

# Collaboration with Collab

**collab:** hands-on collaboration



the new way of working **together**

# the new way of working **together**

hands-on collaboration



**Brains**



**Bytes**



**Buildings**



**Branding**



**Beings**

New times call for smarter ways of working. This in turn implies a broad range of disciplines. Collab is an authority in this field and is the only player in the market to offer these services as an integrated package. We call it: the new way of **working together**. To this end, Collab brings together five essential disciplines: **Brains, Bytes, Buildings, Branding and Beings**. The result: hands-on collaboration.



# Collab in a nutshell

focussed

Collab improves collaboration within organizations based on the coordinated deployment of five disciplines: **Brains, Beings, Bytes, Buildings and Branding**. Collab is the only organization to offer all the required disciplines in bundled form. **'The New Way of Working Together,'** that is what sets us apart. The objective of The New Way of Working Together is to improve the added value of the organization for its stakeholders.

The objective follows from the organizational strategy, which is different for every organization. The way of working together to achieve the objective is therefore tailored to the specific organization. This calls for creativity, collaboration, and a hands-on mentality (**Brains**). The focus is on the people within the organization. Organizations transcend themselves when people work together. Committed, enterprising, energetic, and capable people taking responsibility are what make the 'High Performing Organization' (**Beings**). New technologies facilitate new ways of working together.

It is possible to work independently of place and time because you have information and communication possibilities at your disposal any time and any place (**Bytes**). Within the New Way of Working Together, one of the most visible and far-reaching changes is the configuration of office space and new interior elements. These are directly tangible and often go a long way towards defining the look and feel of a place. As a result, alongside design related to the specialist function and use of the office, an extra dimension can be created in communication and hence in collaboration (**Buildings**).

Organizations that choose to migrate to **The New Way of Working Together** are therefore faced with all kinds of changes. Making those changes work for them requires changes in behaviour. A successful transition to The New Way of Working Together will require clear and persuasive communication with the members and business contacts of the organization (**Branding**).



# Collab Organization

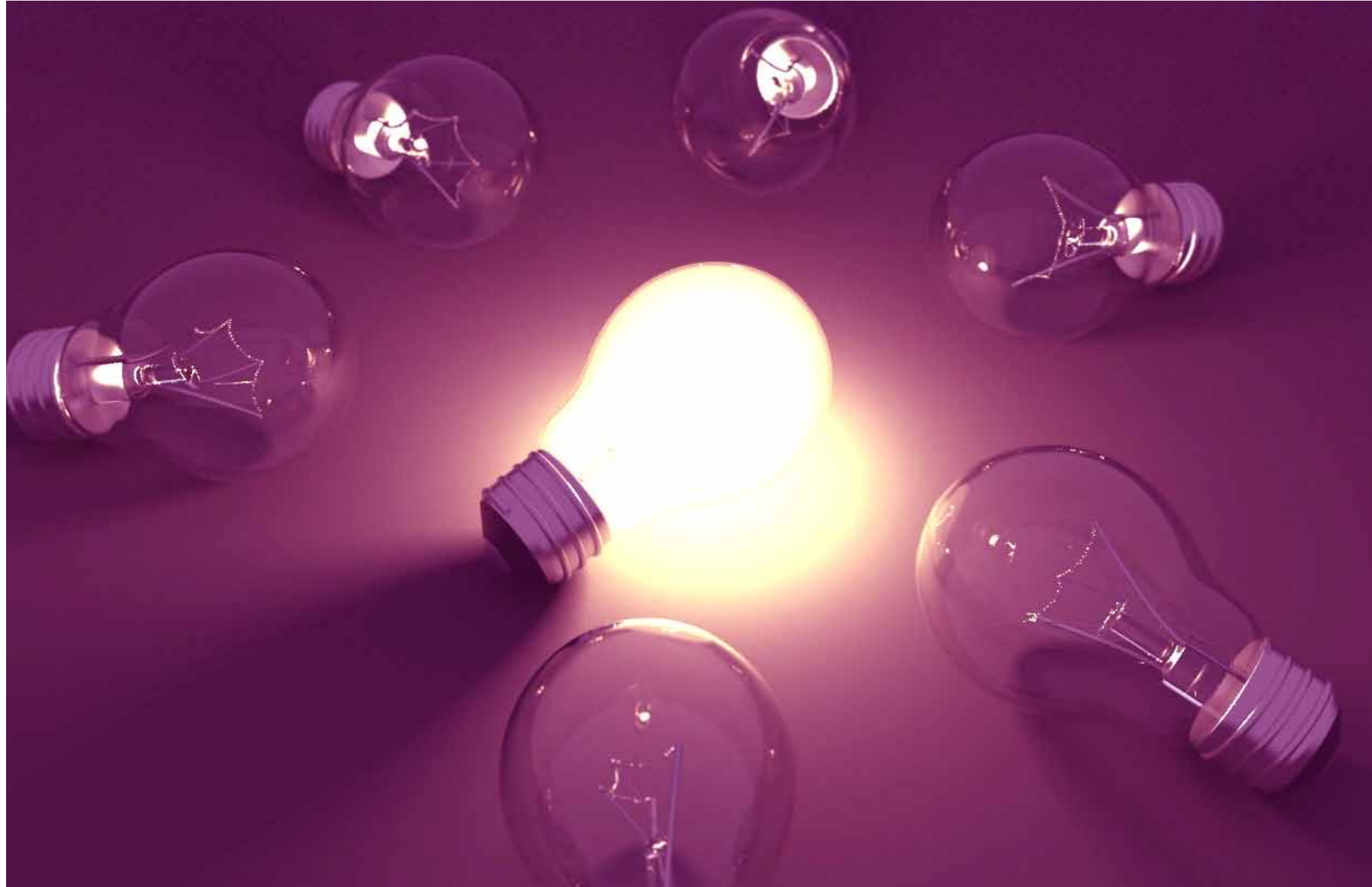
driven

Collab has its origin in 2007 when innovative technologies, new (personal) leadership styles and changing work environments enabled a breakthrough in the way professionals work together within organizations. Driven by the need to increase the contributed value and decrease the cost to serve businesses need a collaboration strategy with a coherent application of innovative technologies and concepts.

The continuous need of customers to speed up change shaped the Collab organization into, what Henry Mintzberg named, an “innovative organization”. Five partners bringing together experienced professionals and associates in five disciplines Brains, Beings, Buildings, Bytes and Branding. Providing creativity, coherence, decisiveness and flexibility to organizations to get hands-on results. The partners supporting our customers in the change to build better business are:







## projects

Philips

Promotion of Connect Call and Connect Meeting (Work Place Innovation).

The implementation of internet driven Microsoft and Cisco tools to enable collaboration anywhere and anytime for Philips employees. To take advantage of the capabilities of the new technologies a change in behavior was required of 90.000 people online.



## projects

Project: Place2Be

De Lage Landen (Rabobank)

Defining the vision, strategy and coherent implementation of Buildings, Bytes and Beings roadmaps creating "A New Way of Working" (Place2Be) within De Lage Landen globally. Contributing to the True Connectivity business strategy connecting 6.000 members, leveraging synergy between members worldwide and increasing the contributed value to customers.



## projects

the Blob

A prominent point in the redesign of Eindhoven. Everything is possible in terms of design and technology. Collab provided an environment in which Eindhoven residents are proud to work and spend time - tailored both in terms of the design of the building and in terms of customer needs.







## projects

Directorate-General for Public Works and Water Management (InnovA58)

The aim is to build the most modern motorway in the world - the High Tech Motorway. Collab provided workplaces, technologies, and communication facilities for a joint venture between various government agencies and market parties.







# projects

McDonalds



McDonalds Best, in the heart of Brainport. The aim was to recreate the oldest McDonalds in the world in retro style - while at the same time being the most modern McDonalds in the world and being appropriate to the region. Collab brought the past back to life with a retro design and innovative technologies.





## projects

Insights Benelux (Haarlem Headoffice)

A redesign of the headoffice where we've implemented the new way of working for Insights personal and their practitioners. Also a complete lunchroom and bar has been integrated in this monumental building. On branding we've decorated the building with different blow-ups of tribes to emphasise on the diversity of people.







address zwaanstraat 1, 5651 CA eindhoven, the netherlands  
call collab +31 40 2439 155, visit [www.col-lab.nl](http://www.col-lab.nl)