# The 52 Best Practices in Strategic Alliances

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| **Commercial** | **Technical** | **Strategic** | **Cultural** | **Operational** |
| Co1 Joint Business Value Proposition (BVP)  Co2 Due Diligence  Co3 Optimum Legal / Business Structure  Co4 Alliance Audit  Co5 Key metrics  Co6 Alliance reward system  Co7 Commercial cost  Co8 Commercial benefit  Co9 Process for negotiation  Co10 Expected Cost value ratio | T11 Valuation of assets  T12 Partner company market position  T13 Host company market position  T14 Market fit of proposed solution  T15 Product fit with partners offerings  T16 Identified mutual needs in the relationship  T17 Process for team problem solving  T18 Shared Control  T19 Partner accountability | S20 Shared objectives  S21 Relationship Scope  S22 Tactical and strategic risk  S23 Risk sharing  S24 Exit strategies  S25 Senior executive support  S26 B2B Strategic alignment  S27 Fit with strategic business path  S28 Other relationships with same partner  S29 Common strategic ground rules  S30 Common vision | Cu31 Business to business trust  Cu32 Collaborative corporate mindset  Cu33 Collaboration skills  Cu34 Dedicated alliance manager  Cu35 Alliance centre of excellence  Cu36 Decision making process  Cu37 Other cultural issues  Cu38 B2B Cultural Alignment | O39 Alliance process  O40 Alliance Audit  O41 Revenue flow  O42 Business plan  O43 Communication  O44 Health check  O45 Alliance charter  O46 Change mgt.  O47 Operational metrics  O48 Operational alignment  O49 Exponential breakthroughs  O50 Internal alignment  O51 Project plan  O52 Issue escalation |