

'flying starts'

fast-tracking strategic alliances to high-performance.

It makes sense in the current cautious economic climate for businesses to leverage key relationships with suppliers and customers. For many, this may involve forming strategic alliances and joint-ventures. At the heart of these developments will be the requirement of 'doing business differently' and placing an emphasis on innovative thinking. So - how do you make this *shift*? How do you undo the mindsets associated with the 'old rules'? How do you really find win-win strategies that make good commercial sense?



Alongside the legal and contractual framework that creates an Alliance are the crucial relationships of key players from stakeholder organisations. Research shows that getting alignment right from the outset will have a significant impact on the performance of the new venture. Previous history may have to be dealt with to create a new 'climate' for the relationship to flourish. Attitudes may be required to change at operational levels as the same individuals interact under a new umbrella.

Our 5-step system:

1. **'STARTING POINT'** - build alignment on:
 - A clear imperative' – Why does this make commercial sense for all the stakeholders involved?
 - 'Gatekeeping Questions' – develop a set of powerful entry conditions to advance to each subsequent level of the process.
2. **HORIZON** - Define what Success looks like – the vision for the Alliance. Agree the Values that will drive Alliance behaviour.
3. **IDENTIFY** route choices – explore a variety of options on how to make the Alliance operate in day-to-day business. Use creative processes to really ensure innovative thinking.
4. **FIX** on a route – agree an integrated M.A.P. (Master Action Plan) to define the strategic route the Alliance will follow in order to achieve success. Build a robust process to determine progress.
5. **TRACK** progress – use mechanisms to review progress on a regular basis. Establish a Steering Group to provide clear leadership within stakeholder organisations.

people=positive™ has significant experience in this field working in various industry sectors. If you'd like more information contact Barney Mackie, Director of Knowledge & Innovation - bm@peoplepositive.com

"Someone outside your organisation today knows how to answer your specific question, solve your specific problem or take advantage of your current opportunity better than you do. You need to find them and find a way to work collaboratively and productively with them."

AG Lafley, CEO Proctor & Gamble