

ORGANIZATIONAL PARTNERING PLAN (OPP)

PARTNERNOMICS[®]

DATE:

1. EXECUTIVE SUMMARY

*This section provides a general overview of your organization's partnering strategy. This portion of your OPP should be one paragraph in length and provide the reader with key outcomes your executives desire from creating a partnership management function within your organization.

2. PROBLEM BEING ADDRESSED

*This section identifies the key industry issue(s) that your partnership team(s) will address.

*The problem is always market or industry-focused (external).

Example:

B2B partnership failure rates are estimated to be 70%-85% at the two-year mark. Failed partnerships are costing companies trillions in revenue globally, every year. Corporate professionals do not have access to a comprehensive partnering methodology to help them manage and lead partnerships to long-term success.

3. PURPOSE OF CREATING A PARTNERING FUNCTION

*What is the charter of your organization's new partnering team?

*The purpose is always internally focused as it describes "WHY" your partnering team(s) exists.

*What gaps in your strategic growth plan with the partnering team(s) fill?

4. APPROACH

*What functions will your partnering team(s) fulfill (sales, marketing, product dev, R&D, etc.)?

*Which partnership types will you build (affiliate, referral, channel, tech integration, resource)?

*What are the major deal terms or relationship structures your executives are interested in achieving from each partnership type?

5. STRENGTHS (Organizational)

*Identify the strengths that your company has that will make your company an attractive partner. Each of your strengths will be the "power" that you possess in a potential relationship. That is, your strengths are unique capabilities that can add value to prospective partners.

6. WEAKNESSES (Organizational)

*Identify areas for improvement where partners can fix or relieve the shortcomings.

Weaknesses that your company has are open invitations for other organizations to partner and shore up your company's deficiencies.

7. OPPORTUNITIES (Organizational)

*Identify the external market forces that are favorable and offer "tailwinds" to potential partnerships. These items will highlight your organization's strengths and be reasons that other organizations would want to partner with your company.

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8. THREATS (Organizational)

*Identify the external, market forces that may create “headwinds” and challenge or derail your organization’s partnering and/or growth strategy. These items will highlight reasons why your organization should seek partners to mitigate risks and deficiencies facing your organization.

9. ASSUMPTIONS

*Assumptions are untested beliefs and opinions that must be tested through further research. Major assumptions create blind spots in an organization’s strategy. By eliminating, or at least reducing assumptions, your organization will be equipped to deliver more predictable results.

10. RISKS

*Unlike "Threats" which are external, "Risks" are internal factors that may challenge or derail your organization’s new partnering function and overall partnering strategy. Risks are easier to mitigate as your company has more control over potential outcomes.

11. REQUIREMENTS

*Identify the key requirements that are necessary to execute this organizational partnering strategy. Requirements for your organizational partnering strategy may include: an amount of time, investment, technical expertise, real estate, machinery, travel, hardware, software, patents/trademarks, attorneys, and/or consultants to name a few.

12. GOALS

*With respect to your Organizational Partnering Plan (OPP), we recommend that you identify only three goals. That is, what are the 3 most significant outcomes that your executives want to accomplish as a result of this new organizational partnering function? Later, you will use these three major goals to construct Strategic Partnering Plan (SPP) goals that will eventually be linked to individual partnering initiatives. By limiting this exercise to 3 goals, your executive team will clearly understand the priorities of your new partnership function.