



# Partnering Relationships: The Seven Steps for Success

Partnering is the process of building a successful collaborative relationship in which parties are highly committed to sustaining their relationship and which enables both parties to achieve more together than they can alone. The following is a quick reference guide to the most important questions you need to address at each step.<sup>1</sup>

Deciding To Enter a Relationship	Identifying Candidates	Selection	Negotiation & Decision	Implementation	Ongoing Management	Completion
<p>Strategic Drivers</p> <p>How does it fit? Why do it? What if we don't do it?</p> <p>What benefits?</p> <p>How would it help our Business?</p> <p>Market &amp; Industry assessment – are there capable suppliers etc</p> <p>Assessing relationship approaches, (eg. j/v, outsource, alliance etc)</p>	<p>Who is the 'best' choice? What does 'best' mean for us?</p> <p>Industry Analysis – positioning for the future and who will help? (e.g. geography, technology etc)</p> <p>Fit of potential party – *skills *brand *culture ...</p> <p>Scope of the relationship</p> <p>RFP (if appropriate) – statement of work, service levels and requirements</p>	<p>RFP – response evaluation, reference checking (e.g. relationship maturity)</p> <p>Is there a shared direction?</p> <p>What are the parties value expectations, goals, motivations?</p> <p>Is there alignment of approach to business?</p> <ul style="list-style-type: none"> <li>- Capabilities</li> <li>- Style/ Culture</li> <li>- Structure</li> </ul>	<p>Negotiation</p> <p>Governance model</p> <p>Legal Arrangements</p> <p>Identify &amp; agree measures: *Key performance indicators *Value Exchange and Value Measures</p> <p>Risk Management</p> <p>Establish draft Charter - roles and responsibilities; principles of Operation</p>	<p>Transition Plans</p> <p>Finalise Partnering Charter/ Agreement (purpose, how will it work, engagement model etc)</p> <p>Putting in place processes, people, business model, leadership</p> <p>Transition any assets, contracts etc.</p> <p>Implement programmes for:</p> <ul style="list-style-type: none"> <li>- Performance Management</li> <li>- Risk</li> <li>- Relationship Management</li> </ul>	<p>All operational and business support processes in place?</p> <p>Governance, business model &amp; policies established</p> <p>Performance Measurement - ongoing review of expectations, value, performance &amp; feedback</p> <p>Issues management</p> <p>Alignment of people incentives with goals</p> <p>Learning Processes</p>	<p>Is the relationship complete and ready for dissolution?</p> <p>What approach is appropriate to affect the completion process?</p> <p>How is capability to be distributed?</p> <p>Transition plan for people.</p> <p>Issues resolution process.</p>

<sup>1</sup> Worksheets and checklists are available to help address these questions in the Taylored Solutions “Successful Partnering Toolkit” ebook.