



Intelligent Partnerships

COLLABORATION

CLIENT DELIVERY IN RAPIDLY CHANGING
ENVIRONMENTS

IP WORKFORCE STRATEGIC APPROACH SERIES

CLIENT-CENTERED REALIGNMENT



ALLOWS FOR A FRESH LOOK AT EXISTING RELATIONSHIPS AND PROCESSES



Insight

Get Closer to Clients.



Collaborate

Reposition or Introduce New Relationships



Market

Review Competitive Landscape



Refresh

Re-Examine Existing Agreements



Sector Access

Identify New Verticals.



Offerings

Evaluate current service and product structure.



Tools

Integrate or Expand Technology.



Value Chain

Examine process and delivery models

COLLABORATION ROADMAP



DEVELOPING GENUINE RELATIONSHIPS TO ENHANCE CLIENT VALUE

A new customer experience encompasses cross-functional work like marketing, sales training, and customer support. An agile roadmap must include all of the teams involved.



EVALUATE THE VALUE YOU PROVIDE



COLLABORATION AS A CLIENT DELIVERY PRIORITY

PHASE 1 ASSESS



- Evaluate actual impact of disruption on deliverables to clients
- Identify skills, capacity, and resources required for Client delivery/employer/project
- Measure your or your firm's current capacity and skill sets against project/client/employer need
- Pinpoint external partners' capacity and skills against your ability to enhance, support, or expand their impact

PHASE 2 PLAN



- Establish 2-way communication protocols that allow for input, rapid decision making, and feedback
- Identify external partners' priorities in delivery
- Plan external communication
- Define success from your view to understand what options are/not valuable/costly to you

PHASE 3 ACT



- Act first, do not wait to be invited
- Position to deliver on client expectations first
- Negotiate from a capacity view
- Adopt tools and protocols that support responsive delivery
- Step into gaps where needed

PHASE 4 EVALUATE

- Are you/team providing value you promised?
- Measure targets against outcomes and your definition of success
- Assess cost of engagement delivery.
- Is it providing the value you expected?
- Adjust as required



The Partnership Evaluation Framework:

How to evaluate a potential partner's business model and identify areas for collaboration

Model Framework	Relevance	Key Metrics	Questions for Consideration
Governance: How a firm makes decisions in the market	Understanding the governance structure associated with a given business model can help uncover what objectives actors will prioritize, how they will respond to both market trends and policy, and who they recognize as relevant stakeholders.	<ul style="list-style-type: none"> ✓ What objectives actors will prioritize ✓ How they will respond to both market trends and policy ✓ Who they recognize as relevant stakeholders 	<ul style="list-style-type: none"> ✓ Who are all the stakeholders involved in investment decisions in your organization? In partner organizations? ✓ Once an investment is made, who has responsibility for its oversight? ✓ Are there external regulations that may influence the decision-making process?
Financial Model: How a firm raises capital for start up or expansion and sets performance targets	Establishing and tracking a key set of financial metrics and benchmarks across each industry segment can reveal the sources of a business' profitability, as well as key decision- points and motivations for a business to seek change	<ul style="list-style-type: none"> ✓ Revenues ✓ Costs of Goods (or Services) Sold ✓ Required margins ✓ Sources of funding and cost of funding 	<ul style="list-style-type: none"> ✓ What are the costs and revenues for the business? ✓ What are the major/key factors that influence changes in revenues or costs? ✓ How does the business finance investments?
Assets & Infrastructure: How a firm invests and brands itself in order to operate	Assessing the benefits and costs associated with an asset or infrastructure enables management to identify opportunities for creating value and reducing costs	<ul style="list-style-type: none"> ✓ Fixed assets (e.g.buildings) ✓ Inventory ✓ Equipment ✓ Brand value ✓ Trainings/Certifications 	<ul style="list-style-type: none"> ✓ What type of investment (i.e., buildings, machinery, and equipment) is needed? How costly is it, and are economies of scale a factor? ✓ How important are non-physical assets (e.g., brand, certifications) on the success of the business?
Service Offering: What goods and services a firm markets and sells	Examining existing service offerings and uncovering untapped opportunities to expand core business offerings or enter into partnerships may reveal ways of increasing customer traffic, consumption, and revenue over time	<ul style="list-style-type: none"> ✓ Range of service offerings an organization provides and how well they align to its strengths ✓ Required margins on an average service offering ✓ Level of demand in market for each service offered 	<ul style="list-style-type: none"> ✓ What are my organization's key strength and service offerings? ✓ Are there alternatives/competitors to these services in the market? ✓ Can a strategic partnership help my organization expand its service offerings or control its costs?
Customer: who a firm's targetmarket is, and how it reaches them	Identifying customer segments associated with each business model can help to measure probability of success for partnerships and service offerings	<ul style="list-style-type: none"> ✓ Marketing and lead generation efforts ✓ Cost per lead ✓ Customer demographics ✓ Key partnerships 	<ul style="list-style-type: none"> ✓ Who are the target customers to be served? ✓ What is the estimated overall demand for each service being provided? ✓ Can a strategic partnership help me capture a larger share of the market?

Determine If Collaboration Can Improve Conditions



COLLABORATION AS A CLIENT DELIVERY PRIORITY

Your Value Add

OPPORTUNITY TO BUILD

Identify measurements
you will use to
demonstrate
impact/improvement

Client Value Outcome

FREEDOM TO DELIVER

How will the
collaboration improve
the client's condition?

Partner Value Add

OPPORTUNITY TO BUILD

Determine what
efficiency/savings/expanded
capacity the client/employer
be left with post engagement



FOCUS ON MUTUAL BENEFIT EFFORTS NEEDED TO DELIVER

COLLABORATION AS A CLIENT DELIVERY PRIORITY

Accountability

Are you/team providing value you promised?

Measure targets against outcomes and your definition of success

Future State

Create purpose-driven path from design to adoption

Progress

Establish milestone timelines that trigger

- decision making

Problem Solving

Generate if/then scenarios that demonstrate fluid decision making

Listen actively and incorporate partners priorities to planned delivery

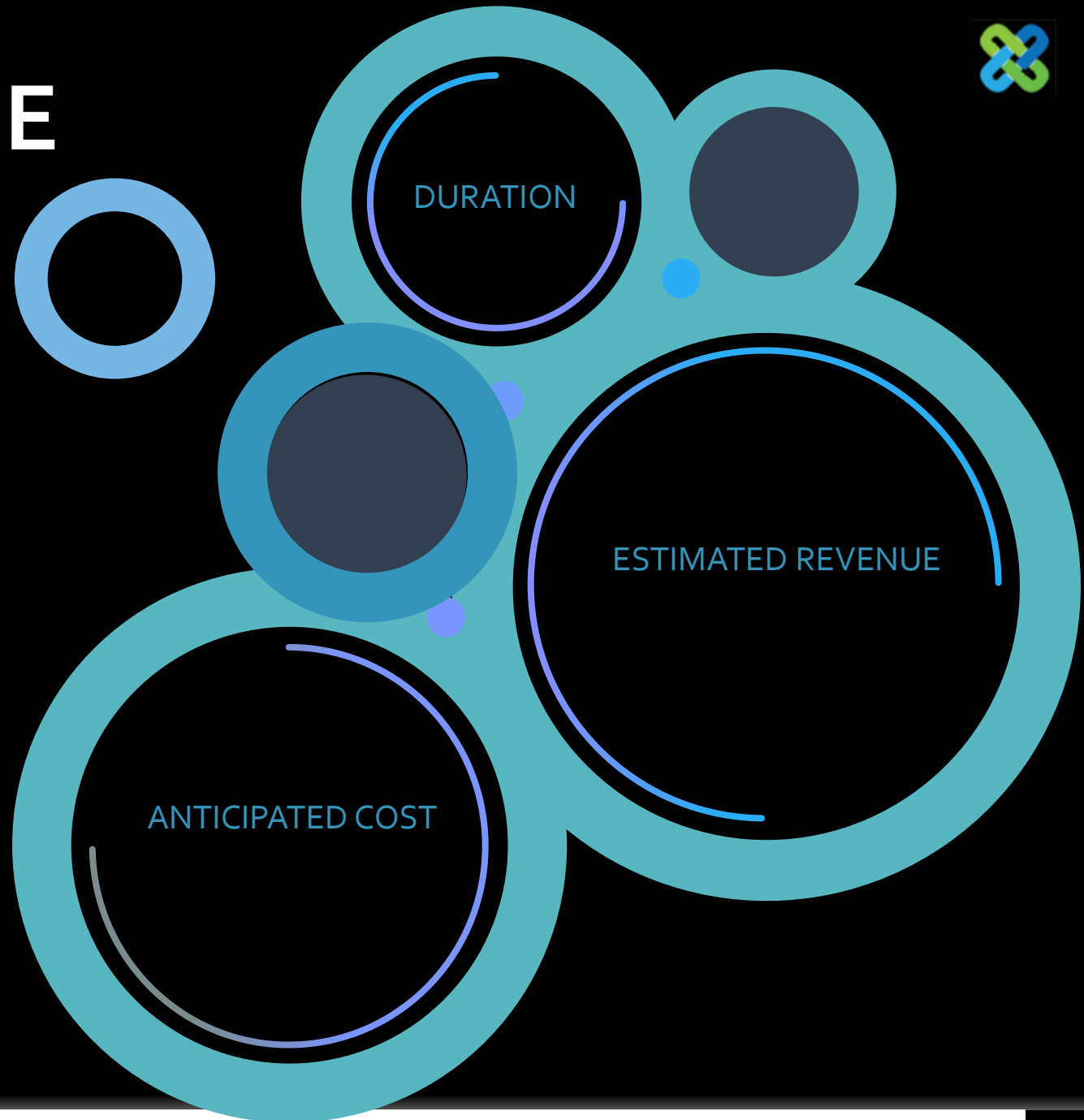


MEASURING VALUE



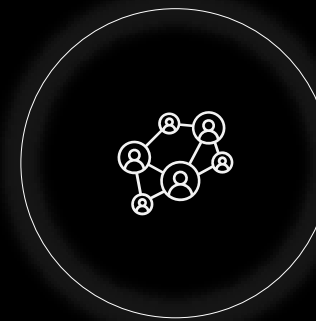
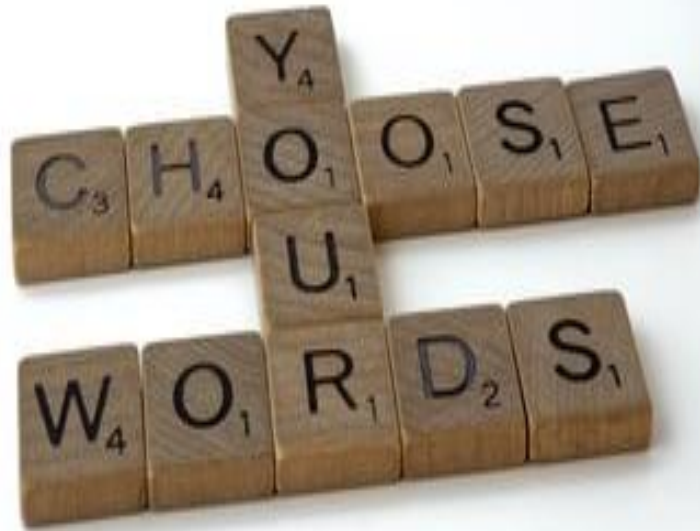
The purpose is to enhance your value in collaborative environments. The mutual value has to align with performance demands and any burden you or your company will take on to ensure success. Always connect external collaboration efforts to personal, professional and/or the company's overall long-term strategy. Ensure you can demonstrate what you deliver.

- Are we delivering what we promised?
- Have we improved the client/employer/partners condition?
- Did we create flexibility that allows for ongoing adjustments?
- Did it improve our bottom line, brand or access?



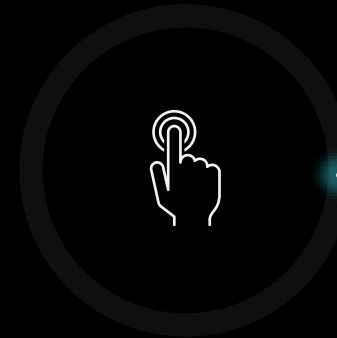
COMMUNICATION

COLLABORATION AS A CLIENT DELIVERY PRIORITY



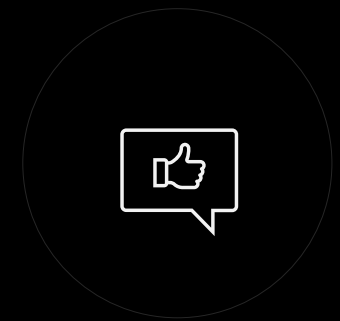
CONNECT

Generate opportunities that create momentum and move everyone forward



ENGAGE

Listen actively and incorporate partners priorities into planned delivery



GET BUY-IN

Provide transparent messaging that allows for input and adjustment

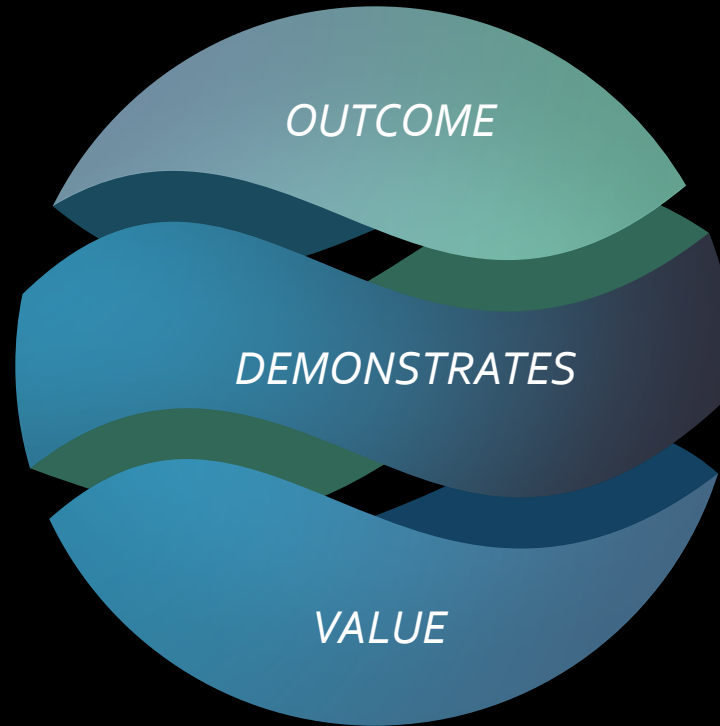
DELIVER AND ADAPT TO EVOLVING NEEDS



COLLABORATION AS A CLIENT DELIVERY PRIORITY

FLEXIBILITY BECOMES A CRITICAL VALUE ADD.

Collaboration allows you to maximize your capacity while generating broad acceptance as a genuine resource connected to quality delivery.



SHORT, GOAL-BASED DELIVERY

Creating the ability to respond to client realities

ADAPTABLE DELIVERY

Rooted in If/Then Scenario
Responsiveness connected to measurable outcomes

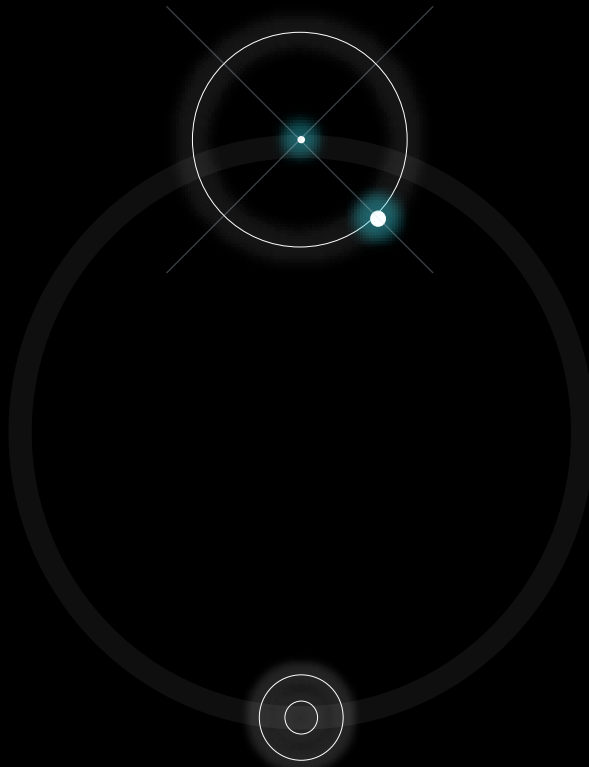
LEVERAGED OPPORTUNITIES

Utilize collaboration to generate higher impact, greater value and deepen trust

SOME ADDITIONAL THOUGHTS



OPPORTUNITY IN REINVENTION IS YOURS TO DEFINE



Take advantage of the current—and hopefully temporary—lull in the economy to collaborate with your own team to brainstorm new business delivery models. For example:

- School Districts are partnering with tech companies to provide students access to online learning.
- Restaurants are connecting to food pantries to deliver food to isolated elderly customers.
- California has partnered with Motel 6 to temporarily house some of its homeless population.

How can your team uniquely adapt to the new normal to expand its market share and/or transform business?

ABOUT US

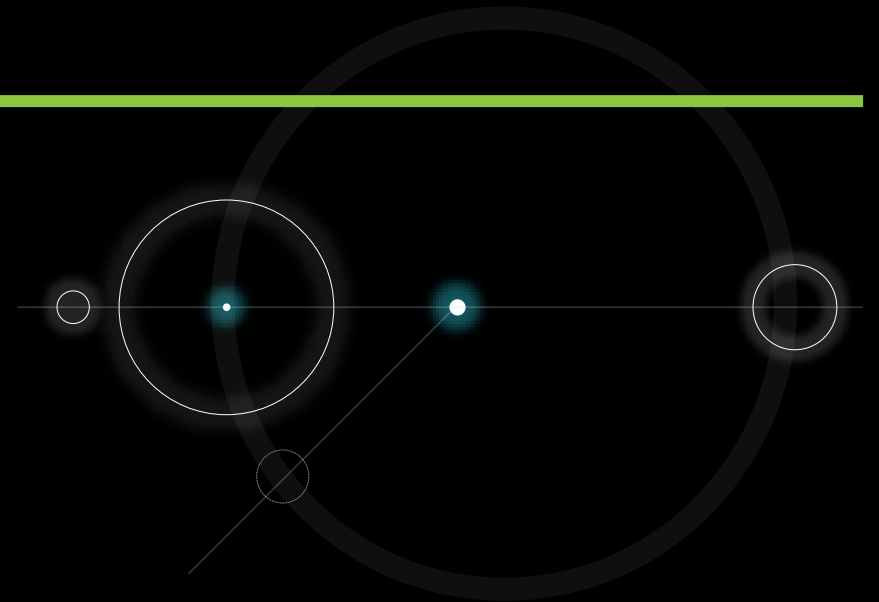


We bring decades of experience helping clients in diversity management, strategic engagement and workforce design.

We encourage our partner organizations to prioritize our community's health and safety and remain an available resource.

Should you have any questions or need strategic design and implementation support, please feel free to contact our team at:

(877) 234-9737 or www.iPartnerships.net



- HELPING OUR PARTNERS *Create Value Where Disruption Occurs.*
- PRIORITIZING *Innovation Through Collaboration.*
- PROVIDING USEFUL TOOLS AND RESOURCES THAT AID IN *Solid Decision Making And Measureable Market Impact.*
- FACILITATING REAL WORLD APPROACHES TO THE *Future of Work.*