



A free service, REACT's *Partnering Minute* is designed for leaders in the non-profit and business communities who are working in partnering efforts. The REACT Services team of specialists paints pictures of what is happening in the world of ministry collaboration through stories from the front lines, outlining best partnering practices, reviewing key current books, or highlighting case studies.

Please feel free to forward this Newsletter to anyone you think might benefit from this information.

## Collaboration Culture

In author Evan Rosen's book, *The Culture of Collaboration: Maximizing Time, Talent and Tools to Create Value in the Global Economy*, he explains how and why collaborative tools can motivate employees and drive business. We can also see those same things work within the non-profit arena. Rosen identifies key cultural elements present when collaboration is working within an organization, including these gems:

- **Trust** – To exchange ideas and create something with others, we must develop trust. This is a challenge, especially in competitive organizational cultures. Nevertheless, we must get over our fears and develop trust if we are to collaborate freely.
- **Sharing** – Hoarding information prevents the free flow of ideas and therefore sabotages collaboration. Sharing what we know improves collective creation by an order of magnitude and therefore makes everybody more valuable.
- **Goals** – Taking the time to agree on goals at the beginning of a collaborative project pays off exponentially by providing the impetus for shared creation.
- **Innovation** – The desire to innovate fuels collaboration. In turn, collaboration enhances innovation. After all, why collaborate just to maintain the status quo?
- **Environment** – The design of both physical space and virtual environments impacts innovation and collaboration. REACT has certainly seen this in our design of events and consultations.
- **Collaborative Chaos** – While all people and organizations require some order, effective collaboration requires some degree of chaos. Collaborative chaos, catalyzed by decentralization and minimal control, allows the unexpected to happen and can generate rich returns.
- **Constructive Confrontation** – Great collaboration requires exchanging viewpoints, and sometimes that means construction confrontation – expressing candor about ideas. Collaborators must confront each other so that they can hash out their differences and make their shared creation better.
- **Community** – Without a sense of community, we often lack comfort and trust. Therefore, community, created by shared principles and values, must be present for effective collaboration to occur.
- **Added Value** – The primary reason we collaborate is to create added value – reducing duplication, designing a more marketable product or service, solving problems faster, or increasing impact.

For organizations to meet the challenges in the external marketplace, they must change the internal corporate culture from competitive to collaborative. This is a radical change and it is one that is vital for sustained innovation and increased productivity. ***Only when culture has been changed internally can we effectively partner with others.*** That will be the focus of an upcoming *Partnering Minute*.

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## February's Resource Recommendation



*The Books of the Bible*,  
Edited by the International  
Bible Society

We all know the Bible is the greatest story ever told. It is remarkable that over the course of so many centuries, and through (in spite of?) so many different authors, God tells His One story. But for many who have learned the Bible as a series of episodes, that overarching narrative is sometimes missed and episodes become disconnected. For example, we study and exegete passages and chapters; volumes of commentaries have been written for a single book.

This is why I enjoy and highly recommend *The Books of the Bible*. The publishers arranged the different books in a way that helps the story flow and highlight the broader narrative of God and His People, His Plan, and His Mission.

At first reading it might be a bit disconcerting. It doesn't have chapter and verse numbers and it doesn't separate certain books. For example, in the first Section titled, "The First Testament", it groups books Exodus, Leviticus and Deuteronomy as one mega-narrative. The New Testament section begins with Luke and Acts, which together flow so clearly as one narrative by Dr. Luke. However, I can guarantee that as you continue reading, so many familiar words and stories will come alive in new ways as

Please let us know how REACT Services might be able to assist you in your collaboration strategies. Contact us at: [Info@REACTServices.com](mailto:Info@REACTServices.com)

you experience how they connect with God's story.

Of course, this is not a book that explicitly addresses partnering, but I know it will bless you and rekindle a love for God's word – deepening your understanding of God's intimate relationship and plan for us.

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