

The Partnering Journey

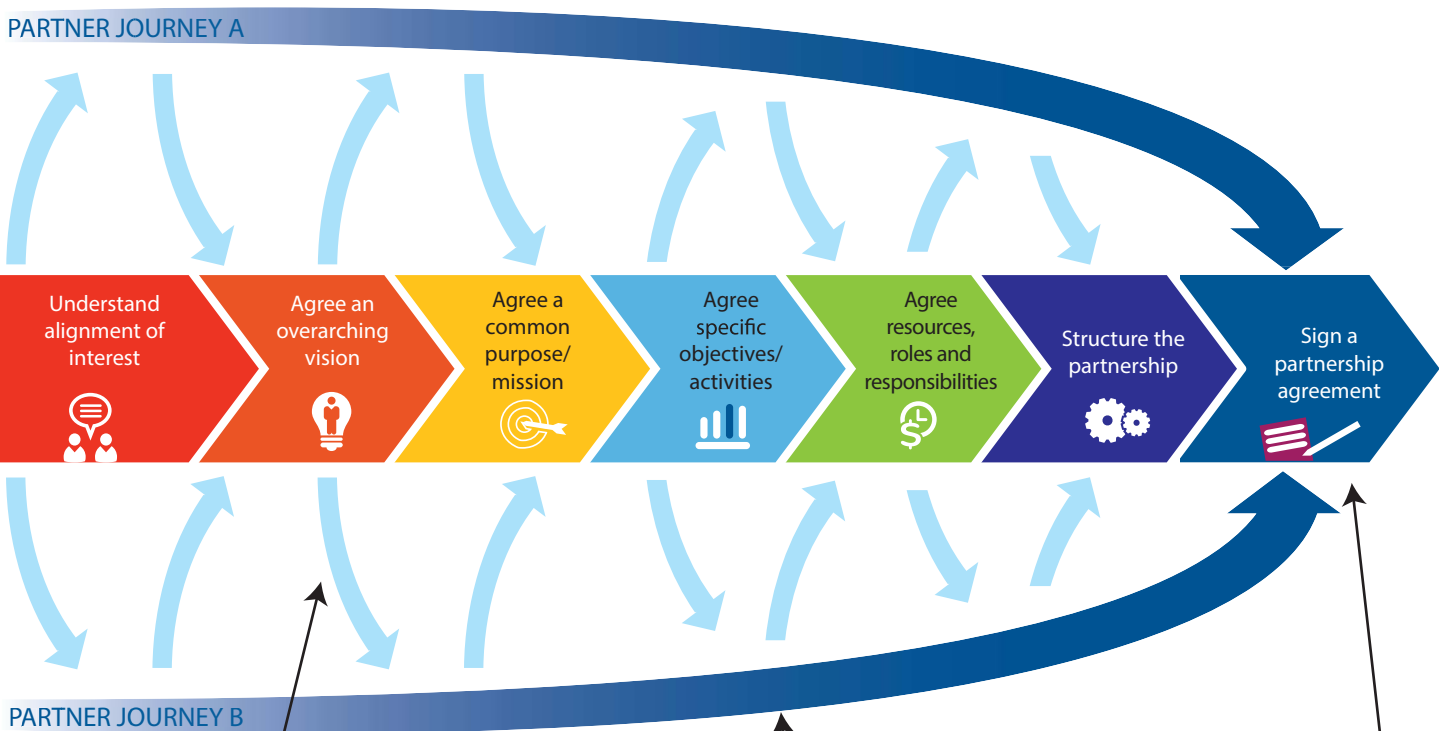
The journey of the partnership as a whole



- Ratcheting up engagement and agreement
- Starting wide and then focussing down to get more and more specific / detailed

- Building the relationship / trust, getting commitment
- Putting in place the building blocks of successful partnerships





PARTNER JOURNEY B

To progress the journeys requires partner representatives to be constantly going back and forth between internal negotiation (understanding organisational needs and building internal acceptance) and external negotiation with the other partners to maximise value from the partnership

An agreement can be made and the partnership commence when the journey of the partnership and the journeys of the individual partners converge

Each partner's individual journey

Each partner must get to a point where it can commit to the partnership:

- Assess the benefits it hopes to gain and the resources it must invest;
- Undertake due diligence of the other partner(s);
- Understand and mitigate the risks;
- Build up the internal case for engagement based on net value creation;
- Get management / legal sign off.