
Collaboration, Not Isolation



Brad Oldham, Inc.

01. Know Who You Are

- + Know your products and services.
- + Assemble a great team within your company.
- + Understand your market.
- + Know where you fit into the market.
- + Be real: What is your competitive advantage?
- + Who is your audience?
- + Be open.



02. Build Mutual Respect

- + If you have an established reputation, mutual respect can come quickly.
- + But most of us have to prove ourselves everyday.
- + Treat clients and vendors like partners.
- + Work as a team.
- + Think “big picture” and “long term” when building this relationship.



03. Define Your Goals

- + See opportunity, set goals.
- + It takes a team.
- + Goals can be broad, or specific.
- + Smaller projects need goals too.
- + Short and simple goal communication keeps project on track.



04. Set Parameters & Deadlines

- + Does the project have strict guidelines or is there flexibility?
- + Make sure your team agrees on the parameters.
- + We typically follow up a team conversation with a creative brief (larger scope projects) or email (smaller projects).
- + What are the working deadlines?
- + What is the drop-dead deadline?



05. Give a Budget Range

- + Sounds obvious... share budget information with your partner.
- + It wastes time on both sides to develop ideas that the project cannot afford.
- + Budget information saves time.
- + If budget is tight, be flexible.
- + If budget is tight, your time may increase.



06. Build Two-Way Communications

- + Develop a project vocabulary. What does the color “blue” mean to you?
- + Designate a communications person on both sides.
- + Share background information.
- + Support your partner when challenges arise.



07. Problem Solve Together

- + This is where collaboration gets interesting.
- + This is where new ideas are born.
- + Put problems on the table.
- + Don't try to solve alone.
- + Stronger solutions usually result from problem solving together.



08. Wrap It Up

- + Once the project is complete, wrap it up.
- + Opens the door to next collaboration.
- + Recognize your team – write a note or plan a face-to-face gathering.
- + Take pictures (my favorite part).
- + Celebrate!



Where Can You Collaborate?



Brad Oldham, Inc.

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custom lighting, hardware, tile, fine furnishing,
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