



Toolkits for alliance managers

Alliance experts has developed a number of toolkits to use in the various phases of an alliance. These toolkits aim to provide the alliance manager and other members of management with the right knowledge and means to successfully perform their work. Each toolkit requires just a limited investment, and once acquired the toolkit can also be used independently.

Executive workshop alliance strategy

This toolkit consists of three interviews with key individuals within an organization to obtain insight into the general strategy, into current knowledge levels in terms of alliances, and to learn what partner organizations exist. The information obtained through these interviews is used to prepare a workshop of one morning or afternoon for management that specifically concentrates on linking strategy and performance with respect to alliances. Existing alliances will be evaluated with short tests. The interviews and workshop offer ample opportunity to discuss your specific situation. Price: SGD 3500.

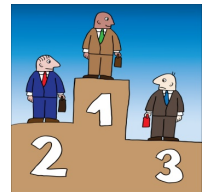


Partner selection toolkit

Many companies are open to approaches by others, but reluctant to actively target the market to acquire the right competences. The partner selection toolkit consists of three mini-workshops:

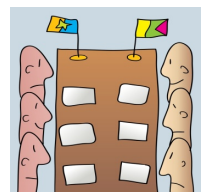
1. centering on defining the search question in relation to one's own strategy;
2. in order to go from a longlist to a shortlist;
3. to arrive at a definitive and well documented choice.

The mini-workshops can be conducted with a management team or project team, each takes 3 hours at most, and all are supported with formats and evaluation techniques. Price: SGD 2500.



Business model and contractual arrangements

Say you've selected a partner and wish to flesh out your collaboration, but how to go about it? How do you divide the costs and revenues, how do you deal with patents and goodwill, and what behavior should be rewarded? The business model and contracts library provides a quick overview of the choices you can make and what issues are worth negotiating. We assist in this process during two day-parts, either with or without the participation of your prospective partner. In between we draft a first set of arrangements. Our input will let your legal professionals (or Alliance experts if you like) draft a contract faster and more effectively, so you will soon have recouped your investment. Price: SGD 3500.



Kick-off toolkit and training

The contract has been signed, and suddenly a large group of employees from both sides need to start working together, while they had no involvement in the preceding process. This requires internal explanations, but it also requires becoming familiar with each other's organization and bridging the inevitable corporate culture differences. Through four interviews held among both parties, we inventory contexts and expectations. We provide you with techniques and with two part-days of workshops, to be utilized as you see fit; for example, separately for management and for employees, or as train-the-trainer sessions, or as one full day for all people involved. Price: SGD 5000.

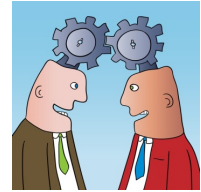




Alliance *experts*

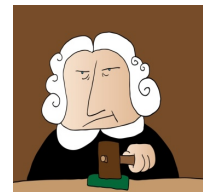
Periodic no-stress test

It makes sense to assess an alliance in terms of its financial results. But if the results start to disappoint, often the collaboration is already deteriorating. That is why it is important to measure success in terms of predictive indicators such as the trust that parties have in each other, the effectiveness of consultations, and the commercial activities. Alliance experts has compiled a standard questionnaire that we can apply to your situation. As a neutral party, periodically we will collect the relevant data, either by email or, among board members, through a brief telephone interview. The results will be presented to you in a partly anonymised report. Price for six evaluations with each ten respondents: SGD 5000.



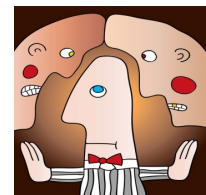
Legal check

Perhaps you use your own contract model for alliances or partnerships, and/or you have already signed contracts with partners. It is worth checking these contracts on a regular basis to get an idea of the legal effectiveness of made agreements, and you can determine whether these agreements are still effective in practice. Such an overview is also very useful if you are planning a merger in the coming three years, or if you think you may become involved in a take-over. Our legal check furnishes you with a checklist with which to evaluate each contract. We will visit you to obtain insight into your work methods and to explain the questionnaire. The questionnaire can then be completed by a staff member familiar with legal matters. We then analyze the list, optionally review your most important contracts, and will formulate specific recommendations for improvement. Price: SGD 3500.



Toolkit conflict resolution

Your collaboration is not proceeding as it should, and you're starting to worry. Where do things go wrong? Through three interviews with people involved from your side we can analyze the situation and identify the domain in which the solution should be sought: the market approach, or the work processes, the working relationship, or the legal agreements? We then devote 5 day-parts to working out a solution in this area, generally in close consultation with the partner. Everything is geared to getting you and your partner back on track, or perhaps to letting both of you go your separate ways without any ill-will. Price: SGD 7000.



Cross-cultural (alliance) management toolkit

When your company is working internationally it is important to know how people from different cultures communicate with you and with each other. This toolkit offers you an important key for dealing with cultural differences, and generally employs two parallel approaches: developing self awareness of your communication style, and creating more understanding within your company and/or between your company and your international business partners. We will create, in collaboration with your team, practical tools to reduce cross-cultural misunderstanding and encourage positive cross-cultural working relationships. Price: SGD 8500.



Prices are listed exclusive of VAT, and all offers are subject to the general terms and conditions of Alliance experts. Besides these toolkits, Alliance experts also offers customized consultancy processes and longer-term support for your collaborative ventures. For more information visit www.allianceexperts.com or contact Alfred Griffioen on +31(0)6-24776865.