Case Study Speakers – Part 2



James Dunningham founder and Director of
If We Ran The Zoo


IF
WE
RAN
THE
ZOO

ALL THE TALENT. NONE OF THE BAGGAGE.

THE POWER OF COLLABORATION

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BDP ANNUAL CONFERENCE
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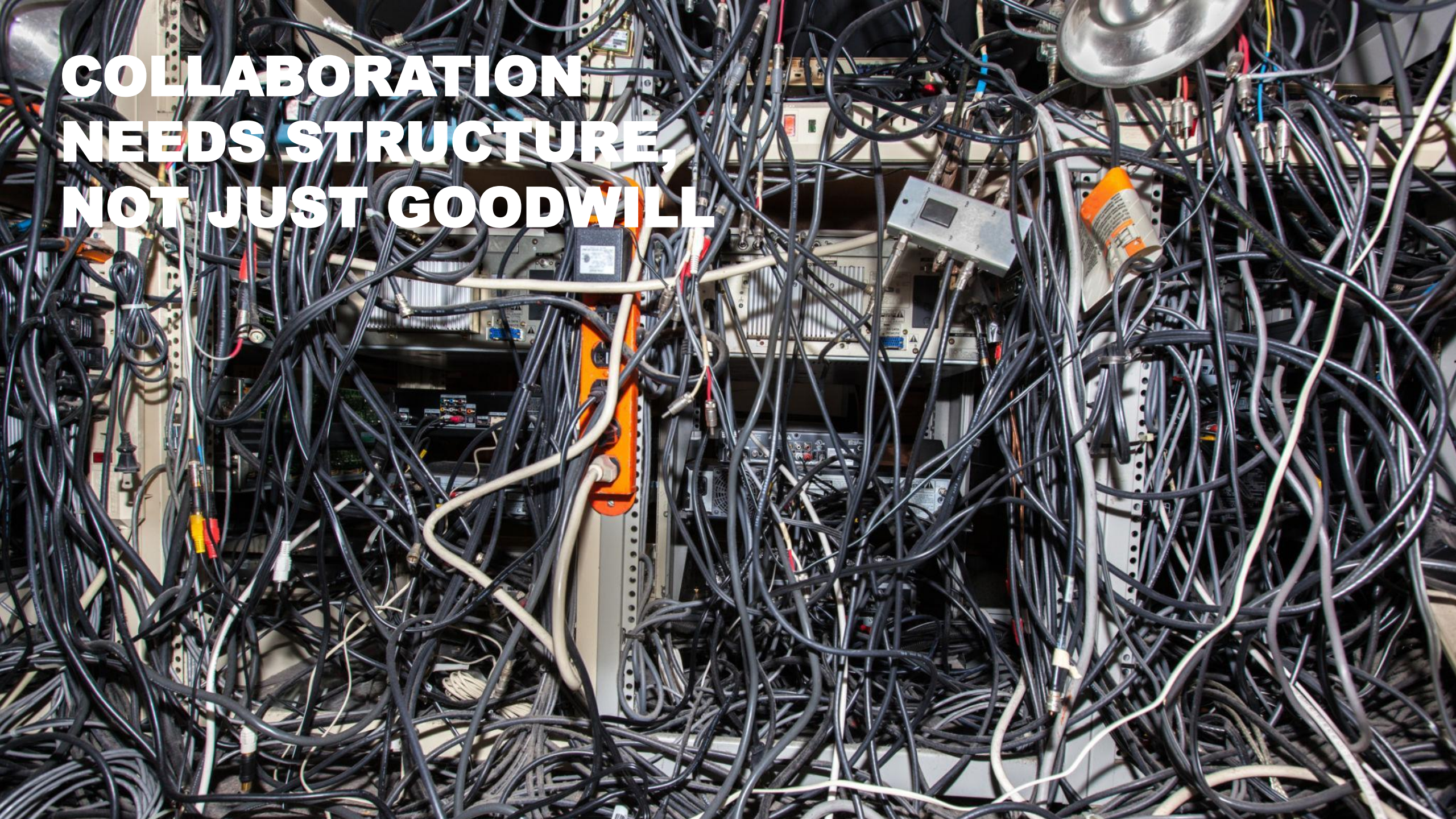

STAY IN YOUR LANE



A TEAM OF SPECIALISTS

BRAND, PERCEPTION AND HONESTY




COLLABORATION
NEEDS STRUCTURE,
NOT JUST GOODWILL


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COLLABORATION
IS A TWO-WAY
STREET


CHALLENGES


CHALLENGES


FIVE YEARS
FIVE LESSONS

Five lessons from five years of collaboration

- Know your strengths. Focus on what you're genuinely good at and don't pretend to be something you're not.
- Choose people, not just skills. Shared values, trust and personalities matter as much as technical ability.
- Protect your brand. Be clear about your proposition, honest about your model and accountable for the work.
- Make collaboration easy. Use technology, processes and clear communication to deliver a seamless client experience.
- Think partnership, not procurement. Build long-term, mutually beneficial relationships rather than simply buying in services when needed.


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