

# Creating Shared Value Through Collaborative Communities

How working together unlocks transformational possibilities.

Stephen Abrahams

Director, Progenuity and Unit Convener  
at Swinburne Professional

# Central Idea

The development of collaborative communities (CC's) offers the potential to unlock a mostly untapped reservoir of capabilities and inspiration to create shared community value.

The development of CC's *removes* the traditional boundaries between strategy and organisational disciplines, and has the potential to fundamentally transform them.



# The Original Aim

How can we improve Collaborative  
Decision Making?

# What was found?

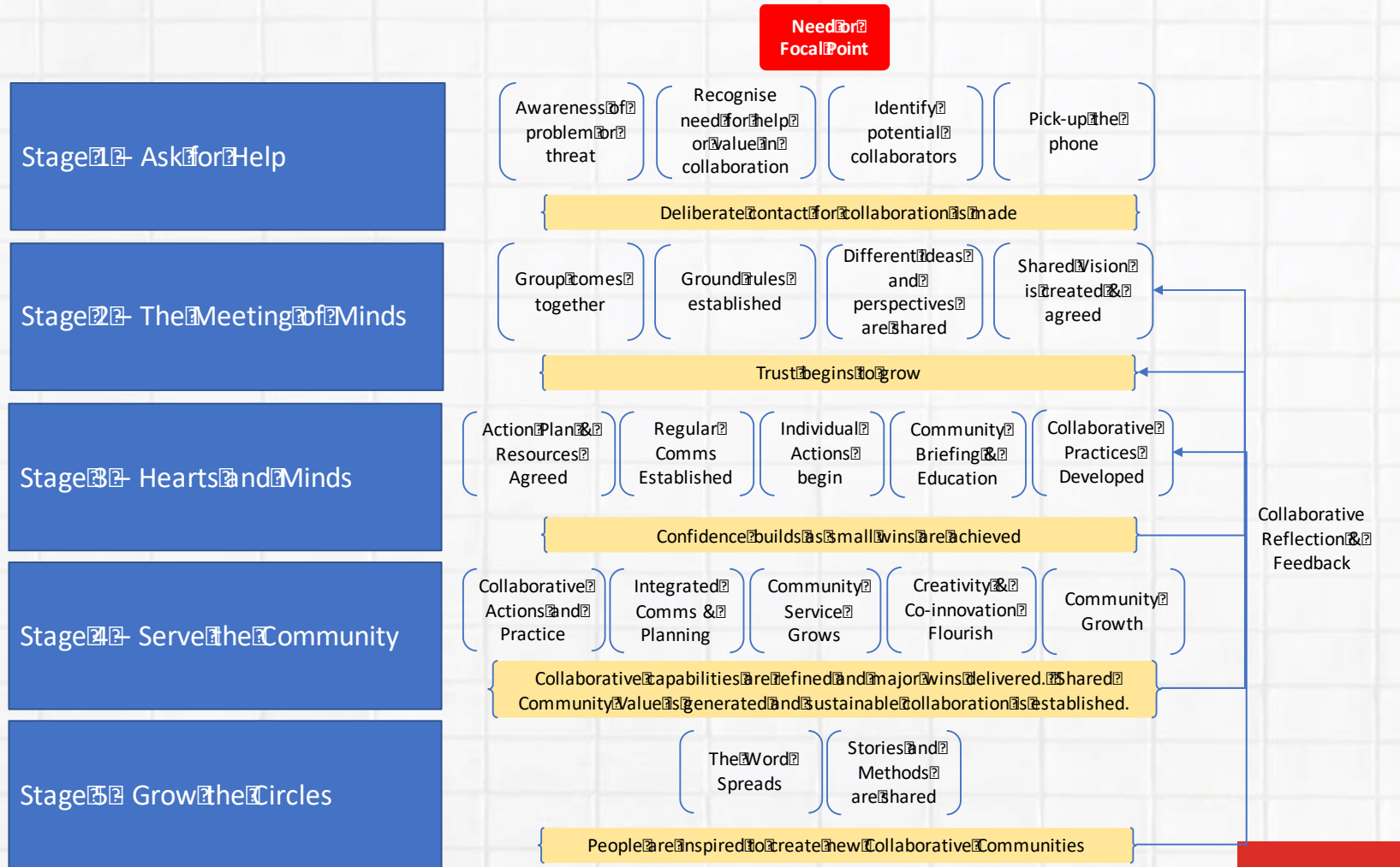
It's not so much about collaborative decision-making as it is about developing a CC, then collaborative decision making just happens... naturally.

So how do we develop a CC?

# Methodology – Initial Research of Successful CC's

- *Northland Shopping Centre - responding to high levels of crime and antisocial behaviour*
- *Federation Square, Melbourne CBD – emergency response planning, particularly with the increased terror threat*
- *Williamstown Botanic Gardens – the revitalisation of a historic community landmark and passive recreational asset.*

# A Five Stage Framework for Developing CC's



# Stage 1 – Ask for Help

**Need or Focal Point**

Awareness of problem or threat

Recognise need for help or value in collaboration

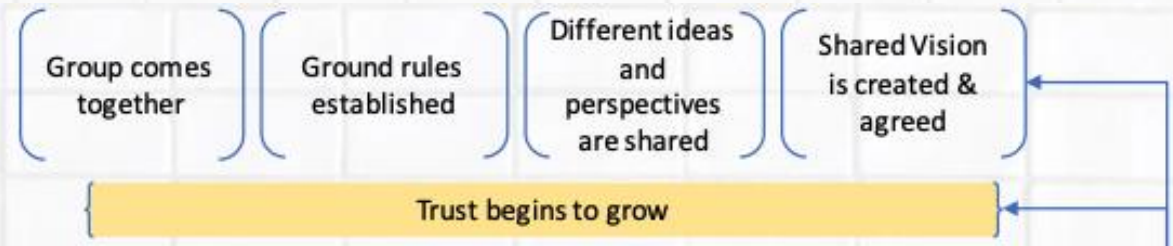
Identify potential collaborators

Pick-up the phone

Deliberate contact for collaboration is made



# Stage 2 – The Meeting of Minds





## Stage 3 – Hearts and Minds



- Action plan was developed and resources allocated
- Bi-monthly NPAG meetings
- Participants committed to support one another
- Daily conversations - “shoe-leather feedback”.

## Stage 4 – Serve the Community

Collaborative  
Actions and  
Practice

Integrated  
Comms &  
Planning

Community  
Service  
Grows

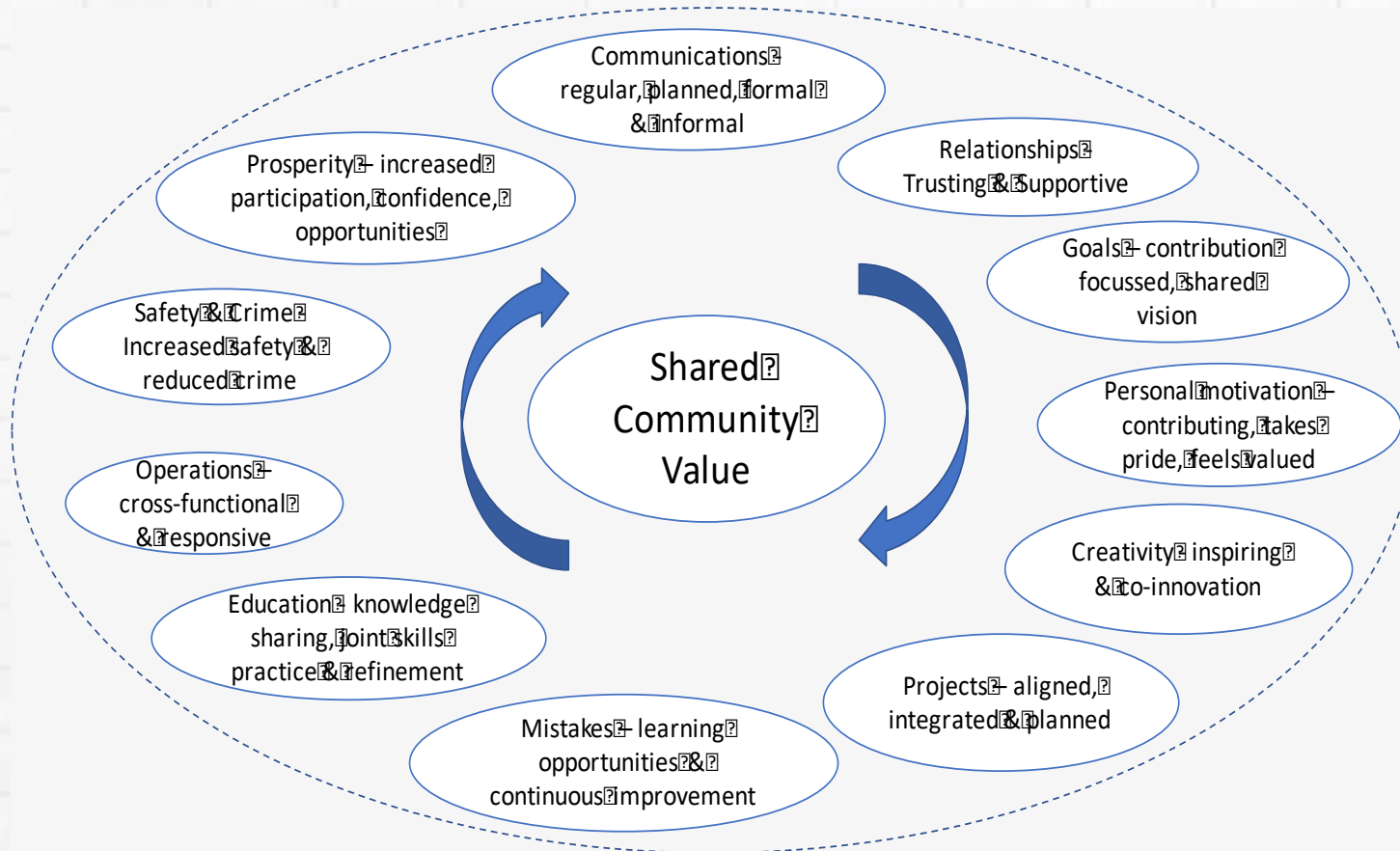
Creativity &  
Co-innovation  
Flourish

Community  
Growth

Collaborative capabilities are refined and major wins delivered. Shared Community Value is generated and sustainable collaboration is established.

- Education by police of community members “has paid huge dividends”

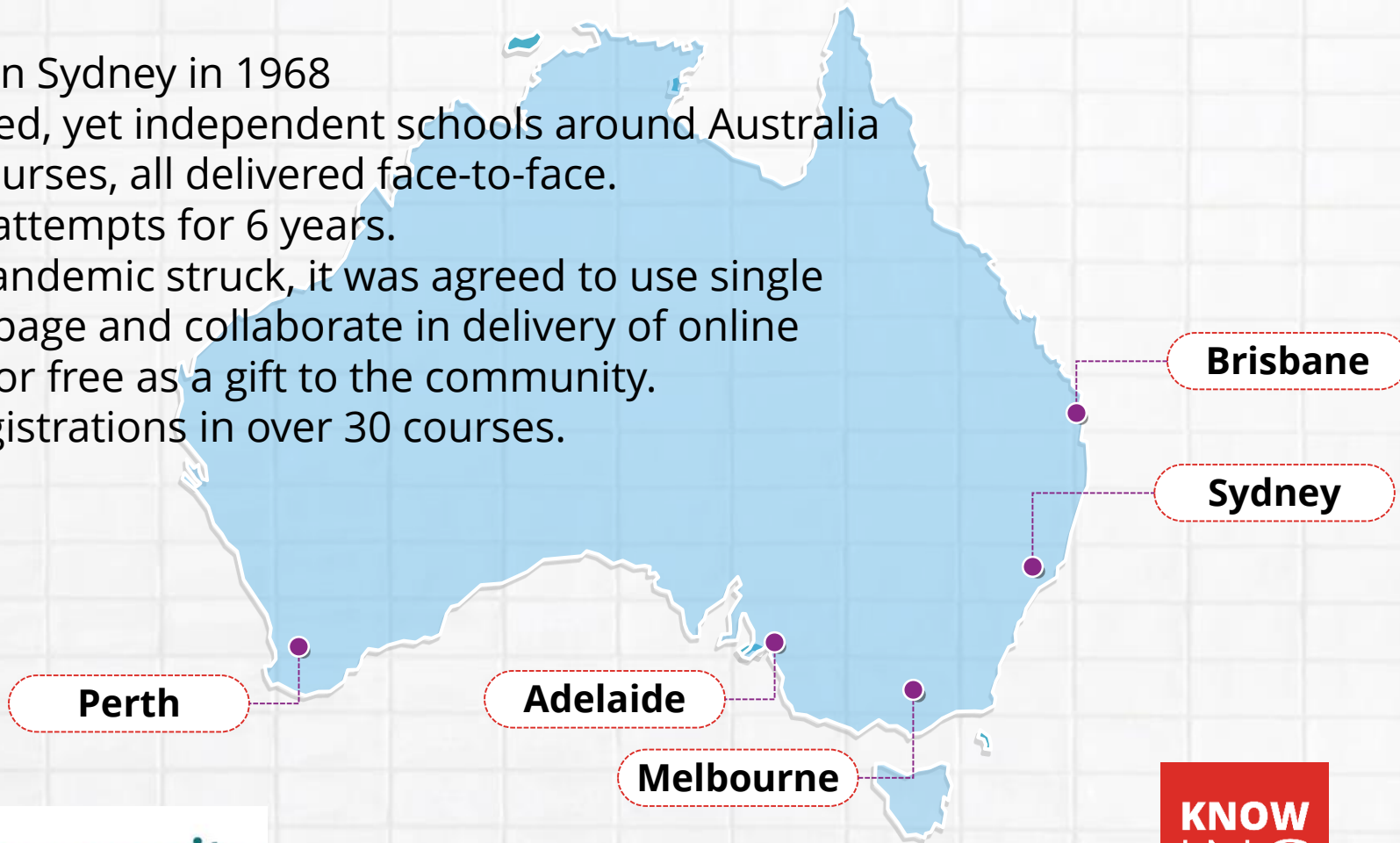
# Shared Community Value



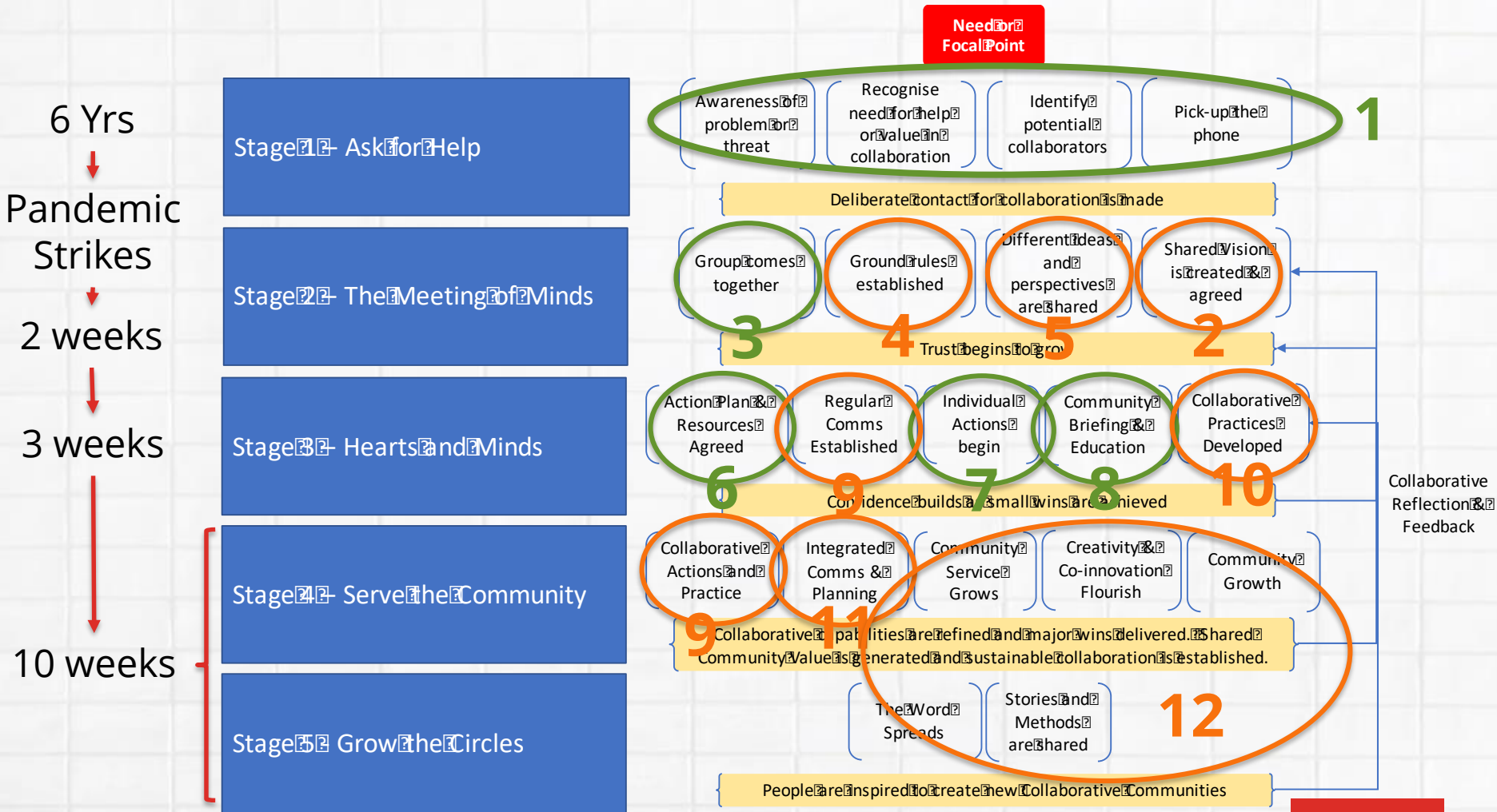
# Applying the Framework

## PRACTICAL PHILOSOPHY AUSTRALIA

- Started in Sydney in 1968
- 5 affiliated, yet independent schools around Australia
- Same courses, all delivered face-to-face.
- Stage 1 attempts for 6 years.
- When pandemic struck, it was agreed to use single landing page and collaborate in delivery of online course for free as a gift to the community.
- 1500 registrations in over 30 courses.

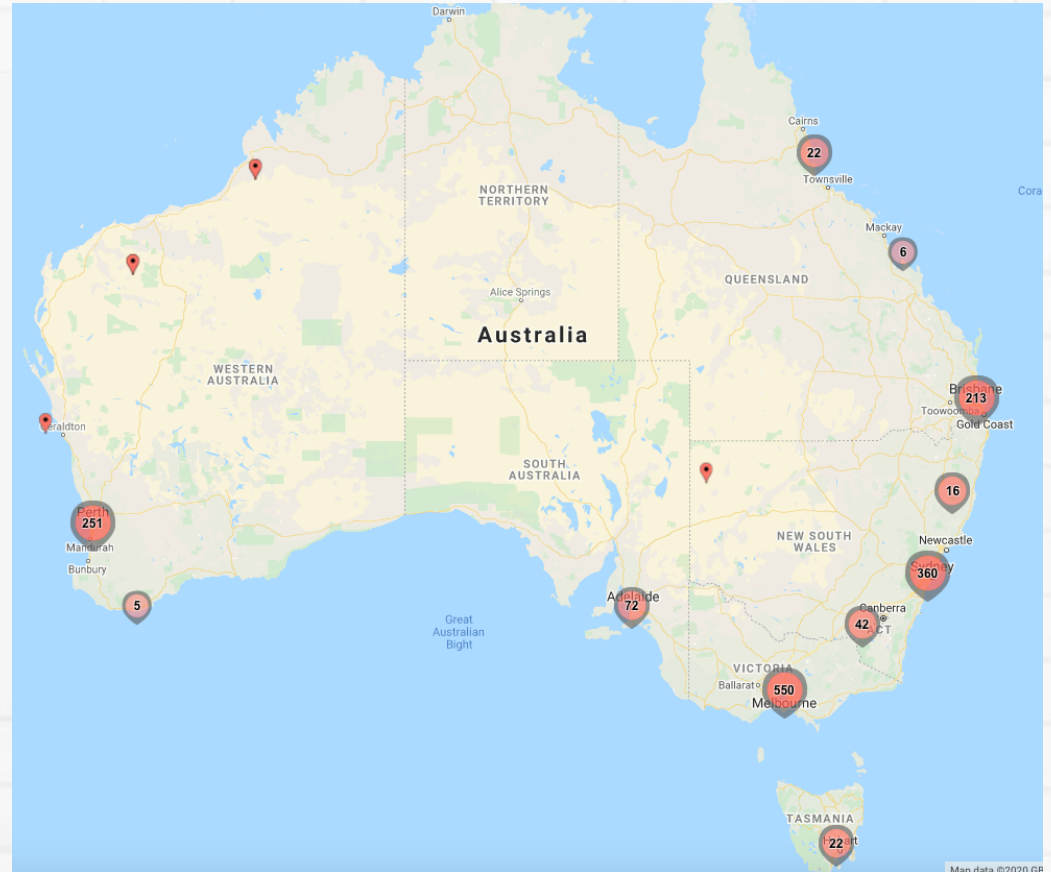


# Application – Practical Philosophy Australia



# Registration and Reach

- Approx 380 registrations from areas previously inaccessible to face to face courses.
- 50% of participants would prefer online to face to face.



# Conclusion

Where resources are scarce and problems are challenging, *Collaborative Communities* offer a potential solution by unlocking an often-untapped reservoir of resources, goodwill and new business models to create *Shared Community Value*.

The benefits are there. Organisations shouldn't wait for a crisis for them to be realised.



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# Change Management

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STEPHEN ABRAHAMS



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**KNOW  
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WILLIAMSTOWN  
BOTANIC GARDENS

# Questions?



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