

## Book Proposal

for the initial 6 companion-books centering on

### Collaborative Excellence & Trusted-based Leadership

The Collaborative Leadership Institutes Seeks a Publisher for the entire [Series of 10 books](#) (click link to see the entire series).

#### Contact information for Author

Robert Porter Lynch, Founder, International Collaborative Leadership Institute

Phone: 239-537-6441

Email: [Robert@iclinstitute.org](mailto:Robert@iclinstitute.org)



*This proposal focuses on the first 6 books to be published in rapid succession.....*

1. **Leader's Guide: Collaborative Excellence**  
How to Gain a 25% Advantage Using Trust-Based Leadership
2. **Practitioner's Workbook: Collaborative Business Relationship Management**  
How to Implement ISO 44001 Standards for Collaborative Excellence
3. **Collaborative Capitalism – Next Evolution & Generation of Business**  
Engaging your Employees, Customers, & Suppliers for Performance & Profit
4. **Collaborative Entrepreneurship – Building a Great Business**  
How Young, Fast Growing Companies use Trust, Teamwork, Innovation & Value Creation
5. **Collaborative Construction – Leader's Guide**  
Creating the High Performance *Aligned Construction Enterprise*
6. **Collaborative Construction Best Practices Workbook**  
Step by Step Manual to Attain Excellence & ISO 44001 Standards

(Note: All Titles are Preliminary – open to revision by marketing experts)

~ **These Books Represent a Bold, Brighter Future at the Right Time** ~

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# Proposal – 6 Books – Trusted-to-Lead Series

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## - EXECUTIVE SUMMARY -

### Collaborative Excellence

*Leader's Guide & Practitioner's Workbook*

### Collaborative Capitalism

### Collaborative Construction

*Leader's Guide & Practitioner's Workbook*

(1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> 5<sup>th</sup> & 6<sup>th</sup> books in a 10 book series)

by Robert Porter Lynch and others



(Note: Use [Hot-links](#) to learn more)

### About the Author

The [author](#) is a pioneering thought leader in the field of collaboration, alliances, strategy, trust building, innovation and leadership. An accomplished writer, his books have sold over 30,000 copies.

### Initial Six Books in Ten Book Series

The [Trusted to Lead™ series](#) represents ten books aimed at building trusted leaders.

The first six “companion” books, currently in advanced draft stage, are destined for publication in 2018/9:

- 1) [Leader's Guide to Collaborative Excellence](#) (275 pg)
- 2) [Practitioner's Workbook for Collaborative Business Relationships](#) (300 pg)
- 3) [Collaborative Capitalism –Next Generation of Business](#) (225 pg)
- 4) [Collaborative Entrepreneurship – Building a Great Growing Company](#) (250 pg)
- 5) [Leader's Guide to Collaborative Construction](#) – with Annick De Swaef (250 pg)
- 6) [Collaborative Construction Best Practices Workbook](#)– with Annick De Swaef (300 pg)

The other four books ([see list](#)) have been extensively researched and currently in early draft stage.

The plan is to complete one additional book every six – eight months, with series completion in 2021.

### Book #1-- Leader's Guide to Collaborative Excellence – Enabling 25% Advantage



The first of the series, the [Leader's Guide](#), is stacked with fresh new ideas, breakthrough frameworks, and the first fully integrated architecture for trust building, teamwork, and organization transformation. Those who have tested the seminal pieces of this tour de force provide strong [testimony](#) for its universal power to create competitive advantage.

The book is straightforward, leading edge, simple to understand, and well illustrated.

The fully integrated frameworks and practices are easy to implement, producing rapid results. (see [White Papers](#) to see some of the elements used in building the design system.)

### Book #2 – Practitioner's Workbook for Collaborative Business Relationships



The recent approval of Standards of Practice for Collaboration by the International Standards Organization (ISO) marks a hallmark event – the first time in the history of commerce there are standards of Collaborative Excellence to enable companies to do business together.

The [Practitioner's Workbook](#) will be the first book to the world market to provide guidance on attaining certification and implementation of [ISO 44001](#). These standards are an evolution of thirty years of discovery, design, development, implementation, and refinement of best practices begun by this author and a team of practitioners. .



## ***Proposal – 6 Books – Trusted-to-Lead Series***

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### ***Book #3 – The Future of Capitalism: The Next Generation & Evolution of Business***



Research into Collaborative Excellence revealed the impact on producing extraordinary levels of economic performance, productivity, and thus profitability. [Collaborative Capitalism](#) reveals the “why” and “how” it occurs, and then elucidates the breakthrough thinking about the real economics of collaboration. It’s written for the financial side of business that needs a comprehensive understanding of how more value is created collaboratively.

### ***Book #4 – Collaborative Entrepreneurship – Building a Great Company***



Collaborative Leadership Excellence, when embedded in growing organizations stimulates high growth and innovation. Written with co-author Christine Adamow, an entrepreneurial authority in the U.S., [Collaborative Entrepreneurship](#) opens up new avenues and breaks loose the potential for growth and profitability by creating massive competitive advantage, while inspiring Millennials in a meaningful way.

### ***Book #5 – Leader’s Guide to Successful Collaboration in the Construction Industry***



Collaborative Excellence has deep application into a wide variety of industries. Claiming 13% of the global economy, the construction industry has had no productivity increases in fifty years. It shows how to increase productivity and reduce risk. Written with co-author Annick De Swaef, a construction authority in Europe, [Collaborative Construction](#) has a widespread global audience in an industry seeking better ideas. This is the first “application” in the series aimed at a specific industry.

### ***Book #6 – Practitioner’s Workbook: Collaborative Excellence & ISO Certification***



Issuance of [ISO Standards of Excellence](#), combined with extensive research on collaborative practices in the construction industry, enables the [Practitioner’s Workbook](#) to provide practical, step by step advice to attain ISO Certification and form contracting teams that outperform the industry norms by at least 25%. Co-authors Annick De Swaef and Robert Porter Lynch use their extensive experience in the formation of successful construction alliances to bolster the impact.

### ***Why these Books Will Sell***

***Dire Need:*** Leadership in throughout the world, is in a crisis mode. People simply don’t trust their leaders and the institutions they represent. (see [Distrust in America](#) -- patterns are similar in Europe).

***Timing:*** Leadership calamities are coming to a crescendo as these books come to market.

***Powerful, Practical Results:*** The series addresses gaining competitive advantage and engaging brainpower of the workforce with down-to-earth with realistic, tested approaches uncovered from wide-spanning systems analysis, including research on the [neuro-chemistry of trust and innovation](#).

***Combined Synergies:*** There will be synergies between several of the books in the series as senior leaders recommend copies to their staff and begin implementation projects. Each of the books will be richly illustrated (graphics from our many training programs and corporate presentations). A free generic PowerPoint will be made available to book buyers who want to teach the [core architectures](#).

***Unified Solutions:*** Our [fully integrated architectures](#) solve the fragmented malaise plaguing leaders.

***Expected Sales:*** We project sales of each book in the series will exceed 100,000 copies, based on several factors: 1) world-wide markets, 2) the excellence of our solutions to the current malaise in leadership, trust, and productivity, and 3) the impetus of the newly minted ISO Standards.

### **Contact information for Author**

**Robert Porter Lynch, Founder, International Collaborative Leadership Institute**  
**364 Harbour Drive | Naples, Florida 34103 | Phone: 239-537-6441 | Email: [Robert@iclinstitute.org](mailto:Robert@iclinstitute.org)**



## 1. Why these Leadership Books are Needed

### *New Path Forward in our Chaotic World*

We live in a chaotic, confusing time, filled with a muddled, mongrelized view of culture, leadership, and the human race's relationship to itself, its institutions, its economy, its businesses, and its environment.

Our world is searching for solutions, and not finding them.

Our people are distrustful and anxiety ridden. If distrust were a disease, we'd declare a pandemic.

Our business and civil institutions are highly distrusted and often dysfunctional.

Our economies are not prospering.

Despite advances in technology, productivity in most industries has flat-lined.

Across the globe, eighty-five percent of employees are disengaged.

Capitalism, the only truly competitive economic system, is under legitimate attack.

Business Schools in the U.S. pump out 100,000 managers in an assembly-line manner every year, but few of the graduates are capable of leading - ever.

Leadership, when it is taught, uses frameworks that are over a century old; no real breakthroughs in thinking have embraced this vital capability.

The *Trusted to Lead*™ Series of books aims at bringing order out of chaos, not by authoritarian measures, but by orchestrating the best of human capabilities in an enlightened, but highly realistic practical and surprisingly simple manner.

The theme that runs through the entire series is *Collaborative Excellence*.

### *The Benefit Attained*

And the benefits from reading these books?

- A 25% competitive advantage that is carefully documented and highly achievable.
- Millennials that join an organization they can truly appreciate.

Ultimately these books represent the cracking of the "Synergy Code" – the 'holy grail' of all leaders – creating a "whole that is substantially greater than the sum of the parts."

Each of the books is written from the perspective of "KISS" – *Keep It Simple & Straightforward*; and elegant, down-to-earth eloquence.

## **2. Key Problems Addressed**

### ***A Severe Problem and a Solution for the Times -- a Failure of Leadership***

Leadership is in terrible straits throughout the world.

It's not only in business. Nearly all organizations are losing their grip on their people, their purpose, and their productivity.

In our advanced era of technology, our decks are awash from a deluge of data, yet we have lost our instincts to collaborate.

In our pockets our smart phones access unimaginable stores of knowledge, yet we are unable to touch the heart of wisdom.

In our autos we can navigate any roadway in the land, yet we cannot find our pathway to reasonableness.

Our leaders lack both the ability to build a shared vision, and to build trust.

Where there is no vision and no trust, everything defaults to politics, policing, and paranoia.

Today, we suffer from a massive leadership vacuum in business and in our institutions around the world.

### ***Collapse of Trust***

In the last fifty years, the leadership deficit has caused a collapse in trust in our institutions. No matter how one examines the data, [trust is declining](#) at an astonishing rate throughout the civilized world. In America:

Less than 1 in 4 trust Wall Street, and criminal justice.

Only 1 in 10 trust our Congress  
(about the same rank as used car dealers)

Only 1 in 3 trust our schools and banks.

Only 2 in 5 trust our churches

Only 1 in 3 trust our medical system.

4 of 5 state of moral values is "only fair" or "poor" and getting worse.

***If Distrust was a disease,  
we'd call it an epidemic  
(or more properly, a pandemic)  
and marshal our national  
resources to conquer it fast.***

### ***Leadership is the heart of the cause***

Ultimately, there is only one place to look to find the root cause:

The failure of leaders to create a powerful shared vision, to inspire, to be trusted, and to build successful teams that people are proud to join.

Pick up a copy of any newspaper or watch the news – it's filled with too many examples of misguided leadership and distrust – in industry after industry: banking, automotive, airlines, and the story goes on. More than half of the workforce report having worked for toxic leaders.



## ***Consequences***

America's business schools pump MBA graduates into the business world annually, but their impact has largely been a failure, unable to lead change, build trust, create innovation or launch new initiatives. These professionals then take their manager's perspective into the later phases of their careers with impassionate mediocrity. The implosion hammers with a resounding thud:

- 25% of Millennials switched jobs last year
- 2 of 3 U.S. employees are disengaged from their work (costing \$14K per disengaged employee), while across the globe, 85% of employees are disengaged
- A large portion of workers hate their bosses
- Productivity has experienced a net decline in worldwide.

## ***The Trusted to Lead Series Aims at a Shift in Mindsets & Skillsets***

While the entire series of books have a common theme of *Trust-Based Leadership* and deliver practical solutions to real problems, the series aims delivering much more. We offer a complete, integrated, holistic framework providing emerging and existing leaders with strategies, best practices, and tools to attain *Collaborative Excellence* – something sorely lacking in our world, and essential to our future.

Part of the *Collaborative Excellence* “core” aims directly at using the breakthrough frameworks for:

- Generating Competitive Advantage
- Producing Quantum Innovation
- Leading and Managing Complexity
- Engaging Millennials
- Building High Performance Cultures
- Measuring the Economic Value of Collaboration
- Transforming Organizations
- Maximizing Value Creation
- Enabling High Performance Teams
- Launching Successful Alliances
- Decreasing Risks inside Complexity

### ***The Journey to Create the 10-Book Series***

*After writing 4 books between 1987-1995, there were still many unanswered questions to understand the “architecture of collaboration.”*  
*([learn more about the journey](#))*

*Twenty years of research, development, testing, reframing, integrating and writing dozens of articles, white papers, and thought pieces have yielded a multitude of answers to some of the most compelling issues of our times.*

*We have put those insights into a fully integrated design system that is simple, straight-forward, easy to learn, and agile to implement.*



### **3. This is the Right Time to Reverse these Trends**

Writing a series of successful books is not just about the content.

#### ***Timing is critical***

We believe this is the perfect time to advance without hesitation. Several forces are combining, signaling that the timing is right – the stars are aligning:

- Leadership in Washington has taken a dark turn; there are calls for change across the planet. The crescendo of turmoil cries for change.
- Polls indicate “epic discontent” and the “perfect storm of outrage, rancor, and anger.” People know there is something wrong, but cannot put their finger on what’s wrong and where we went wrong. People are seeking solutions and new ways forward we provide.
- The issuance of [Standards of Collaboration](#) by the International Standards Organization (ISO) is the hallmark event in commerce that creates an opportunity for our books to lead the way.
- The dearth of trust churns a perturbing social angst leaving people empty, anxiety ridden, betrayed, fearful, hurt, angry, disillusioned and helpless.
- Businesses are struggling with how to retain Millennials, how to improve stagnant productivity, and how to innovate better and faster.
- Lastly, our design and testing of a comprehensive integrated collaborative leadership architectures have finally come to completion – at the right time.

#### ***Defending against the Dark Triad***

Shocking reports recently released have disturbing implications.

- An in-depth analysis of 206 U.S. corporate executives revealed that 4-6% of senior executives are psychopaths – five times the level found in the average population.
- An additional 10% may be described as “dark leaders.” In other words, corporations have become a magnet for people whose lack of conscience drives them to pillage the workforce, suppliers, and shareholders alike.
- 25% of supply chain managers exhibit deep psychopathic tendencies.

These leaders without conscience, known as the [Dark Triad](#), have a sinister stranglehold on some areas of corporate capitalism and government.

Our approach is not to lock horns with “sharks,” but instead to run circles around them. We call it the “dolphin defense strategy,” which first neutralizes the sharks, then drains their energy.

#### **4. Solution must be big enough to wrestle a problem of this magnitude**

The problems facing leaders, especially younger ones, are serious and deep-rooted.

Our institutions give life to civilization, functioning like vital organs of the human body. As widespread distrust infests institutions, just like a human whose vital organs begin to fail, our beliefs and quality of decisions become depleted. The prognosis is bleak without radical remedial corrective action. Traditional prescriptions have simply been inadequate. Humans are neither naturally evil nor uncaring. Poor leadership can polarize, demoralize, and erect barriers that bring out the worst, not the best, in people.

Today's situation requires a new, quantum-shift in thinking and design architecture to meet the demands of our world today. Tweaking -- or doing the same things over and over again -- will not produce different results; thus.....

*When great intentions yield mediocre results,*

*When the tried-and-true ceases to work,*

*When every attempt to fix things is met with frustration and failure....*

*Then the design has reached its limits; the paradigm is ready to shift.*

*Opportunity is present; creative vision is called for,*

*And bold action in new dimensions is the nature of things to come.....*

#### **5. Integrated Breakthroughs in Collaborative Leadership**

##### ***The Refined Art of Muddled Leadership***

In the realm of leadership, each author writes from their personal perspective -- snippets and chunks and a different frame of reference -- leaving the reader stuck trying to splice together what is often incompatible, fragmented advice. This muddling is confusing, even counter-productive, as readers futilely try to integrate one author's point of view with another's. Thus leadership is a mish-mash of pop-psychology, social media quips, politically correct (or incorrect) pronouncements, flavor-of-the-month practices, personal experience, and fragmented solutions.

For example, Maslow's *Hierarchy of Needs* does not interconnect with Covey's *Speed of Trust*, which is unrelated to Lencioni's *Teamwork* model, which is disconnected from Christiansen's *Innovation* framework, which has no integration with DiBuono's *Creativity* models, which isn't symbiotic with Maxwell's *Leadership Traits*, which doesn't fit Kotter's *Transformation Model*, which is divergent from Porter's *Strategic Competitiveness*, which in turn fits with no one's economic models.

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## ***Proposal – 6 Books – Trusted-to-Lead Series***

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Even reading the same author across a span of time leaves the reader/student trying to “connect the dots.” The bewildered student is left trying to solve a jigsaw puzzle with key pieces missing. The leader in the trenches is given the daunting task of piecing together a muddled mass of theory, story, processes, without ever embracing a holistic reality and unified framework when they need it most.

No one would ever consider this approach if the subject matter was biology or physics, but it’s done all the time in business with impunity.

The Leadership *malaise* is the tragic flaw of our modern age – a rudderless ship connected via the internet to everything, lost in fog without stars to navigate. At the core of the problem is a more fundamental quandary:

The realm of leadership and training has been trapped in a centuries-old paradigm of trying to build leadership out of an emphasis on *traits, styles, characteristics, aphorisms, stories, and experience*.

For example: a current Harvard Business School Leadership Program touts “leadership style.”

Frankly, leadership is *not* determined by style, nor by traits, nor by habits, nor solely by values and principles. Great leadership consists of *core architectures* which operate in a system that functions and produces outcomes predictably.

### ***Quest for an Integrated “System” for Organizational Leadership***

Our search to find *breakthroughs in the architecture of collaboration* began in earnest in 1985.

Years of design, development, and testing have yielded extraordinary breakthroughs that are simple, fully integrated, highly functional, *and* filled with breakthrough thinking.

### ***Five Basic Architectures (Design Systems) Underpin Collaborative Excellence***

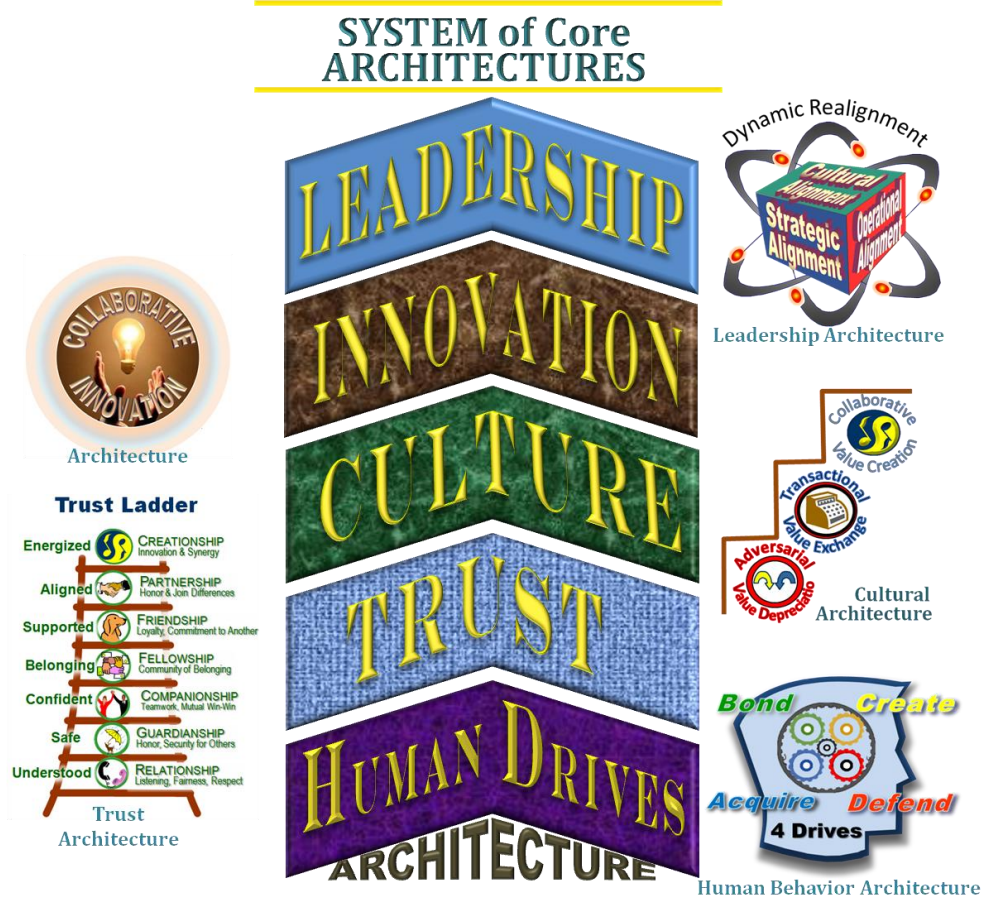
**Figure 1** illustrates our “System Design Architecture” for people, organizations, and leadership.

This is the first time anyone has developed a solid, integrated framework to leverage human behavior, build trust, develop empowering cultures, generate innovation, and guide leadership.

Each of the architectures interrelates seamlessly, just as a highway system consists of roads that flow onto bridges through tunnels and onto interchanges.

This system is interwoven into the fabric of all Collaborative Excellence books in the *Trusted to Lead*™ series – varying upon the audience and application. Our integrated framework is elegantly malleable and facile compared to other approaches to leadership or organization development.

Figure 1: System of Five Core Architectures



### Overview of the Five Essential Core Architectures

Here is a brief overview of the essential core architectures, each of which flows fluidly into the next: (Note: the pictures are single depictions symbolic of many diverse elements)

#### #1 Human Behavior Architecture

As the protégé of my mentor and colleague, Paul Lawrence (now deceased) of Harvard Business School, we worked together to enhance his straightforward model of human behavior. This elegantly simple [Four Drives of the Brain](#) (Acquire, Bond, Create, Defend) (see [Figure 2](#)) explains and predicts how each of the drives interact and must be satisfied for a human to experience full accomplishment. The Four Drive Model is far better than Maslow's Hierarchy, and has been called the " $E=mc^2$  of human behavior."

Figure 2: 4 Drives of Human Behavior



Together with Prof. Lawrence, we conducted breakthrough research in brain chemistry that helps us understand behavior in a manner that not only can be predicted, but then flows directly into understanding how to build or bust trust.

### #2 Trust Architecture

The Trust Architecture was co-developed by me, with the assistance of Prof. Lawrence.

Without trust, it is impossible to generate a high performance culture, very difficult to generate innovation, risky to develop alliances, and highly challenging for a leader to align with his/her organization, which can adapt to changing dynamics.

One vital element is the Trust Ladder (Figure 3), which has received high acclaim for its elegant simplicity and capacity to reframe thinking about trust.

We have had generated additional breakthroughs on modeling the *economics of trust* --how exactly trust produces productivity, performance, and profitability – providing predictable guidance to financial officers.



### #3 Culture Architecture

Based on the previous foundational architectures, we were then able to reframe and simplify why and how culture functions as the strongest determinant of human behavior. We distilled culture down to [Three Fundamental Cultural Configurations](#)

(*adversarial, transactional, collaborative*) (see Figure 4) that influence nearly all human behavior -- far more than either personality or economic incentives.

The culture architecture enables a leader to identify the primary causes of dysfunction in organizations, the blockages to innovation, the difficulties in managing complexity, and the primary reason why risk management is fraught with failures to predict accurately. This architecture identifies the key leverage points for leaders to maximize quantum leaps in performance – the “cultural core” of Collaborative Excellence.

Figure 4: Basic Cultural Configurations



### #4 Collaborative Innovation Architecture

Innovation is not just a “nice to have” add-on to organizations; it is essential to maintain teamwork, trust, continuous improvement, and competitive edge.

Innovation is the primary means of agility and adaptation to changing conditions.

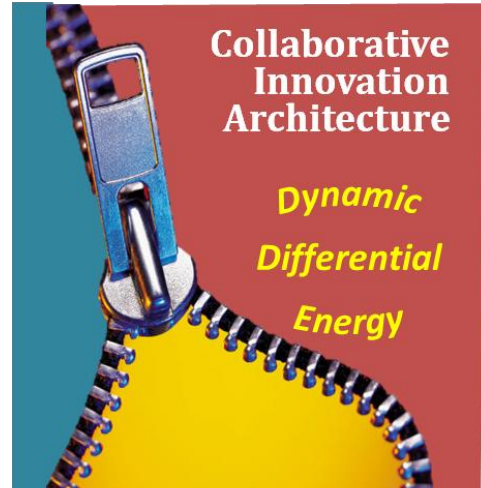
There are really only two fundamental ways to generate innovation – either with highly creative *individuals* or with co-creative *teams*; volumes have been written about the former, little about the latter. Of the two pathways, co-creative teams -- collaborative innovation -- is by far the most powerful and most sustainable.



Collaborative Innovation is based on *dynamic differential energy* (Figure 5) – using differences in perspectives to generate new paradigms, new possibilities, and new methods. However, *differentials in thinking* can only flourish in high-trust collaborative cultures – that’s why the foundation of the preceding architectures are so vital for success. In distrustful cultures, differences result in mediocrity, dissonance, or conflict.

We discovered this architecture by extensive research into how the [Greeks Created the First Age of Innovation](#). It is a potent method, undated and tested. We provide detailed processes and practices for replication.

Figure 5: Collaborative Innovation



#### #5 Four-Dimensional Leadership Architecture

Unlike all the other traditional authorities that have viewed leadership as a set of characteristics, traits, values and habits (the traditional way), we followed the path pioneered by Einstein – seeking the “inner design architecture” that reveals true nature. Because the leadership architecture is built on the foundation of the other architectures, the outcomes are far more predictable, inspiring, and productive.

The Four-Dimensional Leadership System is composed of fundamental alignments --*strategic, cultural, operational, and dynamic* – the 4-Dimensional Alignments of Leadership (see Figure 6).

This dramatic departure from traditional approaches (traits, habits, styles, etc.) activates the 4-Dimensional Leadership as the “brain” that coordinates all the other parts of the system (as pictured in [Figure 1: System of Five Core Architectures](#))

Figure 6: Leadership as a System of 4 Alignments



*The Four Alignments enable leaders to win by playing “4-Dimensional Chess.”*

The entire system of architectures is the essence of the first book: [Leader’s Guide to Collaborative Excellence](#), and the “infrastructure” of all the books in the *Trusted-to-Lead*™ series, varying in each book depending on the audience and context.

### **6. How the Books Address the Problem & Opportunity**

The *Trusted to Lead*™ series remedies leadership's flaws and fragmentations by utilizing a powerful, fully integrated system (**Figure 1: System of Five Core Architectures**). The systems are *powerful, simple, easy to understand, and actionable*, and built into all the *Trusted to Lead*™ Series of books. Thus the reader of one book can converse with the reader of another book with common frameworks, common language, and interrelated diagnostics, thus multiplying the power and value.

These books are not a “leadership for dummies” approach.

Rather, they are the  $E=mc^2$  of excellence.

As one reader commented:

*“Your work is ‘elegant simplicity on the far-side of complexity.’”*

The author bases his perspective of “Enlightened Realism:” no nonsense, down-to-earth, optimistic, aimed at what maximizes human potential.

What's more, each book in the series is aimed at produce a 25% competitive advantage in terms of productivity, performance, and profitability.

The system can work in any organization where the leadership makes a strong commitment to *collaborative excellence*.

### ***Game Changer – World-Wide Standard for Collaborative Relationships***

The International Standards Institute (ISO) recently approved Standard 44001 – Collaborative Business Relationship Management. For the first time in the history of commerce, we have a global standard of collaborative excellence.

Implementing the global standard is the primary purpose of Book #2: [the Practitioner's Workbook for ISO 44001 Implementation](#) (generic version) or Book #6: [Construction Industry Practitioner's Workbook](#) (industry specific version). We expect there will be a surge of companies seeking certification (just as happened with ISO 9000 Quality Standards). The other “companion” books (#1, #3, #4 & #5) will provide the guidance architectures to aid implementations.



Into the Workbooks will be woven the Five Collaborative Architectures (**Figure 1**) combined with updated best practices (based earlier privately published workbooks written by this author) and successfully implemented globally by strategic alliance professionals for two decades.



## 7. Derivative Books

**Trade Version:** The first six books are aimed at the trade audience: primarily organizational leaders and managers who are seeking to produce higher performance from their internal organizations – departments and teams -- as well as from their suppliers, customers, and alliance partners.

Ideally, other authors will recognize the power of our essential collaborative architectures and add to their value with more specific applications focused on defined target markets. Some examples are:

- *Trusted to Sell*
- *Trusted to Negotiate*
- *Trusted to Love*
- *Trusted to Coach*
- *Trusted to Govern*
- *Trusted to Parent*
- *Trusted to be a Friend*
- *Trusted to Teach, etc.*

These could either be co-authored with me or written independently by future Subject Matter Experts. We encourage both approaches to spread the word.

**Business School Text Book Version:** There is basically nothing being used in business schools to teach Trust-Based Leadership.

Business schools are now beginning to see collaborative leadership as a major issue for their curriculum; the market will begin growing. A Business School edition of [\*Book #1 Leader's Guide to Collaborative Excellence\*](#) (expected length 400 pages) could easily become a staple in business courses, both at the graduate and undergraduate level.

The B-School Text Book Edition will be fully footnoted, with expanded cases and detailed examples. Presentation materials for professors will be included. Research has already been done for this textbook edition. Converting the trade book into a text book may benefited by engaging a business school professor as co-author as part of an accredited course curriculum on Collaborative Excellence. The course should be built upon materials modularized from the book's contents. We have several professors in mind for this task, and will make the choice on publisher's advice.

We estimate the textbook market to be 10-20,000 copies annually.

Note: in the US alone, there are 250,000 students enrolled in MBA programs. This number more than doubles in the global English-speaking market.

There are 489 Accredited Business Schools in North America, with an enrollment of over 150,000 students at the graduate level, and over 800,000 at the undergraduate level.

### **8. Mission & Motivation for the Six Books**

#### ***Mission of the Trusted to Lead™ Series***

The mission of the Series is to use Trust-based Collaborative Leadership as leverage to:

1. Empower the reputable majority of leaders to regain control of their organizations, giving people a renewed sense of purpose and creating enormous value financially, competitively, and inspirationally.
2. Rid organizations of the faulty and often destructive leadership that shackles the human spirit in the chains of distrust.
3. Provide a new architecture and language to enable leaders to perceive, think, act, and respond at a higher standard, and thus produce extraordinary results.

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*Trust is the underpinning of virtually every relationship on earth, but we seem to know so little about it, primarily because it belongs to no profession or academic discipline.*

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*For centuries trust has “fallen through the cracks.”*

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*It has required the expertise of a multi-disciplinary span of comprehension to crack the code.*

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#### ***Motivation -- Why Write Books?***

Writing books only interests me only under two conditions:

##### **1. Fresh Insight or Breakthrough**

First, I must have a fresh new insight, or breakthrough, or something to say that someone else has not said, and can say it in a significantly new, insightful way.

##### **2. Definite Market & Business Model**

Second, there is a clear idea of the market and business model that will sell the book in sufficient numbers to make the entire effort worthwhile.

Because leadership and trust is at such an all-time low, and because the call for solutions is significantly greater in today's fast-moving, rapidly-changing world, the *Trusted to Lead™* Series is needed, wanted, and destined for success.

#### ***Must Pass the Reader's “Three Moments of Truth” Test***

Every book writer must pass the “three critical moments of truth” by the reader:

- First, when the reader decides to *buy* the book.
- Second, when the reader decides to *read* the book cover to cover.
- Third, when the reader decides to *use* the book's wisdom in real life.

The entire book-writing effort must successfully pass the “three critical moments of truth” for the entire effort to be worthy and valuable. The next section will address these “Three Moments of Truth.”

## **9. Our Value Proposition and the Three Moments of Truth**

### ***Why Will Leaders Buy These Books?***

Books that are readable, relevant, informative, and provide actionable advice are rare. Great leaders have organized minds that can rapidly sift through data-deluge to pick out the leverage points for decisive action. Just as a polarized lens cuts the clutter of spurious reflections and glare, this book is designed to help the leader use simple frameworks to gain deeper understanding, ask incisive questions, and take the right action quickly with less churning and procrastination.

Anyone interested in leading people, from the young front-line manager to the senior executive will find these books more than exceeds their expectations.

The *Trusted to Lead*™ Series contains excellent advice, as well as numerous real-world examples, along with cautions to prevent common mistakes. They are filled with clear, concise explanations of why a practice or principle is important.

What's more, each book contains an abundance of down-to-earth stories, examples, and advice told directly by other senior leaders who have made this journey before (not filtered through the lens of non-practitioner academics). They contain ample graphics to illustrate the concepts and practices, making the points memorable.

We successfully integrate the insights of new systems architectures, evolutionary biology, modern brain science, best practice analysis, and ancient wisdom.

These books are the result of decades of research, analysis, real-world application, and deep insights into human interaction.

### ***Why Will Leaders Read these books? – Content & Target Audience***

There are compelling reasons to read each of these books (otherwise I wouldn't bother writing).

One key to writing to a business and leadership audience is *Rapid Value Delivery*. A typical business book may have four to fifteen valuable insights the reader truly values.

A book may take ten or twelve hours to digest. At this rate, at best, the reader invests about forty-five minutes to find a valuable "nugget" embedded in the reams of words. This is just poor value delivery in a fast moving "always on duty" world.

Our aim is to deliver a "nugget" on every page that creates a new perception, or a higher level of thinking, or a better way of action, or a more effective response.

The following pages outline each of the book's content and target audiences.



### #1 *Leader's Guide to Collaborative Excellence*:

(See [Executive Summary](#) and [Outline](#))

Readers of the *Leader's Guide* won't want to put it down, because it is filled with insights, examples, and revelations that will inspire you, empower you, and sometimes shock you. It is well written with style and eloquence as well.



- New Vision & Hope: Leadership is not a new subject, but evidently past efforts have not been successful, or we wouldn't be in our current plight. The *Leader's Guide to Collaborative Excellence* shows why and how other approaches have failed, and how to get leaders back on track. The companion *Practitioner's Workbook* is the "how to" implementation book that engages work teams in the journey.
- New Architecture & New Pathway: The *Leader's Guide* contains very important breakthrough frameworks that have never been published, but have been tested extensively in the field. The *Practitioner's Workbook* takes the new architecture down the pathways of implementation, producing measurable results reliably.
- Relevant: The promise of the first two companion books is simple: Trust-based leadership will not only rebuild faith in the workforce, but also yield a 25% competitive advantage, including the strategies, methods, and metrics required.
- Counter-Acting Bad Leadership: Dark leaders can be dangerous, destructive, and difficult to identify. We show how to spot them, what to do with them, and how to rebuild trust among those who have been victims of their onerous deeds.
- Insightful: The *Leader's Guide* provides simple, powerful models of human behavior developed after years of extensive research by the authors. This approach enables users to understand what's driving the destructive behavior of trust-busting people and act effectively to neutralize or eliminate their impact.
- Empowering: We use a completely new and revolutionary approach to understand why people trust, or distrust, based on how the brain functions, including appropriate actions to generate trust.
- Illustrated with examples: The *Leader's Guide* includes scores of concrete examples from business, government, and sports demonstrate how to turn around teams and organizations, using the colorful insights.
- Accessible & Tested: Because both companion books are written in a matter-of-fact, non-academic style, any manager-- from young managers to supervisors to CEO-- will find these books easy to grasp and apply.



## #2 Practitioner's Workbook for ISO 44001 Implementation:

(see [Executive Summary](#), [Outline](#), & sample [Previous Edition](#))

Readers of the *Practitioner's Workbook* will typically be managers tasked with attaining ISO certification. As senior managers, they will naturally be more interested in the “how to” application methods and practices. This book will distinguish itself because for its exceptional guidance that accomplishes two goals simultaneously:

- *ISO Certification* -- a step-by-step guide to implementation and certification
- *Competitive Advantage* – gaining 25% improvement in performance/productivity.

The real power of the ISO 44001 process is not simply in the certification, but in the synergy that comes from the *systems design architecture*, *best practices*, and *standards*.



- Step-by-Step Guidance: Each of the ISO Standards is addressed in detail, with examples, commentary, and tips making the standard alive and vital.
- Templates: Every step will have a basic template for the practitioner to adapt to their unique circumstances.
- Tested Best Practices: The *Workbook* is loaded with over one hundred operational best practice, examples, checklists, and questions to bring ideas into action. Each of the recommended practices has had a long track record of success.
- Expert Insight: Commentary by practitioners accompanies many of the practices.
- Illustrated: Most practices have a graphic to provide a visual image of the practice. These have been taken from our many years of implementation.
- Authoritative: Thirty years of design, development, research, and testing have resulted in the integration of the most impactful systems architecture, operating practices, and standards into one easy-to-follow document.
- Precise: The advisory recommendations provide direct counsel, while providing flexibility and innovation where appropriate.
- Results –Driven: There are two ways to address certification – 1) do the minimum (checklist approach) or 2) be a world-class player (achieve excellence); this *workbook* is designed for those whom the drive to excel is the only option.

### **Typical Audience for Books 1 & 2**

Ages: 30-65 for the Trade Versions, (if Text-Book Version is created, audience will be 19-35 aimed at 250,000 currently enrolled MBA students in the U.S. )

Professions: Business (corporate & entrepreneur), Leadership Training Programs, Government (Federal to Municipal), Non-Profit (Health Care, Education, etc.)

Levels:

- Senior Executive/Professional Titles: CEO, Executive Vice President, Executive Team, Vice President, C-Suite, Director, Finance, Marketing, Sales, Innovation, Research & Development, Operations, Human Resources, Supply Chain, Alliances, Senior Administrator, Senior Consultant, Senior Educator
- Middle Management (upward bound) Titles: Project Manager, Team leader, Branch Manager, General Manager, Office Manager, Administrative Manager, Operations Manager, Marketing Manager, Sales Manager, Research Manager, Alliance Manager, Customer Relationship Manager, Supply/Outsourcing Manager, Cost Manager
- Students (undergraduate/graduate) enrolled in MBA & Executive programs

### ***#3 Collaborative Capitalism: The Next Generation of Business***

(see [Executive Summary](#), [Outline](#), and [Advanced Draft](#))

Collaborative Capitalism reveals the financial and competitive impact of collaboration from a new and different perspective from those taught in typical business school MBA programs.

While capitalism reigns supreme across the globe as the predominant form of the world's economy, it is under scrutiny and facing serious challenges (to name a few):

1. Lack of Moral Imperative
2. No Productivity Increase in years
3. Majority of work performed has little or No Added-Value
4. Eighty-five percent of the world's Workers are Disengaged
5. Economies are stagnant because of poorly structured and led businesses

Is there a pathway to remedy these inequities, without diluting its inner strength?

Amidst this malaise, a new collaborative form of collaborative capitalism has motivated employees, generated innovation, inspired Millennials, spurred productivity, and been a great investment. Collaborative Capitalism is the model businesses can count on for their future; it's sustainable because it consistently creates superior advantage.





New financial and risk management models are presented to explain the hidden value created by collaborative capitalism. These explain why collaborative capitalists gain extraordinary advantages and why this form of business will dominate in the future.

Collaborative Capitalism is stacked with fresh new ideas, breakthrough frameworks, examples, strategies, and practical solutions, along with the first fully integrated leadership “architecture” for trust building, high performance teamwork, and organization transformation.

**Target Audience:** (Similar to books 1&2, but with a strategic or financial interest)

Ages: 30-65

Professions: Business (corporate or entrepreneur), Government (Federal to Municipal), Non-Profit (Health Care, Education, etc.) Management Training

Titles: CEO, Executive Vice President, Executive Team, Vice President, C-Suite, Director, Senior Administrator, Senior Consultant, Senior Educator, Finance, Marketing, Sales, Innovation, Research & Development, Operations, Human Resources, Supply Chain, Alliances.

## **#4 Collaborative Entrepreneurship – Building a Great Company** with Christine Adamow (see [Executive Summary](#), [Outline](#), or [Preliminary Working Draft](#))

Entrepreneurial energy is one of the great traits of a thriving business culture. However, the days of the lone-ranger entrepreneur are rapidly fading into the past.



The future requires a far more collaborative mind-set of strategies and skills.

There are compelling reasons for such a shift. Our breakthroughs in trust-building, collaborative economics and collaborative innovation can have a massive impact on entrepreneurs. Entrepreneurs are typically younger, more opportunistic thinkers eager to learn new ways to gain advantage.

Gaining the 25% competitive advantage will be very appealing to this audience.

- Gaining key advantages creates the foundation for growth
- Collaborative leadership enables the mobilization and loyalty of Millennials.
- Early stage companies are, by their nature, high risk ventures. This book reduces risk dramatically, while increasing the rewards of running and growing a business.

Note: This book is not a substitute for writing a Business Plan; instead it covers the core issues of business creation and growth that business plans do not address:

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## ***Proposal – 6 Books – Trusted-to-Lead Series***

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- Collaborative Leadership – how to align your entire company
- Collaborative Innovation – how to create an engine of continuous improvement
- Collaborative Culture – how to build trust, teamwork & respond to adversity

Collaborative Entrepreneurship is written in a dynamic, energetic, prescriptive style that matches the enthusiasm, vision, and vitality of the readers.

**Target Audience:** Entrepreneurs, Venture Capitalists & Investors, Business Advisors, Business Program Educators, Millennials seeking employment

Ages: 20-70

Professions: Business (entrepreneur, venture capitalist, rising managers, business schools & programs), Business Advisors, Non-Profits (i.e. Healthcare)

Titles: CEO, President, Founder, Vice President, Executive Team, Vice President, Lawyer, Accountant, Business Professor, Finance, Marketing, Sales, Innovation, Research & Development, Operations, Human Resources, Supply Chain, Alliances.

### **#5 Collaborative Construction: Leader's Guide** with Annick De Swaef

(see [Executive Summary](#) and [Early Advanced Draft](#))

Billions have been spent on new technologies for the construction industry. However, the industry has been plagued with declines in productivity since the mid-1960s. Why? Because the former culture of working together between owners, developers, contractors, architects, and supply chains has sunk, more than off-setting the impact of technology. This is a leadership problem technology can't fix.

The *Leader's Guide* is filled with new ideas, breakthrough frameworks, and fully integrated leadership "architecture." It shows how to:

- Create the Aligned Construction Enterprise
- Bring all the stakeholders of a construction project into alignment quickly
- Key mistakes made by owners, architects/engineers, developers, builders and supply chain managers.
- How to deliver projects on-time, on-budget, on target without the lawsuits that are plaguing the industry
- How to engage the workforce to retain your best people

Globally, the construction industry represents about 13% of GDP, nearly US\$10 trillion. The construction series books are aimed at the global, English speaking market – North America, Europe & Asia. Each book will be richly illustrated with graphics. An additional generic PowerPoint will be available free to book buyers. We expect thousands of construction companies will begin adopting ISO 44001 Standard of Excellence, spurring sales.

### **Leader's Guide**

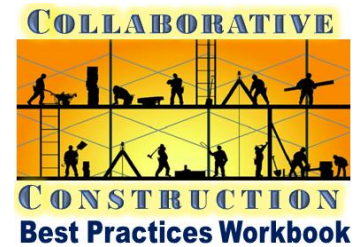






## #6 *Collaborative Construction: Best Practices Workbook* with Annick De Swaef (see [Executive Summary](#), [Overview](#), and [Outline](#))

Leadership in the construction industry throughout the world is in a malaise. The amount of non-value added work is constantly rising. Why? The *adversarial* and *transactional* patterns that have crept into the industry suck its energy.



This book is the practical manual to put the industry back on track in a straightforward manner with concrete, well tested advice. This will be the first book into the market to support the International Standards Organization (ISO) (just released) Standard 44001: [Collaborative Business Relationship Management](#). Both authors were involved directly or indirectly in the establishment of these standards. We expect thousands of construction companies will begin adopting the 44001 Standard of Excellence in the next decade driving combined book sales into or beyond the 100,000 unit range.

### Target Audiences for both Construction Books

Ages: 30-65

Professions: Construction (Corporate & Sub-Contractors), Owners & Developers, Government (Federal to Municipal), Non-Profit (especially Health Care), Architect-Engineering, Supply Chain)

Levels: -- Senior Executives for Leader's Guide, General & Project Managers for Practitioner's Workbook.

Titles: CEO, Executive Vice President, Executive Team, Vice President, C-Suite, Director, Senior Administrator, Senior Consultant, Senior Educator, Finance, Marketing, Sales, Innovation, Director, Operations, Human Resources, Supply Chain, Alliances, Project Manager.

### *Why Will Leaders Use the Wisdom in these books?*

This question addresses the third, most critical "moment of truth." Here's how:

1. Provide a valuable perspective, insight, framework, or action on every page.
2. Make it easy to translate the book's *content* into the readers *context*.
3. Ensure the writer's credibility is manifested early by relating to the reader.
4. Deliver real, deep wisdom, not just trite or obvious statements.
5. Make the models and big picture clear, enabling leaders to communicate the message to others in a practical way, thus multiplying the value.
6. Keep things simple and straightforward, don't "complexify" things.
7. Make examples invigorating, practices concrete, and results predictable.

## 10. Marketing & Promotion

### *Market Size*

Leadership and management development is a very large market in North America and globally. According to our research at the Leadership Institute indicates that over \$27 billion is spent annually on courses and programs in the U.S. and Canada.

This market is ready for fresh new thinking.

### *Sales Projections*

We believe each of the six books has the potential to reach the 100,000 mark (including international sales) over the course of 3 years.

### **Converging Driving Forces**

Sales will be driven by four converging forces:

1. **Frustration:** Seeking alternatives to the divisiveness and untrustworthy behavior is constraining or even taking down businesses and governments world-wide.
2. **Multigenerational:** Needing to build an organization that can maximize the value of a wide range of employees from Baby Boomers to Millennials.
3. **Competitive Advantage:** Smart leaders are looking for the competitive edge which can be extensive using the collaborative methodology.
4. **ISO 44001** (Collaborative Business Relationships): All books are positioned to ride the global ISO wave, guiding leaders to successful certification. (Note, ISO 9000 established Quality Standards about twenty years ago. Today over one million companies in over 170 countries are ISO 9000 certified)

### **Important Readiness & Support Factors**

- Market Readiness: The market is ready, the content is exceptional, and the rationale in the books is compelling.
- Uniqueness: These books present not only breakthrough frameworks and ideas, but a fully integrated, scalable system of leadership spanning from the neuroscience of the brain all the way to the transformation of organizations.
- Trust Architecture: Competitive books are mostly filled with stories, exhortations, slogans and platitudes about trust. We provide a full *design system for trust*, supported by economic modeling.
- Excellent Market Response: Development, design, and testing has been on-going for twenty-five years. The ideas, architectures, and methods, have been honed, making them compelling (see [Testimonials](#)).



- Institutional Support: The International Collaborative Leadership Institute (see [www.iclinstitute.org](http://www.iclinstitute.org)) has been established to launch a series of training programs and advocacy, including social media, to help drive book sales.
- Life-Span: Based on past experience with my other books, the life-span of these *Trusted to Lead*<sup>TM</sup> Series will be up to 15-20 years because of market forces and our breakthroughs in thinking. (This life-span can be extended if the publisher supports new edition upgrades every 5-7 years.) We expect these books will be considered the standard against which all future books on collaborative excellence will be judged.

## **Synergies among the books**

- First four books: *Leader's Guide to Collaborative Excellence*, *Practitioner's Workbook to ISO 44001 Implementation*, and *Collaborative Capitalism*, and *Collaborative Entrepreneurship* are synergistic because the sale of one book will spur sales of the others.
- Two construction books: *Collaborative Construction* and *Best Practices Workbook* are synergistic because buying one will encourage the leader or practitioner to want to know more, thus buying the other.

## ***Business Model with the Collaborative Leadership Institute***

The [International Collaborative Leadership Institute](http://www.iclinstitute.org) has been formed to promote Collaborative Excellence, offer programs, sell publications, and provide services to corporate universities. The Institute will also promote and sell books through training programs.

**Franchising**: The Leadership Institute is establishing a franchise model to enable other centers to sprout up as partners around the world. The [TransAlignment Institute](http://www.transalignment.com) in Canada is our first franchise pilot. We expect to sell at least 5,000 books or more a year through the training programs, speaking engagements, and consulting assignments.

**Co-Branding**: An important element of the Leadership Institute's business model is to build our brand. Thus both the publisher's mark and the Institute's mark need to be prominent on the covers.

**On-going Articles, Blogs, & Studies**: The Leadership Institute will be providing articles, blogs, podcasts, short e-book teasers, webinars, studies, and speeches to keep our message fresh and prominent. Radio and television talk shows, book signings, and other traditional sales methods will also be pursued fully.

**Note on Titles**: We are flexible and open to renaming any of the books based on market readiness and "catchiness." We look to our literary agent and publisher for sage market advice.

## **11. Competition**

### ***Creating Competitive Advantage***

A reader's decision to buy *and* recommend a book will be influenced by 12 factors:

- 1) Differentiation – material is distinctively new, better, above the norm
- 2) Delivers Value Promised – exceeds expectations, every page has value
- 3) Aha! – answers the questions/dilemmas/quandaries that plague life
- 4) Simplicity – complex issues are simplified (but not for dummies)
- 5) Utility - material is useful, produces results easily and quickly
- 6) Empowerment – reader feels stronger, clear, and ready to act
- 7) Presentation – format is easy to use, big issues evident, reference later
- 8) Communications – the reader's mind quickly connects with the writer
- 9) Down-to-Earth – concrete examples, simple, straight-forward
- 10) Readability – easy to read, well written, clear, tight writing
- 11) Trust the Author – credible, authoritative, integrity, experience
- 12) Endorsements & Reviews – others speak highly of the book

Each of the *Trusted to Lead*™ books will be designed to excel at all 12 factors.

### ***Competitive Books***

Author's Note: I am a “classical futurist,” as well as an authority on leadership and collaboration. I have read leadership studies going back to Heraclitus and Plutarch, as well as analyzed great leaders throughout ancient, medieval, and modern history. I have made a study of leadership, drawing universal conclusions across the ages. I have read scores of modern books on leadership. I have taught collaborative leadership, across the world. And, most importantly, I have held numerous leadership positions in the military, business, and community. This background has enabled a clarity of direction:

**My quest has been to seek the “inner design” others have missed.**

### ***Current Books on the Market***

Liabilities of Current Books: Without exception, all the books on the market take the centuries old approach of addressing leadership from the perspective of “habits,” “traits,” “characteristics,” “practices” or “style.” While this is not “wrong,” all these perspectives never address leadership as a “system” of interconnected architectures – functioning synergistically, just like the human body.

The lack of a systems design means learning leadership becomes highly dependent upon the student's intuitive ability, natural propensities, personality, and capacity to mimic -- never really embracing the heart and soul of leadership – its inner meaning.



List of Current Books: (Note: the following representative list not intended to be all-inclusive, just an overview, and in no particular order)

A trip to bookstores reveals numerous books on leadership and several on trust. The leadership section is large enough to merit a large number of books indicating a thriving market. Here are several of the books and my brief commentary:

- *The 7 Habits of Highly Effective People*, Stephen R. Covey (Sr.), 1989. This has been a best seller. It is a “good” book, but not “great.” Leadership training programs have been using this as a staple for years. I met with Covey in 1996. He said he never meant the book to be a book on leadership, but the ease of understanding 7 simple habits made it simple to teach and learn. The biggest lesson: Keep it simple and straightforward. Sold over 1 million copies
- *The Speed of Trust*, Stephen M.R. Covey (Jr.) 2006. This book is another “good” book but not “great.” It is filled with fine examples, but lacks a central architecture. People who have read his book and attended my programs on the *Architecture of Trust* consistently comment that while Covey clearly showed the importance of trust, Covey’s material lacks any concrete model to frame thinking, and any practical steps or process to engage in actual trust building; nor can it be measured or replicated – all aspects we have addressed in very powerful ways.
- *The Power of Positive Leadership*, John Gordon. Another “good” book extolling the value of culture, vision, optimism, confronting negativity, teambuilding, excellence, purpose, and grit. These are all excellent “attributes” and “characteristics” which will get good reviews. But, again, nothing that hasn’t been said by dozens of writers over the years.
- *The 21 Irrefutable Laws of Leadership*, John Maxwell. This author is prolific, churning out book after book. Everything he extols has value. However, I sincerely doubt any leader can remember more than 8 of the 21 laws. Maxwell has about a dozen other books. All are good. But any author can pump out book upon book, but only add more details that ultimately confuse when there is no architecture to hold it all together.
- Dozens of other books with titles like *Extreme Ownership*; *Start with Why*; *High Potential Leader*; *101 Leadership Tips*; *Boundaries for Leaders*; *The Leadership Gap*; *One Mission*; *Leader’s Secrets*; *Smart Collaboration*; *Leader’s Challenge*; *Lead Yourself First*; and so forth all thrash the same basic issues with new twists on old exhortations and principles.

Nothing new, but good enough to sell.



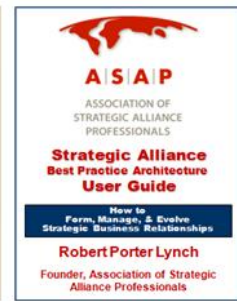
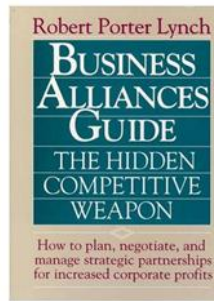
### 12. About the Author

#### About Robert Porter Lynch

Robert Porter Lynch is a world-recognized business thought leader and expert in collaborative leadership, trust-building, strategic alliances and innovation. Because his work has evolved from the field of strategic alliances, he has a unique perspective on collaborative leadership and what is lacking in other traditional authors.

He has written three books:

Practical Guide to Corporate Alliances (Wiley, 1988), Business Alliances: the Hidden Competitive Weapon (Wiley, 1993), and Strategic Alliance Best Practice Workbook (ASAP, 2002).



All told, these books have reached over 40,000 customers.

He has also written numerous articles and book chapters.

As Executive Development instructor of senior leaders, he has trained over 40,000 senior managers, been a successful entrepreneur launching several businesses, and has been a consultant for scores of Fortune 500 companies.



(see [Short Bio](#), [List of Publications & Programs](#) )

As a natural collaborator, Mr. Lynch is happy to co-author future books with other subject matter experts.

#### Sample of Robert Porter Lynch's Writing

Mr. Lynch has written prolifically during the last twenty-five years in developing and designing the integrated leadership architecture.

#### Invitation to Read a Variety of the Author's Insights

Many *Strategic Alerts*, *Thought Pieces*, *White Papers* and *Articles* were generated as ideas and architectures evolved during the *Trusted to Lead*™ series development period. These can be read on the [Publications Page](#) of the [Leadership Institute website](#).

Please feel free to pick and choose whatever piques your interest.

In addition, a [special private web page](#) is available to see the status of each of the ten books in the *Trusted to Lead*™ series. This web page contains Executive Summaries, Outlines, and Draft Versions.

### 13. Why Partner with a Literary Agent?

We are seeking a world-class literary agent for much more than negotiating a contract.

A Literary Agent will bring extraordinary value as a team member:

1. Expediency: Time is of the essence. The window of opportunity is now. Speed to market with high quality books is essential.
2. Expertise: A literary agent knows the pathway and how to navigate the obstacles in the publishing world – we don't. It is imprudent for us to waste time wandering without a compass in a world that's not our back yard.
3. Expanded Possibilities: We are *content developers* and *thought leaders* -- that's our *focus*. A great literary agent will see opportunities in arenas beyond our line of sight. What's more, many of our books could be augmented with co-authors, many of whom may already be in the agent's corral.
4. Excellence: – Our commitment to excellence in writing, marketing, and promotion is high. We want a literary agent to advise and inform, especially in areas where we may be unknowledgeable or unaware.
5. Engagement: By our nature, we are collaborative. To us, engagement means working together to create new ideas, new opportunities, and new ways of getting our message and methods to the public. We like to work with people we trust; who don't think like us, who can enlighten us; who bring better connections to marketing, promotion, and messaging.
6. Enthusiasm – Writing (and all the thinking and rewriting that goes behind it) can be a lonely job. A good literary agent is like a good coach – providing constructive ideas, focusing our thinking, always keeping the reader in mind, suggesting alternatives, critiquing our writing.

We look forward to a long, synergistic, and mutually prosperous relationship!

\*\*\*\*\* THANK YOU \*\*\*\*\*

International Collaborative Leadership Institute



3510 Kraft Road Suite 200  
Naples, Florida 34105  
1-239-537-6441  
[www.ICLIInstitute.org](http://www.ICLIInstitute.org)



**Contact information for Author**

**Robert Porter Lynch, Founder, International Collaborative Leadership Institute**  
**364 Harbour Drive Naples, Florida 34103**

**Phone: 239-537-6441**

**Email: [Robert@iclinstitute.org](mailto:Robert@iclinstitute.org)**