



## Series

# Collaborative Excellence

## *Leader's Guide*

(1<sup>st</sup> book in a 10-book series)

by Robert Porter Lynch

-- Executive Summary --



(Note: Use Hot-links to learn more)

### About the Author

The [author](#) 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.

- Robert is an accomplished writer whose books have sold over 30,000 copies.

### Series of Ten Books

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

The first two "companion" books: [Leader's Guide to Collaborative Excellence](#) and [Practitioner's Workbook for Collaborative Business Relationships](#) are currently in advanced draft stage, destined for publication in early 2018. The other eight 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 over the next five years.

### Breakthroughs Enabling Leaders to Create 25% Competitive Advantage

The first of the series -- the *Leader's Guide to Collaborative Excellence* -- is 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 this Book Will Sell

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 [State of Distrust in America](#)). These books provide practical solutions and deeper understanding that our team uncovered on [neuro-chemistry of trust, innovation](#), and alliances. (see [White Papers](#) for other elements)

The International Standards Organization (ISO) just released Standard 44001: [Collaborative Business Relationship Management](#), which is largely based on this author's groundbreaking work in collaborative systems over the last thirty years. We expect over 200,000 companies will begin adopting the 44001 Standard in the next decade. The *Leader's Guide*, with the companion *Practitioner's Workbook* will be first-to-market with over 100,000 expected sales.

- Each book will also be richly illustrated with graphics from our many training programs and corporate presentations). An additional generic PowerPoint will be available free.

### Support System

These books represent strategic initiatives driven by the [International Collaborative Leadership Institute](#) and the [Association of Strategic Alliance Professionals](#), (author serves as Chairman of the Board or Chairman Emeritus).