

The 5 Ps : A COLLABORATION AND COMMUNICATION FRAMEWORK

When people collaborate and share their ideas and skills, great outcomes can be achieved. To create the conditions for collaboration to flourish, the ARRC uses a framework called the Five Ps which are a checklist to ensure the full range of factors that influence how people make decisions are considered.

Profit

1

Profit means far more than a commercial transaction or a result based purely on business principles – it is about the range of benefits that can accrue from a decision, whether they be at an individual, family or community level.



2

Proof

Proof becomes important when it is presented in ways that people can relate to and understand how it can be used in their daily life – when viewed in this way, proof is about providing people with the confidence to act.

People

Humans are social beings. We need to invest in establishing strong, enduring relationships with those we collaborate with. To do this, we must take time to listen, understand and appreciate the perceptions, networks and communities people are part of. When we do this we build trust, which is essential for effective collaboration.

3



5

Promise

The promises we make underpin all our relationships. Promises need to be made explicit so that collaborators have a shared understanding and expectation about their involvement. When we make promises, we can establish the foundation upon which trust, confidence and a desire to work together can be laid.

Place

Our connection to 'place' is fundamental to our identity. When we want to collaborate we need to acknowledge the connections people have to their 'place', and consider how decisions can impact on that connection. We can also create new 'places' for people to meet, share ideas and promote collaborative action.

4

