

## 6 Steps to Building Better Strategic Partnerships

Two heads are greater than one and here are our tips for helping guide you towards enabling better strategic partnerships. Walk the steps:

### Step 1

A common vision, outcome, goal, agenda, or mission.

- ★ What do we want to create for ourselves/our business/our partner/our clients?
- ★ Where do we want it to end up?
- ★ What do we want to learn together?

### Step 2

Considering wider Contexts

- ★ What problem are we seeking to solve and for whom?
- ★ What is the real root cause of the problem?
- ★ How does this problem relate to the organization's strategic goals?
- ★ And if the problem requires our attention, are there other alternative solutions to address the root cause?

### Step 3

A recognition of the role, strengths and gifts that each person brings to the alliance.

- ★ What are our strengths, skills, talents, gifts?
- ★ What role do we wish to play? Who leads, who does etc?
- ★ How do our gifts, skills and interests work together?
- ★ How will we improve our skills and what structure for feedback will we adopt?

### Step 4

An agreement about the responsibilities of each ally.

- ★ What will each partner take responsibility for?
- ★ How will we work together?
- ★ What do we promise each other?  
Who "owns" the subsequent sales funnels/income streams/outputs that the partnership creates?
- ★ What about cross-selling/up-selling?

### Step 5

An understanding of the challenges faced by each ally and how we'll respond to them.

- ★ Where do we need the most support?
- ★ What challenges might we face?
- ★ How will we overcome the obstacles

### Step 6

An agreement about attending to the needs and management of the alliance itself.

- ★ What does the alliance itself need to succeed?
- ★ What will we do if there is an issue with our alliance?
- ★ How will we measure and celebrate our successes?

