

The DNA of Collaboration Reader's Guide

Suggested areas for focus, by Reader Group

While *The DNA of Collaboration* can be read front to back, readers may prefer to focus on book content that is aligned with specific areas of interest; use this short guide as a navigation aid.

Reader Group	"Why should I read this?"	Suggested Book Sections	Online* Conversations (Hashtag shown)
ALL READERS	Foundational thinking about collaboration	Prologue Chapter 1: Introduction	#cdna
Corporate employees Project Managers Knowledge workers	Understanding organizational culture, relationships and the collaborative process	Part 2: Messaging Part 3: Relationships Part 4: Flow	#e20 #smchat (chat)
Executives	Understanding complex organizational dynamics and what might be done to influence change	Part 3: Relationships Part 4: Flow (Ch.15) Part 5: Possibilities	#leadershipchat (chat)
Small business Local community leaders Non-profits	Understanding the challenges of getting people working together, with ideas on how to do better	Part 3: Relationships Part 4: Flow (Ch.14)	#4change #nfp
Social change advocates Change agents	Applying advanced collaboration models to drive stakeholder engagement across ecosystems	ALL SECTIONS	#ecosys (chat) #hcsn (chat) #gov20
HR/OD specialists Academic researchers	Steps to achieve a learning organization	ALL SECTIONS	#lrnchat (chat) #tchat (chat)
CIOs and IT architects	Bringing collaborative solutions to the enterprise	Chapter 3: Outcomes Part 4: Flow Part 5: Possibilities	#cio #itg

* Online insights in these areas can be found on Twitter; use <http://search.twitter.com> & specify hashtag, above
For more on **The DNA of Collaboration** find us at <http://collaborationdna.com> (book site)
or <http://amzn.to/cdnaK> (Amazon)