

Why Collaborate?

The Why's and How's of Collaboration

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Why Collaborate? *The Why's and How's of Collaboration*

Structure of my paper

- Introduction
 - A touch of Deja vu
- Why collaborate?
 - An interesting, collaborative case of *varicose veins!*
 - Results of a masters research project into the benefits of collaboration
- “Value”, “values”, collaboration and the new Australian Standard on Value Management
 - Using the value factors
 - Capturing the subjective and objective
 - Achieving collaboration
- Unity of purpose
- Concluding application



Why Collaborate? *The Why's and How's of Collaboration*

Points from my paper that I'll highlight in this presentation

- Collaboration, Value and Values in the new Australian Standard on Value Management
- Capturing subjective and objective aspects
- Unity of purpose
- Application
- Conclusion



The new Australian Standard on Value Management

In the new standard, we deal explicitly with:

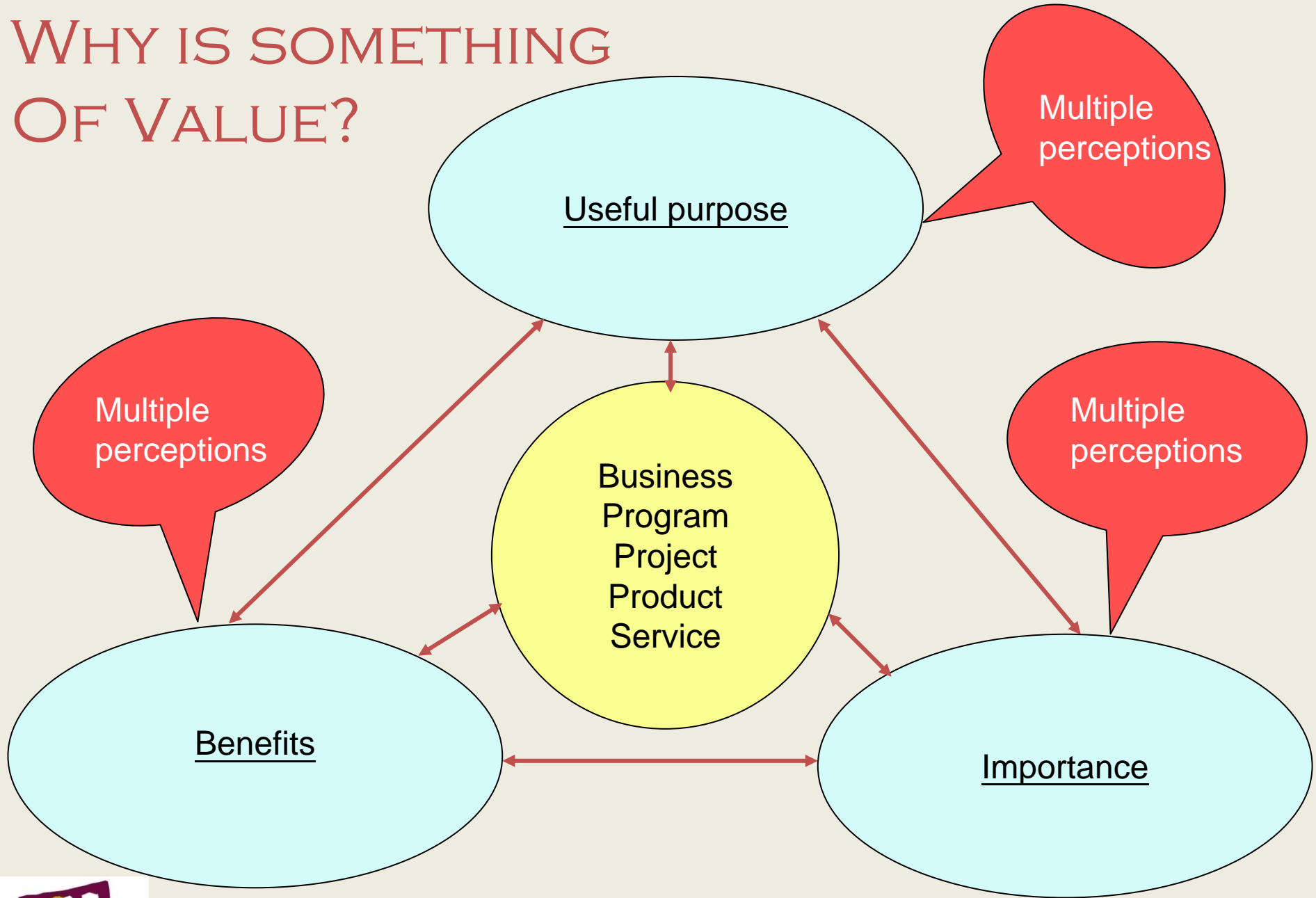
- Collaboration
- Values
- Value



WHY IS SOMETHING OF VALUE?



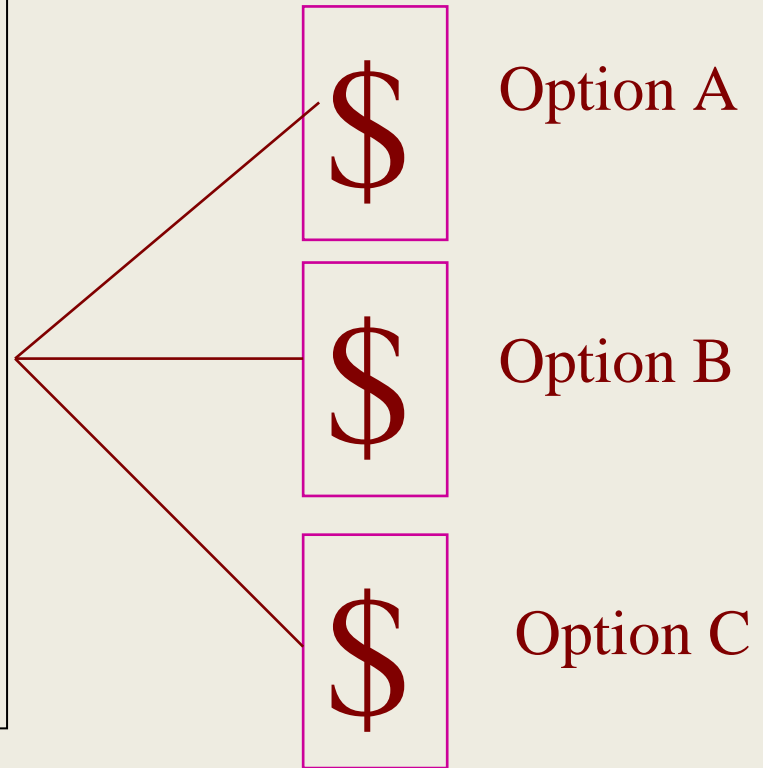
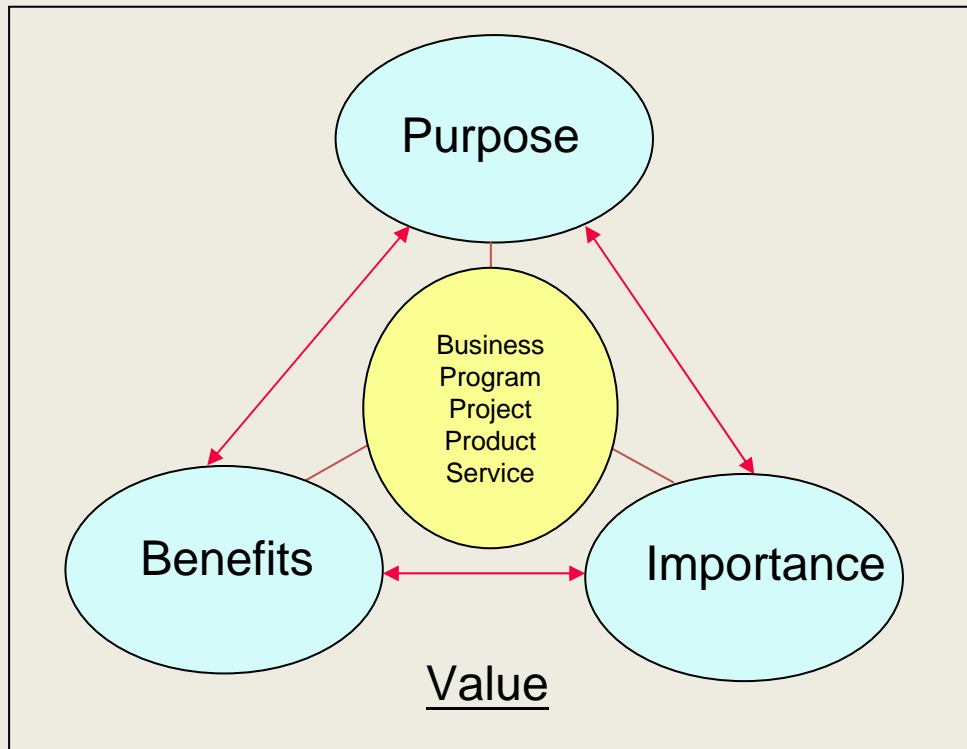
WHY IS SOMETHING OF VALUE?



We recognise that “value” and “value for money” are not the same thing and, therefore, we treat them separately.



Value for Money

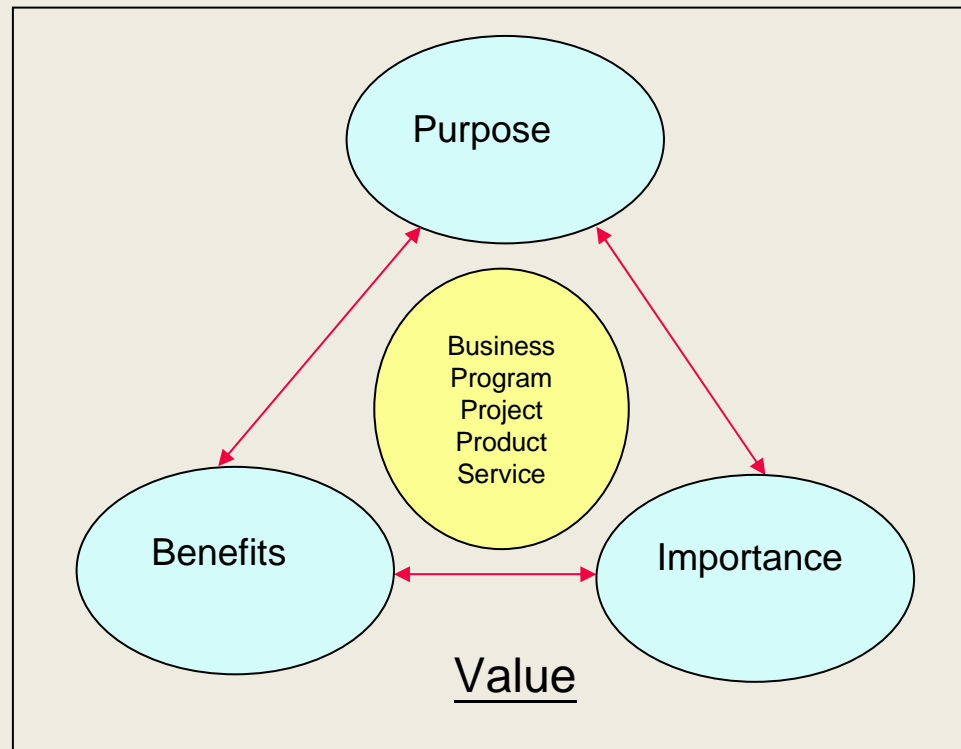


Value for Money



Establishing the “value factors”

- This is the first step in building *shared knowledge and understanding* amongst stakeholders and a project team.



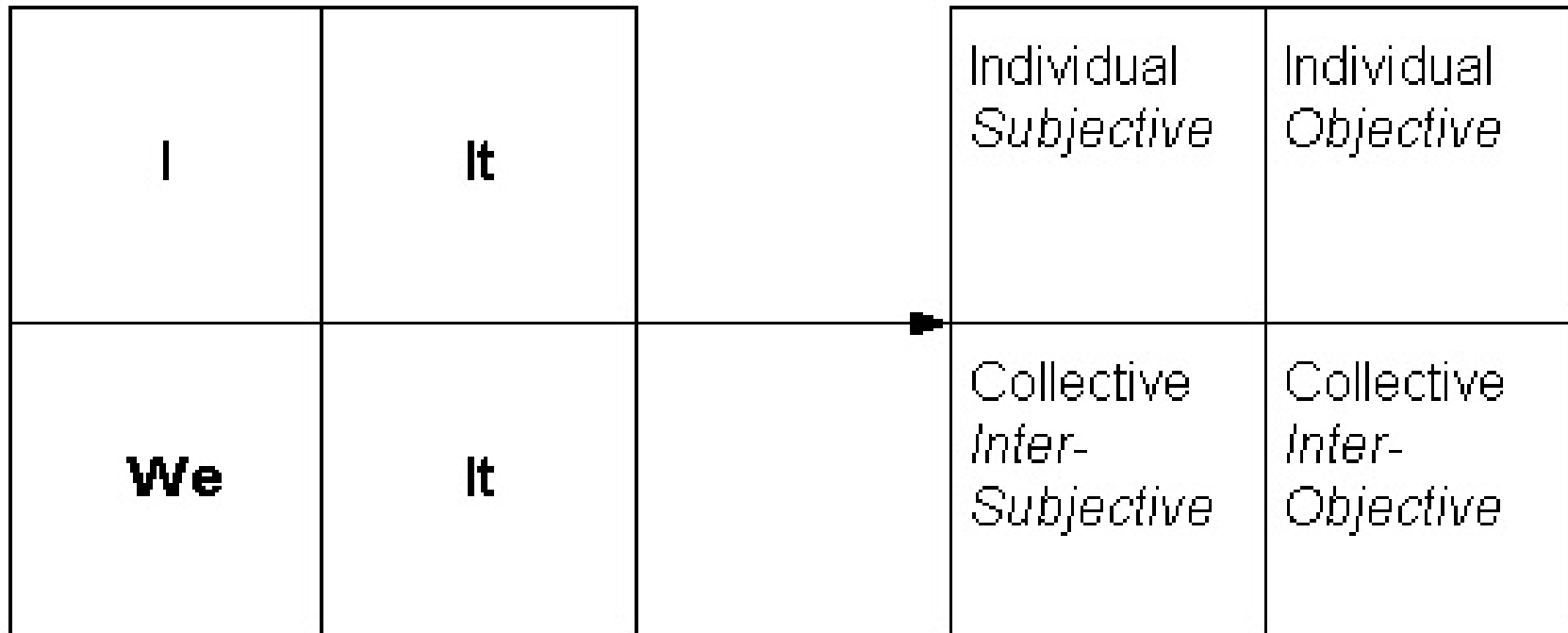


Capturing the subjective and objective

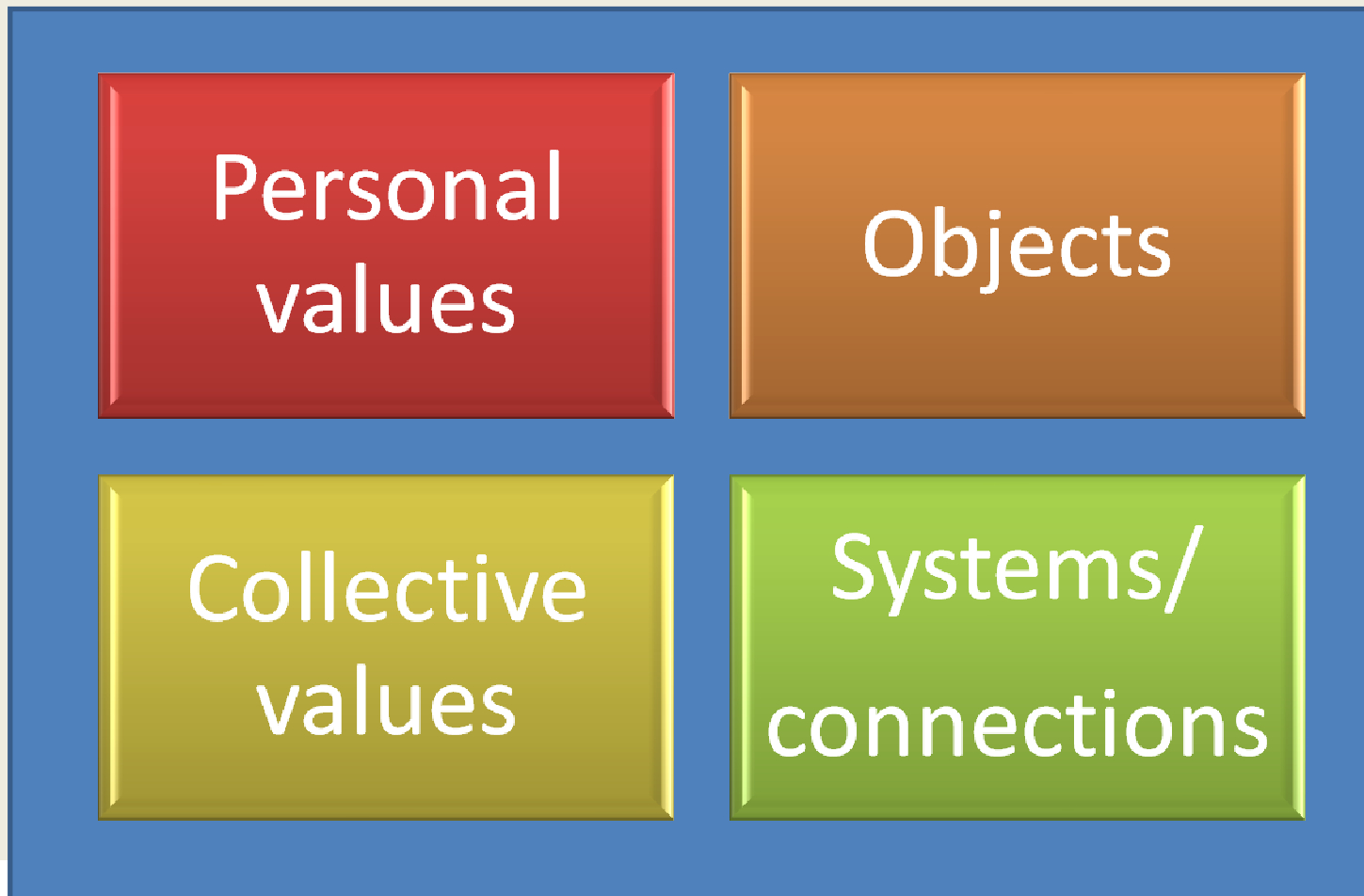


Capturing the subjective and objective

Wilber (1996)



Adaptation of Wilber's framework



| Personal values | Objects |
|--|--|
| <p><u>Examples:</u></p> <ul style="list-style-type: none"> • Multiple perceptions of what's personally important, e.g: <ul style="list-style-type: none"> ○ Being cared for ○ Personal safety and security | <p><u>Examples:</u></p> <ul style="list-style-type: none"> • Buildings and equipment • No. Beds • No. of services • Cost • Time • Quality |
| <p><u>Examples:</u></p> <ul style="list-style-type: none"> • Provision of health services • Caring and healing culture and environment • Social responsibility - equity of access • Environmental responsibility • Patient-centred care | <p><u>Examples:</u></p> <ul style="list-style-type: none"> • Systemic inter-relationships <ul style="list-style-type: none"> ○ Health services ○ Buildings – physical, structural • Connections to regional health services |
| Collective values | Systems and connections |



Examples of **personal and collective values** Major project UAE

- Honouring the founder's legacy
- Embracing the beauty of the built environment.
- Fulfilling the promises that we have made
- Achieving recognition as a world class destination
- Promoting and assisting in preserving some endangered species
- Ensuring lasting design solutions for social, environmental, economic, and engineering problems
- Capturing the unique opportunity to implement sustainable and innovative design, including use of renewable, sustainable energy
- Establishing and maintaining protection and research of the natural wildlife
- Preserving the existing natural land forms and topography



A champion team Focusing on “purpose”





"Going into the 1999 World Cup, we developed a catchphrase '*unity of purpose*'.
John O'Neill
CEO, ARU (2008)

What this all means for VM practice

- Bring key stakeholders together
- Create a **collaborative, learning** environment
- Build shared knowledge and understanding
- Achieve consensus on primary **purposes** of the entity being considered
- **Collaboratively** develop a **value statement** that describes, from multiple perspectives:
 - Useful purposes
 - Benefits
 - Characteristics of particular importance or significance
- Work **collaboratively** through the Value Management process to develop proposals that embody the values
- Implement proposals and maintain commitment to the outcomes



Conclusion

Value Management workshops can play a significant role in establishing and promoting collaboration amongst stakeholders, capturing value and values - leading to sustainable outcomes.

