

## EXPECTED OUTCOMES



**This worksheet:** Registers the expectations of the parties in terms of the specific outcomes they require.

**What?** This will allow you to consider what you and another company could achieve through your joint contribution.

At this step of the process the purpose of this worksheet is to give you the opportunity to assess the potential outcome you can create and also to observe how well you are able to work together, develop and agree on possible outcomes.

**How?** If you are comparing prospective partners as part of your selection process, you may wish to complete this form for (and possibly with) each prospect.

If you used this worksheet in the Preparation stage to reflect your companies desired outcomes then that can be used as your reference point. It will allow you to compare which prospective partners are most likely to fit the outcomes you desire. In future stages of the relationship it can be co-developed and used to record expected *and achieved* outcomes.

This worksheet can be used:

- } By one party to document their perspectives
- } By both parties to record and discuss the outcomes they believe are possible.

**Notes:** Not every relationship will have outcomes in all areas shown on this worksheet.

Use the examples given as a guide only. For each outcome, be specific and identify the scale of the outcome expected.

For example: if new products is an outcome, specify how many new products, which new products and within what timeframe. In the 'Potential Quick Wins' column you could list the first 3 new products you think you and a new partner could create collaboratively.

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Area of value:	Specifics (where and how benefit will be gained)	How big/ how much?	How fast / when	Potential Quick Wins?
<b>Growth (scope)</b>  <i>Eg: new market, customers or products</i>				
<b>Growth (scale/volume)</b>  <i>Eg: higher volumes, bigger deals</i>				
<b>Market protection/retention</b>  <i>Eg: competitor lock-out, market trends</i>				
<b>Positioning</b>  <i>Eg: brand, reputation enhancement</i>				
<b>Efficiency and Effectiveness of Operations</b>  <i>Eg: improved processes (IP), productivity, costs</i>				
<b>Other...</b>				



Success in partnering is a combination of a successful relationship and successfully delivering outcomes. This worksheet registers the latter success factors.