

# Professional Collaboration: The Rock Star versus the Whole Band

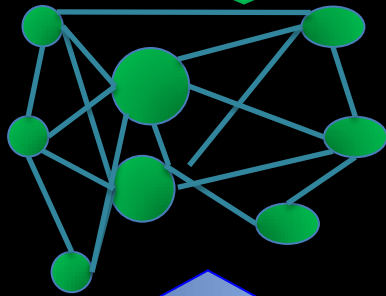
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# Specialization vs. VUCA Demands

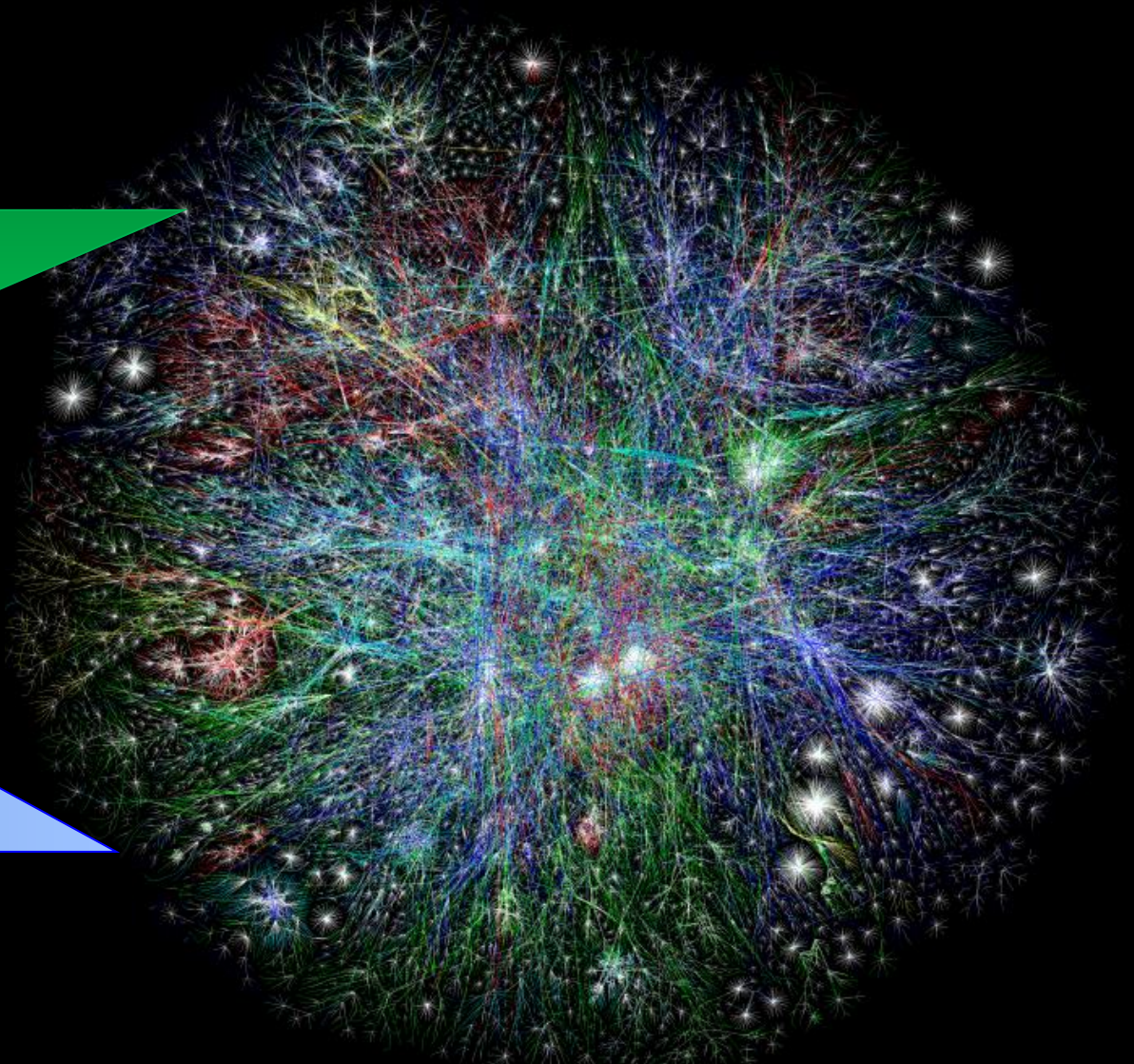
Increasingly deep,  
narrow, specialized

Professional  
expertise



Client needs

Volatile  
Uncertain  
Complex  
Ambiguous



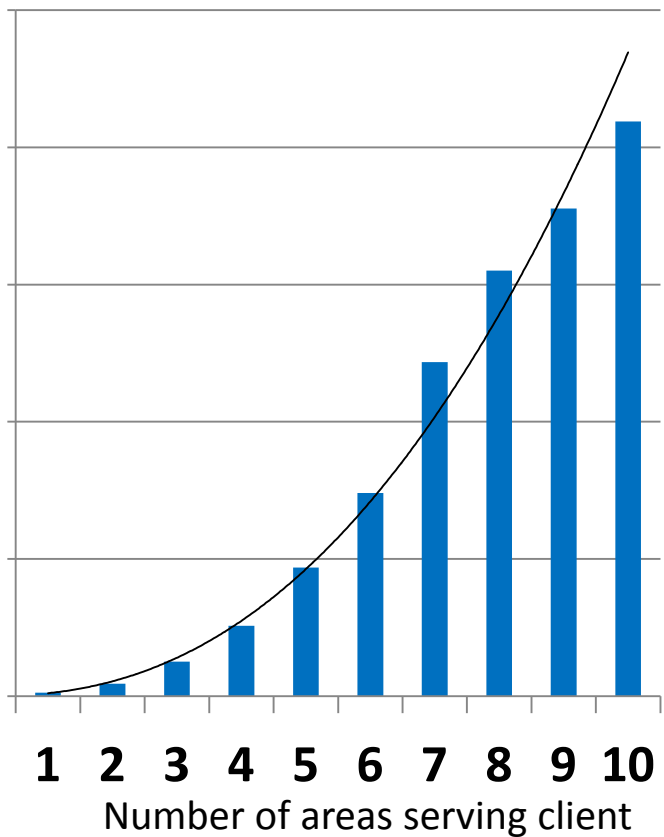
# Collaboration: What It's *Not*



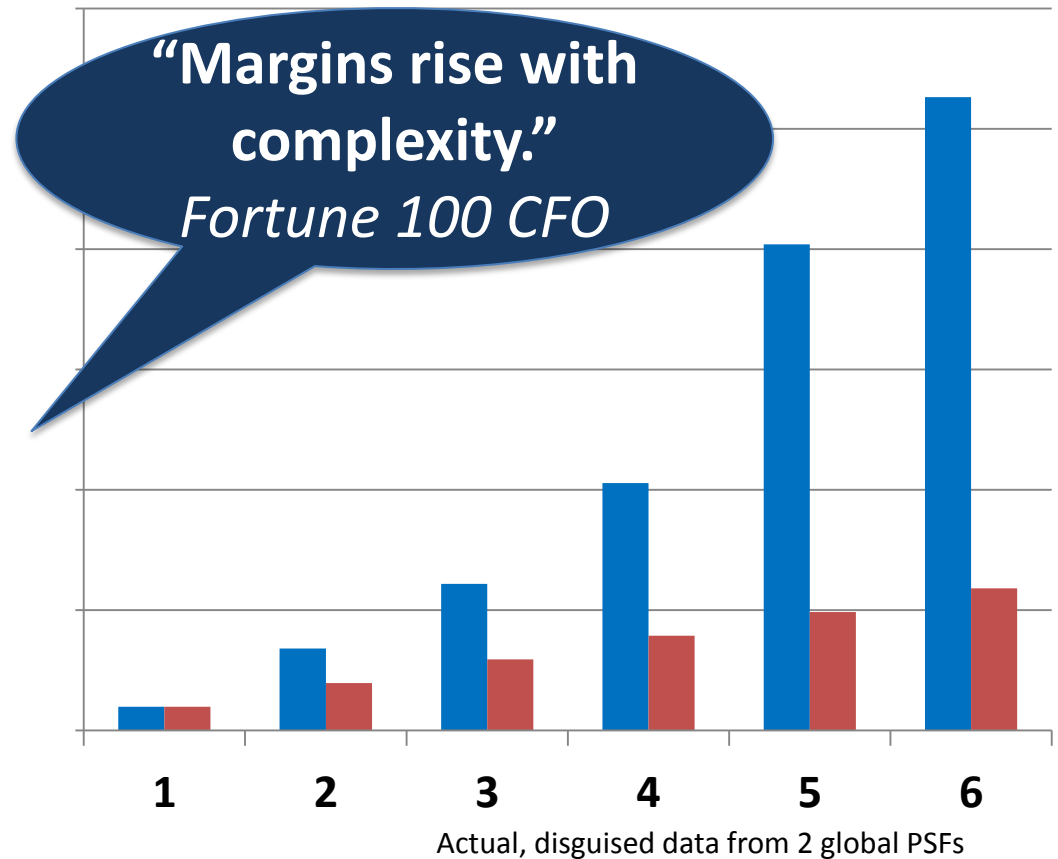
# Benefits of Multi-Disciplinary Collaboration

- Average \$\$/client from **collaboration** (actual data)
- Average \$\$/client from **cross-selling** (illustrative)

Firm A



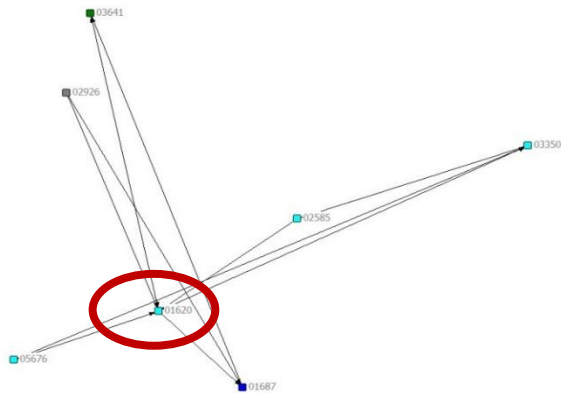
Firm B



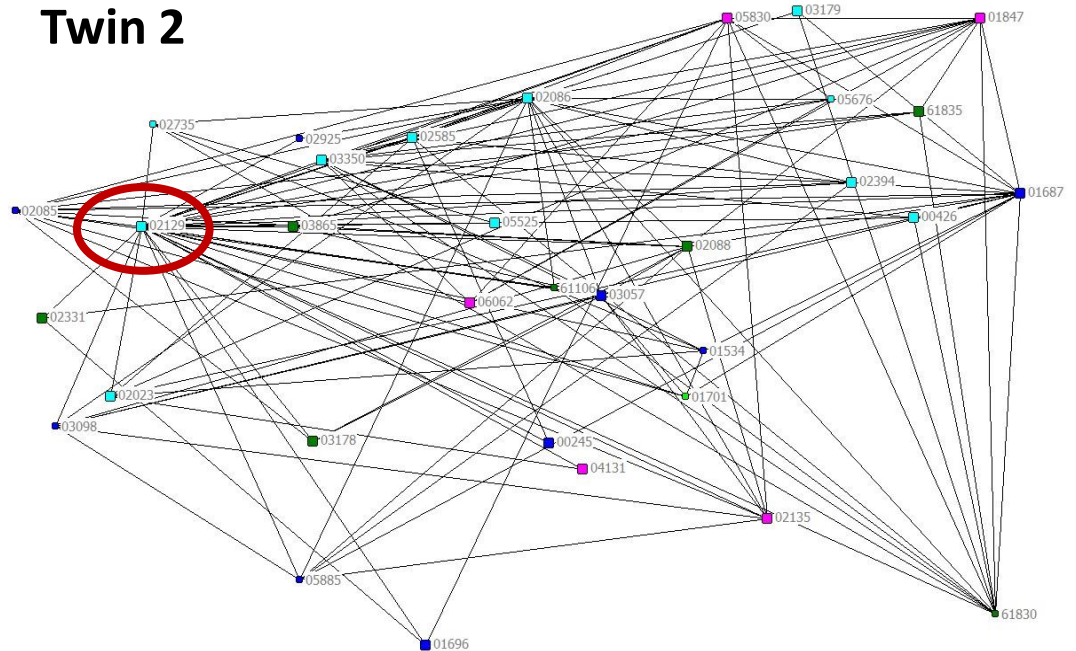
# Collaboration and Business Performance

Two (nearly) identical professionals: same practice, graduation year, time with Firm, annual hours billed.

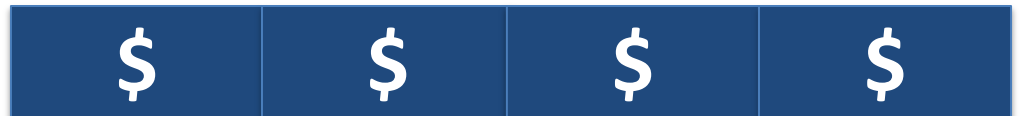
Twin 1



Twin 2

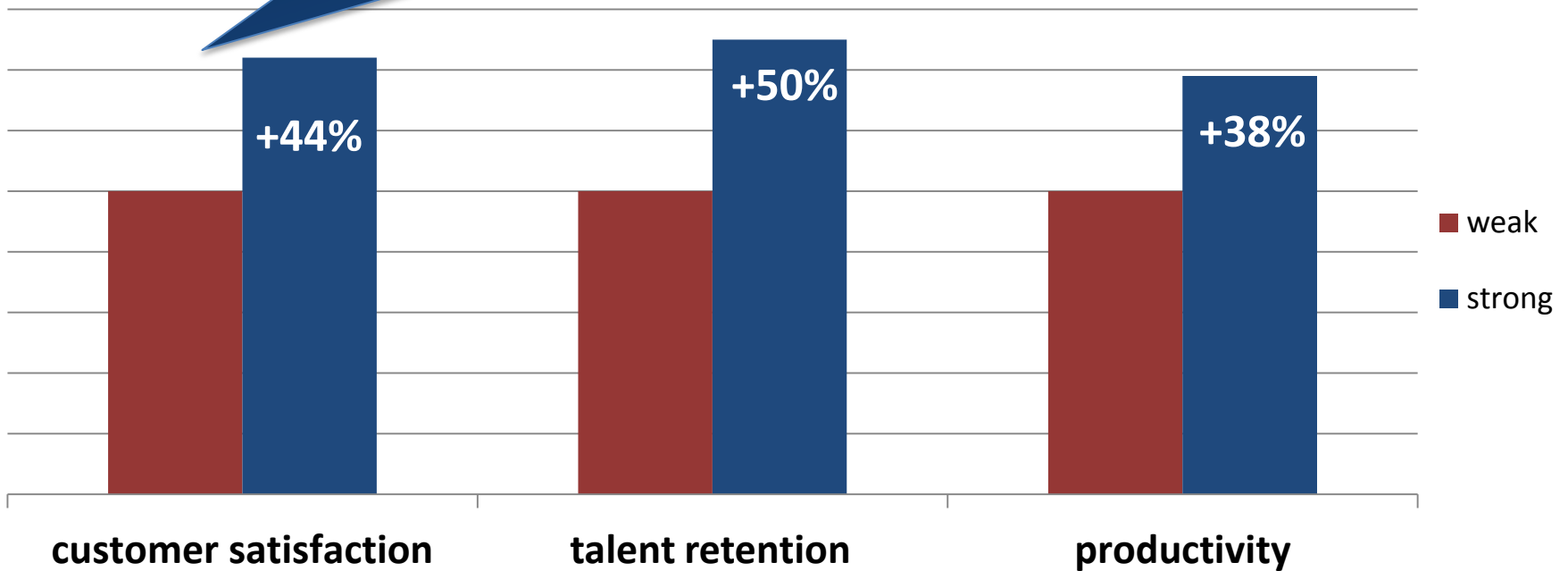


Business Outcomes



# Optimize Engagement & Motivation to Perform

“At work, I have the opportunity to do what I do best every day.”

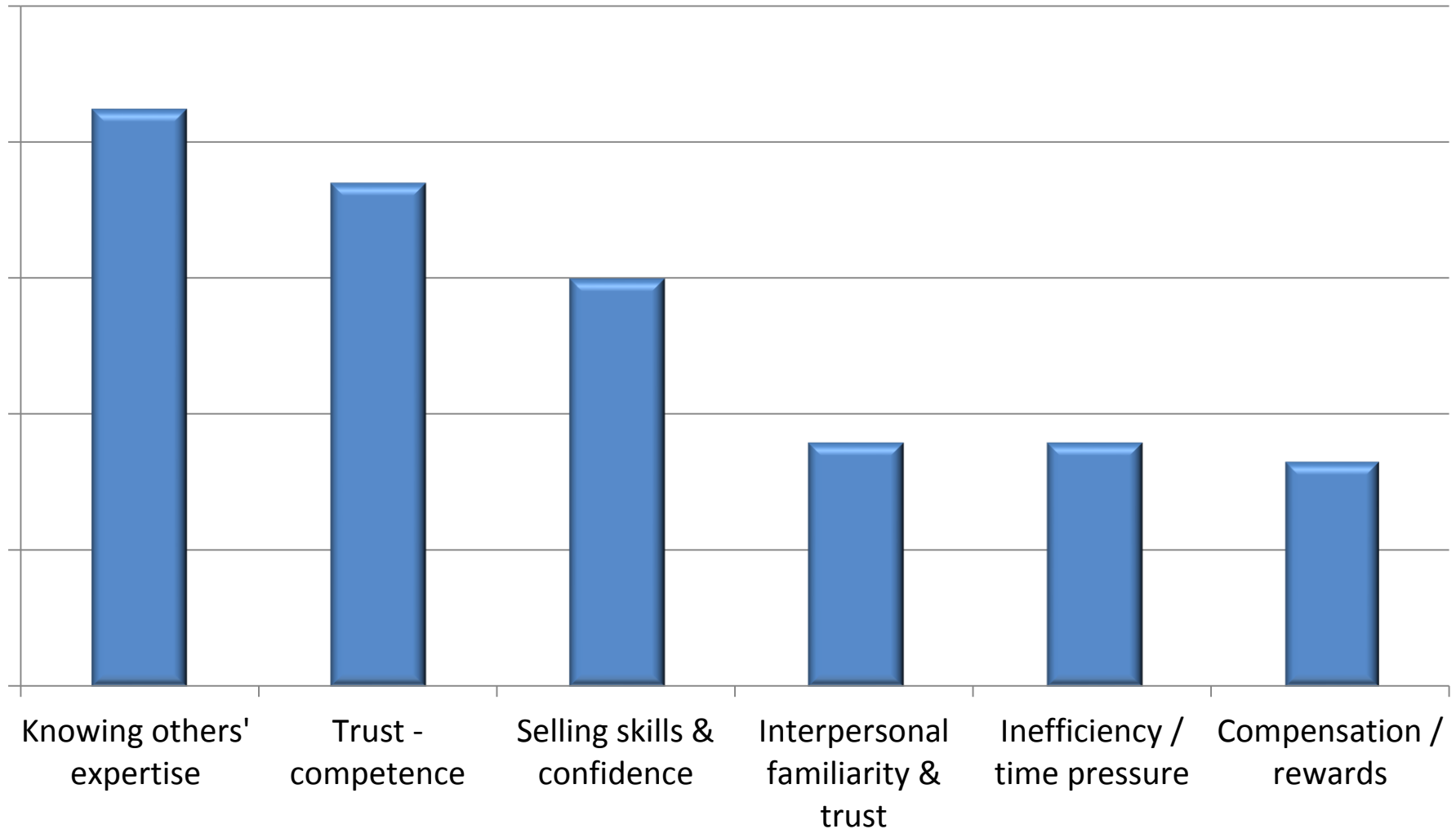


Gallup research, 1.4 million employees, fifty thousand teams



If collaboration  
is so great,  
why aren't we  
doing it  
more?

# Reported Barriers to Collaboration







What can ***you*** do to foster  
Smart Collaboration  
more strategically,  
frequently,  
and consistently?





**Identify &  
prioritize  
opportunities**

Build a  
committed &  
accountable  
team

Strengthen  
leadership &  
execution

# Engage Your Client to Identify the Right Collaborative Team

How do you open up the conversation with a client?



What kinds of information do you want to know about their other advisors?

# Identify Collaboration Opportunities: Become a Sought-After Collaborator



**What's your elevator pitch  
(about your own expertise)?**

- No jargon or acronyms
- Client-focused
- Tell a story (*challenge-solution-result*)



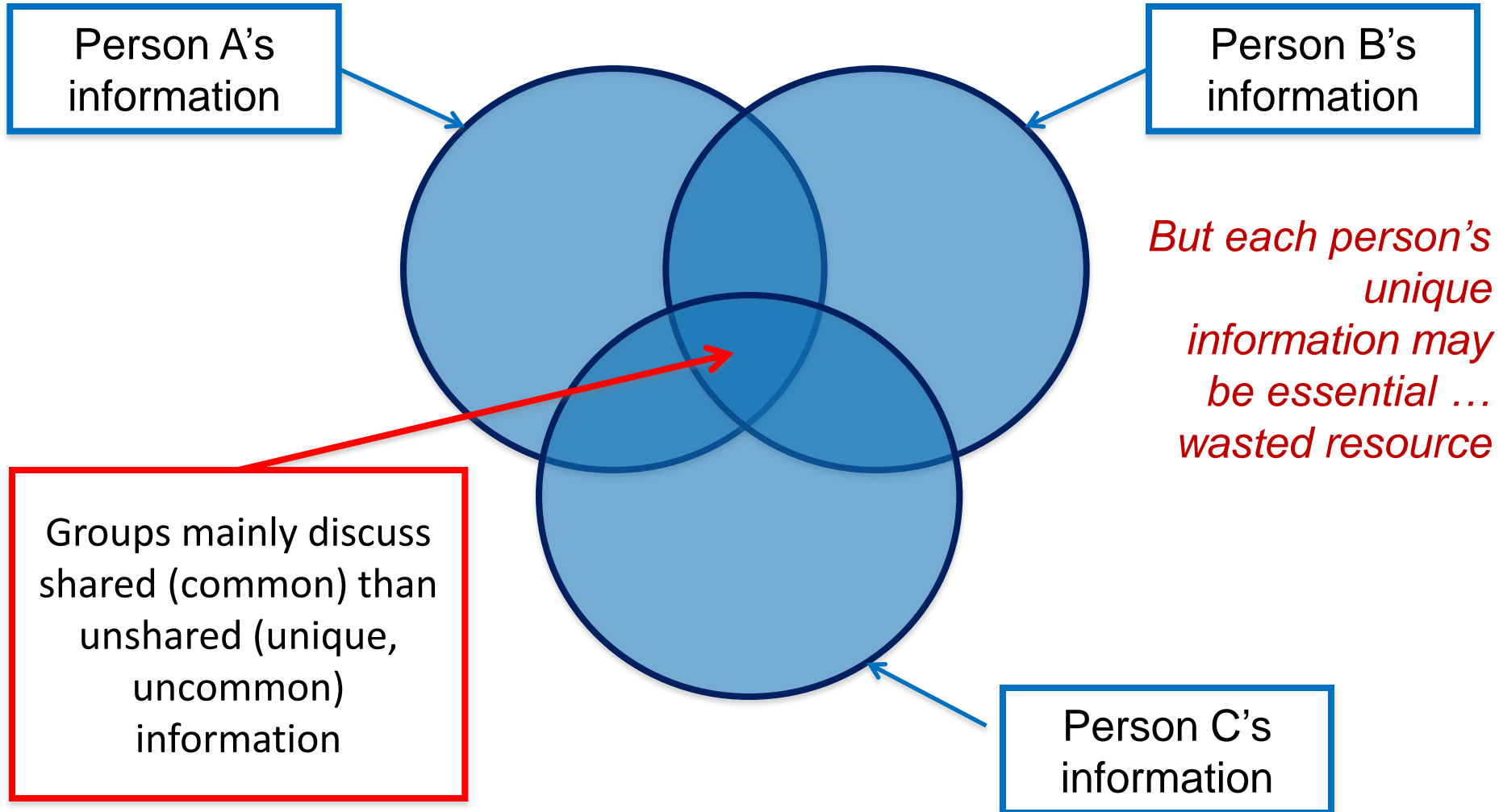
# Identify and Agree a Collaborative Purpose

Teams with a strong sense of direction are more motivated, more efficient, and more effective.



***But be realistic:*** What does each person want out of the engagement? How can you find common ground? Transparency is essential. Setting expectations breeds trust.

# Common Information Effect

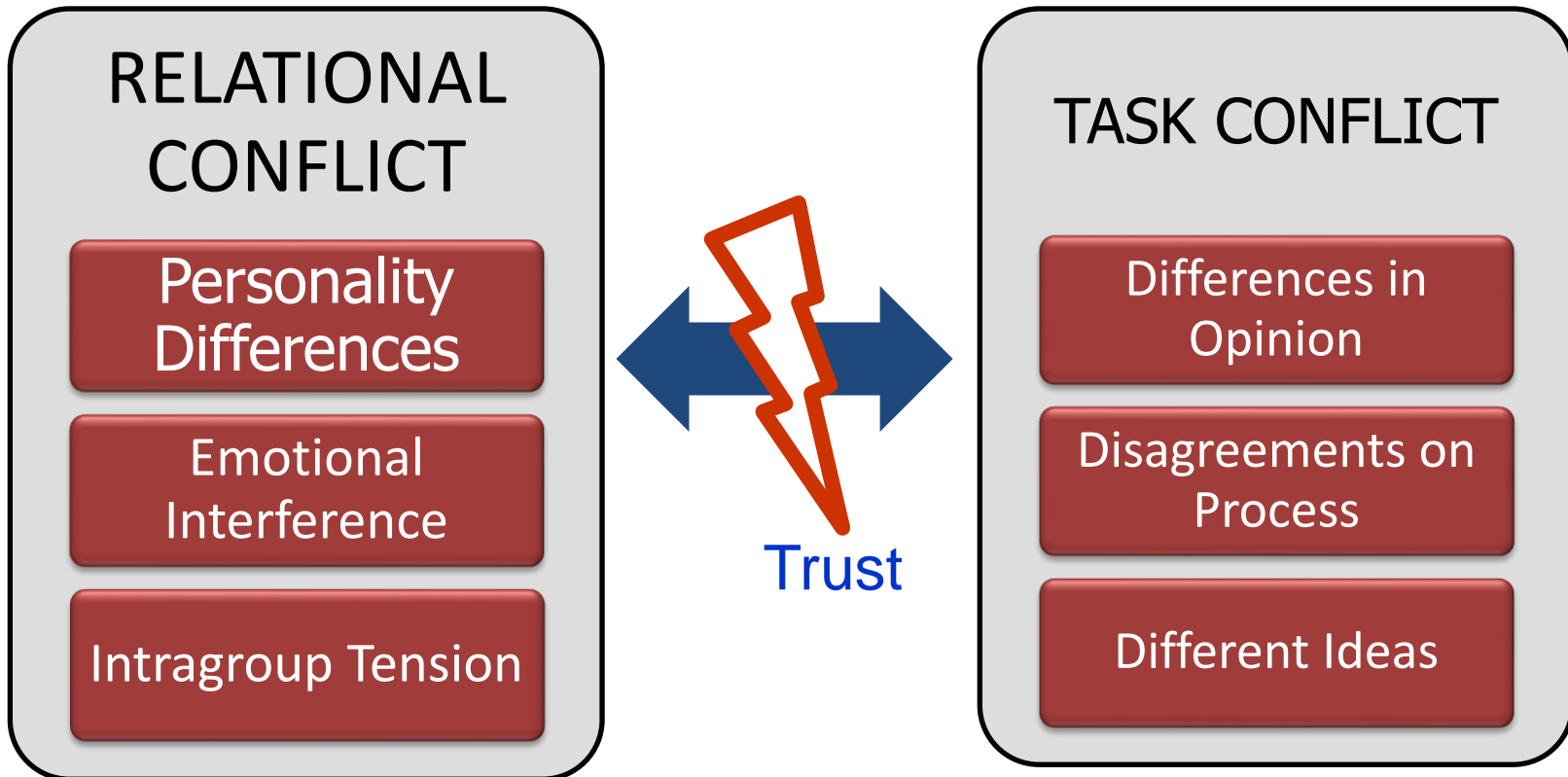




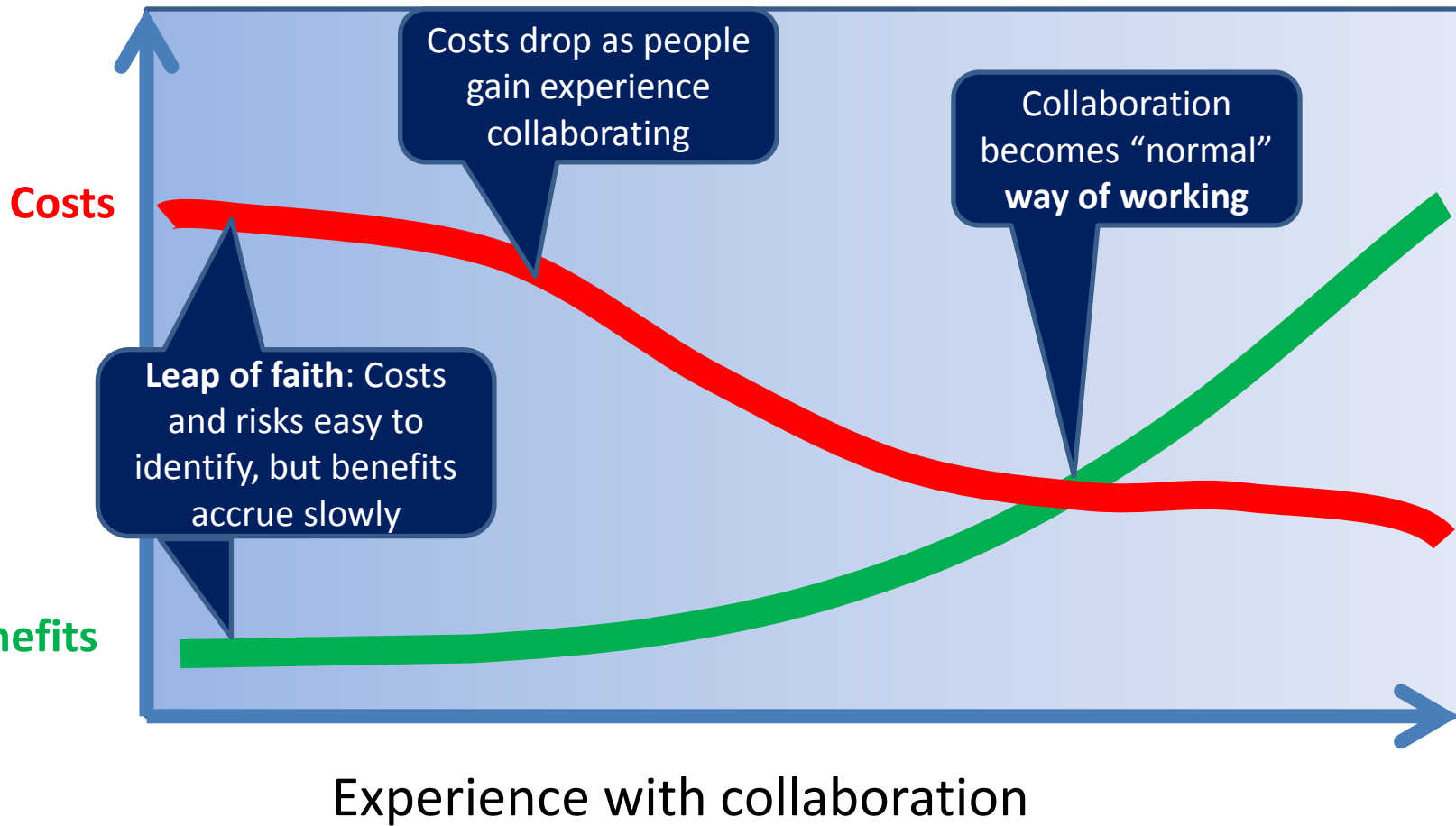


# Encourage *Constructive* Conflict

Create conditions for honest, open exchanges



# Investing for Smart Collaboration



A **Washington Post** Bestseller

*How Professionals and Their Firms  
Succeed by Breaking Down Silos*

# SMART

COLLABORATION

COLLABORATION

COLLABORATION

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