A LESSON ON COLLABORATION AND CO-CREATION: ISSUES AND ANSWERS FROM CREATIVE BUSINESSES PERSPECTIVE

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Abstract

Collaboration is one of the key successes of many businesses. However, each company has their own issues to achieve effective collaboration. Technology has redefined how a company collaborates with the customers, and the ever-growing marketplace shows countless applications for every use case possible. In the last decade, companies went from locked down, process-driven corporate portals that provided a digital version of the collection of binders on the shelves within most cubicles.

This research investigated the collaboration activities within creative companies. Using questionnaires from 90 respondents continued by triangulation with in-depth interview with several key respondents, the research has examined several important findings and recommendations. The common problems faced by companies are difficulty of finding the right information, people spend a considerable amount of their work day finding information, files, or trying to find the right person to talk to but it takes time to find the data and right person to talk to. Siloed information and communication between departments and by team is also an issue. The expertise from each department and/or person cannot be utilised to the fullest by other teams within the company. The last problem is difficulty of adapting to new systems as during the process some may not feel they are properly equipped.

There are five crucial points if companies want to be successful towards collaboration. Those five pillars are fit with the company's culture; current company culture determines where organization can start collaboration. It is important to select an approach that fits current culture. After that, companies need to select the right participants, there are two types of customer collaboration possible: an open online platform where everyone can participate and closed online community where companies select the people to join in. The third one is C-level involvement, support is not enough, companies need a tangible proof of the results of the collaboration. Manage external communication equals to internal communication, companies need to make sure that the collaboration is not completely taking place behind the scenes of organization. The last one is measure impact. Companies need to advise to use a number of clear success indicators that can be measured during the implementation of collaboration. Ideally, it is closely linked to the company's culture and the company's long-term objectives.

Keywords: Collaboration, Co-Creation, Company Culture, Organization.