# The 52 Best Practices in Strategic Alliances

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| **Commercial** | **Technical** | **Strategic** | **Cultural** | **Operational** |
| Co1 Joint Business Value Proposition (BVP)Co2 Due DiligenceCo3 Optimum Legal / Business StructureCo4 Alliance AuditCo5 Key metricsCo6 Alliance reward systemCo7 Commercial costCo8 Commercial benefitCo9 Process for negotiationCo10 Expected Cost value ratio | T11 Valuation of assetsT12 Partner company market positionT13 Host company market positionT14 Market fit of proposed solutionT15 Product fit with partners offeringsT16 Identified mutual needs in the relationshipT17 Process for team problem solvingT18 Shared ControlT19 Partner accountability | S20 Shared objectivesS21 Relationship Scope S22 Tactical and strategic riskS23 Risk sharingS24 Exit strategiesS25 Senior executive supportS26 B2B Strategic alignmentS27 Fit with strategic business pathS28 Other relationships with same partnerS29 Common strategic ground rulesS30 Common vision | Cu31 Business to business trustCu32 Collaborative corporate mindsetCu33 Collaboration skillsCu34 Dedicated alliance managerCu35 Alliance centre of excellenceCu36 Decision making processCu37 Other cultural issuesCu38 B2B Cultural Alignment | O39 Alliance processO40 Alliance Audit O41 Revenue flowO42 Business planO43 CommunicationO44 Health checkO45 Alliance charterO46 Change mgt.O47 Operational metricsO48 Operational alignmentO49 Exponential breakthroughsO50 Internal alignmentO51 Project planO52 Issue escalation |