



EXECUTIVE SUMMARY

Collaborative Excellence

Leader's Guide & Practitioner's Workbook

Collaborative Capitalism

Collaborative Construction

Leader's Guide & Practitioner's Workbook

(1st, 2nd, 3rd, 4th, 5th & 6th 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 Five 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 Company](#) – with Christine Adamow (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 ([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.



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



Research into Collaborative Excellence revealed the impact on producing extraordinary levels of 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, 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. Written with co-author Annick De Swaef, a construction authority in Europe, [Collaborative Construction](#) will have a widespread global audience in an industry seeking better ideas. This book will be one of a series of “applications” to 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 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 America, and throughout the world, is in a crisis mode. People simply don’t trust their leaders and the institutions they represent. (see [Distrust in America](#)).

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 the brainpower of the workforce with down-to-earth, realistic, tested approaches uncovered from wide-spanning systems analysis, including research on the [neuro-chemistry of trust and innovation](#).

Combined Synergies: Synergies between books in the series will generate sales as senior leaders begin implementation projects. Each book will be richly illustrated (graphics from our many training programs/presentations). In addition, a generic PowerPoint will be made available to buyers.

Unified Solutions: Our fully integrated solutions to the fragmented malaise will trigger a sales surge.

Expected Sales

We project sales of *each* book in the *Trusted to Lead* Series will reach or 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

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