

Partnering Workshop

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What I will cover....

- Workshop agenda
- Introduction
- What is partnership?
- Why do organisations do it?
- Considerations
- Questions to debate

Workshop Agenda

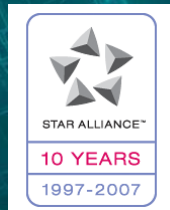
- 14:15 – 15:30
 - Introduction and background
 - Case Study 1 – Ordnance Survey Of Northern Ireland
 - Starting the road to partnering
 - Case Study 2 – Ordnance Survey
 - A mature view of partnering
 - Workshop
- 15:30 – 16:00
 - Tea/Coffee Break
- 16:00 – 17:00
 - Workshop
 - Present findings
 - Summary of session

Background

- 15 – 20 years ago companies content to go it alone
- Rapid & Intense changes in economic activity, technology and globalisation
- Affected all major companies
- Two competitive races resulted
 - “Racing for the world”
 - “Racing for the future”
- Partnerships are logical and timely responses to these challenges

What is a Partnership?

- All forms of inter-firm cooperation
 - Joint ventures, strategic alliances & sales channels
- Typical examples



Microsoft



Why do organisations do it?

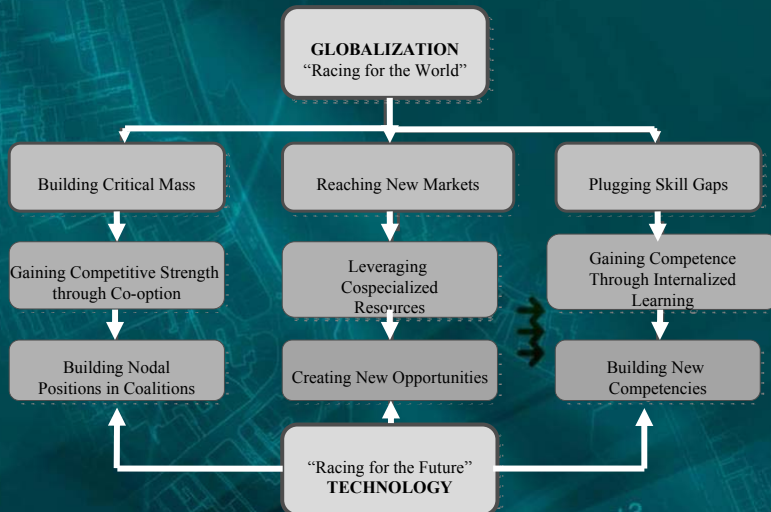
- **Co-option**
 - Turns competitors in to allies
 - Providers of complimentary goods and services
 - Creation of network economies
- **Co Specialisation**
 - Combination of previously separate skills, brands, assets and knowledge
 - Greater value created when these resources are pooled
 - More important as organisations refocus on core skill and activities
 - Opportunities become systems and solutions not discrete products

Why do organisations do it?

- Learning and internalisation

- Hard to develop tacit, collective and embedded skills and knowledge through Internal development or acquisition
- Quicker and effective route to obtain new skills and knowledge through partnering
- Learning can be applied to other areas outside of the alliance.

Why do organisations do it?



A few considerations on partnerships

- Many different approaches to partnership - no one size fits all
- Notice your environment and the fit between your objectives and those of all the other parties
- Be rigorous in defining goals for all parties up front and tracking them for the life of the partnership
- Understand how wide the gaps are at the start and how they can be bridged effectively
- As number of partners increases the strategic and managerial issues become more challenging.
- Most partnerships generate conflict – use the tasks and common goals to resolve relationships

Questions for Debate

- Do you need to partner?
- What are you looking to achieve through partnering?
- Do you have the capacity to collaborate?
- How will you create value through partnership?
- What can you learn from others?
- How do you start the partnering process?
- How do you define and measure progress?
- Single or multiple partners?
- How do you get the best out of the partnership?
- What experience do I have?