



Leader's Guide **Collaborative Construction**

(4th book in a 10-book series)

by Robert Porter Lynch & Annick De Swaef

-- Executive Summary --



(Note: Use Hot-links to learn more)

Series

About the Authors

[Robert Porter Lynch](#) is a pioneering thought leader in the field of collaboration and strategy. For thirty years he's developed leading edge approaches to alliances, innovation, trust building, and collaborative leadership – globally, with major corporations and governments. An accomplished writer, his books have sold over 30,000 copies. Co-author Annick De Swaef is a European expert in collaborative business, with a specialty in the construction industry.

Series of Ten Books

The “[Trusted to Lead Series](#)” represents ten books aimed at building trusted leaders.

The [Leader's Guide to Collaborative Construction](#) is currently in advanced draft stage and destined for publication in mid 2018, the Practitioner's Workbook for late 2018.

The other five books ([see list](#)) have been extensively researched and are currently in first or second draft. The plan is to complete one additional book every six to ten months.

Breakthroughs Enabling Construction Leaders to Break Out of the Industry Malaise

Billions have been spent on new technologies for construction. However, the industry has been plagued with declines in productivity since the mid-1960s. Why? Because the leadership and culture of working together between owners, developers, contractors, architects, and supply chains has sunk, more than off-setting the impact of technology.

The first of the “companion books” in the construction series -- the *Leader's Guide*-- is filled with new ideas, breakthrough frameworks, and fully integrated leadership “architecture.”

- All material is straightforward, leading edge, simple to understand, and well illustrated.
- Every element is thoroughly tested for its power to create competitive advantage.
- Those who have used the “architecture” [attest](#) to its tour de force producing results.

Why these Books Will Sell

First, our books address the fundamental malaise in the construction industry throughout the world. These “companion” books show how to put the industry back on track in a straight-forward, concrete, practical manner. Each book is aimed at the global, English speaking market.

Second, the International Standards Organization (ISO) just released Standard 44001: [Collaborative Business Relationship Management](#). This links directly to the co-author's groundbreaking work in collaborative systems over the last thirty years. We expect thousands of construction companies will begin adopting the 44001 Standard of Excellence.

Fourth, each book will also be richly illustrated with graphics, and an additional generic PowerPoint will be available free to book buyers.

The construction industry represents about 13% of GDP (nearly US\$10 trillion) globally. We project that the unique value of these books combined with the forces in the industry will drive combined book sales into or beyond the 100,000 unit range.