

## What is the PartnerLink Alliance Appraisal?

The Alliance Appraisal is one of the SCCI PartnerLink tools.

It is a powerful assessment service for collaborative relationships where a group of partners e.g. a consortium or alliance, is working together to achieve a common objective. The outcomes are presented in a focused, management-friendly report containing a range of both strategic pointers and detailed recommendations for change.

It provides a framework for efficiently managing relationship networks, a tool for benchmarking, monitoring and driving performance and, diagnostics which give instructions for continuous improvement.

The in-depth analysis uses the latest scientific thinking on collaborative business relationship management.

## What does it achieve?

It exposes in detail the strengths and weaknesses, areas of inefficiency and where wastage may be occurring in the functions and processes within and between the alliance members.

It transforms perceptions by promoting understanding of the way that the alliance members view each other.

It enables effective relationship management based on objective information.

Allows joint change programmes to be anchored in the aims and objectives and measured performance of the relationship.

It makes sense of 'messy'/complex situations which allows management to focus on the essential success factors.

It improves transparency by transforming perceptions of the way that the partners view each other thus, promoting understanding and trust.

## How is it performed?

It is an efficient process, using short, online questionnaires and telephone interviews with minimal disruption and use of your resources.

The report is presented to the alliance members at a workshop where an immediate action plan is formulated and agreed.

After six months a review is carried out to discover the value achieved by all parties.

## When is it used?

It is used to validate the start-up capabilities of a multi-party alliance or for a relationship intensification or alliance performance benchmarking exercise e.g. at a new phase point.

In an on-going alliance it can kick start a management review and performance improvement programme or a strategic assessment.

It can provide essential information for re-negotiation of contracts.

It can be used regularly as a key part of the ongoing monitoring and management process.

It is an vital component of corporate governance arrangements.



# PARTNERLINK ALLIANCE APPRAISAL

Increasing the commercial value  
of your business relationships



## The Benefits

Bridges the hidden gaps in teamwork through more cohesion, integration and fulfilment (Team Spirit).

Builds collective capability to seize future business opportunities (Alliance Power).

Defines opportunities to increase revenue and shareholder value (Growth).

Increases customer satisfaction from better product/service quality and delivery (CRM).

Retains customers by differentiating the alliance offering and locking out competitors (Competitive Advantage).

Reduces administration and production costs (Margins).

***“We do important business through inter-agency working where the Council works alongside a whole range of organisations to develop policy and deliver social services. Performance of the team is crucial.”***

Senior Relationships Manager, Milton Keynes Council

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