



## Series

# Collaborative Construction

## *Best Practices Workbook*

(5<sup>th</sup> book in a 10-book series)

by Robert Porter Lynch & Annick De Swaef

-- Executive Summary --



### 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 [Practitioner's Workbook for Collaborative Construction](#) is currently in advanced draft stage, and destined for publication in mid-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

Despite billions spent on new technologies, the construction industry has been plagued with declines in productivity since the mid-1960s despite the impact of new technology.

The two "companion" books of the Construction series -- the *Leader's Guide to Collaborative Construction & Practitioner's Work*-- are stacked with fresh new ideas, breakthrough frameworks, and the first fully integrated leadership "architecture" for trust building, high performance teamwork, and organization transformation.

- 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, each book has synergistic capacity to spur sales of the other book.

Second, 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.

Third, globally, the construction industry represents about 13% of GDP, nearly US\$10 trillion. These books are aimed at the global, English speaking market – North America, Europe & Asia.

Fourth, 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.