

Cooperation and Survival – Bill Beedles

Overview

The word “cooperation” provokes clichés in all of us: “win-win,” “synergy,” “2 + 2 = 5.” In a business setting, cooperation takes on a special meaning, with specific thinking skills and vocabulary. This session involves a highly-interactive, hands-on group experiment that will reveal, through self-discovery, the meaning of cooperation for each of us individually, our peers, and the business. To make the learning from the experiment real and useful for our every day decisions, it will be debriefed with a series of increasingly complex case applications.

Course Topics

- Why it’s hard to make money with:
 - Exceptional People
 - Incentives

- Making money by cooperating: An experiment
 - Market Signals
 - Competition and Cooperation
 - Lessons and Experiences

- Implementation
 - Diagnosing Behavior
 - Cases
 - We’re all CEOs