

- Turn your existing alliance into a powerful "Engine of Innovation"
- Re-Align on Powerful Strategies for Mutual Success
- Achieve a new level of Communication, Cooperation, and effectiveness between alliance partners
- Discover how to rebuild your alliance to achieve Breakthrough Performance
- Develop a new standard of excellence and mutual benefit for you and your alliance partners

The unique & unparalleled value we provide:

- Accuracy of Diagnosis
- Rapid Gathering of Data & Feedback
- Speed of Implementation
- Targeting of Critical Factors
- Affordable Pricing Structure
- High Success Rate







When the Old Rules Don't Apply....

Unique Repositioning Required

In the last decade there's been an explosive growth in the creation of strategic alliances.

It's likely that as your company has expanded globally, you've linked your future tightly with others with go-to-market strategies, expansion of distribution networks, establishment of joint development agreements, and outsourcing critical services.

Because the competitive environment is moving at lightning speed and new technologies rapidly replace existing ones, your alliance may find it needs to reposition itself to capture the competitive high ground.

A major *SHIFT* is probably overdue.

Ordinary performance is not enough – a new strategy may need to be coupled with a breakthrough in performance and innovation.

The stakes are high. Waiting too long will squander great opportunities. And there's no room for anything but excellent results.



Our Four Key Architectures Combine to Produce

Breakthrough

Results

We pioneered
Strategic Alliance
Architecture

Using our Best Practices shift alliances success rates from 25% to 75% success

Our Governance Process enables greater flexibility to adapt to changes

Combining traditional "Competitive" Strategy with insightful application of advanced "Collaborative" Stratagems, our clients enter markets and gain advantage swiftly and adroitly.

By using our Collaborative Innovation Architecture, clients have seen their innovation flows increase between 30% to 100%

Our Breakthroughs in the

Architecture of Trust & Teamwork enable:

- Gaining a 25% Competitive Advantage
- Generating 20-50% economic savings
- Making better decisions 20% faster

As a pioneer in the alliance movement, you may have painfully discovered it takes new thinking and a new kind of management to architect and manage a successful cooperative venture. Strategic RelationSHIFTSM is systematic shift in architecture, strategy, quality of human inter-actions, and performance of an alliance.

The result of years of intense research, analysis, and application of the most advanced methods in alliance formation and management......

based on The Warren Company's extensive Benchmarking of Best Practices & Best Processes in

- Strategic Alliance Architecture
- Trust & Teamwork Architecture
- Collaborative Innovation Architecture

Strategic RelationSHIFTSM transforms existing alliances into powerful performers by synergistically integrating the Critical "Three Dimensional Fit."

The Breakthrough Alliance: The Model for the Future...

With adroit application of **Alliance Best Practices**, we shift the

- Strategic Impact by applying the elements of best practices in strategic alliance architecture to address
- Strategic Imperatives,
- Competitive & Collaborative Stratagems,
- Joint Value Proposition, and
- the ability of the alliance to Create Bold New Futures



- Spirit and Culture by using the most advanced processes to
 - Build Trust & Commitment,
 - Create Breakthrough Teamwork,
 - Develop Synergy between Organizations
- Poperational Capabilities by applying the most dynamic and powerful breakthrough project mechanisms capable of generating quantum leaps in performance. Fast Time to Market, Innovation Processes, Operational Integration, Governance and Structure
- Governance of the alliance to enable all "three fits" to perform at maximum capacity, while flexing and evolving rapidly as changes occur in the competitive environment

Breakthrough: A quantum shift or advance in thinking or performance, discontinuous from past events

Results We Promise...

Strategic RelationSHIFTSM is a systematic, strategically focused, results-based, on-site program. Our commitment is to produce concrete, measurable results that far exceed what the alliance would have produced on its own. Your alliance team will gain from the program:

- Powerful Strategic Plan to attain a measurable quantum leap over past performance
- New Breakthrough-Based Alliance Culture augmented with advanced communication, management, & teamwork tools to deliver high performance
- Revitalized and Re-committed Partnership with 100% commitment from the alliance members to attain its mission & goals
- Action Plans and a 120-day Re-launch Plan, written in detail, with commitments
- Customer Value Proposition to deliver top notch satisfaction to the customer
- Self-Regeneration Mechanisms for staying on track and fixing future challenges

The Program Design...

Unique in its content and impact, the **Strategic RelationSHIFT**SM program includes diagnostics, repositioning, action planning, capability building, coaching, and senior executive engagement to generate powerful synergies.

Co-created by teams from both companies, the program begins with a interviews and a diagnostic survey research up-front to pinpoint the critical issues that need to be addressed to pave.

Phase III:

that need to be addressed to pave
the way for a bold
new future.

Phase II:
Strategic
Relation SHIFT

Phase I: Diagnosis

At the heart of every

Workshop

Senior Executive

Alignment & Support

Strategic RelationSHIFTSM program is a rigorous action planning session (2 ½ days) to provide your team with the essential architecture for successful alliances... real-world advice...team exercises that finalize the design of the alliance's future...insights into what's needed to produce extraordinary results ...and practical state-of-the-art break-through tools to increase communication, teamwork, and results.

Then the core team's joint recommendations are brought to senior management for executive support and buy-in.

International Collaborative

Leadership Institute

Strategic Relation SHIFT sm The Basic Program

Note: Each Phase/Module is custom-designed to fit the objectives and situation of the alliance

PHASE I Assessment & Diagnosis

Assessment:

Interview of key alliance leaders to determine critical issues

Design & Development of Diagnostic Survey

Diagnostics:

Internet based survey to benchmark current conditions and determine key areas of strength and improvement

PHASE II Strategic RelationSHIFT sn Workshop

Action Planning -- Alliance Core Team:

Align Three Dimensions of "Fit"

- Strategic Fit New Focus
- Chemistry/Culture/Trust Fit Ensure High Performance Teamwork
- Operational Performance Fit -- Excellence of Performance Plans

Establish Effective Governance System
Creation of 120 day Re-launch Plan
Communications Plan for Senior Executive
meeting

Internal Alliance Sr. Level Report & Recommendations

Feedback of Diagnostics Individually to Each Team Determine Key Factors for Success for Upcoming Workshop Report & Recommendation:
Joint Development of Action
Plan Recommendations to

Senior Executives who must actively support the alliance once it is repositioned

PHASE III Senior Executive Support & Alignment

Executive Briefing & Planning:

Update on Workshop Outcomes Determination of Critical Issues Development of Business Case Key Factors for Success

Determining the "Four Way Win"

- Both Alliance Partner's "Win"
- Supplier's "Win"
- Customer's Win

Alternatives Obstacles & Concerns Resource Commitments Needed

Sr. Level Executive Meeting

Re-Launch of Alliance:
Alignments & Commitments
Time Schedule
Leadership & Financial
Requirements



Strategic RelationSHIFT sm Program Can be Custom Designed with Additional Modules to Increase Impact

Note: Each program is custom-designed to fit the objectives and situation of the alliance



PHASE II

Strategic RelationSHIFT

Workshop

OPTIONAL

PHASE III
Senior Executive
Support & Alignment

Internal Alliance Team Alignment Sr. Level Report & Recommendations

Sr. Level Executive Meeting

(Optional): Alliance Capability Building Workshop

Capability Building Workshop

Many teams determine that they need to reorient their vision, focus, and commitment to a new alliance by re-aligning and reenergizing their internal team prior to the Strategic Relation SHIFT workshop with their alliance partner. In a 1 or 2 day "hands-on," interactive session, internal teams receive **Best Practices Training &** devise clear plans for improving their alliance. The Capability Building Workshop consists of Best Practices, Tool Kits, and Applications.

(Optional): Follow-up Coaching

Individual Coaching:

MODULES

One-on-one coaching with all participants to ensure individual transformation to breakthrough capability

Steering Committee Coaching:

Team coaching enabling the Steering Committee to provide on-going guidance, support, vision, and coaching to the alliance

(Optional): Follow-up Diagnostics

Follow-up Diagnostics & Metrics:

Participants re-surveyed on effectiveness & results six weeks after work session to determine level of sustained improvement, then annually. Installation of High Performance Metrics

(Optional): High Performance Processes

High Performance Processes:

Engines of Innovation Fast Time Processes System of Trust Alliance Management Systems

International
Collaborative
Leadership
Institute



Representative Feedback from **Strategic RelationSHIFT** Participants

I am now confident our alliance is going to be a success. We accomplished more in the three days than we have all the previous year. Without this program I would be looking for a new job shortly.

Director, IT Outsourcing, High Tech Company

It's been a real eye-opener to learn what it really takes to be in an alliance. We've had a year's experience in 3 days – incredible!

Director, Human Resources, Consumer Products Company

The path of the alliance is very different from just working together. I realize we had a lot more to do, but I'm really optimistic. I have a much better understanding of what drives the two companies, the power of what we can be, and how to get it

Manager of IT Services, High Tech Company

A real eye-opener of what's possible, and what we can do together. I'm going to push on win-win solutions from now on

Manager of IT Systems, Consumer Products Company

I have real sense of purpose and being for this alliance as a higher order relationship. We've had an amazing revelation, with the obstacles we've removed, our alliance will be incredible. Every day I will ask people 'what win-win have you crafted today?'

Senior Executive, High Tech Company We've had an amazing revelation, with the obstacles we've removed, our alliance will be incredible.

The session was a real winner, creating some real momentum.

Senior Executive
Supply Chain Management

I can say this was one of the few times I've really lost track of time because I was so involved and interested. It exposed me to realworld tools that I can apply to my role on the alliance team.

> Vice president, Product Marketing, Telecommunications Company

It went marvelously! Our team sends its heart-felt gratitude and thank you for helping us prepare so effectively for these initial discussions! The preparation, tips, an overall plan for moving forward certainly contributed to the success of the session.

Senior Executive, Outsourcing, Pharmaceutical Company

Many thanks once again for your help! We have received very positive feedback from both groups. I have also noticed colleagues beginning to approach strategic alliance opportunities in a very different way. For example, within a week we will have a full day meeting with another alliance partner to define the alliance starting at "win-win" criteria.

Director, Strategic Alliances & Business Development, Pharmaceutical Company

I've attended over 100 strategic planning sessions in my career. Most were boring wastes of time. Your session was worth every minute and turned around our thinking in the first morning.

Executive Director, Alliance of 84 Food Banks in Canada