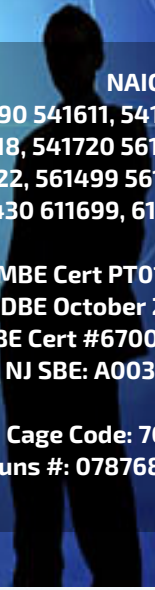


MAKING 1+1=3 WITHIN A COOPETITION RELATIONSHIP



NAICS #:
519110, 519130, 519190 541611, 541612,
541613 541614, 541618, 541720 561421,
561422, 561499 561110,
611420, 611430 611699, 611710

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NJ SBE: A0031-30

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Strengthening partner understanding to maintain mutual growth.

Two companies collaborating in a global strategic alliance had grown their joint business development efforts into a significant incremental revenue stream.

However, an acquisition by one partner had created a competitive relationship between elements of their business. Alliance management determined that the scope of the impact had reached beyond a small group 'talking it out in a meeting'.

AO surfaced that 37 executives, functional leaders, and team leads across both organizations had a lower than expected Alignment Index (67) around the state and direction of the relationship.

Their alignment was around shared views of the market opportunity, the value of their combined solutions, the methods for going to market. In fact, some of the insights lead to 'We didn't realize that you felt that way too.' reactions that was followed up in a series of joint meetings.

However, the AO virtual dialogue surfaced a series of unexpected misalignments that were compromising trust and respect for each other. Negative rumors and inaccurate inferences were identified, surfaced, and resolved – releasing tension and unease that had been growing but difficult to discuss. With the air cleared, the partnership continues its growth plan.

CONSULTANT SERVICES:

Consultative: Creating a pathway in achieving your results with your business members input and employee observations of what is key for the benefit of your clients.

Advisory: Bringing diverse perspectives from unrelated industry operations and processes in seeking new opportunities in efficiencies.

Collaborative: Alignment optimizations delivers on a full spectrum of progressively engaging and impacting methodologies that deliver the results you and your clients expect.

KEYNOTE SPEAKER/WORKSHOPS

TRAINING & FACILITATION

COACHING & MENTORING

STAY CONNECTED



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Aligning Performance Improvement w/Corporate Strategy