



Outline

Collaborative Innovation

*Turning your Organization into a
Perpetual-Motion Innovation Engine*

by Robert Porter Lynch



Contents

Chapter ONE: In Search of Synergy -- Amazing Greek Innovation Engine

- **Prelude**
Impact of Culture
- **Quest for Synergy**
Cracking the Code – Creating a Perpetual Motion Innovation Engine
Reaching Back to the Future

Chapter TWO: Discovering Dynamic Differential Energy

- **Search for the Essence of Creation**
Differentials & Greek Quest for Synergy
- **Unity & Polarity in Ancient China**
- **What Created a Cluster of Thought Leaders?**
Pythagorean Harmonies
Heraclitus & the Dynamic Power of Polarities
Golden Spiral
Crisis & Change
- **Differentials in Thinking**
- **Harmonizing Differentials**
Joining Harmonies & Polarities
Unity, Diversity & Adaptation
Beethoven's Harmonies & Polarities
Dynamic Energy
Synergy
Truth
- **Courage, Character & Relationships**
Linking Ethics to Friendship
Trust is More Important than Life Itself
Friendship & Creationship
The Three Treasures

Collaborative Innovation Outline

- **Aligning Forces of Greek Innovation System**

Why Alignment is Essential to Trust

Destructive Potential of Differentials

Chapter THREE: Core Values of the Greeks

- **Six Core Values**

1. ARÊTE --VIRTUE
2. PHILOTIMO --LOVE OF HONOR
3. SOPHIA -- WISDOM
4. KOINONIA --COMMUNITY
5. METANOIA – MIND SHIFTING
6. HISTORIA -- DEEP INQUIRY

Conclusion & New Beginning

Chapter FOUR: Digging Deeper into the Magic of Synergy

- **Power of Progression**

- **Cultural Impact on Innovation & Co-Creation**

Diabolical Impact of Fear on Creativity

Power of Expression of Ideas in Language

Fear and Courage

The Energy We Receive From Trust

What Kind of Quest?

Chapter FIVE: Differential Energy Rediscovered

- **Heraclitus Revisited**
- **Albert Einstein: Polarities and Relativity**
- **Carl Gustav Jung & Human Psyche Polarities**
- **Kurt Lewin and Dynamics Force Fields**
- **Lawrence-Lorsch—Differentiation & Integration**
- **Emergence of Strategic Alliance Synergies**
- **Polarities in the form of Four “Drives”**
- **Comparing the Four Drive Model to Maslow**
Reconciling Behavior and Personality
- **Application of the Four Drive Model: Trust**

Chapter SIX: Competition, Cooperation & Creative Destruction

- **Are humans Competitive or Collaborative?**
Collaborate Internally, Compete Externally
- **Air War Over Texas**
- **Innovation & Forces of Creative Destruction**
Cognitive Diversity & Differential Thinking
Differentials & DNA
Differentials in Thinking Source of Innovation Flow
Diversity in an Acquire & Defend World
Differential Energy & Metanoic Shift
- **Is Synergy a Natural Act?**
Buckminster Fuller
Gyorgi Doczi
Peter Corning

Chapter SEVEN: The Next Horizon

- **Business Attempts to Achieve Synergies**
High Failure Rates in Mergers & Acquisitions
How Strategic Alliances Achieve Synergy
- **Classical & Synergistic Trust**
Nissan Case Study in Synergistic Trust
- **Conclusion**
Differential Synergy & Unity in Diversity Flaws
Core Elements of Synergistic Thinking