

The 10 Key Principles Of Fruitful Strategic Partnerships

How To Pinpoint Mutual Benefit ...

by Denis Roberts

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SPECIAL REPORT

The 10 Key Principles of Fruitful Strategic Partnership

A strategic partnership follows a set of essential principles. For a fruitful strategic partnership all 10 principles need to be present in equal measure. Strategic partnerships do not presuppose a specific ownership model; and tend to be based on some form of profit-share, rather than shared ownership or merger.

1. Each partner is contributing from their core capability ... from their unique gift ... from what they love doing most, and do best.

Both eliciting ... and aligning these crucial gifts is critical to the collaboration ... as this precedes an awareness of the unique gift that is in turn generated by the collaboration. This is the most important area of work when forming a strategic partnership.

2. A strategic partnership is based on a reciprocal / complementary relationship

3. Each business / organisation fills a functional gap in the other partner's business

4. The filling of that gap is of equal mutual benefit

5. The filling of gaps can leverage resources; and make for phenomenally cost effective relations (see example below)

6. Clear boundaries are paramount, and these are reflected in the clear structure / contract for the deal

7. Strategic partnerships tend to operate on an equal profit share

8. The strength of the strategic partnership is determined by the quality and clarity of the human relationships that underpin the partnership.

9. The process of contracting provides a good litmus test of the quality and clarity of the human relationships involved; and of the scope for collaboration.

10. The fundamental unit of a strategic partnership is a triad ... a collaborative

peer-to-peer leadership structure ... where decisions are taken at the level of "we" in a spirit of "one for all, and all for one"

Example of a Strategic Partnership

A Converging Technology Company; Business School; and The Networking Firm (my Virtual Organization Design Consultancy) combine and collaborate to create an executive program in which executives from global corporations get to experiment with converging technologies to re-engineer value chains, and design future organisation.

Converging Technology Firm supplies technologies at cost ... gains access to global executives ... within the framework of an academic program, that adds kudos to their brand.

Business School is able to deliver a state-of-the art program at negligible cost ... leveraging the resources of a converging technology company ... and expertise of a leader in virtual organisation.

The relationship was cemented at the level of the MD of the Converging Technology Company; Associate Dean of the Business School; and Founder of [The Networking Firm](#) (me)... enabling an incredible leverage of resources.

The Networking Firm contributed time and expertise ... for access to the corporate client base ... with The Business School supplying marketing to their existing customer base ... access to technology ... and class rooms

The program was on a three-way profit share. Trust this helps clarify & please raise any questions.

Complimentary No Obligation Discovery Consultation

You are invited to a No Obligation Complimentary Discovery [Consultation](#) to freely explore the scope for strategic partnerships for growing your business & brand.

Best,
Denis Roberts
Founder, The Networking Firm

Virtual Organization Designer and Business Education Mentor Tutor

[LinkedIn Profile and Recommendations](#)

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