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Building a Collaborative Enterprise

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At many leading-edge enterprises, a new form of organization is emerging—one that is simultaneously innovative and efficient, agile and scalable. It is a way of working that focuses on knowledge production.

By marrying a sense of purpose to a robust operating structure, these collaborative communities are harnessing knowledge workers' creativity in a flexible—but also highly manageable—fashion.

To build such communities, companies must master a new set of skills:

- define and build a shared purpose
- cultivate an ethic of contribution
- develop scalable processes for coordinating people's efforts
- create an infrastructure in which collaboration is valued and rewarded.

Read the full article online: http://hbr.org/2011/07/building-a-collaborative-enterprise/ar/1

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