

Eight Key Elements

For Building Alliances, Partnerships and Coalitions

- Are you clear about why partnering with makes each others business strategy more than successful and adds value?
- Have the purposes, business benefits and strategy of the partnership been clearly articulated and agreed to by partner(s)?
- Do the partners complement each other sufficiently? (Use the Partner Alignment Scale)
- Are partners clear about what they have to do to make the partnership successful?
- Have you devoted enough attention to developing the relationship and enough mutual understanding?
- Does the partnership's mission and vision carry weight within each partner organization?
- Have the "rules of engagement" been negotiated?
- Has enough time and resources been committed to developing the "partnership culture" and staff capabilities?