

Consulting

AllianceStrategy Consulting™ offers **tailored advice, focused consulting, and various kinds of training** on all aspects of alliance management, from strategic design to organizational implementation. Typical clients and audiences have included mid- and high-level executives at Fortune 500 high-technology companies. Typical projects are limited engagements that address a focused need. Every project is customized and handled personally by principal. Adjunct consultants or firms are brought in as needed. We offer unique expertise on the following issues:

Evaluating alliance readiness: Audits of existing alliances; review of alliance attitudes and methods; training and discussion to develop common language and approach to alliances.

Designing alliances: When to use an alliance; criteria for selecting partners; how to structure alliances; and preparing for alliance negotiations.

Managing alliance relationships: Understanding the alliance life cycle; how to measure performance; how to manage conflicts and adjust to change; and "blameless reviews" of alliance relationships.

Managing alliance portfolios ("constellations"): How to design effective networks; using alliance network analysis to support your strategy; and sources of competitive advantage in collective competition.

Building an internal alliance capability: Determining what aspects of alliance design and management need internal support; where to locate key resources; how to maintain line and staff coordination.

Acquisition strategy and implementation: Mergers and acquisitions as alternatives to alliance; Sources of joint value (synergy); and processes of integration.

Competitive strategy: Strategic analysis is an element in our alliance consulting; not a stand-alone service. Training and speaking on this topic can be done as stand-alone assignments, even if not part of an alliance project.

International strategy: We have deep experience in international business. Again, this is often a component of work on alliances, but can also be an issue addressed on its own.

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