



Partnership Optimization Program (POP)

PURPOSE | PERFORMANCE | PROMISE

**STRATEGIC
PARTNERSHIP**

PG. 6

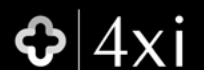
**PARTNERSHIP
SUMMIT**

PG. 8

**PARTNERSHIP
CHARTER**

PG. 9

Charting new frontiers, together.





**NEW
PARTNERSHIPS**



How will you and your latest Strategic Partner align on your TRUE NORTH?

Strategic Partnership is a mutual commitment - a state where both parties are fully aligned on mutual success based on the foundations of trust, that in time, translates to loyalty. Strategic Partners need to continually pivot and adjust to market forces, inevitable changes in requirements, and address unplanned obstacles along the way. The True North of Strategic Partnership is a place where few get to as they deal with the pressures and norms of the past versus the art of the possibility, together - the whole is greater than the sum of the parts.



NEW PARTNERSHIPS

Entering into a new partnership? You both have great expectations and together, your collective opportunities are exciting. It can also be scary too. Many have lived through failing partnerships where the contract was the only guidepost, and relationships that were established with the sales team and executives dissolved when they moved on to the next shiny project—rarely to be seen again. How do you keep the enthusiasm and excitement alive over time? How do you build the relationship to withstand change? What are the guardrails needed to stay on track?

The excitement of a new partnership is in the air. Relationships of trust have been established. Together, you believe you'll do great things. It can be a bit scary to look forward with such anticipation. How do you ensure this feeling remains strong, and the execution happens? What is to stop you from losing focus in the face of change, and failing to stay on track?

The Partnership Optimization Program (POP) is designed specifically for these circumstances, and to get you and your most important strategic partners focused on the things that matter the most, aligned, and focused on your collective TRUE NORTH.





Partnership Optimization Program

You have been through the sales process, and you're ready-set-go, or you're in an existing business relationship that needs refreshing, rejuvenating, getting back on track - then in either instance, you should seriously consider committing to the Partnership Optimization Program (POP) by 4xi.



Purpose

Alignment and being literally on the same page is critical to any successful relationship, including in business. Sharing the same purpose, mission, vision, and values, is foundational, as is who is accountable and responsible on all sides of the relations. This includes agreeing on the deliverables, the success measures, the mutual risk and reward in the case of attainment of the standards, the goals, and the aspirational outcomes of your relationship.



Performance

Aligned relationships perform better. They deliver better outcomes for all parties. They outperform those that are not aligned, and when true partnership optimization is achieved, then the whole becomes greater than the sum of the parts. The Partnership Optimization Program delivers foundational cornerstones of your relationship, removes barriers and blockages, and in turn often drives top line, middle of the P&L, and bottom-line benefits to all parties - working better, performing better, together.



Promise

This is a mutual philosophical commitment way beyond a statement of work, service level agreements, or contracts, but a joint long-term commitment to working harmoniously together focused on the same outcomes. It involves and making organizational promises to each other at a leadership-to-leadership level to avoid the dangers of potential dilution and protect the integrity of the mutual desires, aspirations, and the promises made to each other through the process.



POP PROGRAM

The Partnership Optimization Program is an ongoing journey and a long-term commitment with stage posts, measurements of success along the way, and collectively, transparency and reporting that provides success way beyond the investment in the process.

Here are the key steppingstones along the POP journey:

Pre-Program

Operations Plan

Service Level Agreements

Financial Budgets

Key Performance Indicators

Contracts

It may be that you choose to have or have in place a Master Services Agreement that combines all these elements in one place.

Partnership Optimization Program

Review of all Pre-Program information (above)

Client-side, and Supplier-side perspectives (independent)

Partnership Summit

Partnership Charter creation

Sign off and commitment to Partnership Charter

Partnership Charter cascaded, NORTH STAR of the relationship

Regular reviews, revisit, and refresh



Partnership Summit

An essential foundation to the POP, the Partnership Summit is ideally a face-to-face interaction with the key stakeholders, typically at least one full day, and preferably spanning over two days, including time to bond and socialize.

Here is a typical agenda example:

Opening

Introduction to the principles of POP

Why POP?

Exploring the value of POP

Shared Focus

Vision, Mission, Purpose, Values

Purpose

What do we want to achieve, together?

Key Stakeholders

Responsibilities, Accountabilities & Behaviors

Operating Standards

What are the agreed expectations?

Measurements of Success

What's most important, and how do we measure it?

Reporting

What are the reports, and cadence of reporting?

Meetings

Who, where, when, and how often?

Governance

Sign-off, escalation, issue resolution



Partnership Charter

From the Partnership Summit arises the production of the Partnership Charter - a documented NORTH STAR of your relationship; mapping out clear foundations of the partnership and becomes the central focus of all interactions, and performance reviews, and is designed to encourage the right behaviors that contribute to a long-term, mutually rewarding partnership.

Governance: maintaining Joint Commitment, and Mutual Success

The Partnership Summit, and Partnership Charter alone will not ensure long-term success. Maintaining joint commitment, and ensuring continued alignment and success is a critical factor.

Cascade: the Partnership Charter throughout all sides of the relationship.

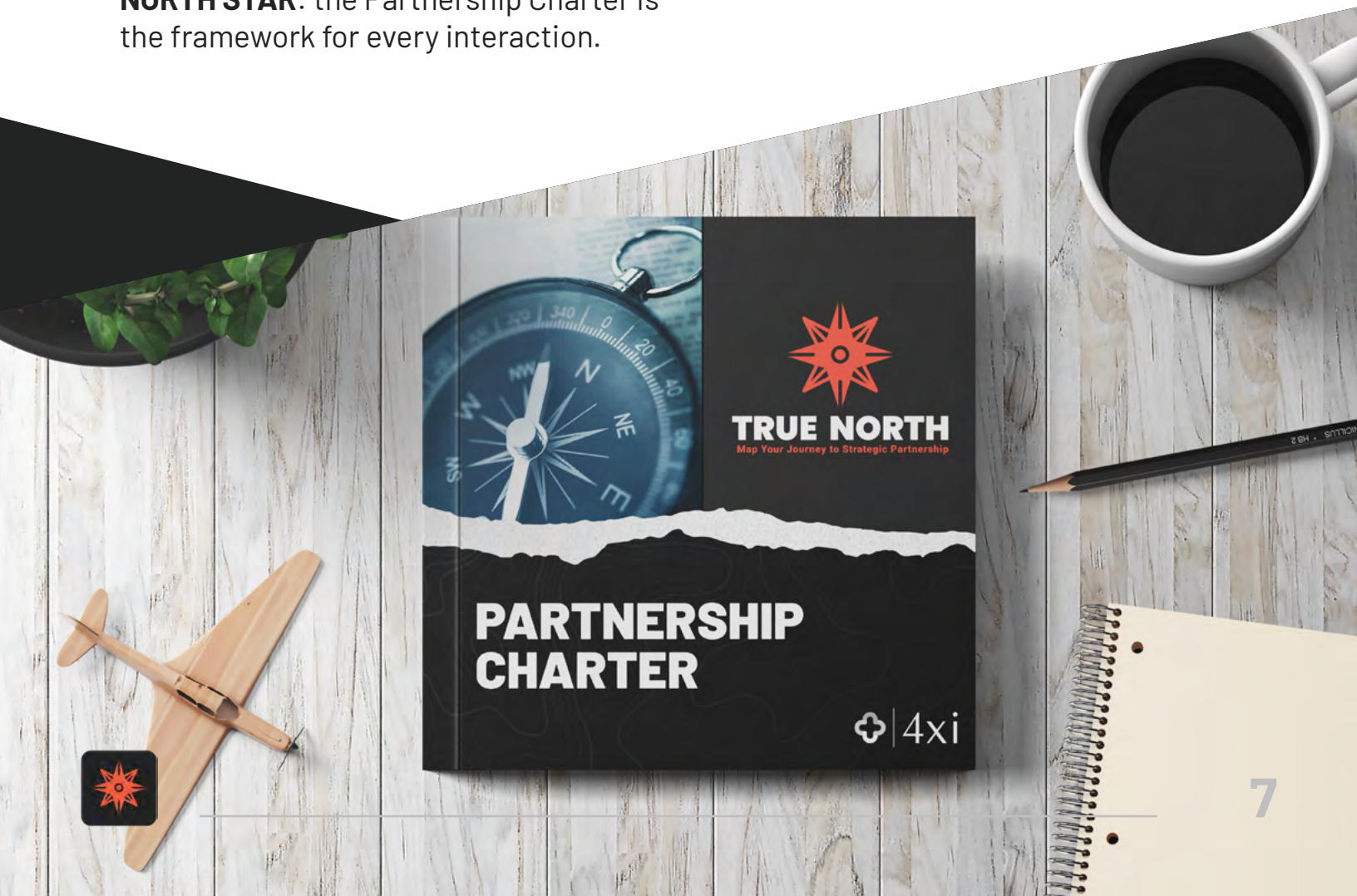
Share: the Partnership Charter before and during every interaction.

NORTH STAR: the Partnership Charter is the framework for every interaction.

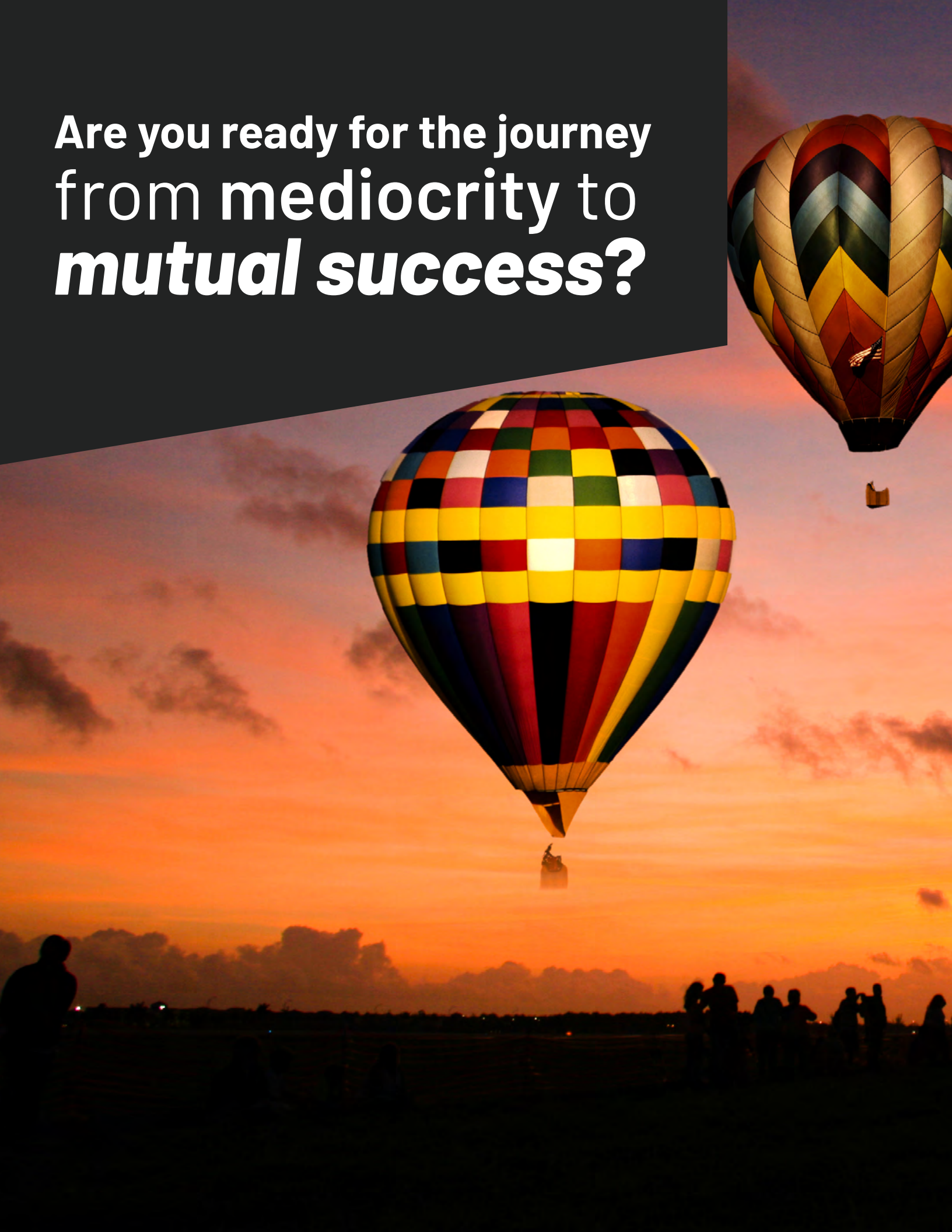
Vernacular: utilizing the same terms, the same reference points, the same measurements, throughout.

Cadence: ensuring that the daily, weekly, monthly, quarterly, and annual meetings are planned and documented.

The Partnership Optimization Program is designed to maximize the mutual benefit of your partner relationships, align priorities and objectives, and deliver mutually tangible value.



Are you ready for the journey
from mediocrity to
mutual success?





Charting New Frontiers, together.



4xi Global Consulting is a boutique advisory firm focused on transforming the human experience of people away from home: at work, in education, at rest, and at leisure. We work with client organizations, service providers, and innovators. TRUE NORTH[©] is our strategic partnership practice helping organizations to win better, retain better business. The Partnership Optimization Program (POP) is a tried and tested formula to get existing and new partners literally on the same page, aligning Purpose, Performance, and Partnership. To learn more about how POP can benefit your business and optimize key partnerships, contact us today.

Win better, retain better business, together.

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