

# THE VALUE WEB<sup>®</sup>

*designing & facilitating collaboration around the world*

NEWSLETTER - March 2010

Issue 01/10

In a healthy, collaborative process trust comes through the interactions of one with another, the parts and the whole. It unfolds through the willingness to play with ideas, engage all the senses and emotions, and ultimately choose the best course of action.

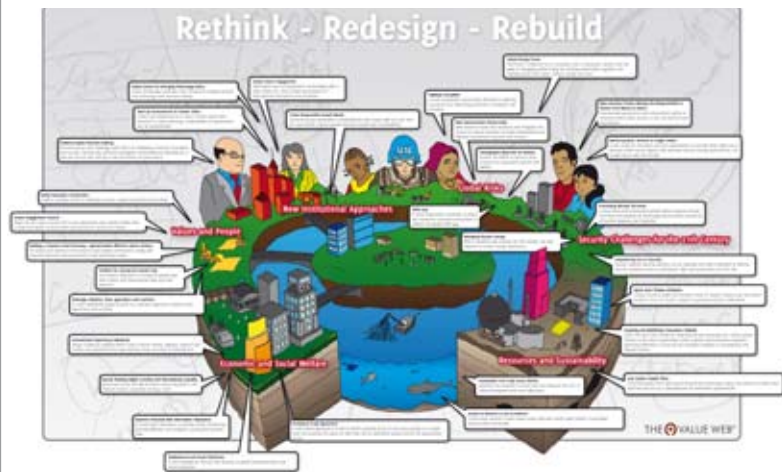
Gail Taylor

## Dear Friends of The Value Web,

Together with the World Economic Forum, The Value Web has designed and delivered more than 30 collaborative sessions at this year's [Annual Meeting in Davos](#). This amounted to almost 70 hours of carefully designed time of interaction among participants. These sessions put more than 1200 participants to work in four different rooms inside the conference center throughout the entire week. All sessions were prepared and delivered in close collaboration with an estimated 100 Forum staff representing almost every department inside the organization. A truly collaborative effort.

It has been in my opinion one of these pivotal moments where you instinctively know that you just went through a phase transition. The Value Web has been working with the World Economic Forum in bringing collaboration to its meetings since 2005. Our working relationship has gone through what I would call a typical innovation cycle. It started with being rejected, similar to a virus that enters our human body. The reaction was violent. The new was fought by the old. Once however the Forum and especially the Forum's participants discovered that the innovation had good sides to it, people got curious and attracted to

the so far unfamiliar. Still there was plenty of skepticism and wariness but the new got a license to live. The innovation only made it to that stage because a few people at the Forum gave us the benefit of the doubt and ventured with us into the new and unknown. It was these people



that ultimately spearheaded the silent revolution of how collaboration was thought of at the World Economic Forum's meetings. Obviously the Forum participants' feedback was tremendously important to the success of our work but at the end – and this is my point of this article



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– it is the direct working relationship between the Forum and The Value Web that decided if this innovation should have a future.

At the Annual Meeting 2010 in Davos, I felt that we were closing in on the first cycle of innovation. We made it through the last stage which is when the innovation goes mainstream. It is when suddenly the virus is welcome and neatly fits in with the rest of the human body. This situation is the result of hard work over 5 years. It is the result of working hand-in-hand with the Forum staff and the Forum's participants in improving and delivering collaborative sessions that were thought of impossible beforehand. Through this work – and only through this work – trust emerged. And it is this trust that allowed us to deliver an outstanding Annual Meeting last January 2010 and it is this trust that makes me excited about what's to come next.

While I celebrate this moment, I am also aware of the chal-

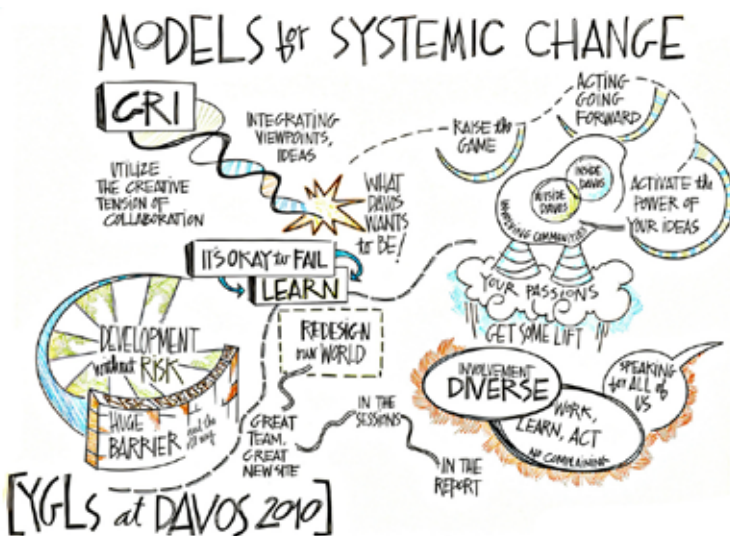


lenge that every end of a cycle needs a new opening. It calls for re-invention. But the conditions to do so are better now than ever. In order to make full use of the power of collaborative processes, we need true co-design between all the stakeholders. And trust is the very ingredient that makes co-design work.

This relationship of trust is what gives me hope for the future. Against the backdrop of ineffective decision-making processes, we have the true possibility to re-design these and bring them to where the decision makers interact. And that is the ultimate condition to start rebuilding our world. I truly look forward to the next stage of the life cycle of RE.CO.DE!

Warmest regards,

Patrick Frick  
The Value Web Member



## The Value Web

About who we are

The Value Web is an international non-profit association, based in Switzerland, focusing on engaging NGO's, social enterprises, foundations, non-profits, governments and multi-sector collaborations in transformational projects for a more sustainable, equitable world. We design and deliver collaborative engagements to support like-minded leaders and their organizations around the world. The Value Web's collective experience allows our design processes to cut through the complexity found in the worlds of business, government, non-profit and civil society – and build connections at the intersections where these communities come together. The Value Web stands for integrity and sustainable solutions that best benefit the organization and the larger world in which it is a part.

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