Did you know?
Collaboration is about understanding each other’s characteristics / personalities and about understanding the benefits of collaboration. Furthermore, trust (building) and giving each other some credit is also important when pursuing partnerships.

COLLABO
... the tool offers Vietnamese SMEs guidance to initiate collaboration to increase the effectiveness and efficiency of business strategies. The tool focuses on increasing understanding, identifying interdependencies and building credibility and trust. It consists of two facilitated workshops: workshop 1 is a boardgame and is about increasing the understanding about participants, collaboration process and (business) context. For workshop 2, participants need to analyze their firms first to be able to identify interdependencies during the meeting; during this process participants are supported by means of a map.

Did you know?
The goal of the tool is to create an open attitude of participants. Openness requires trust and commitment which could be increased by: (1) understanding of partners, collaboration and context, (2) interdependencies to link partners on the short term and (3) credibility for long term linkage.

COLLABORATION IS ...
Tool design to help Vietnamese SMEs initiate collaboration

Faculty of Industrial Design Engineering
Delft University of Technology