

Introduction

by Ruby Yeh

Something attracted you to this book. Without knowing why, you were compelled to read it, to find out how this book could help you to realize all of the dreams you have long held dear.

The same force that attracted you to read this book will attract people to your business — investors, customers, employees, partners and champions of your business. How do you tap in to this force, the Law of Business Attraction? It begins with a simple but powerful paradigm shift in business methodology.

*What would you attract to your business and your life
if you replaced competition with collaboration?*

What would happen if you stopped worrying about your competitors — real and imagined — and focused your energy on your own vision and passion? How would you feel about business if you never had to worry whether you were getting the better part of a deal, or how to stop other companies from encroaching on your market? What would you attract to your business and your life if you replaced competition with collaboration?

Last year I attended a business conference for CEOs and entrepreneurs in Los Angeles. After arriving at LAX, I rushed to the hotel to catch the evening sessions. When I arrived at the conference I was taken aback by the warm reception I received from everyone. There was an inclusive and uplifting vibe throughout the building. Everywhere I went people asked me what type of project I was working on, and offered to help

me. In the elevators, in the hallways, in the trainings rooms, everyone was attentive to my ideas and embraced my presence.

Was this for real? Had I entered some sort of alternate universe? After two decades in the high-tech industry, the nurturing space seemed like an entrepreneur's version of Fantasy Island! As I became immersed in this open, inclusive and supportive environment I felt myself relax and let go. There was no need to rush anymore, no need to summon up an adrenaline rush in order to perform, stand out or compete. I was able to slow down, breathe and be truly present to the people and opportunities right there in front of me.

What is it like to truly LIVE these principles, to operate according to these higher ideals?

It was a revelation. I asked myself, why is that we don't do business like this all the time? Why do we persist in building systems based on competitiveness? It couldn't be because competition garners greater success. I eventually met countless individuals who, despite humble or "limited" circumstances, had climbed to the top of their own mountain by following a business model rooted in cooperation and collaboration. There is a great deal of talk about "teamwork," "co-opetition" (cooperating with competitors), and collaboration in business books and management philosophy. But until that fateful and inspiring conference, I had not seen many real examples of these theories put into action.

What is it like to truly LIVE these principles, to operate according to these higher ideals? I decided to find real examples of people who are dreaming, brainstorming and building cooperatively, people who are launching, operating and growing businesses collaboratively. In the pages of this book, you will find a suite of stories showcasing people who not only believe wholeheartedly in a cooperative approach to business, but who credit this methodology with attracting amazing business success. The visionaries in this book are really living it, doing it.

For many of the authors in this book, cooperation and collaboration just came naturally to them, without conscious effort. For others their involvement in this cooperative movement evolved from necessity, observation or wisdom — that “aha” moment that changes everything.

Compiling this book was a labor of love. Please join me on a journey, exploring the transformational power of a caring, cooperative, nurturing, collaborative and dynamic way of doing business. Each story, in its own unique way, is an opportunity for you to have your own “aha” moment. On behalf of the dozens of authors in this book, I thank you for sharing this fun adventure with us.