

# STRATEGIC ALLIANCES Best Practices

## Why this Workshop?

Today over one third of business is done in some form of collaborative relationships, including go-to-market sales relationships, solution partners, outsourcing, strategic supply streams, and even collaborations with honorable competitors. This makes the art of structuring and managing strategic alliances a critical factor in today's business.

## What Value Can I Expect?

Without using Best Practices, you can expect 75% of your alliances to fail. However, with Best Practices, you will double or even triple your success rate. That can mean the difference between mediocrity and excellence in your business.

## Attain Professional Certification

Become an architect of strategic alliances by learning from one of the masters. The material in this program provides all the information necessary to help you pass the certification exam to receive the esteemed Certificate of Achievement in Alliance Management (CA-AM) from the Association of Strategic Alliance Professionals. This designation carries great weight for anyone who is affiliated with alliances.

## Who Should Attend?

Alliance professionals, business development managers, strategic planners, marketing executives, senior managers and innovation teams who are involved in turning opportunity into action.

## Who Will I be Working With & Learn From?

Robert Porter Lynch has been in the vanguard in the field of alliances, collaborative innovation, and trust building, as both a thought leader and expert professional with an extensive track-record. His methods have produced thousands of the highest performing strategic alliances. The author of several books, his work has been recognized across the globe.



International  
Collaborative  
**LEADERSHIP  
INSTITUTE**

Founding Member



Association of Strategic Alliance Professionals



## Why a Best Practices Strategic Alliance Workshop?

**The Power of Best Practices** In this Action Planning Workshop, you will learn how to achieve strategic objectives through alliances built on best practices and best process principles. You'll gain an alliance "Architecture of Success," including critical concepts, best practices blueprints, metrics, and systems frameworks. You'll also receive tips, techniques, and navigational aids for goal achievement.

By focusing on Best Practices, your alliance is assured of a very high chance of success and a far more rapid launch. In fact, a number of recent studies in the U.S. and Europe have shown that by using Best Practices in a disciplined manner, your alliance will have an 80% chance of success – about three times more likely to succeed than if you negotiated with traditional transactional-contractual approaches. This workshop will show how leading companies have produced dramatic improvements in their business using the best practices that will be revealed to you in this session.

## International Collaborative LEADERSHIP INSTITUTE

### What can I expect?

This is a practical "roll up your sleeves" program designed to focus on your company's core business opportunities. Bring your internal team, and even your most valued customers and suppliers – you will have the opportunity to redesign the value you create for each other.



### Who Will I Learn From?

Robert Porter Lynch is Co-founder of the Leadership Institute and has consulted widely for major organizations including Astra Zeneca, Cisco, Dow Chemical, Eli Lilly, Exxon-Mobil, General Electric, Hewlett Packard, IBM, Procter & Gamble, Pfizer, Sanofi Aventis, USAA, Warner Lambert, and Xerox among many others.

Robert is Founding Chairman of the Association of Strategic Alliance Professionals, and has been recognized for his ground-breaking work in creating "alliance and collaborative innovation architecture." He has trained thousands of business leaders around the world in the best practices of alliance formation and management.

Robert teaches at the Universities of Alberta, British Columbia, and San Diego. He is also the author of several books and numerous articles including the "Fostering Champions" chapter in Peter Drucker's, *Leader of the Future*. His current book, *Trusted to Lead* will hit the bookstores at the end of this year.

To find out more about Robert's expertise, please visit [www.WarrenCo.com](http://www.WarrenCo.com)

### Highly Acclaimed

Recent sessions in North America have been highly successful. This is a sample of the comments:

*Superb! Excellent Content*  
*Great info on a fresh new topic*  
*Made me think, A great learning experience*  
*Great Work! Well Organized*  
*Completely Shifted my thinking*  
*One of the best seminars ever attended*

### Who should attend?

Collaboration is a major competitive advantage. The program is built for upper and middle management, entrepreneurs, and leaders who are seeking to increase their proficiency in alliance building and want more marketing reach or innovation.

This session will prove to be highly useful for any business exec or manager that wants to grow their organization by connecting better with customers, sales channels, and development partners.

## Workshop Goals

We provide the alliance practitioner with concrete, actionable ideas and tools that will be turned into powerful results. Your alliance team is encouraged to come as a group to the two-day session. Together they will design and build a new alliance (or rebuild an existing but less-than-satisfactory alliance). This Action Planning workshop uses a highly effective “dual track” approach:

**Track One:** a critical alliance concept is explained, followed by a best practice which will provide high success, and finalized with a practical “tool kit” to use in real life situations.

**Track Two:** then participants are given the task to apply the principles and practices and tool-kits to their real alliance situation, providing participants with an action-plan to finalize their experience



Participants immediately apply strategies, practices, and techniques that they can use in real life situations in their companies. Learnings result from concrete case examples, interactive sharing of ideas, and practical project development sessions.

*When we looked to find the best advice in the alliance arena, we quickly learned why Robert Porter Lynch was most likely to be mentioned as the best in the field.*

-- Patrick Hehir, Vice President, Flextronics

## Workshop Topics

- Key factors for success and the Impact of best practices
- Building an Aligned Alliance Strategy
- Partner selection, Critical metrics & rewards
- Co-creative negotiations
- Designing scope, building trust and developing expectations
- Operational planning and integration
- Roles and responsibilities of alliance champion and alliance manager
- Typical pitfalls
- Making the Alliance an Engine of Innovation
- Structuring the alliance: Critical Risks, finance, governance, and legal structure
- Managing the Alliance, Creating a Culture of Cooperation
- Transforming the alliance into an Engine of Innovation
- Life cycle management, alliance restructuring, repair and wrap-up
- (The program will be custom tailored to your needs. Therefore, please provide advanced input about your specific problems, issues, objectives, and needs.)



## Benefits of Attending

Attending this workshop will enable you to:

- Build your capability for establish successful strategic alliances
- Use best practices and effective “process map” for alliance formation
- Find a shared architecture and breakthrough value propositions
- Understand the business development perspective of the alliance process
- Attain optimum performance and competitive advantage from your alliances
- Tailor your growth strategy through the use of alliances
- Understand the business development perspective of the alliance process
- Set up internal strategies and processes required for success
- Attain optimum performance and competitive advantage from your alliances

Available in 1 & 2 Day formats

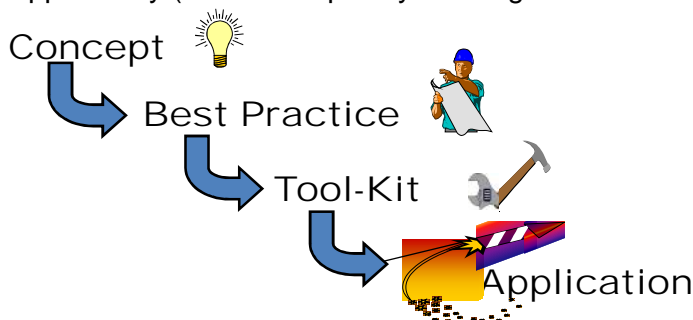
## Our Approach to Capability Building

We design all our programs with the end result in mind: You want practical applications-- fast. Executives rate all seminars far more highly if three things are present:

1. The seminar was practical and directly applicable to my situation
2. I can use the material immediately
3. The seminar leader was knowledgeable, experienced, and responsive

Therefore, we focus all our executive programs on ensuring four key process steps are employed in the design and presentation of the seminar:

- ✓ The **Concept** is clear
- ✓ A **Best Practice** has been illustrated to bring the concept into a realistic framework
- ✓ A set of "**Tools**" (such as a checklist, process map, etc) makes the best practice useable in everyday practice.
- ✓ During the seminar, whenever possible, attendees are requested to **Apply** the concept, best practice, and tool kit to a **real-life situation** in order they gain immediate applicability (and consequently the longest term retention)



**Objectives:** Our ultimate value to your company is to produce results:

- Gain significant **Strategic & Economic Value** from your alliances
- **Select the Best Partners** with whom to ally
- **Shorten the Time** required to form an alliance
- **Increase the Success Rate** of your alliances
- **Negotiate** in a manner which positively impacts long term value & performance
- **Utilize Learnings** from each alliance across the spectrum of corporate operations
- **Receive Maximum Performance** from each alliance
- **Reduce the Risks and Increase the Rewards** from alliance
- **Enable Management of Multiple Alliances**
- Become the Alliance **Partner of Choice** in your industry
- Build a **Strategic Infrastructure and Implementation Team**



### Added Bonus:

Receive an electronic copy of the valued Best Practices Handbook used by members of the Association of Strategic Alliance Professionals all over the world.  
A \$150 Value!



### A Major Breakthrough in Building Trust

Trust is one of the top three causes of alliance success. Robert's world-class "Architecture of Trust" has been recognized globally because of its depth of insight and range of effectiveness. He has been recently honored as one of North America's Thought Leaders in the field of Trust.

## Some Representative Feedback from people who have attended:



*"Went Really well, Right on Target, One of the Best Things we've ever done. I can't thank you enough for the difference you made. Through your leadership, you've advanced the thinking in our organization, and sparked an openness to working outside the organization I've never witnessed before. The discussion around empowerment within boundaries and the power of alliances was hugely important and timely."*

Director, Strategic Marketing, High Tech Company

*"You performed miracles. You walked into a difficult situation and folks present at your session said it was powerful how you turned the energy. Thank you! I know it has made a difference and I appreciate it as one who is trying to develop a culture of support and accountability."*

Director, Human Resources, High Tech Company

*"Excellent negotiations program, moved us and our alliance partner quickly in the right direction"*  
VP Alliances, Automotive Supply Company

*"Our sales have escalated by a quantum magnitude. None of this would have happened had I not gotten the religion and coaching from The Warren Company. This approach to alliances in right on the money"*

Vice President, Marketing, Process Controls Company

*"Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude."*

President, Engineering Company

*"Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude."*

President, Engineering Company

*"Your teaching has made a profound influence in our development. Personally I use your book as a text book, road map, and bible. It still amazes me how true all the "essentials for success" have been for us! I wonder sometimes if our alliance would have just "fallen by the wayside" like so many others if we hadn't been made aware early on how important each of those blocks would be in achieving success."*

Director, Business Development, Health Care Alliance



*"A very valuable session. I, and the rest of the team, got a tremendous value out of it. I was very impressed with how you hit the ground running so effectively and got your arms around the problem very fast."*

Senior Partner, Big Five Consulting Company

*"I used the Best Practice frameworks the next week to rebuild a failing alliance, and the turnaround in performance was extraordinary. This approach is continuing to pay back enormous results 2 years later."*

Senior Executive, Leading Computer Company