

### **If Collaboration and Competition are Yin and Yang, it is now Yin time**

These days, collaboration is high on the organisational agenda, pushed to these new heights by enabling technologies (Web 2.0, Enterprise 2.0) that emphasise the ease of communication between people through new tools such as blogs.

The average business organisation is still slow in catching up with the idea of a truly collaborative enterprise. Some are getting there very fast, but for others the idea still resembles science fiction. For many people a collaborative enterprise still means 'teams', but in reality, we are talking about all sorts of collaboration, particularly informal networks.



Howard Rheingold defines himself as writer, artist and designer, theorist and community builder. It is said that he is one of the driving minds behind our net-enabled, open, collaborative life. He is also the author of *Smart Mobs*, a book I refer to in *Viral Change*<sup>TM</sup>.

In this [20-minute video on collaboration](#), he talks about the coming world of collaboration, participatory media and collective action -- and how Wikipedia is really an outgrowth of our natural human instinct to work as a group. As he points out, humans have been banding together to work collectively since our days of hunting mastodons. I am sure you'll enjoy him, as he's a great character and social observer.

In the next e-lite, I will continue the discussion around collaboration by sharing with you the presentation I gave to a group of CIOs in London. This covered the relationship between organisational culture and enabling technologies, particularly focused on collaboration. Collaboration is also the focus of my new book, *Competing on collaboration*, which is scheduled for later this year.

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