



Strategic alliance programmes

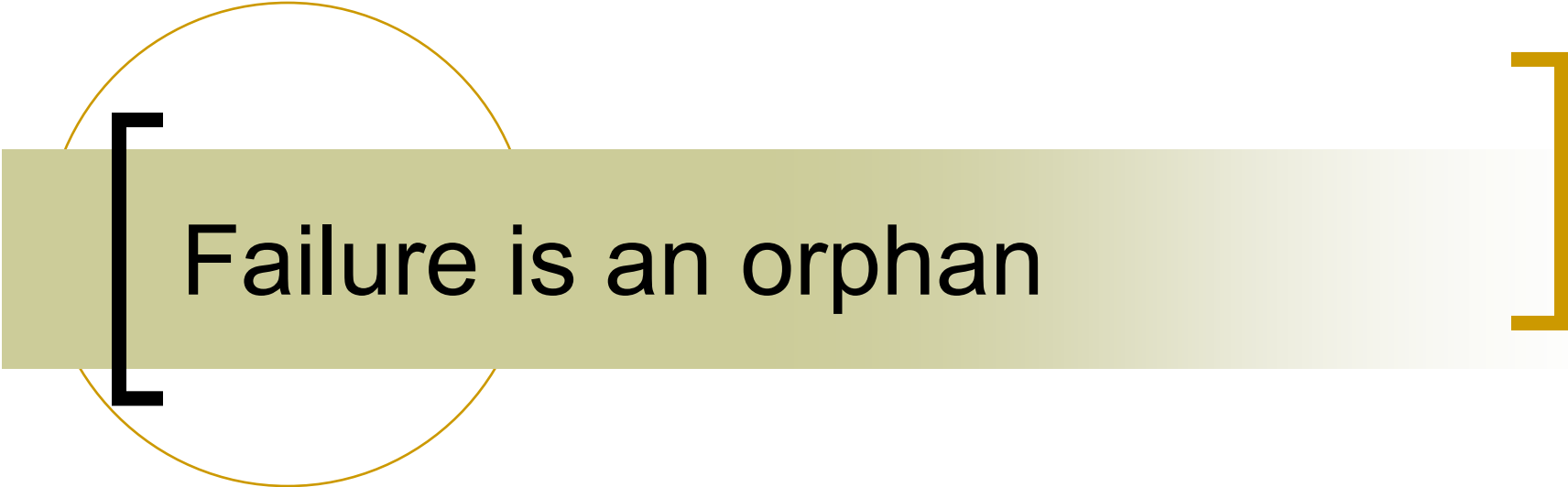
....off the record

[Caveats]

- no single business I have seen has the same approach
-or 100%right
- I like sales guys
- I go off piste
- I will deny all of this to my CEO

[The big hairy problems]

- senior management accountability
- clarity of position in organisation
- clear definition of role/responsibilities
- sufficient investment and resource
- sales engagement model
- escalation process
- internal communications
- ability to demonstrate value



Failure is an orphan

success has many fathers

[Failure]

- inability to influence @ highest level
- inability to liaise across the business
- programme not aligned with strategy
- no consideration as part of change programmes
- no clear and measurable objectives
- insufficient internal communication
- confusing behaviour – trying to be too much for too many



Jack of all trades

master of all

[Success]

- CEO and Board accountability and involvement – exec steering group
- ability to influence sales engagement, remuneration and change programmes
- clearly defined structure, objectives and targets
- budget and resource
- demonstrate business improvement
- demonstrate influence on revenue
- communications – let the world know you are winning
- never be the scapegoat for sales or marketing