

## Collaboration

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Energy Efficiency and Conservation Authority

Te Tari Tiaki Pūngao





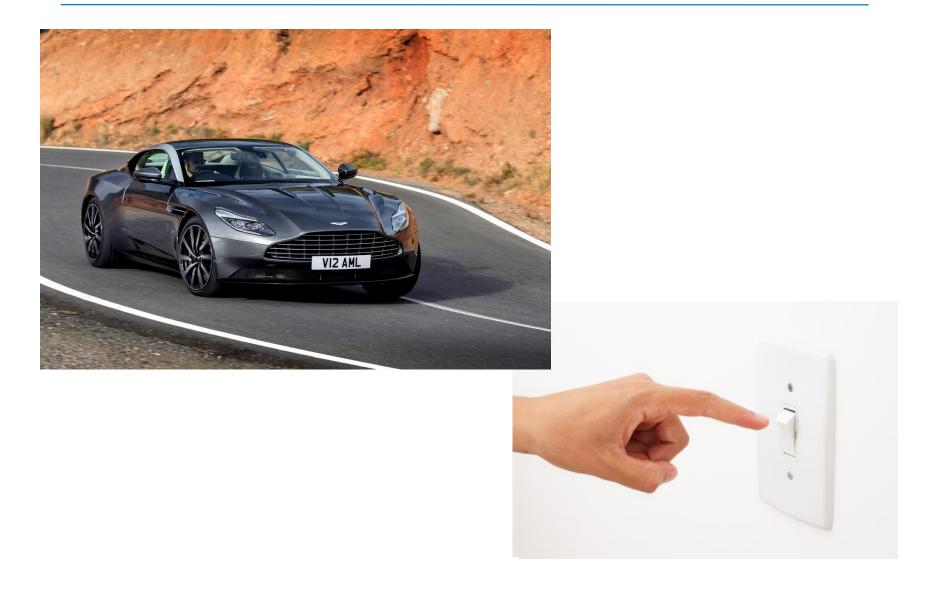
#### collaboration

noun

 the act of working with another or others on a joint project
something created by working jointly with another or others



## What does "good" look like!





"Collaboration isn't about giving up our individuality; it's about realizing our greater potential."

— Joseph Rain





- Understand who your 'real' competitor is
- Its YOUR job to deliver a wol SOLUTION, not the buyers role to build one from your PRODUCT
- Passion is not a customer driver, but challenges and needs are!
- Social Values emerging as a deliverable (genuine or not!)
- Climate Change challenge is chavalue nging commerce, no-one will survive competing 100% across their supply chain
- Successful collaboration doesn't require everyone, don't wait for the phone to ring.
- Avoid false starts, anticipate and act
- Consumers will choose who survives
- Carbon friendly solutions still need to be delivered sustainably
- Don't wait for the Government, work with us to create the environment



# We will either succeed or fail together as a nation.

### "The best way to predict the future is to create it."

**Peter Drucker**