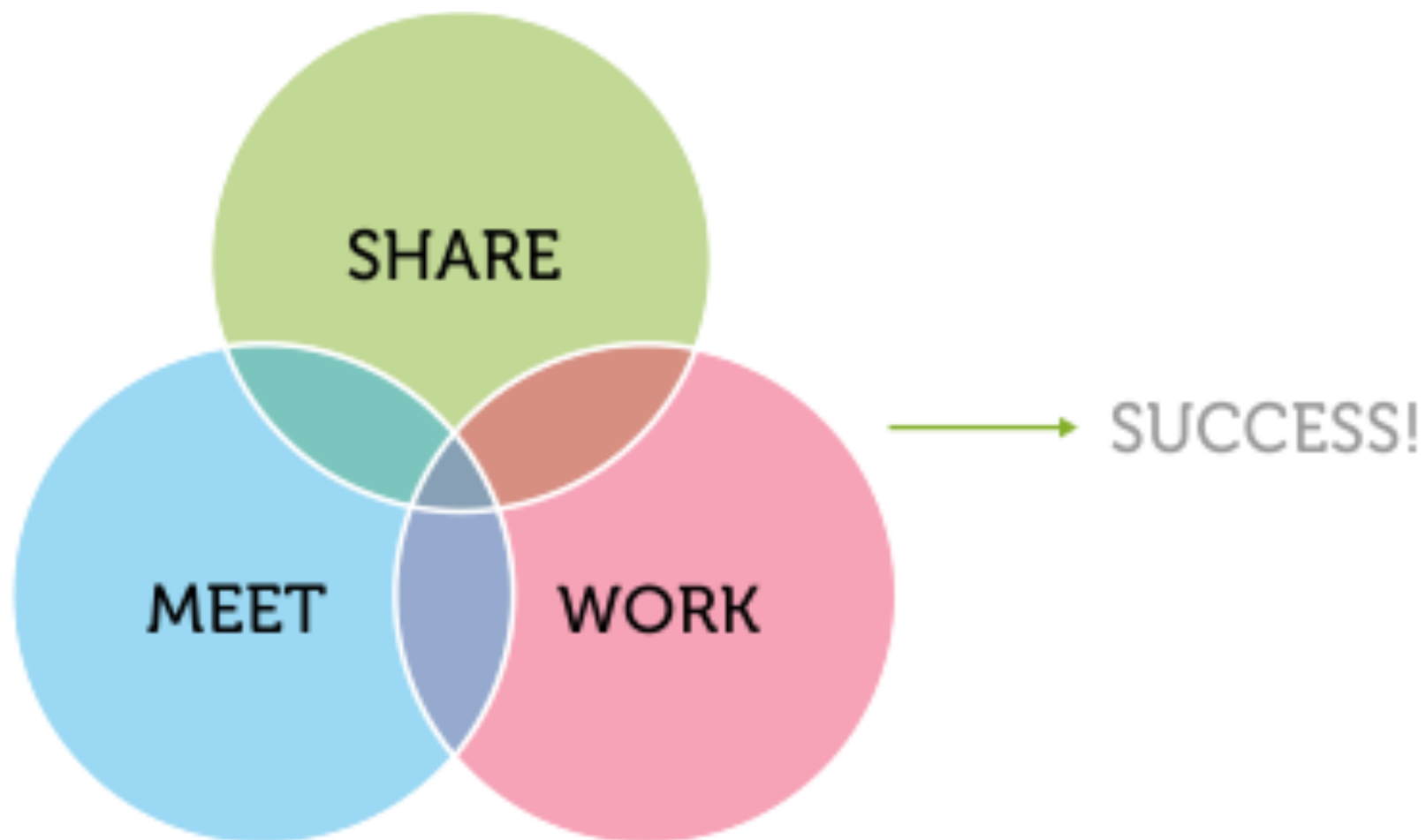
- **you end up doing all the work and other people get credit for it**
- the project dies because no one 'owns' it
- **you rely on other people and they let you down – don't show up etc.**
- the project lacks unity
- **you don't feel comfortable about expressing your opinion** – you feel outnumbered
- you can't reach a compromise – the process either gets steam rolled or comes to an impasse – logger heads

- GOOD

- **share ideas**/solve problems – when more heads better than one
- inspiration – when you are able to bounce off each other
- rigour - having a stronger vetting process to evaluate ideas and approaches
- support - having someone there to catch you when you fall
- maintain focus/drive - it **makes you more responsible**
- speed – can get project done faster – more hands
- share the workload
- can tackle BIGGER projects

Collaboration ... ‘what is is good for’?

- Gain experience in negotiation
- Learn to **resolve conflict**
- **Negotiate** for a win/win outcome
- Practice **professional communication**
- Establish peer relationships
- Share and **deepen your knowledge** in the discipline area
- Develop leadership
- HAVE FUN



Characteristics of **Positive** Collaborations:

- **CLEAR OBJECTIVES** - that you all know what your goal/objective is, and you are all focused and committed to achieving that
 - Clarity – goals clearly established
 - Motivating Value – all believe in the idea
 - Attainability – achievable – you can do it
 - Future Potential – room to move and change



Characteristics of **Positive** Collaborations:

- **GOOD COMMUNICATION** - an environment where you can honestly express your opinion without fear of ridicule – others can respond to that be able to criticise without making it a personal value judgement
 - keeping focused on the problem, not the dynamic – not personal
 - Think about utilising Edward *De Bono's* hat system for feedback/ critique
 - listening to people –
dealing with concerns as they arise



Characteristics of **Positive** Collaborations:

- **CONSISTENCY** - people can trust what you are going to do – know how you will respond



Characteristics of **Positive** Collaborations:

- **RESECT** – that if you are running late – you text and let people know what is going on – you don't treat people like mushrooms (in the dark and in the poo)



Characteristics of **Positive** Collaborations:

- **SUPPORT** – that someone will help you if you start to flounder – an environment where you can take risks and be allowed to fail



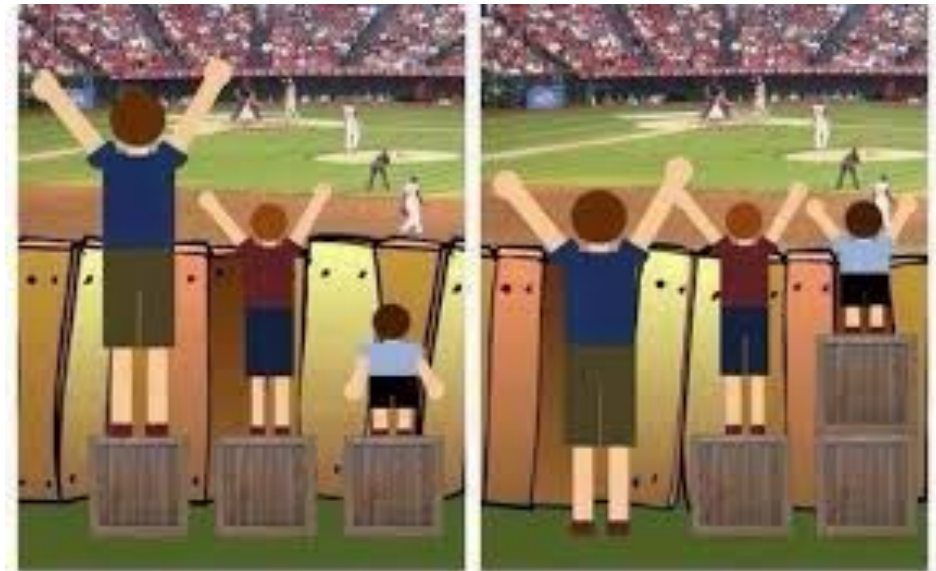
Characteristics of **Positive** Collaborations:

- **RESPONSIBILITY** – knowing what your role is in the group – keeping up your end of the bargain



Characteristics of **Positive** Collaborations:

- **EQUITABLE** sharing of workload – not one person doing it all ... a collective sharing of the project



Is this scenario familiar?

- <https://www.youtube.com/watch?v=5GANDyPJakU>

Solutions

- You need to establish (& maintain) an environment of **trust, autonomy and clarity**.

Trust is built in a climate which includes these four elements.

1. Honesty
2. Openness
3. Consistency
4. Respect



* To build trust you need **schedule in some good/fun experiences**. Make sure to you go see a movie together OR have a weekly coffee/lunch meeting OR visit a gallery*

Solutions cont...

- **You need to identify and develop an identity and create a sense of unity within your group.**
 - Identify key aspects of the task (write them down)
 - Create a timetable (much of this work has been done for you in the hand-outs and course guides)*
 - You need to see the group as special – define the teams resources clearly, give yourself a name, **establish clear goals**.
 - Establish **effective communication procedures**.
- * include opportunities for social gatherings/celebrations.

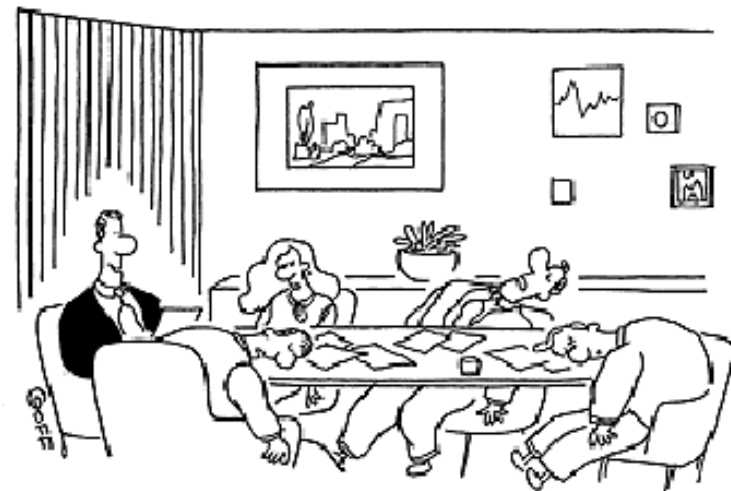
Solutions cont...

- **Team rules –**
 - people management (e.g. communication strategy)
 - time management (e.g. minutes from each meeting/to do lists)
 - creative process management (rotate roles)



Solutions cont...

- **Conduct Good (productive) Meetings**
 - having an agenda – pre-arranged
 - time estimates for meeting and it's sections
 - review – how are we going
 - minutes
 - notes on outcomes and who has agreed to what
 - future meetings
 - in the end ... confirm what needs to be done before the next meeting



"At last we've reached a consensus!
This meeting is boring!"

Solutions cont...

- **Dispute resolution procedures**
 - consensus decision making etc



To End

Collaboration/teamwork can be hard (at times) & it requires maintenance and thoughtfulness ...

But it can be fun and life affirming and when it works you can achieve the most amazing things together.



Resources

- <http://emedia.rmit.edu.au/workingintteams/>
- <http://emedia.rmit.edu.au/learninglab/content/group-work>

- Interesting video's about collaboration
- <https://vimeo.com/121892879>
- https://www.ted.com/talks/tom_wujec_build_a_tower?language=en
- <http://www.onlinemba.com/blog/10-ted-talks-every-team-should-watch/>