

Improving Collaboration



Essential Skills To Thrive
In A Collaborative Environment

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Whether you're a freelancer or part of a larger team, this guide will equip you with the tools you need to thrive in a collaborative environment.

What is Collaboration?

The action of working with someone to produce or create something.

Key Practices of Good Collaboration

1. Information Sharing
2. Establishing Credibility
3. Embracing the Creative Process

In my experience, good creative work is the result of a disciplined adherence to “process.” I believe that in order to create well, there are fundamental practices we should commit to. It's not just about the work, it's also very much about how we get there. Some of the best work you'll ever do will require collaboration. How well you collaborate depends on valuing others and understanding your role.

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Information Sharing

Question → How do I share information that grants everyone on the team the same understanding of the project and deliverables?

How well you do this are indicators of:

- An understanding of the role you play
- The quality of your relationships (*Do you know how to communicate with that person?*)
- Your documentation and organizational skills
- The value that you bring

Sample Behaviors:

- Make a Creative Brief
- Put the information in the right place, in the right way
- Communicate before being asked

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Establishing Credibility

Question → Do others know what to expect from you?

Trust is an exchange

Trust is built over time

“Can I trust you? Can you trust me?”

“Am I confident in you? Are you confident in me?”

“Withholding information is withholding trust.” John Maxwell

Sample Behaviors:

- Steady in character, meeting deadlines, excellent work quality
- Being solution minded, proactive, solving, and getting results
- Assuming Responsibility by not brushing it off or displacing unto others

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Embracing the Creative Process

What is the Creative Process?

The Creative Process is the sequence of steps or actions that one goes through to generate an idea and turn it into a finished work.

✓ Key Components of the Creative Process

Three phases:

Phase 01 — Discovery: Research, moodboard, project scope, strategic positioning

Phase 02 — Creative Exploration: Ideation, concepts, pitching

Phase 03 — Implementation: Deliverables, file packaging and delivery, launch

Objective: Identify new opportunities

When you engage in the Creative Process, you are aiming to create new connections between different ideas.

✦ For Best Results: Engage in curiosity and commitment

Sample Behaviors:

- Understand the phase you're in and act appropriately
- Roles: Understand who does what
- Learn what others will need (files, style guides, etc)

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★ You did it!

Congratulations on finishing the guide! By completing this resource, you have taken a crucial step towards becoming a more effective leader. I am confident that you will see a positive impact on your team's collaboration and productivity. By applying what you have learned, you are setting yourself up for success and building a more productive and collaborative team. Keep up the great work! Remember, leadership is an ongoing journey, and you have taken an important step towards becoming the best leader you can be!

If you found this guide helpful, please don't hesitate to let me know!

Email:

friends@karielys.com

DM:

[@itskarielys](https://www.instagram.com/itskarielys)