

## Selected Publications & Executive Programs by Robert Porter Lynch

(representative listing of books, articles, and readings written for executive classes & clients)

### Collaborative Leadership & Culture

- [\*\*How to Foster Champions\*\*](#) -- Chapter from Peter Drucker, *Leading Beyond the Walls* by Robert Porter Lynch (downloadable PDF file)
- [\*\*The Case for the Collaborative Imperative\*\*](#) for Alliance Professionals, including the *Economics of Expandables* by Robert Porter Lynch(full version) (downloadable PDF)
  - [\*\*Executive Summary\*\*](#) (short version)

#### -- Selected White Papers --

- [\*\*#1 Leadership as a System\*\*](#) -- The Four Essential Alignments by Robert Porter Lynch (downloadable PDF)
- [\*\*#2 The Case for Collaborative Leadership\*\*](#) -- 3 Leadership Types by Robert Porter Lynch (downloadable PDF)
- [\*\*#3 Qualities of Collaborative Leaders\*\*](#) -- Key Defining Characteristics by Robert Porter Lynch (downloadable PDF)
- [\*\*#4 How Collaborative Leaders use Culture as a Force Field\*\*](#) -- Why Humans do what they do; by Robert Porter Lynch (downloadable PDF)

### Collaborative Capitalism & the Economics of Trust

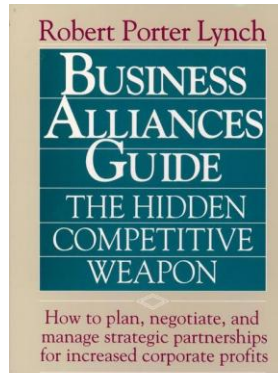
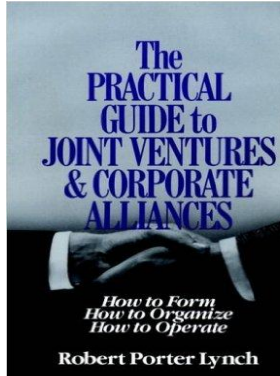
- [\*\*Three Faces of Capitalism\*\*](#) Why Collaborative Capitalism will prevail in the 21st Century by Robert Porter Lynch with Foreword by Paul Armington (downloadable PDF)
  - [\*\*Executive Summary\*\*](#)
- [\*\*Trust, the Economic Game Changer\*\*](#) How Trust Changes Economic Performance by Robert Porter Lynch -- Chapter from *TRUST, Inc* (downloadable PDF)
- [\*\*Trusted to Innovate\*\*](#) Breakthrough in Brain Science to Accelerate Collaborative Innovation by Paul R. Lawrence, Robert Porter Lynch, & Paul Zak (downloadable PDF)
- [\*\*Leadership and the Structure of Trust\*\*](#)® by Paul R. Lawrence & Robert Porter Lynch --feature article in 2011*European Business Review* (downloadable PDF)

### Collaborative Innovation

- [\*\*Collaborative Innovation, The Essential Foundation of Scientific Discovery\*\*](#) by Robert Porter Lynch, Chapter in Book on *Collaborative Technologies for Bio-Medical Research* (downloadable PDF)
- [\*\*Architecture of Collaborative Innovation -- Presentation of Key Elements\*\*](#) by Robert Porter Lynch (downloadable PDF file)
- [\*\*Synergy & Synchronicity\*\*](#) by Robert Porter Lynch(downloadable PDF)
- [\*\*How the Greeks created the World's First Age of Innovation\*\*](#) by Robert Porter Lynch & Ninon Prozonc (downloadable PDF)
- [\*\*The Champion of Innovation\*\*](#) by Robert Porter Lynch (downloadable PDF file)
- [\*\*Alliances as Engines of Innovation\*\*](#) by Robert Porter Lynch (downloadable PDF)
- [\*\*Four Critical Skills for Managing High Performance Innovation Alliances\*\*](#) by Robert Porter Lynch -- Chapter from Duysters, de Man, & Vasudevan, *The Allied Enterprise* (downloadable PDF)
- [\*\*Unlock the Creative Genius\*\*](#) (For Employee Owned Companies) by Martin Staubus and Robert Porter Lynch (downloadable PDF)
- [\*\*Innovation's Critical Weak Link\*\*](#) by Robert Porter Lynch (downloadable PDF)

## Publications & Executive Programs by Robert Porter Lynch

### Strategic Alliances



These two books were the seminal work in collaborative *best practices across organizational boundaries* that launched the shift toward collaborative strategic relationships around the globe, and spawned the Association of Strategic Alliance Professionals.

- [\*\*Joint Ventures\*\*](#) -- Introduction by Robert Porter Lynch (First Chapter from *Joint Ventures, Business Strategies for Accountants*, published by John Wiley & Sons)
- [\*\*Letter to Strategic Alliance Professionals after the 911 Attack\*\*](#) by Robert Porter Lynch, Founding Chairman, Association of Strategic Alliance Professionals

### Managing Complex Projects & Risk Management

- [\*\*Future Path of Mega Projects\*\*](#)—*Managing Complexity* by Professor George Jergeas & Robert Porter Lynch (downloadable PDF)
- [\*\*Notes on the Law of Compounding Risk\*\*](#) *Understanding how to handle complex interfaces* by Robert Porter Lynch (downloadable PDF)

### Supply Chain Management & Outsourcing

- *What you Need to Know about [\*\*Process Innovation & Total Cost of Ownership\*\*](#)* by Robert Porter Lynch (downloadable PDF)
- [\*\*Beyond Win-Win and the Myths of Win-Lose\*\*](#) -- *Creating Value in Negotiations for Supply Chain Managers* by Robert Porter Lynch (downloadable PDF)
- [\*\*Unleashing the Innovative Power of Suppliers\*\*](#) by Robert Porter Lynch (downloadable PDF file)
- [\*\*Cooperation Brings Profitability\*\*](#) -- published in *Supply Management*, Dec 2007 by Robert Porter Lynch (downloadable PDF)
- [\*\*Creating Competitive Advantage with your Supply Chain\*\*](#) by Robert Porter Lynch (downloadable PDF)
- [\*\*Innovative Power of Value Networks\*\*](#) by Simon Croom and Robert Porter Lynch Published in *International Purchasing and Supply Research Association*, Bath, England, April , 2007

#### **SPECIAL SERIES: SUPPLY CHAIN OF THE FUTURE -- VALUE NETWORKS**

(Advanced thinking about how to create great value in the Supply Chain Management)

These papers were co-written by Robert Porter Lynch and Steve Rogers, (author of *Supply Based Advantage*) in 2016 for Supply Chain Management Professionals:

- #1 -- [\*\*Supply Chain as a Strategic Asset\*\*](#)
- #2 -- [\*\*Getting a Seat at the Table\*\*](#)
- #3 -- [\*\*Strategic Value Chain Leadership & the 5 Shifts\*\*](#)
- #4 -- [\*\*Value Maximization\*\*](#)

## Publications & Executive Programs by Robert Porter Lynch

### Entrepreneurs & Employee Ownership

- [\*\*\*Being an Entrepreneur -- The Real Truth about Success & Failure\*\*\*](#)  
by Robert Porter Lynch and Todd Welch (downloadable PDF)
- [\*\*\*Building a System of Trust\*\*\*](#) in Employee owned companies  
by Martin Staubus and Robert Porter Lynch (downloadable PDF)
- [\*\*\*Employee Ownership as an Engine of Innovation\*\*\*](#)  
Webinar Presentation by Robert Porter Lynch (downloadable PDF)

### Great Myths & Hoaxes

During the 19th & 20th Century, the writings of several highly influential authors were selectively interpreted to validate the less-than-ethical behavior of powerful people. The unfortunate result was the generation of a series of untrue “myths” (half lies, half truths, disguised as the truths).

Because most people simply never check the validity of the “authority,” the myth becomes perpetuated, and further engrained in our culture’s belief systems, ultimately providing erroneous guidance to people’s decisions and actions. Here are three hoaxes, that when we dug under the surface, were clearly far from the truth:

- [\*\*\*The Darwin Hoax\*\*\*](#) by Robert Porter Lynch and Paul R. Lawrence (downloadable PDF)
- [\*\*\*The Machiavelli Hoax\*\*\*](#) by Robert Porter Lynch (downloadable PDF)
- [\*\*\*The Adam Smith Hoax\*\*\*](#) by Robert Porter Lynch (downloadable PDF)

### Future Books (Currently in Draft Advanced Form)

Throughout history too many authors issued incomplete or margin information because they were driven to publish too soon or without answering critical questions. As an author whose books rank in the top 1% of authors in terms of volumes sold, I have refrained from publishing in the last 20 years because the understanding of collaborative systems was incomplete. Now the long task of a fully integrated understanding of the subject is sufficiently comprehensive to enable final edits to a dozen manuscripts that are currently in advanced stages of writing:

#### ***Trusted to Lead Series***

- **CEO Handbook – Power of Trust on Performance**
- **Building a Team You Can Trust – for Managers**
- **Economics of Trust – for CFOs**
- **TransAlignment – Building Collaboration across Boundaries**
- **Organizational Transformation & Turnarounds**

#### ***Future of Capitalism Series***

- **Collaborative Capitalism**
- **Value Maximization and Value Creation**
- **Collaborative Entrepreneurship**

#### • ***Generating Synergy for Young Leaders Series***

- **Champion Your Life – Rising to Adversity and Purpose**
- **Dynamic Differential Energy – the Nature of Co-Creation**
- **Building a World You Can Trust**
- **History’s Hidden Lessons – What You Didn’t Learn in School**
- **Destiny’s Dream – Finding Your Mission in Life**

Opportunities for co-authorship will be offered when I can team with others who can add significant value and insights to the books.

These books contain the core architectures that make the Leadership Institute unique, and can be used as the basis of either a program or to augment programs delivered. Each of these books will become licensed property of the Institute on a shared royalty basis. Our publications program will also provide an avenue for publishing the books of other authors that have produced excellent thought leadership in collaboration.



## Publications & Executive Programs by Robert Porter Lynch

### Executive Capability Building Programs (1-2 days)

These programs have been attended by over 40,000 senior executives globally on several continents, principally in North America (U.S. & Canada). They are tested, proven, and highly effective. Each is designed to impart strategies and best practices, and give participants the opportunity to apply the learnings to real-life situations in their work environment. (sample of programs below)

