

Strategic Relation *SHIFT* em

**Re-Aligning
Alliances
and Strategic
Relationships**

**for Breakthrough
Performance**



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- 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

Strategic
Alliance
Architecture

Collaborative
Strategy
Architecture

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

Trust &
Teamwork
Architecture

Our Breakthroughs in the
Architecture of **Trust & Teamwork** enable.

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

Collaborative
Innovation
Architecture

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

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
- **Operational 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...

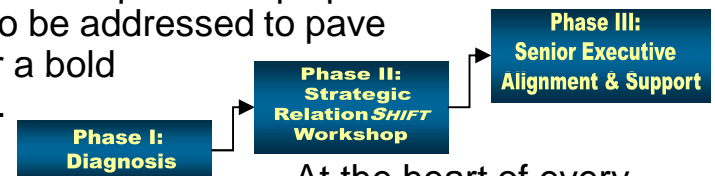
Strategic RelationSHIFTSM is a systematic, strategically focused, results-based, on-site program. Our commitment is to produce concrete, measurable results that far exceed what the alliance would have produced on its own. Your alliance team will gain from the program:

- **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 RelationSHIFTSM** 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 the way for a bold new future.



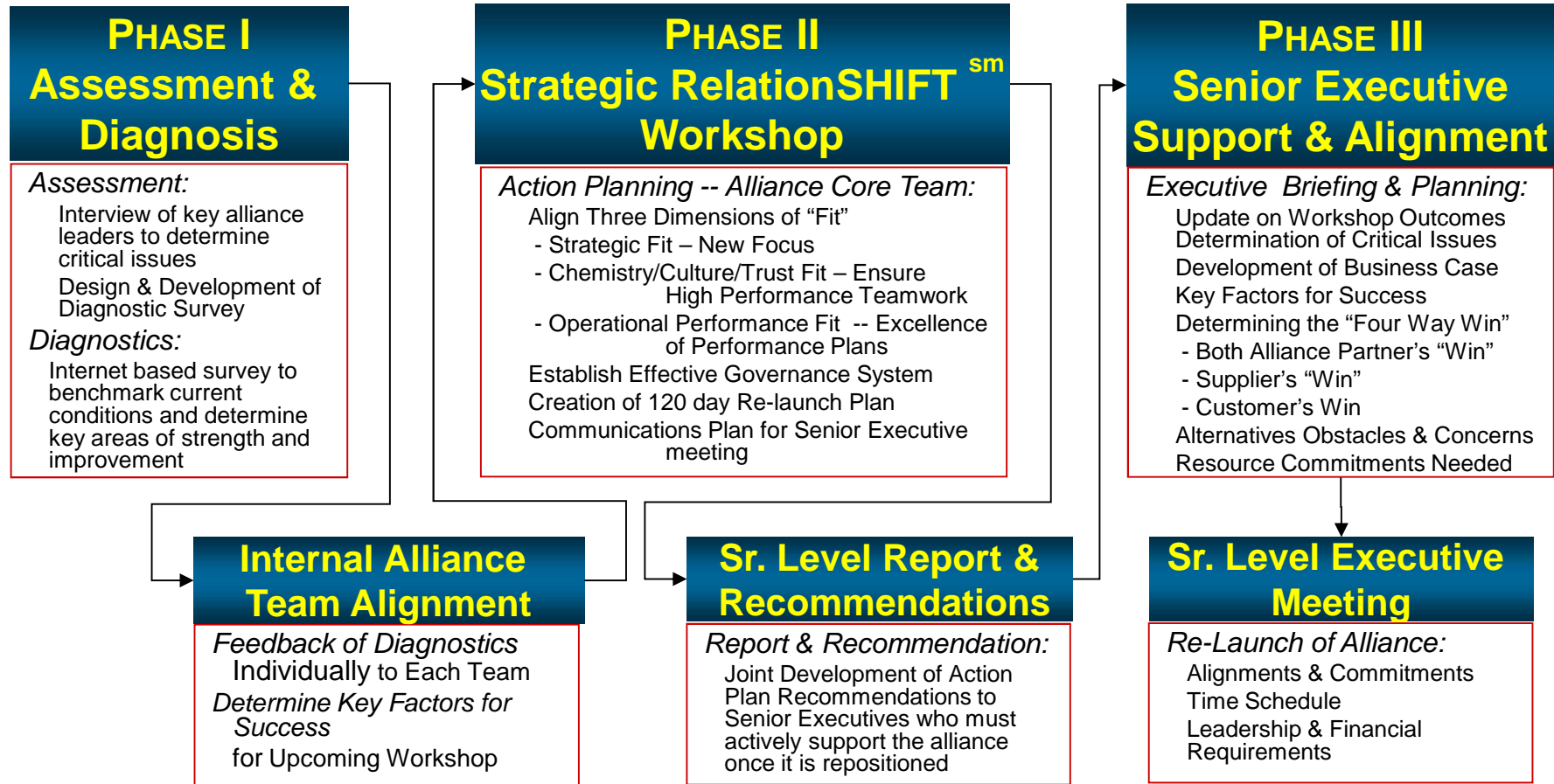
At the heart of every **Strategic RelationSHIFTSM** program is a rigorous action planning session (2 ½ days) to provide your team with the essential architecture for successful alliances... real-world advice...team exercises that finalize the design of the alliance's future...insights into what's needed 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.



Strategic RelationSHIFTsm The Basic Program

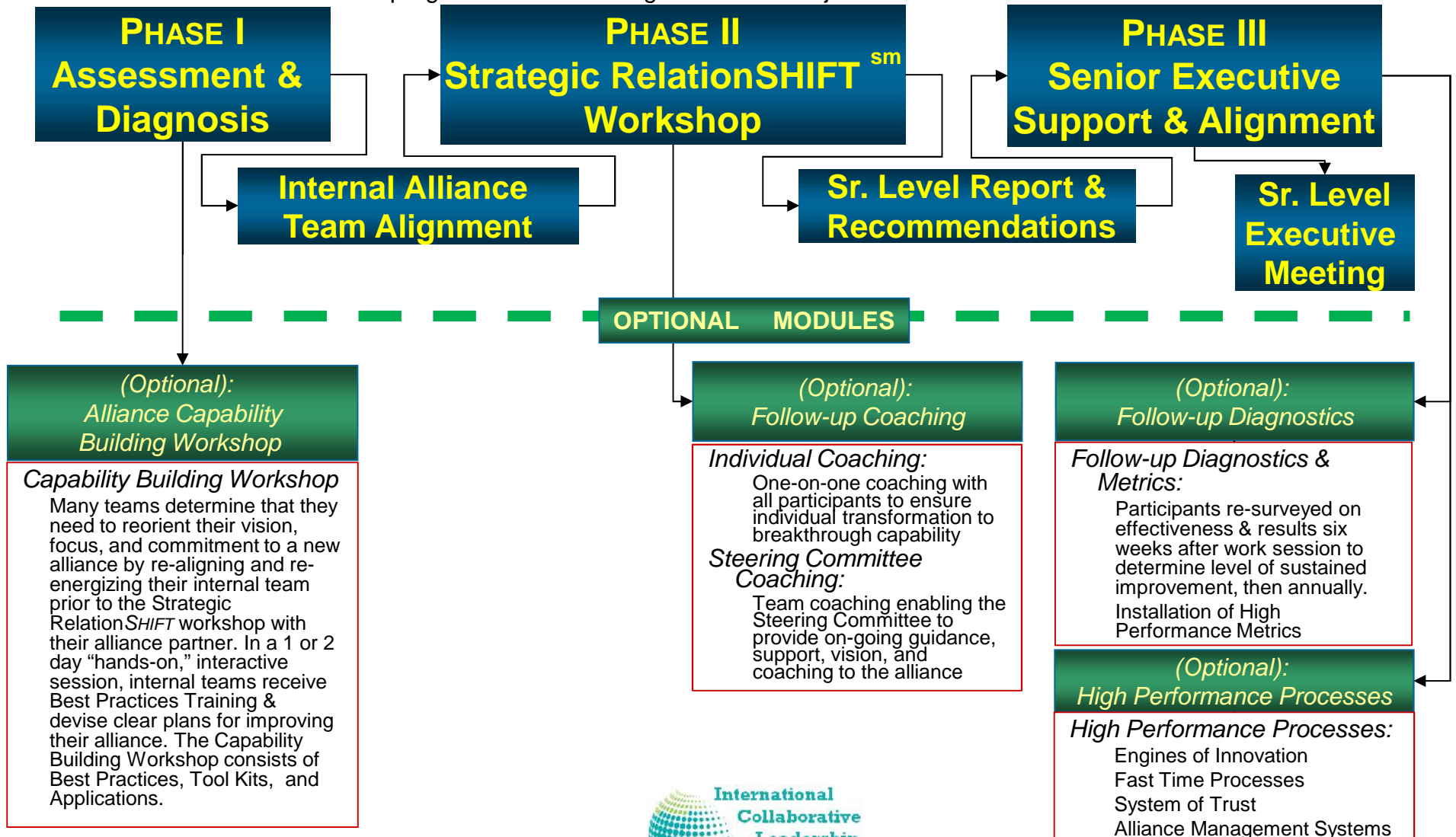
Note: Each Phase/Module is custom-designed to fit the objectives and situation of the alliance



Strategic RelationSHIFTsm 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





Representative Feedback from Strategic RelationSHIFTsm 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 real-world 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

