



# Partnership Optimization Program (POP)

PURPOSE | PERFORMANCE | PROMISE

## STRATEGIC PARTNERSHIP

PG. 6

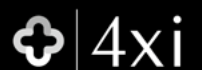
## PARTNERSHIP SUMMIT

PG. 8

## PARTNERSHIP CHARTER

PG. 9

Charting new frontiers, together.







**EXISTING  
PARTNERSHIPS**



# Have you or your Strategic Partners lost sight of 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.*



# EXISTING PARTNERSHIPS

Maybe an existing partnership is not driving outcomes, is stale and lackluster? When this happens, it is frustrating, especially with everything else happening in the daily whirlwind. If something doesn't change, you could be forced to spend a lot of time, resources (and money) to find a replacement partner, transition, and launch. Daunting to say the least, and you may not get the improvements in performance and outcomes that you seek anyway.

Recall the beginning of the partnership? The anticipation and enthusiasm for a fresh new start. The commitment to forge new paths together was exciting. That was then. Now is now. The people are different. The inevitability of change overtook the early momentum. The spirit of driving forward has dissipated. What happened? Or more importantly, what now?

The Partnership Optimization Program (POP) is designed specifically for these circumstances, and to get you back focused on the things that matter the most, aligned, and focused together 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.

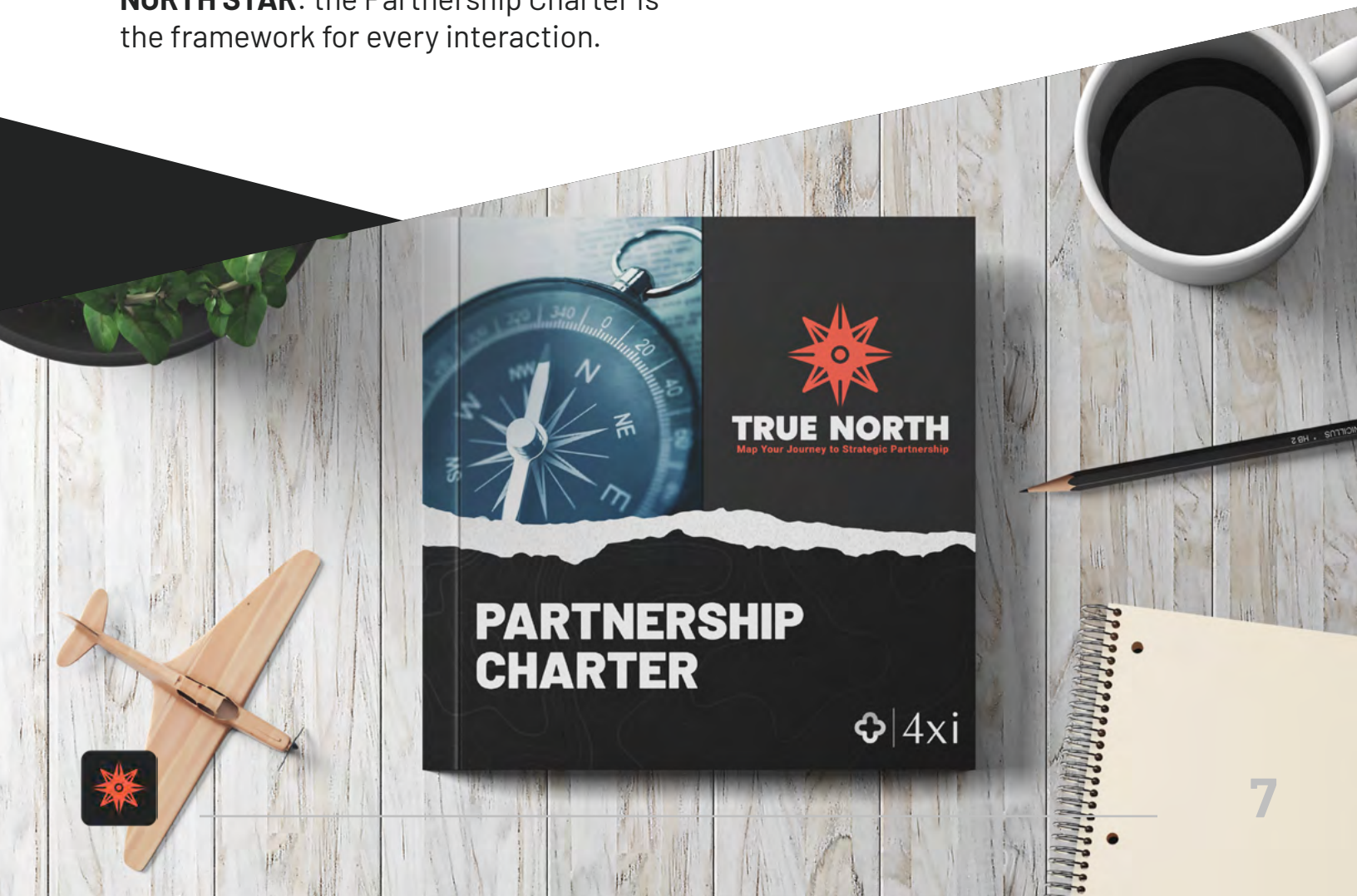
**Share:** the Partnership Charter before and during every interaction.

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

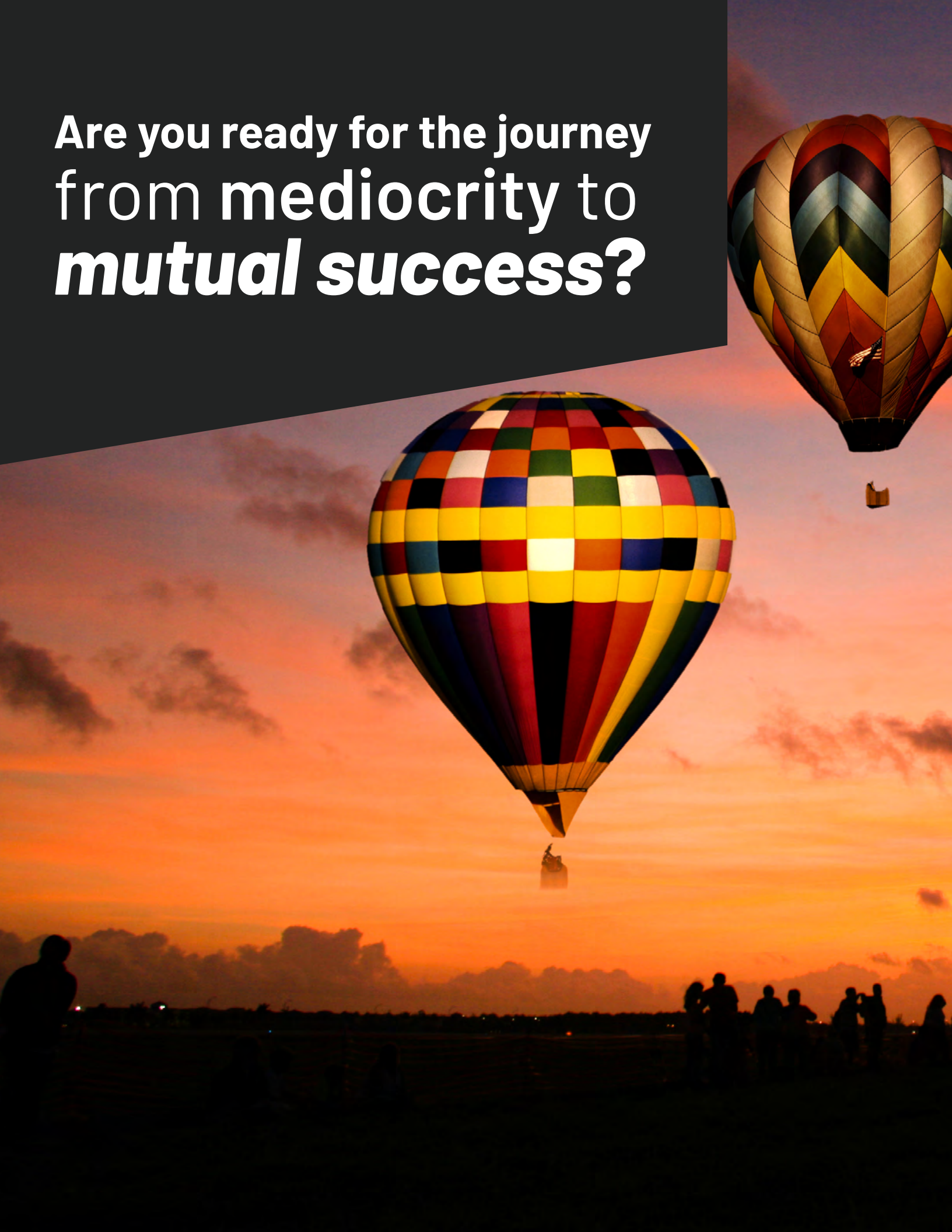
**Vernacular:** utilizing the same terms, the same reference points, the same measurements, throughout.

**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<sup>©</sup> 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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