
Strategic Alliance Best Practice User Guide

How to Form, Manage and Evolve Key Business Relationships

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If you have suggestions for improvements, additions, or ease of use, please contact us. We welcome your suggestions. And most of all: *May your alliances bring prosperity*

This is a Generic Version intended for a wide variety of alliances. We also provide customized versions for specific alliance application.



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Strategic Alliance Best Practice User Guide

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I - INTRODUCTION: SUCCESSFUL ALLIANCES

Using this User Guide

- Purpose of the User Guide
- Findings from Benchmarking Best Practice
- Best Process Framework

Alliance Definition

- Definition
- Alliance Characteristics

Why Alliances are essential Winning In Today's Competitive Environment

- Key Alliance Drivers
- Increased Return on Investment
- Coopetition
- Advantages of Alliances
- Disadvantages of Alliances
- Enterprise Alliance Strategy Overview

When to Create an Alliance

- Growth Portfolio Options
- How to Create an Alliance
- Alliance Strategic Spectrum

Alliance Architecture

- Basic Components of Alliance Architecture
- Creating Alliance Architecture
- Characteristics of a Well Structured Alliance
- Success and Failure Factors
- Alliance Mindset and Spirit
- Assembling the Right Team
- Roles and Responsibilities

Alliance Development Framework

- Alliance Framework Overview

II - ALLIANCE STRATEGY PROCESS

Phase 1 -ALLIANCE SPECIFIC STRATEGY

- Step 1.1 Identify Key Strategic Issues
- Step 1.2 Strategic Drivers
- Step 1.3 Map Value Migration
- Step 1.4 Alliance Stratagems
- Step 1.5 Breakthrough Value Proposition

Phase 2 – ANALYSIS AND SELECTION

- Step 2.0 Preconditions for Success
- Step 2.1 Candidate Research and Due Diligence
- Step 2.2 Fit Analysis
- Step 2.3 Risk & Business Case Analysis
- Step 2.4 Metrics: Strategic Return on Investment
- Step 2.5 The Strategic Spectrum

Phase 3 – VALUE CREATING NEGOTIATIONS

- Step 3.1 Champion and Negotiation Team, Teambuilding
- Step 3.2 Co-Creative Negotiations/Chemistry
- Step 3.3 Creating the Win - Win
- Step 3.4 Documentation and Comprehensive Due Diligence
- Step 3.5 Memorandum of Understanding and Principles

Phase 4 - OPERATIONAL PLANNING

- Step 4.1 Operational Business Plan
- Step 4.2 Management Issues
- Step 4.3 Customer Relationships
- Step 4.4 Integration, Empowerment, and Control

Phase 5 –ALLIANCE FORMALIZATION

- Step 5.1 Governance, Integration and Control
- Step 5.2 Organizational Structure and Support
- Step 5.3 Win – Win Business Analysis
- Step 5.4 Legal Agreements

Phase 6 – MANAGE, INNOVATE, & TRANSFORM

- Step 6.1 Operational Team
- Step 6.2 Leadership and Management
- Step 6.3 Breakthroughs
- Step 6.4 Performance Measurement
- Step 6.5 Adapting to Change