

# Collaboration PLAYBOOK

by Brady Sadler



A *Collaboration Playbook* can be outlined in any format, but the more visual the better. Keep in mind this is an internal guide you'll share with your team and close partners, not end consumers. It's meant to help everyone stay organized and informed, to keep the execution in line with the strategy and to ensure you effectively and respectfully exploit the synergy between organizations. For some of you this will resemble the kind of project brief often used by marketers to drive an initiative.

I encourage you to customize this document based on your circumstances, relationships and previous experiences, but **here are a few things you can consider including:**

## Players

A brief overview of you and your partners, including high-level responsibilities and contact info.

## Collective Why

The challenge and opportunity you have identified together.

## Audience

Who you are targeting, (segments or archetypes) and how your work will add value for them.

## Hypothesis

What you are hoping to achieve together and any relevant research that will play a role in decision making.

## Inspiration

Links, images, videos or mood boards that provide context and inform the vision for your work together.

## Resources

What each partner has committed in terms of expertise, time, physical space, key contacts, personnel and budget.

## Tertiary Partners

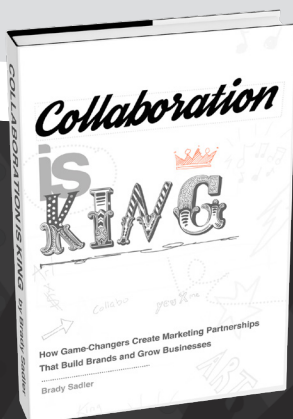
Other collaborators you have lined up or want to consider.

## Output

What is the core product, service, experience or content you plan to develop together?

## Timing

Approximately when you will launch and any other key dates that are known at this stage.



ADAPTED FROM THE BOOK:

## Collaboration is King

How Game-Changers Create Marketing Partnerships That Build Brands and Grow Businesses

[CollaborationIsKing.com](http://CollaborationIsKing.com)

[hi@bradysadler.com](mailto:hi@bradysadler.com)

[#brandcollabo](https://twitter.com/brandcollabo)

Share the Playbook with your core teammates and partners, and try to make it as thorough as possible before circulating it broadly to all the relevant players. It's also important to treat this like a living document and not be too rigid. Update your Playbook periodically and don't be afraid to shift gears if everyone agrees that changes are necessary.

*Players*

*Collective Why*

*Audience*

*Hypothesis*

*Inspiration*

*Resources*

*Tertiary Partners*

*Output*

*Timing*

This process assumes you've identified a partner and have a few meetings under your belt. If this is the case it will also be clear who is leading the charge, and that person (likely you) should take the initiative to begin consolidating the information related to your partnership in the Collaboration Playbook. To learn more about the complete process, including identifying the right brands to work with, layering partners, activating your collaboration and measuring results, order your copy of **Collaboration Is King** today.