



# BUILDING PARTNERSHIPS

Partnerships of any nature can become tricky.

Our model for building lasting partnerships navigates these challenges through a systematic review of where each partner is and the “go | no-go gates” to move through the phases.

• • • • •  
• • • • •

## OPPORTUNISTIC



## CRAWL

- Independent status
- Work together on sales opportunities
- Reciprocal relations
- Lead partner manages quality

## COOPERATIVE



## WALK

- Jointly pursue opportunities with a coordinated solution
- Work together on sales and delivery of projects

## INTEGRATED



## RUN

- Develop & market jointly integrated solutions to targeted clients
- Usually a “newco” to accommodate the relationship



VALUE CONTRIBUTION



• • • • •  
• • • • •