



THE BUSINESS INTELLIGENCE SOURCE INC.

Cooperative Intelligence

Constructive Business Habits

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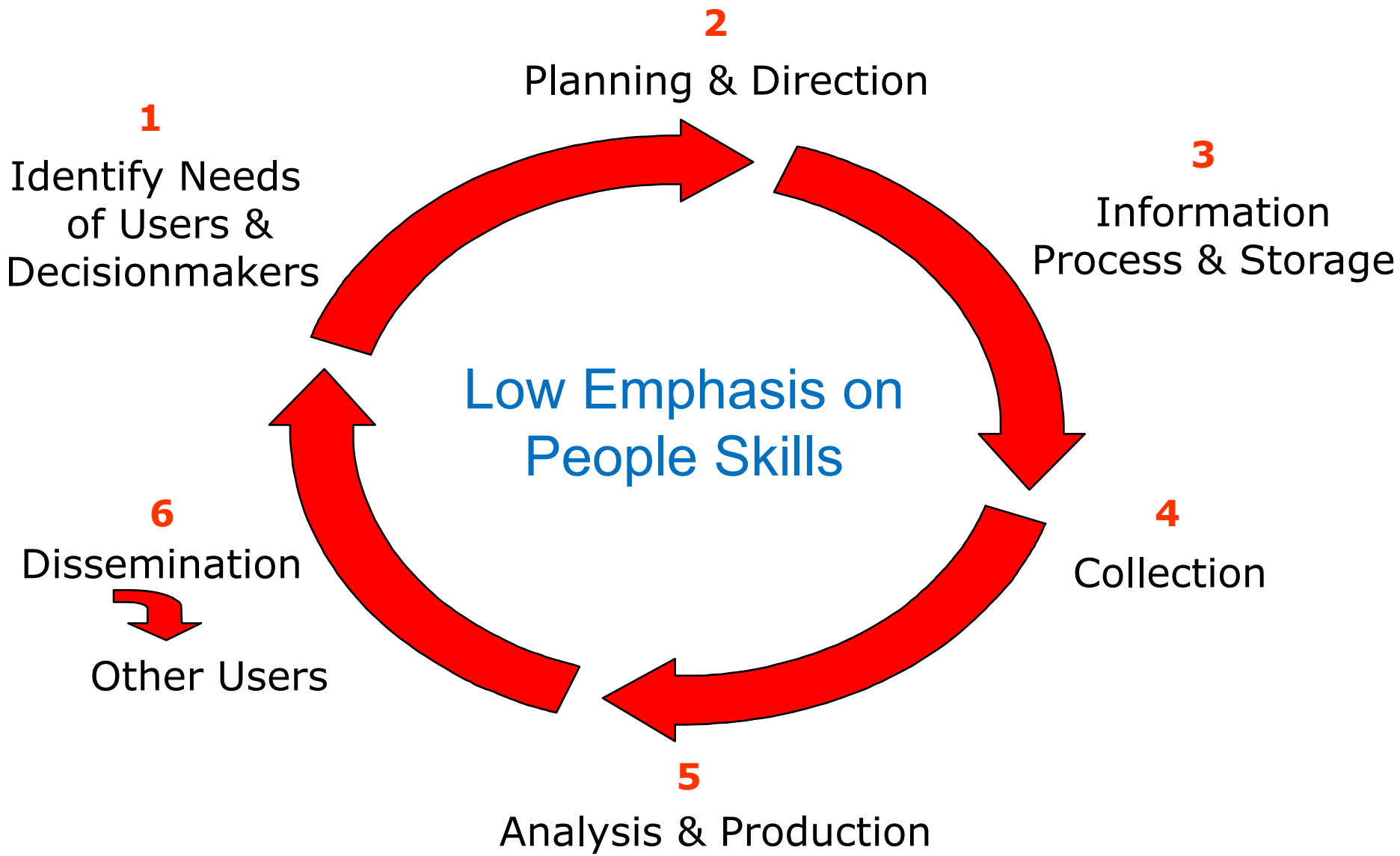
Competitive Intelligence: Too Much Focus on Process



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Competitive Intelligence versus Cooperative Intelligence

- Competitive Intelligence: Discover the strengths and vulnerabilities of competitors/marketplace leading to a winning strategy.
- Cooperative Intelligence: Find ways to help others and they, in turn can be your resource.
  - *Instead of focusing on self-interest, seek the common good.*

"You make a living by what you get. You make a life by what you give."
Winston Churchill

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Cooperative Intelligence

Key People Skills

1. Leadership and Motivation
2. Connect
3. Communicate

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Why Cooperative Intelligence?

An Eye for an Eye Makes the Whole World Blind *Ghandi*

In addition to analytic and strategic thinking,
People Skills are essential…..

AI, Bloggers, Social Media … so many connections to People!
Accuracy! Beware of Digital!

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1. Leadership: It Starts with YOU

- Your Vision?
- Value Proposition?
- Your Strengths?
- Your Weaknesses
- The Group's Collective Value Proposition?
- Who are you Reaching?
  Sales, Marketing, Executives, Technical, Finance, Legal
- Outside the Company?
  Customers, Suppliers, Analysts, Regulators, Reporters/PR, Consultants

"Look for the good in everybody, starting with yourself."

~Marie T. Freeman~

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Your **Positive** Attitude

- "There is a universe of Possibilities and Choices." *Zanders*
- "Inside every block of stone or marble dwells a beautiful statue." *Michelangelo*
- When angry or frustrated,
  "Be quick to hear, slow to speak, and slow to act." *Biblical dictum*
- Be a source for acknowledgement and appreciation.

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Don’t Take Yourself Too Seriously!!!

- Lighten up, often lightens up those around you
- When make mistakes, “How Fascinating!”
- Their EGO is an opportunity, not an obstacle
- Check Your EGO at the door
- Take a TIME OUT if you need more time to think: you don’t need to decide RIGHT AWAY



"A smile is the lighting system of the face, the cooling system of the head and the heating system of the heart." *Unknown*

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Be A Problem-Solver



- Be hard on the problem: soft on the people.
- Acknowledge their interests as part of the problem.
- Understanding the importance of face saving.
- Look ahead and anticipate.

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2. Connect



- Communicate who you are.
- Light a spark.
- Build Trust.
- Social capital: Connections add economic value.

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Practical Motivators: *Developing Connections*

- Job Function…
  - Sales
  - Marketing
  - Executive
  - Equity Analysts
- Personality Style
  - Myers Briggs, DiSC: Chemistry
- Outside Interests
  - Charitable Causes, Associations, Hobbies→ Passion
- Personal Issues…

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Cooperative Connection: One person at a time



"Give the world the best you have and the best will come back to you."

Madeline Bridge

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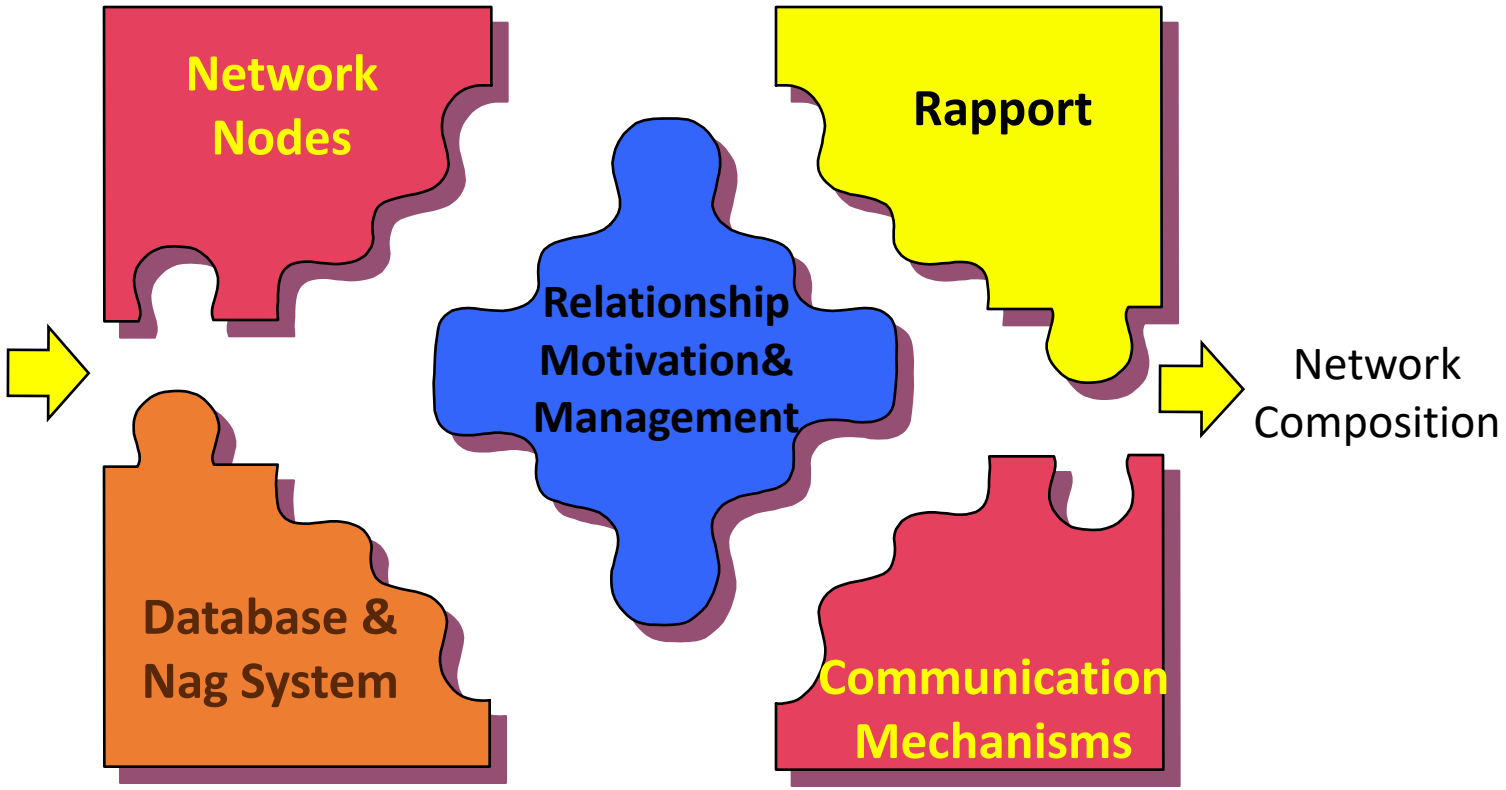
Build a Productive Network

What do you need from the network?



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Currencies of Exchange = Helping Opportunities

Information

Advice/ Counsel



References Introductions

Support

What constitutes a Home Run for your client?

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Treat Your Customers with Respect

- Listen: Put yourself in their shoes.
- Do what you say you're going to do, when you say you're going to do it!
- Build processes and attitudes to treat customers exceptionally.
- Create warmth and friendliness with every customer interaction.
- Make decisions that reflect a reverence for long-term relationships.

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3. Communicate Cooperatively

- Become a trusted advisor.
- Technology masks communication.
- Less practice with human-to-human communication
- Competence & preference for communicating

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Clear Communication



- Communicate to be understood.
- Speak straight.
- The quality of your answers is directly related to the quality of your questions.
- Give him a stake in the outcome: make sure she participates in the process.
- Set and ask for expectations.
- Take responsibility.
- Follow-up on everything.

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Miscommunication

4 Common Causes

1. Don’t understand.
2. Customer users not talking directly to Developers
3. The Requestor may not “hear” you
4. Misunderstanding:
   What one says, the other may Misinterpret

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Communicating Effectively

- Listen actively to what's being SAID.
- Ask for clarification.
- Paraphrase.
- Take in the other person's perceptions, needs and constraints.
- Recognition: Acknowledge the other person's point.

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I/We/You/Me



- Tell the We Story: be inclusive
  - What do we want to happen here?
  - What's the best for us?
  - What's our next step?
- Speak about yourself not them
  - I feel let down. Not, "You broke your word."
  - Please correct me if I am wrong.
  - Can I ask you a few questions to see if my facts are right?
  - Let me see if I understand what you're saying?
  - I am not following you.

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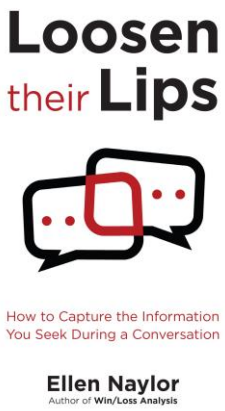
Let me know how you use cooperative intelligence!



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