

FASTARTSM

ALLIANCE

**FORMATION
& LAUNCH
Program**



**WARREN
COMPANY**

Founding Member



Association of Strategic Alliance Professionals



Why a **FASTARTsm** Alliance Launch Workshop?

Most effective method of launching an action-focused alliance:

- ✓ Creates Strategic & Operational Alignment
- ✓ Action Oriented
- ✓ Uses Best Practices to Ensure Long Term Success
- ✓ Ensures High Performance
- ✓ Minimizes Future Breakdowns
- ✓ Creates Pathway & Guidance for Legal Contract

Getting an alliance off the ground can be very time consuming and Cumbersome. How the alliance is launched will greatly impact its success!

What can I expect?

This is a practical “roll up your sleeves” program designed to focus on your company’s core business opportunities. Bring your internal team, and your prospective alliance partner – you will have the opportunity to design an alliance of great value and enjoy the journey.



Who Will Facilitate the Program?

Robert Porter Lynch is CEO of The Warren Company and has consulted widely for major organizations including Astra Zeneca, Cisco, Dow Chemical, Eli Lilly, Exxon-Mobil, General Electric, Hewlett Packard, IBM, Procter & Gamble, Pfizer, Sanofi Aventis, USAA, Warner Lambert, and Xerox.

Robert is Founding Chairman of the Association of Strategic Alliance Professionals, and has been recognized for his ground-breaking work in creating “alliance and collaborative innovation architecture.” He has trained thousands of business leaders around the world in the best practices of alliance formation and management.

Robert teaches at the Universities of Alberta, British Columbia, and San Diego. He is also the author of several books and numerous articles including the Handbook of Best Practices used by Strategic Alliance Professionals around the world. His next book, *Trusted to Lead* will hit the bookstores next year.

To find out more about Robert’s expertise, please visit www.WarrenCo.com

Highly Acclaimed

Recent sessions in North America have been highly successful. This is a sample of the comments:

- Superb! Excellent Content*
- Great info on a fresh new topic*
- Made me think, A great learning experience*
- Great Work! Well Organized*
- Completely Shifted my thinking*
- One of the best seminars ever attended*

Who should attend?

Collaboration is a major competitive advantage. The program is built for upper and middle management, entrepreneurs, and leaders who are seeking to increase their proficiency in alliance building and want more marketing reach or innovation.

This session will prove to be highly useful for any business exec or manager that wants to grow their organization by connecting better with customers, sales channels, distributors, suppliers, and development partners.

The Problem with too many Alliance Negotiations

Negotiating an alliance can be a frustrating and time consuming process. Often, posturing, legal maneuvering, and false-starts spawn a severe lack of trust, delaying the alliance and frequently undermining the chance of real success.

Get Started the Right Way ... and Fast

Getting the alliance off the ground quickly and successfully *is essential* in this fast-paced, competitive world. For the high-stakes alliance, you cannot afford to lose time or take the chance of a failure. In our experience, there are three typical ways to launch an alliance:

1. **Transactional Handoff:**
from the Deal Makers and Contract Negotiators to unengaged Alliance Managers
2. **Sputter, Misfire, and Scattershot:**
partial, fragmented effort, uncoordinated and uncommitted
3. **Fast, Aligned, Coordinated:**
 - Aligned Strategy & Vision & Value Proposition
 - Aligned Metrics & Rewards
 - Aligned Governance
 - Aligned Reporting Systems
 - Aligned Operating Principles
 - Aligned Trust, Chemistry, and Relationships
 - Aligned Operating Processes, Cost Controls & Performance Systems
 - Aligned Performance Integration
 - Aligned Early Warning Systems

When we looked to find the best advice in the alliance arena, we quickly learned why Robert Porter Lynch was most likely to be mentioned as the best in the field.

-- Patrick Hehir, Vice President, Flextronics

Our Role

Using our advanced "best practices" in alliance architecture, and new, proprietary methods for creating breakthrough performance, we can produce fast and powerful results. One of our experts serves as a coach, catalyst, advocate, and facilitator to be sure both sides achieve a win-win result.

Our client is the alliance itself, not one company or the other. At all times our commitment is to produce a successful alliance, with both sides fully committed, expectations clear, roles and responsibilities defined, and methodologies in place for producing high performance over the long haul.



Participants immediately engage in applying strategies, practices, and techniques that they can use in creating a real life alliance. Action results from concrete application of Best Practices, interactive sharing of ideas, and practical project development sessions.

Designed for Breakthroughs

We concentrate on the Key Factors for Success which seasoned alliance managers affirm are the essential ingredients to effective alliance implementation:

- ✓ Properly Trained Alliance Champions, and Project Managers
- ✓ Clear Operational Plan with Performance Measurements
- ✓ Effective Management Process Designed for the Alliance
- ✓ Proper Guidance and Performance Reviews

The Results We Produce

With our **FASTART**® program, we introduce all the critical elements to maximize your chances the alliance will attain its long-term objectives, focusing on:

- ✓ Ensuring alliance Success
- ✓ Getting off the ground Fast
- ✓ Gaining quantum leaps in Performance
- ✓ Increasing long term Profitability
- ✓ Shortening time needed to get Results

Available in 2 ½ and 3 Day formats

Elements of the Program

We provide experienced workshop architects and a powerful structure for moving through negotiations quickly and successfully, then putting the alliance on an action track to breakthrough performance. The full program consists of five steps:

- Step 1. – Interview Key Personnel from each company to determine needs, constraints, vision, and internal alignment issues.**
- Step 2. – Internal Action Planning Workshop (1 day) for all alliance Negotiations & Operations Team members for each company to prepare for the *FASTART* Launch Work Session.**
- Step 3. – Executive Briefing on Alliance Strategy & Management (½ day) (Optional) We conduct an executive briefing to gain top rank support and understanding for those companies for which alliances are a new type of business**
- Step 4. – FASTART Work Session (3 days) (see next page for detailed Agenda)**
- ✓ Creation of a Joint Alliance Strategy
 - ✓ Memorandum of Understanding
 - ✓ Action Launch Plan
 - ✓ High Performance Team Building
- Step 5. - Follow-up Top Level & Operations Coaching and Assistance with Steering Committee**
- Step 6. - Annual Diagnostics and Performance Review (optional)**

Becoming the Alliance Partner of Choice



- *In today's highly competitive business world, you cannot stand by while your competitors ally with the best-in-class providers in your industry.*
- *You must become the "alliance partner of choice" or be become relegated to a second rank status, always forced to join with mediocre partners.*



Added Bonus:

Each Participant will receive an electronic copy of the valued Best Practices Handbook used by members of the Association of Strategic Alliance Professionals all over the world.
A \$150 Value!



A Major Breakthrough in Building Trust

Trust is one of the top three causes of alliance success. Our world-class "Architecture of Trust" has been recognized globally because of its depth of insight and range of effectiveness. Robert Porter Lynch has been recently honored as one of North America's Thought Leaders in the field of Trust.

FASTARTSM Alliance Formation Workshop

Agenda Overview

– Day One –



Morning:

Introduction:

Introduction of Alliance Members, Overview of the Session, Ground Rules
Review of Strategic Alliance Formation Best Practice Methodology

STRATEGIES FOR SUCCESS

Part 1. Creating Hi-Impact Alliance Strategy & Competitive Advantage

CREATING THE VALUE

Part 2. Designing a Powerful & Aligning Value Proposition

Afternoon:

Part 3. Value Chain Analysis/Reengineering & Customer Needs

ALIGNING THE FORCES

Part 4. Determining the Stratagems to Win

– Day Two –

Morning:

ALIGNING THE FORCES (continued)

Part 5. Building the Foundation of Trust
Part 6. Hi Performance Alliance Teamwork

Afternoon:

FRAMING THE ALLIANCE STRUCTURE

Part 7. Statement of Principles & Understandings
Part 8. Governance & Alliance Management

– Day Three –

Morning:

◆ **ORGANIZING FOR ACTION**

Part 9. Key Implementation Priorities & Critical Interfaces
Part 10. Action Plan: Operations Integration, Interface Points , Contingency Plan, & Launch Plan:

- R&D, Technology Development,
- Manufacturing, Marketing, Sales, Customer Service,
- Legal, Intellectual Property, Contracting, Resource Requirements

Afternoon:

Part 11. Communications Plan

◆ **POSITIONING FOR LAUNCH**

Part 12. Next Steps & Commitments to Action

ENVISION

ALIGN

BUILD

ACT

FASTARTSM Alliance Formation and Launch Workshop is the most effective method of Launching an Action-Focused Alliance:

- Quick Results, Rapid Launch
- Uses Best Practices
- Ensures High Performance

Sample Agenda
-- EXAMPLE --
Strategic Sourcing Alliance
(each agenda is custom designed for the type of alliance & company's goals & culture)

Our Value Proposition

FASTART's ultimate value to your company is to produce key results:

- Gain significant **Strategic & Economic Value** from your alliance
- **Shorten the Time** required to form an alliance
- **Improve the Chances of Success** of your alliance by **Utilizing the Learnings** from *Best Practices* from thousands of alliance across the spectrum of different strategies, cultures, and operations
- **Negotiate** in a manner which positively impacts long term value & performance
- **Receive Maximum Performance** from your alliance
- **Reduce the Risks and Increase the Rewards** from alliance
- **Enable Effective Use of Alliance Management Resources**
- Build a **Highly Committed Alliance Operational Implementation Team**
- Ensure High **Performance, Leadership and Flexibility** once an Alliance is Underway
- Develop **Understanding** of and **Commitment** to Alliances from Top and Middle Management
- Provide **Effective Linkage** between Alliance Mission and Corporate Operating Structure
- Coordinate the **Corporate Portfolio** of Alliances with other growth strategies



- ◆ Leverage one the alliance world's best-of- the-best strategic thinkers and operational practitioners.
- ◆ Cutting edge thought leadership on all aspects of organizational partnering.
- ◆ Operational delivery of partnering strategies based on broad, deep and road-tested experience.
- ◆ Clearly defined and measurable objectives and results.
- ◆ Proven processes, systems, methods and best practices.
- ◆ Continuous and proactive innovation from the top leaders in the alliance field.



What Executives have said about the FASTARTSM Program....



“Never could have gotten the alliance started without this approach.”
CEO of Fortune 500 Technology Company

“Would have taken a year to do what we accomplished in 3 days.”
Sr. VP of Fortune 500 Manufacturing Company

“The most valuable experience in my career.”
Sr. Engineer of Fortune 500 Technology Company

“Six months later, our alliance is exceeding our expectations”
Sr. Manager, International Food Company

“Our negotiations had been bogged down for over 1 year until we got things jump-started with the FASTART Alliance Launch Program”
Director, Alliances, International Mining Company

“Focused our team to a whole new level. Now we have the right priorities and team consensus and a plan and the next steps to move forward”
CFO, Technology Company

“Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude.”
President, Engineering Company

“I was skeptical at first; now I see how this process should be used in every alliance.”
Chief Legal Council, Fortune 500 Company

“Excellent Program, moved us quickly in the right direction”
Director of Alliances, Fortune 500 Automotive Company

“I now have a much more realistic view ... we had glossed over too many things until this session.”
Chairman of Board, Investor in High, Technology Company

“Enlightening, we dug deep and brought concepts into reality”
CEO & Founder, Technology Development Company

“Immense value ... Exceptional Session that fast-tracks the entire process”
VP Marketing, Technology Company

“Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude.”
President, Engineering Company



“The turnaround in performance was extraordinary. This approach is continuing to pay back enormous results 2 years later.”
Senior Executive, Leading Computer Company

Why THE WARREN COMPANY?

Providing a Full Range of Services for Strategic Alliances & Collaborative Ventures

The Warren Company specializes in creating, implementing and revitalizing strategic alliances, joint ventures, supply chains, outsourcing, value networks, and similar collaborative or integrative business relationships.

For the last 20 years, TWC has been recognized internationally for its leading edge architectures in alliance formation and management, collaborative innovation, and trust building. We have a invested heavily in continuously performing best practices research, developing breakthrough ideas, and creating numerous proprietary methodologies to increase collaborative success. We have a fresh approach to impact each phase of collaborative development, from analysis, strategy, and planning to implementation and operations.

TWC provides services to Fortune 500 as well as smaller companies, and has trained well over 30,000 executives in our collaborative architectures.

Our network of over 30 highly qualified and experienced professionals is distinguished by the fact that, in order to join The Warren Company, one must have had extensive operational experience. The Capability Building Programs we offer include:

Alliance Management Systems
Benchmarking
Best Practice Implementation
Capability Building
Channel Management
Collaborative Innovation
Collaborative Strategy
Contract Structuring
Diagnostics & Assessments
Education & Training
Executive Briefings
Exit Strategies
Integration Advisory Services
Human Resource Consulting
Health Care Reform
Marketing & Sales Alliances

Mediation Services
Metrics for Collaboration
Negotiations Assistance
Networked Enterprises
Portfolio Management
Regenerating Existing Alliances
Sales & Distribution Networks
Strategic Out-Sourcing
Strategies & Scenario Mapping
Supply Management Alliances
Transformation Strategies
Trust Rebuilding
Value Chain Reengineering
Value Propositions
Value Migration Analysis
War Gaming for Alliances

We are NOT Consultants; we are *Resultants* – “Architects & Capability Builders“ who deliver a tested and effective strategic system and process methodology that harnesses the innovative power of differentials across internal and external boundaries.

- We Design/Co-Create Collaborative, Alliance & Trust based Innovation Systems
- We Give Clients Long-Term, Sustainable Capabilities that Produce Results