

## EXCERPT FROM CHAPTER ONE

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# Creating a **COLLABORATIVE ENTERPRISE**

*Retool your organization to dominate your markets*

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The Collaborative Enterprise does not exist in only one industry, nor is it limited to certain types of products and services. The CE is characterized by a corporate philosophy promoting a customer-centric focus and a self-balancing, integrated, operating structure that is sometimes called an ecosystem. This unique structure enhances the delivery of products and services in an open-communications environment that promotes the collaboration of all stakeholders in meeting the corporation's objectives.

By lowering the functional and political walls and reporting fences of the traditional organizations, this new approach provides the structures and operating emphasis needed to accommodate the effectiveness and efficiencies that are the foundation of a CE.

The over-burdening compliance processes and constraints found in most enterprises today are replaced in the CE model by relevant controls and monitoring activities that provide real-time, value-based information which immediately converts into increased efficiencies and effectiveness of the Enterprise.

The CE framework is a philosophy, but it requires all the same, basic operational aspects of any effective organization; the CE simply positions its operational activities and resources under a new environment, which results in producing greater benefits to the Enterprise, both directly and indirectly.

My objective is to provide you with the guidelines needed by any organization considering making changes in their way of doing business and who are considering taking the next step toward renovating their organization so that they can better compete in their markets.

The numbers of Collaborative Enterprises are growing in all markets across the world and certainly within the United States. If your company is not considering a change in the way you conduct business, I am certain that you will be competing with a Collaborative Enterprise sometime in the foreseeable future.