

myCOTM COLLABORATIVE ACTION MODEL

HELPING LEADERS CULTIVATE COLLABORATION AMONG DIVERSE
STAKEHOLDERS TO ACCOMPLISH AMBITIOUS GOALS

1

WHAT COULD WE DO?

Elevate insights and recommendations regarding possibilities and perils | Confidential, tailored, and inclusive discovery interviews give voice to stakeholders

2

WHAT SHOULD WE DO?

Identify viable pathways and build consensus | Tailored summits surface stakeholder interests, reservations, and valued outcomes

3

HOW WILL WE DO IT?

Ensure the shared work stays on track despite complexity | Skilled working groups develops key foundation documents* to align people, tools, and processes

4

DO IT.

Meaningfully engage stakeholders every step of the way | Expertly orchestrated strategic, programmatic, and operational facilitation carry complex initiatives to completion

5

HOW'D WE DO?

Ensure joint efforts serve the needs and interests of all partners | Persistent evaluation provides timely, actionable insights

EXPLORE

VISION

PLAN

IMPLEMENT

OPTIMIZE

* E.g., Statement of Shared Purpose, Project Charter, Project Plan, Memoranda of Understanding, Theory of Change, Logic Model

About the Author

Social psychologist Deb Mashek helps business leaders navigate the relationship headwinds that tank timelines, bottom lines, and morale. An experienced business advisor, professor, and nonprofit executive, her writing appears in *MIT-Sloan Management Review*, *Fortune*, *The Hechinger Report*, and *Psychology Today*. Deb has been an invited speaker on collaboration and viewpoint diversity at leading organizations including the United Nations and the American Psychological Association.

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