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Success and Collaboration

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Why Collaboration Leads to Success.

According to Merriam-Webster.com, “Success is currently in the top 1% of lookups and is the 152nd most popular word on Merriam-Webster.com.” Clearly, this is a subject of interest to many.

Somethings can be accomplished with minimal assistance, however; collaboration and cooperation leads to greater success. Working with others to produce or create something may be challenging. Yet, the rewards often far outweigh the challenges.

Here are 3 benefits I have received from collaborative efforts:

1- Build Relationships
   For example, while speaking with an executive in an unrelated field, we realized the opportunity that we had to collaborate. Since our potential clients are the same, we were able to market our respective companies together. I was able to contribute research data and resources that they did not have access to and their company contributed financially and provided a physical venue for a marketing event. Successfully, we were able to expand our brands while building a valuable relationship.

2- Expand Knowledge
   Learning from experience can be a good teacher, but learning from the experiences of others may even be a better teacher as you save time and reduce costly mistakes. While expanding in a new market, collaboration with partners gave me great insights into the mentality and preferences of the potential clients. I learned where to concentrate marketing efforts. Even though I am confident that I would have accomplished my goals, this knowledge helped me to avoid losing valuable time and resources in ineffective pursuits.

3- Benefiting Others
   Oftentimes people approach collaborating from a 50-50 perspective. However, there is great satisfaction that comes from simply helping others. I have found that collaboration is also very successful when the focus is on primarily helping the other party. Even though this may go against general opinion, my colleagues have always responded with referrals and gratitude.

I would love to hear your thoughts. How have you benefited from collaborating with others?

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