

## Overview

PartnerLink products are designed to be delivered by associates as part of a wider package offering. SCCI Ltd provides a back office data collection and QA service.

- Stage 1. Achieve high level understanding of each existing relationships
- Stage 2. Create and analyse the relationships portfolio 'map' in order to understand where good and poor practice lie
- Stage 3. Carry out a deeper diagnosis of problem relationships
- Stage 4. Review on an annual basis to ensure continuous improvement

\*All stages are optional and scalable.

Stage 1. **PartnerLink Barometer** - This will provide a strategic, performance overview of each alliance relationship to identify the salient strengths and weaknesses of operational interactions. The service includes: initial briefing of the relationship managers, an online survey of all knowledgeable staff, and a de-brief on the results.

Stage 2. **PartnerLink Portfolio Report** - Providing a summary report of the main management points from a programme of Barometer/Partnership appraisals. This facilitates strategic management of the portfolio including identification of common factors to enable putting in-train development programmes and setting targets for improvement.

Stage 3. **PartnerLink Partnership Appraisal** - Providing an in-depth diagnostic appraisal to target the specific operational issues that undermine relationships. This service includes: initial briefing of the relationship managers, an online survey of all knowledgeable staff, an interim report, telephone interviews of selected staff, a facilitated workshop for alliance relationship managers and their teams to agree the key performance factors in the relationship and an action plan for improvement.

Stage 4. **Regular review** - We strongly suggest that in order to achieve continuous improvement each key relationship that has been measured using Stage 1 and Stage 2 are re-measured annually so that performance can be monitored and new objectives set.

Other Situations **PartnerLink Profile Appraisal** – To determine the readiness to partner of an organisation or 'honeymooning' partners including identifying those actions which will improve success. This service uses the same process as the PartnerLink Partnership Appraisal.

Other Situations **PartnerLink Alliance Appraisal** – In Barometer and Partnership forms, used with consortia and multi-party alliances where a number of organisations are working together towards a common objective.

## Additional PartnerLink Benefits

Examining business relationships equally from both sides by an independent, credible 3<sup>rd</sup> party removes emotion from the situation, mobilises staff enthusiasm and focuses them on practical, improvement initiatives.

Regular, objective, high quality appraisal will allow clients to manage their alliance relationships proactively using a virtuous 'review, adapt, improve and operate' cycle to achieve joint objectives more reliably within the bounds of tighter corporate governance.

***"Initially I thought a competitor was a better supplier but SCCI turned my thinking around about our relationship".***

Category Manager, Masterfoods

### For Further information contact:

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